



ManoMano UK closes a successful 2016 with £3.2M

New Online DIY & Gardening Marketplace Releases Annual Report

January 2017.../ New online DIY & Gardening Marketplace, [ManoMano](#), makes £3.2M turnover in first 8 months in the UK and €90M across Europe. Part of the Google Scale Up programme, the company forecasts £10M revenue in the UK and €250M internationally for 2017.

With a global catalogue of 1 million referenced products, the French group aspires to become the European leader for DIY & Gardening products online. Going from a workforce of nine to 100 in three years, ManoMano is reporting impressive figures after its first year of business in the UK.



ManoMano, launched in the UK in April 2016 and closed the year with 88 partner sellers in the UK and 185,000 products available online. The latter figure showing them to give the edge over their competitors in terms of product choice and variety (B&Q has 40,000 products online and Homebase has 50,000).

The company was launched in France in 2013 and now operates in six countries across Europe (France, Belgium, Spain, Italy, UK & Germany), with the UK and Germany added to the global portfolio in 2016. The global annual turnover was €90 million with €250 being the projected figure for 2017 end of year.



The UK Home Improvement & Gardening market is valued at £38 billion and the UK is one of the largest e-commerce markets in Europe. ManoMano is leading the way in this space by operating solely online and not holding any physical stock.

ManoMano's objective for 2017 is to triple the number of products on site as well as its annual turnover. Within three years of activity in the UK market, ManoMano has projected a €100 million turnover on this market alone by the end of 2019.

"The growth of ManoMano demonstrates that people are relying more and more on online purchases", say Christian Raison and Philippe De Chanville, founders of ManoMano. "When we decided to launch this project, e-commerce was already a reality, but we found it was lacking in the DIY sector. We are pleased with the positive performance of the UK, which will act as our test country for innovation solutions."



ManoMano will be using the UK as its test space in 2017 for DIY and gardening innovation. Given the size of the market in the UK, it is a key audience on which to test new payment methods, logistical solutions and innovative partnerships with key actors in the DIY market – all activities that will be rolled out and trialled this year.



Business in Number - the Growth of ManoMano from 2013 to today

	2013	2014	2015	2016	2017 (est.)
Workforce	9	24	63	100	150
Business Volume	1M€	15M€	32M€	90M€	250M€
Referenced products	30,000	380,000	600,000	1,000,000	2,000,000
Unique visitors/ month	300,000	500,000	1,000,000	4,000,000	
Number of clients	15,000	180,000	400,000	850,000	
Number of sellers				700	
Countries	France	France	France	France	France
		Belgium	Belgium	Belgium	Belgium
			Spain	Spain	Spain
			Italy	Italy	Italy
				UK	UK
				Germany	Germany

Ends

For more information about ManoMano or to interview its founders, please contact Lallie Fraser Lallie@polkadotelephant.com or +44(0)7743077773 for more info.

Notes to Editors

ManoMano is the first online marketplace specialised in DIY & Gardening. Philippe de Chanville and Christian Raison launched the site in 2013 to make DIY easy and affordable for all. ManoMano now operates in 6 countries across Europe with over 1 million referenced products and 700 partner sellers.