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FOR IMMEDIATE RELEASE

TaskRabbit Expands Across the United Kingdom

*Sharing economy leader brings 'help for life' to new markets in England and Wales
with Scotland coming soon*

LONDON, December 6, 2018 -- TaskRabbit, the on-demand network that conveniently connects people with Taskers to manage everyday tasks at home, announced today its launch in six new cities across England and Wales, more than doubling the number of cities the company serves in the United Kingdom.

Specifically, TaskRabbit today launched in Brighton, Cardiff, Coventry, Liverpool & Warrington, Oxford and Reading. The company also announced it will launch in Edinburgh and Glasgow, Scotland in early 2019.

"Since TaskRabbit first launched in the United Kingdom, we've been honored and impressed by the level of positive response from people using TaskRabbit's task management network to get help with their everyday household tasks," said Cornelia Raportaru, UK Country Director of TaskRabbit. "Our expansion across England and Wales means we're making everyday life easier for even more people and connecting more Taskers to meaningful work opportunities in their own communities."

TaskRabbit first launched in London in 2013 and expanded to Birmingham, Bristol and Manchester in February this year.

"I love that TaskRabbit provides a network to find work that fits a wide range of my skills," said Ray Lawrence, a Birmingham Tasker. "I started tasking this year to supplement my earnings as a delivery driver and enjoy the flexibility that comes with being able to set my own rates. With this extra income, I've begun saving for a family holiday."

The average hourly rate for Taskers in the United Kingdom is £24, 3x the national minimum wage.

"The sharing economy brings considerable value to the UK and we're excited to welcome TaskRabbit's growth throughout England and Wales," said Richard Laughton, Chair of Sharing Economy UK. "Greater London is the most popular UK region for sharing economy activity and the expansion and growth of platforms in other areas helps provide increased opportunities for more people to get involved."

TaskRabbit was acquired by IKEA in October 2017 and since then, has continued to grow in fulfillment of its mission to make everyday life easier for everyday people.

This latest expansion means that TaskRabbit's service is now available in half the locations where IKEA is present in the United Kingdom, allowing a more convenient and easy shopping experience for customers who want to purchase IKEA home furnishing products at their local store and have them assembled at home as soon as the next day. TaskRabbit is also available to IKEA customers in those UK cities online at ikea.co.uk.

People can visit www.taskrabbit.co.uk or download the TaskRabbit app from the App Store or Google Play to quickly book a Tasker and get help with minor home repairs, mounting, furniture assembly, moving help, garden work and more.

To become a Tasker, visit join.taskrabbit.co.uk to start the registration process and learn more.

About TaskRabbit

TaskRabbit is a task management network that conveniently connects people with Taskers to handle everyday home to-do's, such as furniture assembly, handyman work, moving help, and much more. Acquired by IKEA Group in 2017, TaskRabbit operates in more than 53 markets across the United States, the United Kingdom and Canada and is headquartered in San Francisco. For more information, visit TaskRabbit.com, [@TaskRabbit](https://twitter.com/TaskRabbit) on Twitter, Facebook, Instagram, LinkedIn, Pinterest and YouTube.