



TaskRabbit Arrives in Italy

From Silicon Valley to Rome and Milan -- TaskRabbit Announces Italian Launch

The platform arrives in Italy with 3,000 Taskers already registered, to make everyday life easier for Italian people

MILAN, 24 March 2021 – [TaskRabbit](#), the global network that connects people seeking help with household tasks to skilled, reliable Taskers from their local communities, today launches its platform in Milan and Rome.

More than 3,000 independent workers have already signed up to offer their skills in more than 40 categories, spanning from furniture assembly and gardening to cleaning and minor home repairs. Among the members of the Tasker community in Italy are approximately 850 handymen who have signed up to provide their services to people in their neighborhoods, making 28% of all registrants female: a new record for TaskRabbit as it enters a new country.

As a two-sided marketplace, TaskRabbit helps create new job opportunities, allowing people to build their business or earn extra income, while delivering a transparent and easily navigable experience for clients, so they can book tasks quickly and simply. In the past year alone, more than 1 million clients used the platform, 1.7 million jobs were booked, and Taskers earned over €84 million. As independent workers, Taskers set their own rates and availability, and take home 100% of their rates and any tips received.

“We’re thrilled to launch TaskRabbit in Italy, with the country’s strong community-based traditions, and an ethos that is closely aligned with our value of neighbors helping neighbors,” said Ania Smith, CEO of TaskRabbit. *“Over the last decade, TaskRabbit has connected hundreds of thousands of people with skilled, reliable Taskers in their local areas. Most importantly, we’re proud to help generate new work opportunities for the local economy at a time of global crisis caused by the Covid-19 pandemic”.*

As a part of a larger global growth strategy, Italy is the eighth country where TaskRabbit has launched its services. The network is already accessible in thousands of cities in the United States, United Kingdom, Canada, Spain, France, Germany and Portugal.



The company, which is a wholly owned subsidiary of INGKA Group (IKEA), is available in Milan and Rome via its mobile app and website beginning today. In addition, IKEA customers in these two cities can access the furniture assembly services provided by TaskRabbit directly in IKEA stores in Milan (Corsico, Carugate and San Giuliano) and Rome (Porta di Roma, Gregorio VII, San Silvestro and Anagnina) and through IKEA's e-commerce website. Taskers are available to help IKEA customers with furniture assembly in their homes within a day after purchase.

The US-based startup, which during the pandemic began the volunteer program "Tasks for Good", is making this initiative available in Italy beginning with the launch, so that at-risk and vulnerable individuals and organizations can have access to volunteer Taskers who can safely provide essential services at no cost.

To discover and book a Tasker in their local communities, people can either visit the [TaskRabbit website](#) or download the TaskRabbit app on iOS or Android.

About TaskRabbit

TaskRabbit is the global network that connects people who need help with household tasks such as furniture assembly and minor home repairs, to skilled, reliable Taskers from their local communities. Acquired by Ingka Group (IKEA Retail) in 2017, TaskRabbit operates across the United States, the United Kingdom, Canada, France, Germany, Spain, Portugal and Italy. TaskRabbit is headquartered in San Francisco with European headquarters in London.

To find out more, please visit <https://www.taskrabbit.it/> or join the conversation with @TaskRabbit on Twitter, Facebook, Instagram, LinkedIn, Pinterest, and YouTube.

Italian Media Contacts

Elena Castellini, SEC Newgate for TaskRabbit
castellini@segrp.com

Veronica Bigicchi, SEC Newgate for TaskRabbit
bigicchi@segrp.com