

## Homebase signs long-term partnership with THG Ingenuity to transform the online shopping experience

*Partnership will drive three years of change in six months*

**Milton Keynes, UK: 2 September 2020** - Homebase, one of the UK's leading home and garden retailers, today announces a ten-year partnership with e-commerce specialist The Hut Group (THG) and its ecommerce services division, THG Ingenuity, to transform the online shopping experience for customers.

This partnership builds on the extensive investment already made in product range and inspirational shopping experiences over the last two years as part of the Homebase turnaround. It marks a bold new step that will accelerate Homebase to its vision of being the go-to place for the inspiration, expertise and products customers need for their home and garden projects from start to finish.

By Easter 2021, Homebase customers will have access to a brand new website, offering a range of exciting and interactive new features, including 'before and after' pictures and design and style tools to help them turn their home and garden ideas into a reality. Improved navigation, shoppable multi-product images, instant 'add to basket' functionality, and new payment options including PayPal and Google Pay will make it even easier to shop from the wide range of products and create the latest home trends.

Homebase will combine its 40-year heritage and deep understanding in home and garden with The Hut Group's globally recognised e-commerce credentials to uncover and maximise powerful real-time data insights. This will allow Homebase to even better understand its customers in real-time, tracking trends to help them find exactly what they're looking for whether they're shopping online or in-store. On the website, AI-driven recommendations will allow Homebase to deliver a more personalised customer experience and make it even easier for the customer to get everything they need.

**Damian McGloughlin, CEO of Homebase, comments:** "This partnership will significantly fast-forward our digital plans and create an incredible new shopping experience for customers. We have a unique opportunity to move with the rapidly changing retail landscape, and leapfrog ahead to an experience that exceeds customers' demands for online shopping that's both easy and inspirational. We'll combine the best of bricks-and-mortar with THG Ingenuity's world-class expertise, to advise, excite and inspire our customers with new ways of shopping we know they'll love."

**Matthew Moulding, Founder, Chairman and CEO of THG, said:** "We are incredibly excited to be working with one of the UK's biggest players in the home and garden retail sector and there is huge potential for us to grow Homebase's D2C capabilities with our proven infrastructure and services.

"The global retail landscape is changing and the current climate has accelerated digital plans for many businesses. This partnership is testament to the strength and reputation of THG Ingenuity to deliver a world-leading ecommerce solution that can power businesses of all sizes, in the UK and globally."

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**Notes to editors:**

**About Homebase**

Founded in 1979, Homebase is a home and garden projects retailer offering customers the inspiration, expertise and products to create a home they love – all in one place.

Its wide range of products covers garden, decorating, home furnishings, kitchens and bathrooms, alongside complimentary concession from some of the UK's leading brands. Inspirational new store layouts are helping millions of customers combine on-trend collections with the project ideas, practical advice, partners and tools to bring their home and garden visions to life.

Homebase operates 164 stores and 19 standalone Bathstores employing over 6,600 people across the UK and Ireland, whose specialist knowledge sits at the heart of the friendly and inspiring in-store experience Homebase offers its customers.

For more information visit [www.homebase.co.uk/about-us/who-we-are](http://www.homebase.co.uk/about-us/who-we-are).

**About The Hut Group**

The Hut Group (THG) is an international online retailer and technology company. Founded in 2004 by CEO Matthew Moulding, Manchester-based THG now operates 178 localised websites, retailing goods in 169 countries. In the year to 31 December 2019, the Group grew sales by 24% to £1.14bn, with 66% of sales generated internationally. More than half of THG's sales come from its own brand products. THG owns Lookfantastic and Myprotein amongst other brands operating primarily in the beauty and wellbeing sector.

**About THG Ingenuity**

THG Ingenuity is THG's end-to-end ecommerce platform, powering THG's own business as well as those of brands and retailers around the world. THG Ingenuity comprises access to THG's international infrastructure across warehouse fulfilment, digital content studios and event spaces, an end-to-end proprietary software solution required to operate and scale retail brands, and a suite of in-house consultative and management services across trading, marketing and brand strategy. It is one of the only platforms that is underpinned by proven expertise as it has demonstrably scaled brands globally and now powers 3rd party brands on a SAAS basis.

THG Ingenuity is partnered with leading retailers across the globe, including Procter & Gamble, Johnson & Johnson, Groupe L'Occitane, PZ Cussons Beauty and Nintendo. THG Ingenuity helped the Group dispatch over 80 million items during the year ended 31 December 2019 to customers across the world, and saw THG reach the top of the Sunday Times profit track for two consecutive years.