



Mila, the Local Mobile Marketplace for Tasks & Errands

Zurich, Switzerland — 22 May 2013 — Today Mila, the location-based, mobile, peer-to-peer marketplace for tasks and services, launches on iPhone and Android devices to give local people a faster, more convenient way to get errands and services done.

“The share economy is being fuelled by local communities and neighbors helping one another. In addition to our desktop and mobile web site, our new apps for iPhone and Android will give people an easier, faster, more convenient way to post the tasks they need to get done, or, in the case of people providing services, the ability to respond quickly and at any time to people’s requests,” says Mila CEO Manuel Grenacher.

Mila’s apps help busy people get more of their daily tasks and errands done by allowing them to request help from people or small businesses in their local neighborhoods with a few taps on their iPhone or Android smartphone, perfect for when people are on the go. The apps sync with Mila’s desktop and mobile web version, so that people can choose the format that is most convenient to them at any time of day.

When a person posts a request for a service or for a task to be accomplished to Mila – for example, to build a flat-packed bed, to help clear an overgrown garden, or to install a wireless network at home – local people or small businesses can offer to provide or fulfill it.

Mila provides a convenient place for the transaction to take place and payments can be made either in cash, credit card, or through the safety of PayPal.

Since launching in March, Mila users are crossing more tasks off their “to do” list. Completed needs are accelerating and have doubled in numbers and tripled in amount in April compared to the previous month. In Zurich, the most popular services include house cleaning, gardening and moving. In Jakarta, the most popular services include language tutoring, shared rides, and domestic chores. Mila is also helping local people and small businesses find more work: the tasks and needs that are posted on Mila are completed by providers or people typically within a 3 – 5km radius.

Mila is available around the world and in particular Berlin (Germany), Zurich (Switzerland) and Jakarta (Indonesia). Aside from our new iOS and Android apps, Mila is available on the desktop and mobile web.

Features of Mila for iPhone and Android:

As a buyer looking to get a task or errand accomplished:

- **Browse local services** offered by friendly people or businesses matching your need or task to be done.
- **Or post a specific need** or task to the community and specify by when it needs to get done by and how much you are willing to pay.
- **Communicate** with the person offering the product or service through Mila’s secure messaging and agree upon the details of the deal, like where, when and how much.
- **Pay** for your service through the safety and convenience of Paypal or cash.
- **Rate the person or small business who completed the task:** Only when the task is completed and the payment has been made can the two sides rate one another.

As a person or small business selling or offering services to accomplish a task or errand:



- **Create** a provider profile and enter the details of your offering with photos and a description to increase the attractiveness of your service or product.
- **Get found** by people looking for services **or actively browse** the posts for those looking to get a job done.
- **Communicate** with the person posting for help or a product and negotiate the details of the deal.
- **Receive fast and secure payments** via credit card, Mila's cash payment system, or Paypal and collect ratings to further build up trustworthiness.

To download the Mila app on iOS click here: <https://itunes.apple.com/app/mila/id647207324>

To download Mila all on Android click here:

<https://play.google.com/store/apps/details?id=com.mila.android>

To see how Mila works, watch our video: <http://www.youtube.com/watch?v=JvcF73jjjQA>

See www.mila.com for more information.

About Mila:

Mila is a location-based mobile marketplace available on the web, mobile web, and mobile apps, for tasks and errands that lets people find, discover and buy services from friendly and skilled people in their neighborhood. As a peer-to-peer marketplace, Mila wants to help transform the idea of work, allowing people with spare time, or those with small businesses, to become micro entrepreneurs and to help busy people find the right people to get their errands or tasks done. Mila was established in 2013 as a spinoff of Swiss-based technology company coresystems, which specializes in building mobile platforms. Today, Mila has offices in Zurich (Switzerland), Shanghai (China), New York (US), London (UK) and Cluj-Napoca (Romania).

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