

14 March 2024

Domestic & General agrees new three-year deal with LG

Domestic & General (D&G), the UK's leading appliance care specialist with policies in 1 in 3 households, and LG, a leading provider of home electronics and appliances globally, have signed a new three-year partnership.

The partnership enhances LG's aftercare services and gives its customers access to high quality and bespoke protection policies. D&G on average delivers approximately 2.5 million repairs a year with around 4 in 5 machines fixed on the first visit.

This partnership comes after it recently announced a 5-year agreement with Marks Electrical and CDA Domestic Appliances. It has an established track record of already working with well-known and established retailers and appliance manufacturers in the UK including leading brands such as Whirlpool, Miele, John Lewis and AO.

Kam Kandola, Sales Director at D&G said: "We are excited that LG have chosen to extend their relationship with D&G for the long term. D&G will continue supporting LG's customer base by delivering first class customer journeys. This is a huge commitment from LG, and we look forward to working together to grow the partnership."

Stan Shin, General Manager at LG added "We have a long-standing partnership spanning over a decade with D&G, and we remain confident that they are the right partner to support our growth strategy here in the UK, by providing a best-in-class solution to our customers."

Last year D&G, headquartered in London with a large operations hub located in Nottingham, entered the US market through the acquisition of After inc, a leading post sale consumer warranty business in June 2023, and Nana Technologies, a data-driven repair platform in January 2024. Then platform has immediately resulted in a partnership with Whirlpool and is accelerating D&G's growth in one of the world's largest home appliance markets.

Ends

Media contact

H/Advisors Maitland
0207 379 5151
domesticandgeneral@h-advisors.global

About Domestic & General

D&G operates across 12 markets, including the UK, Spain, Germany, France, Portugal, Italy, Australia, and the US. The Group has approximately 3,000 employees. We have a simple and transparent product range and a strong and resilient position in the home. Our products protect customers from the cost and inconvenience of appliance breakdown by repairing or replacing key household items such as washing machines, heating, TVs, and consumer electronics. We remain focused on transforming the customer experience through digital innovation (with 4.5 million online users as at 31 March 2022), investing in our real estate, supporting hybrid working, and growing our business portfolio across Europe and in the US. We're a growing business with a lot of ambition, and our people are integral to achieving our strategic ambitions.

About LG

Please insert boilerplate