



31 July 2018

Freelancer Limited

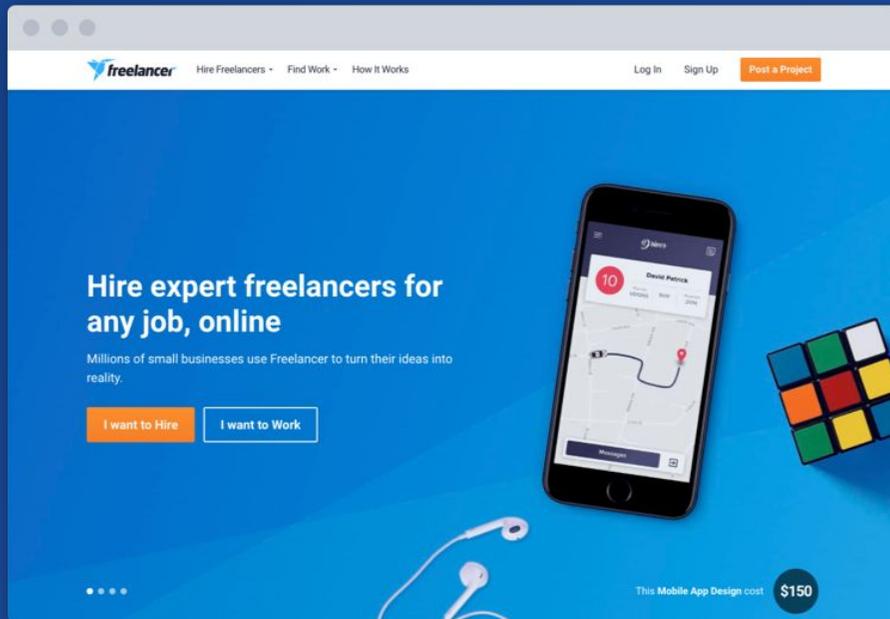
1H18 Half Year Results Presentation

Video presentation of these results available at <http://frln.cr/DbDzke>

Matt Barrie

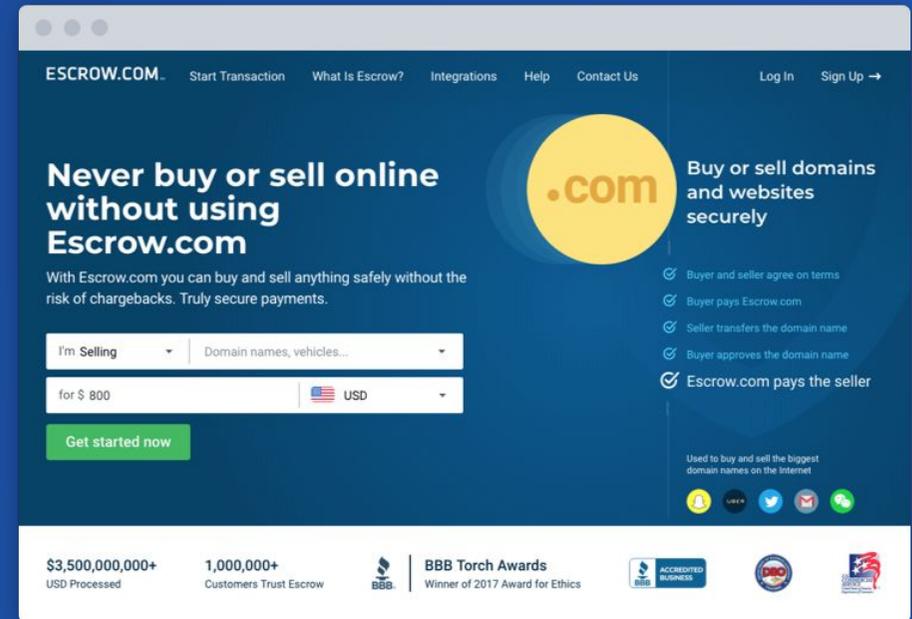
Chief Executive Officer

FREELANCER.COM



#1 Online Services Marketplace
Over US\$3 billion in jobs posted

ESCROW.COM



#1 for Secure Online Payments
Over US\$3.5 billion in transactions

1H18 Freelancer Group Results

- All-time record half year GPV AU\$364m, up 25% on pcp
 - Freelancer GMV US\$48m, up 8% on pcp in USD c/c
 - Escrow.com GPV US\$215, up 37% on pcp (2Q18/1Q18 US\$120m up 25%)
- Net Revenue AU\$24.7m, down 6%
 - Freelancer: \$21.2m, down 8% (cash receipts \$21.2 down 7%)
 - Escrow.com: \$3.5m, up 11% (cash receipts \$3.7m up 22%)
- Gross margin >85.4%
- Positive operating cash flow \$0.4m
- Operating EBITDA (\$0.4m)
- Operating NPAT (\$0.8m)
- Cash & cash equivalents at 33.3 million (30 Jun), up 4% on 31 Dec 17

Freelancer.com Highlights

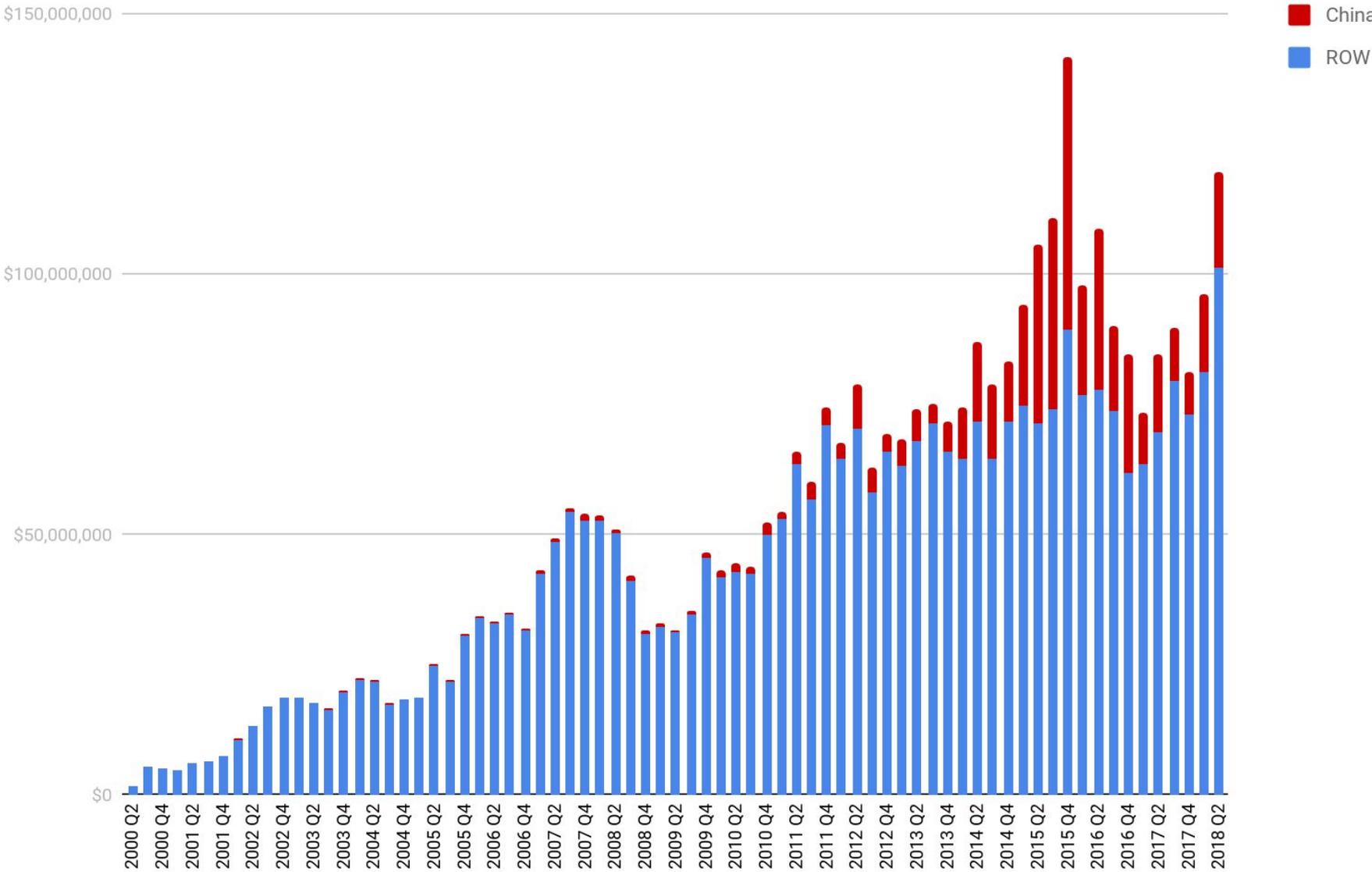
- 1H18 all-time record GMV of \$62m (up 6% on pcp)
- Enterprise closing first two customers by end August
- Acquired freelancers.net (70k users in UK, 20 year history)
- GDPR took engineering time, compliance achieved by go-live date
- Memberships continues to be a drag
 - # of users on memberships at all time high, but lower value plans
- Location tracking for projects shipped
 - facilitates building uber and grubhub-like apps using the API
- Freelancer was EBITDA positive on a monthly basis in last 3 of 4 months
- Freelancer revenue should be positive year on year from July 18

Escrow.com Highlights

- AU\$281 million half for GPV up 34% on pcp (37% USD c/c)
- AU\$158 million 2Q18 GPV up 41% on pcp (42% USD c/c)
- Record US\$182 million half for GPV ex-China (up 37% USD c/c)
- Record US\$100,000,000 quarter ex-China (\$101m vs 4Q15 \$89m)
- First US\$10,000,000 GPV day for Escrow.com in 2Q18
- First US\$100,000 revenue day for Escrow.com in 2Q18
- All new integrations are on the Escrow API & transactions are flowing
- AFSL granted, AUD in final stages of being launched
- Escrow was EBITDA positive on a monthly basis in last 3 of 4 months

Escrow.com quarterly GPV (US\$)

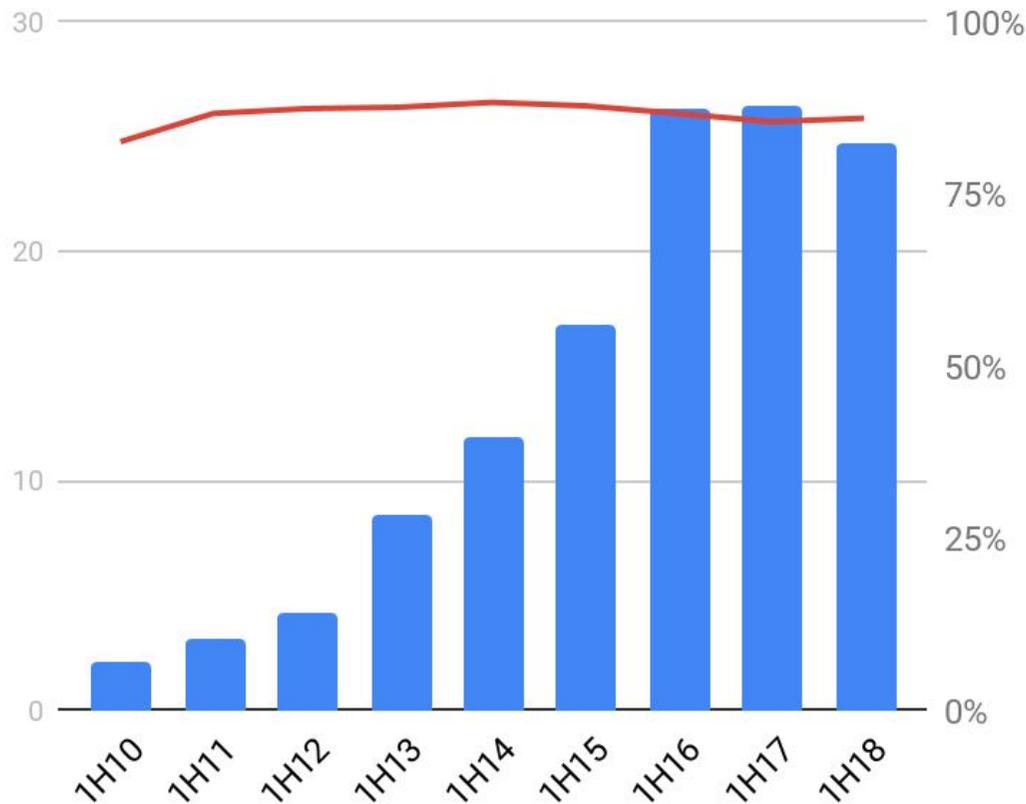
1H18 GPV AU\$281 million (up 34% YoY, 37% USD c/c), record half and quarter ex-China



Net Revenue 1H18

1H18 net revenue of \$24.7m (down 6% on pcp)

Net Revenue (A\$m) and Gross Margin (%)



Revenue (A\$m)	2.1	3.1	4.3	8.5	11.9	16.8	26.2	26.3	24.7
Growth pcp	-	50%	38%	96%	41%	41%	56%	0.4%	(6%)
Gross margin	83%	87%	87%	88%	88%	88%	87%	86%	86%

Net revenue of \$24.7m, down 6% on pcp

- Freelancer revenue \$21.2m (down 8%)
- Escrow revenue \$3.5m (up 11%)
 - Difference with cash receipts is DNH (lease to buy) & large xacts that didn't close before June 30, will flow into July

Cash receipts of \$24.9m, down 3.2% on pcp

- Freelancer receipts \$21.2m (down 6.6%)
- Escrow receipts \$3.7m (up 22%)

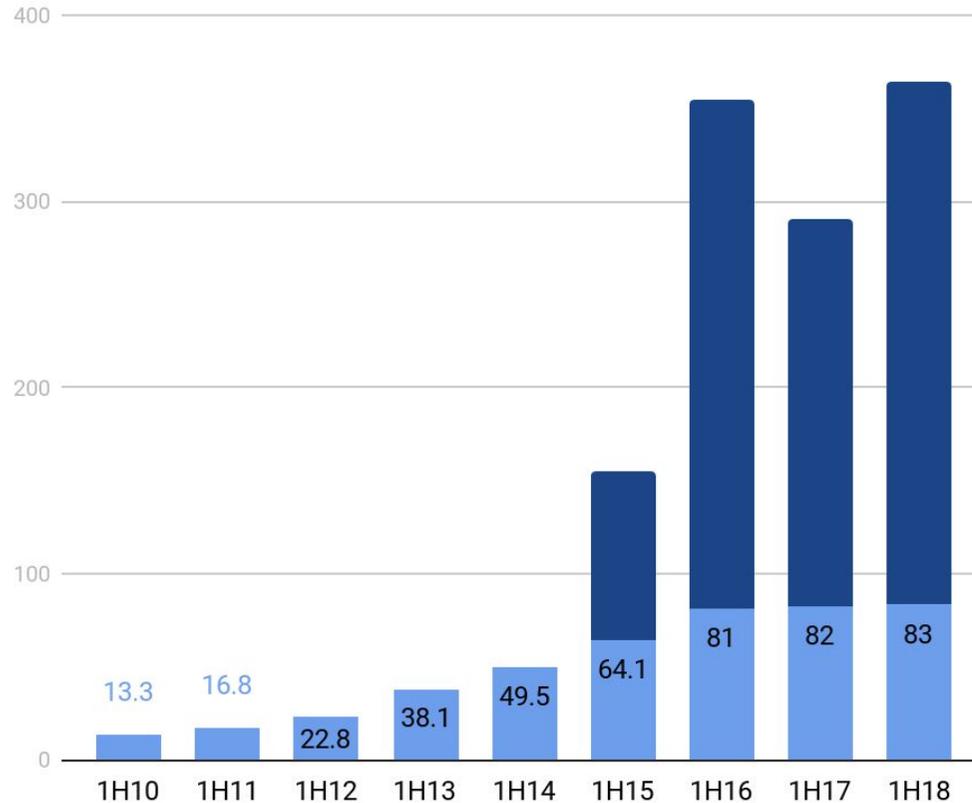
Revenue growth adversely impacted by:

- Drop in core desktop funnel driven by introduction of "1-click" funnel- has been reverted but has held revenue back yoy
- Memberships
- Initiatives to improve quality and NPS at expense of short term revenue impacts
- FX drag of approximately 2%
- Freelancer revenue should be positive year on year from July 2018

- Consistently high gross margins, ~86% since FY11

Gross Payment Volume (GPV) 1H18

All-time record half year GPV \$364m, up 25% on pcp, 1H18 all-time record Freelancer GMV, 2Q18 Escrow GPV ex-China



GPV (A\$m)	13	17	23	38	50	64	355	291	364
Growth pcp	-	26%	36%	68%	30%	30%	453%	(18%)	25%

Group

- 1H18 all-time record GPV \$364m (up 25% on pcp)

Freelancer

- 1H18 all-time record GMV of \$62m (up 6% on pcp)
- 2Q18 all-time record GMV of \$32m (up 6% on pcp)

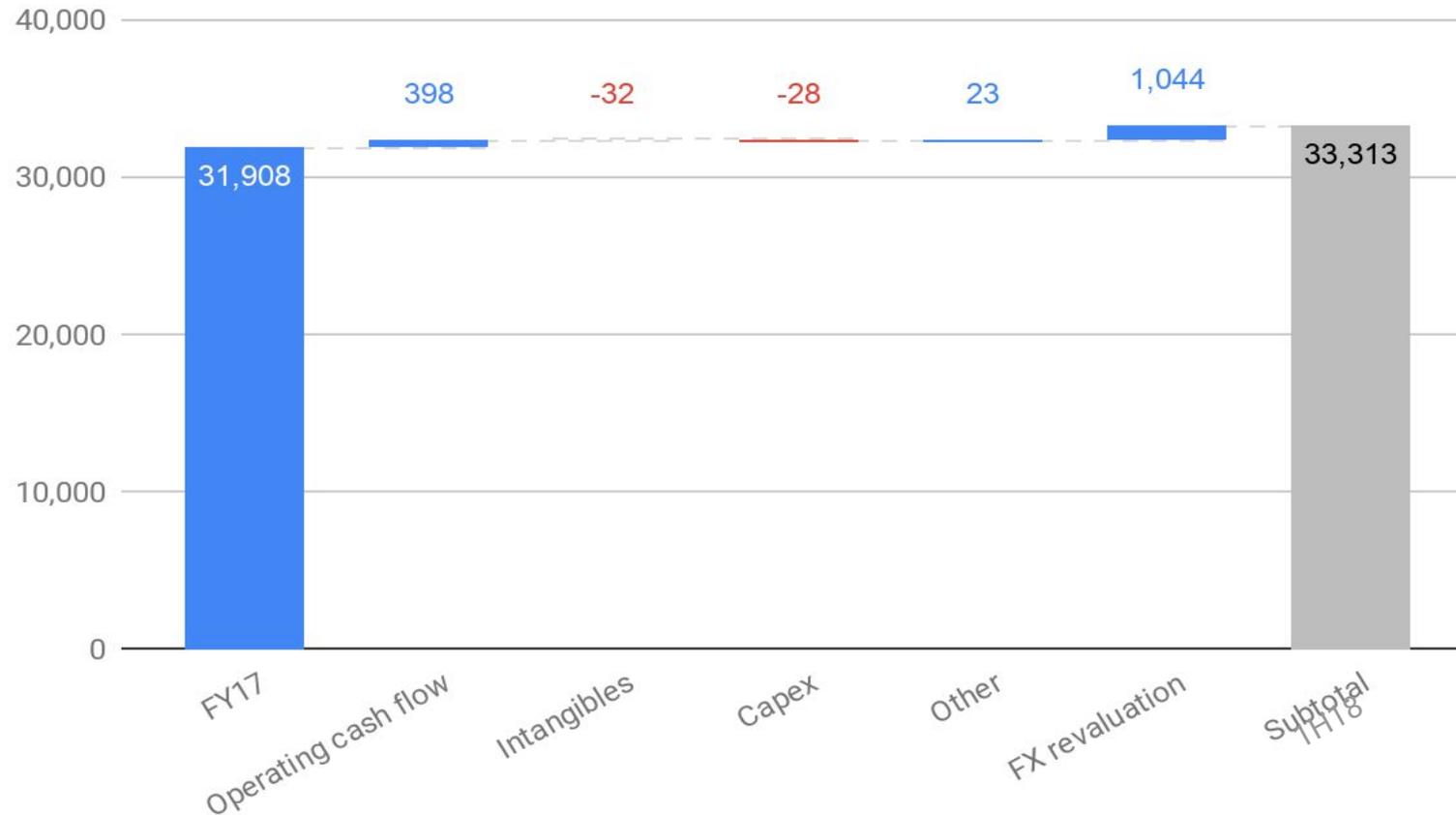
Escrow

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- First US\$100,000,000 quarter ex-China (\$101m vs 4Q15 \$89m)
- First US\$10,000,000 GPV day for Escrow.com in 2Q18
- First US\$100,000 revenue day for Escrow.com in 2Q18
- Marketplace take rate at 13%
 - Commissions have remained unchanged
 - 3% for employers and 10% for freelancers

1. Gross Payment Volume (GPV) is calculated as the total payments to Freelancer or Escrow users for products and services transacted through the Freelancer or Escrow websites (GMV) plus net Revenue. Based on Freelancer's unaudited management accounts which have not been subject to an auditors review.
 2. Take rate for the Marketplace segment is 3% employer commission and 10% freelancer commission, which has not changed since 2010.
 3. Core Freelancer GPV of A\$82.9m. Escrow 1H18 GPV of US\$216m., average AUDUSD FX of 0.7691 = A\$280.7m

Cash flow profile 1H18 (AUD)

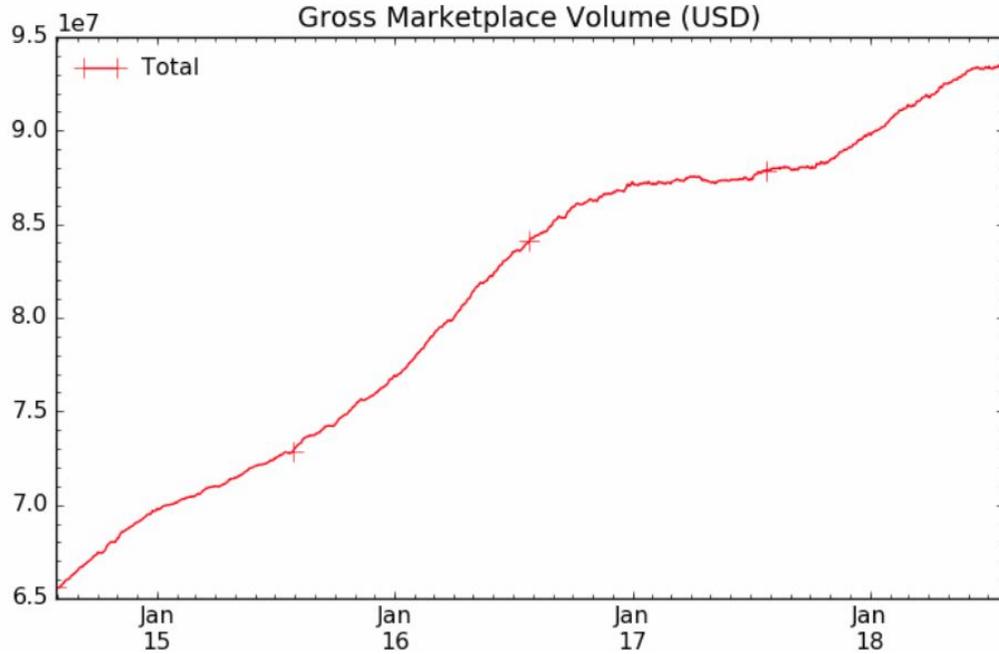
1H18 positive operating cash flow of \$0.4m



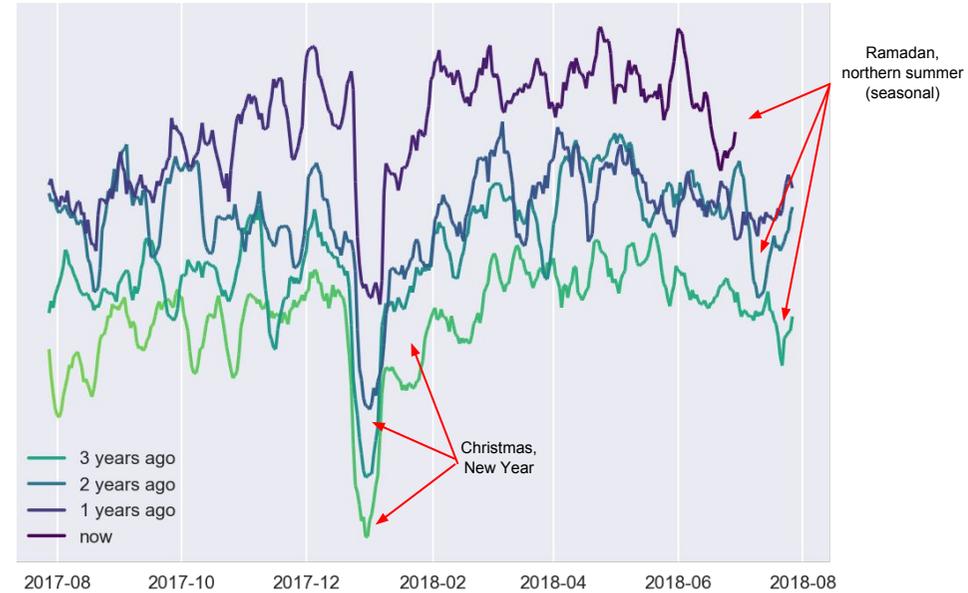
- Cash & eq. at period end (30 June 2018) \$33.3m, up 4.4% on FY17 (31 Dec 17)
- 1H18 operating cash flow positive \$0.4m
- 1H18 upward revaluation in cash balances due to ~5% depreciation in AUD/USD

Freelancer Gross Marketplace Volume up 8% in 1H18 on pcp in USD constant currency*

Freelancer.com GMV



Milestones released (US\$) last 5 years



Mobile App Redesign
By Nihal H.



Design a Logo
By Olexandro N.



T-shirt illustrations
By Francisco Rui P.



Track Record Design
By Elsa K.



Website Layout
By Made A.

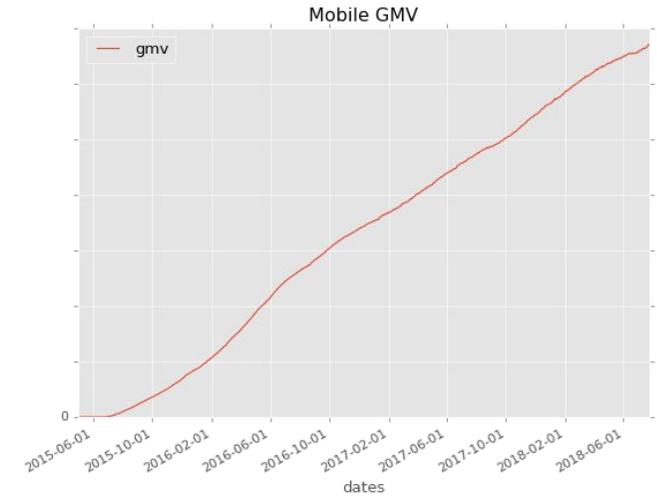
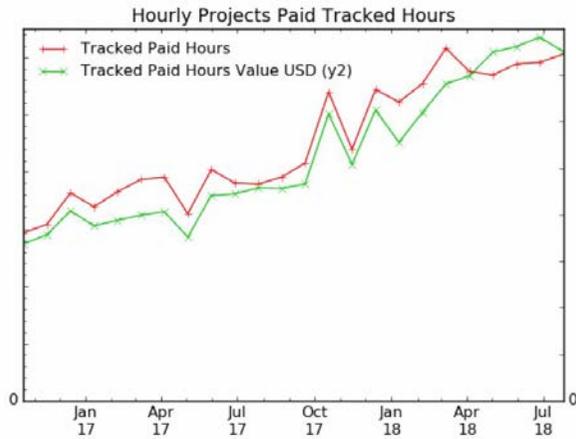


Athlete's Icees Logo
By Hardik P.



* Gross Marketplace Volume (GMV is a measure of total payments out of the system, i.e. to freelancers)

Strong growth in volume across hourly, mobile and recruiter projects

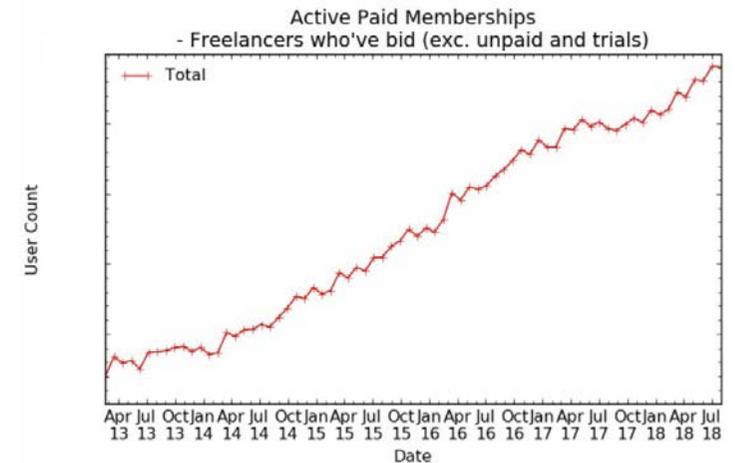


Hourly, recruiter and mobile projects continue to grow strongly

- Hourly GMV - up 53% in 2Q18 on pcp
- Recruiter GMV - up 54% in 2Q18 on pcp
- Mobile GMV - up 32% in 2Q18 on pcp

Membership continues to be a major drag on revenue

- However the count of active paid memberships at all time high (however on much lower plans)



Summary profit & loss statement 1H18

Freelancer, Escrow EBITDA positive last 3 of 4 months

(A\$m) 31 Dec y/e	1H18 Actual	1H17 Actual	Change
Net Revenue	24.7	26.6	-7%
Gross Profit	21.1	22.8	-7%
<i>Gross margin (%)</i>	85.4%	85.5%	nm
Employee expenses	(10.0)	(11.1)	-10%
Administrative expenses	(5.1)	(5.3)	-4%
Marketing related expenses	(4.6)	(4.4)	+5%
Occupancy costs	(1.3)	(1.5)	-11%
FX gains / (losses)	(0.5)	(0.4)	nm
Share based payments expense	(0.3)	(0.5)	nm
EBITDA²	(0.7)	(0.4)	nm
EBIT	(1.0)	(0.8)	nm
NPAT	(0.8)	(0.7)	nm

Excluding share based payments expense¹

EBITDA²	(0.4)	0.1	nm
EBIT	(0.7)	(0.3)	nm
NPAT	(0.5)	(0.2)	nm

- Freelancer, Escrow EBITDA positive last 3 of 4 months
- Consistent gross margins in 1H18
- 6% reduction in operating expenses vs pcp due to tight cost control on all major expense lines, which will provide operating leverage with rising revenue
- 433 FTEs at 1H18 (down 9% on FY17)

Summary balance sheet 1H18

Cash balances at AU\$33.3m as at 30 Jun 2018 (up 4% from Dec 17)

(A\$m) 31 Dec y/e	1H18 Actual	1H17 Actual	Change
Cash and cash equivalents	33.3	31.9	+4%
Trade and other receivables	4.3	3.9	+10%
Other assets	1.6	1.5	nm
Plant and equipment	0.6	0.9	nm
Intangibles	26.5	26.4	nm
Deferred tax assets	4.3	4.0	nm
Total assets	70.6	68.6	+3%
Trade and other payables	35.6	33.0	+8%
Other liabilities	3.7	3.7	nm
Total liabilities	39.3	36.7	+7%
Net assets	31.3	31.9	-2%
Contributed equity	38.0	38.0	nm
Reserves	3.6	3.4	nm
Retained earnings	(10.3)	(9.5)	nm
Total equity	31.3	31.9	-2%

- Total cash at end of 1H18 \$33.3m (up 4% from Dec 17), no net debt
- Trade and other receivables includes receivables from various payment gateways in relation to partially completed transactions
- Trade and other payables includes user obligations (user balances and milestone payments held on balance sheet)



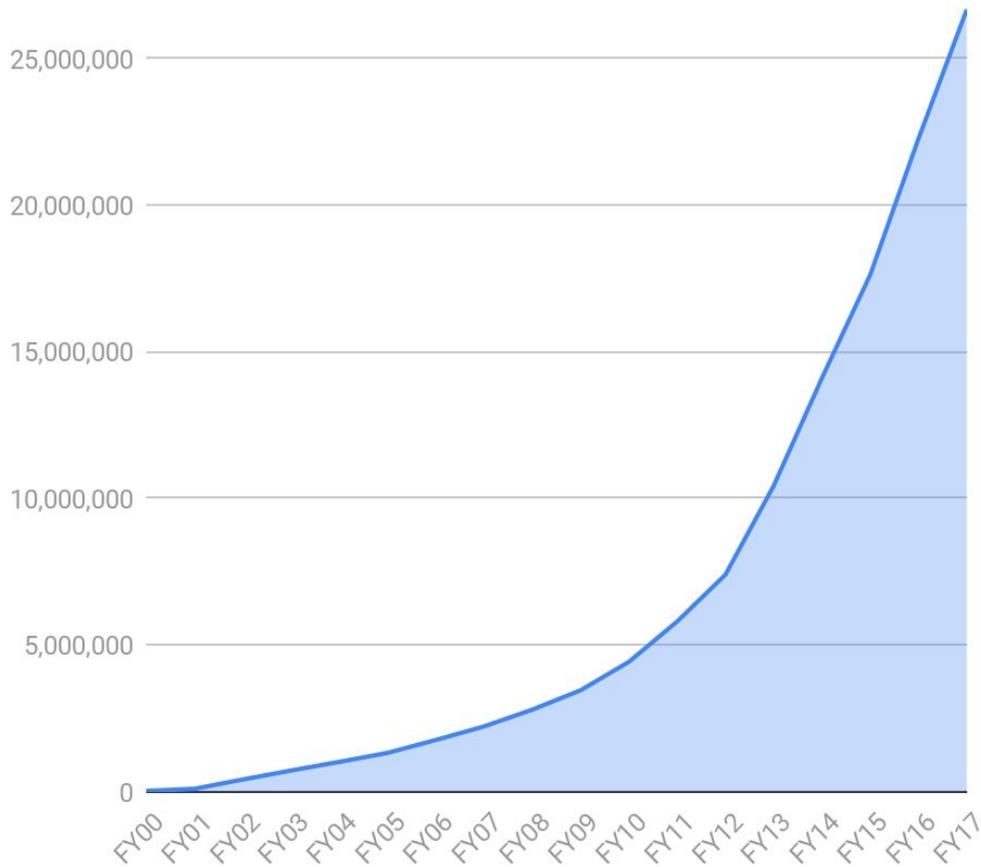
Freelancer Limited

FREELANCER.COM

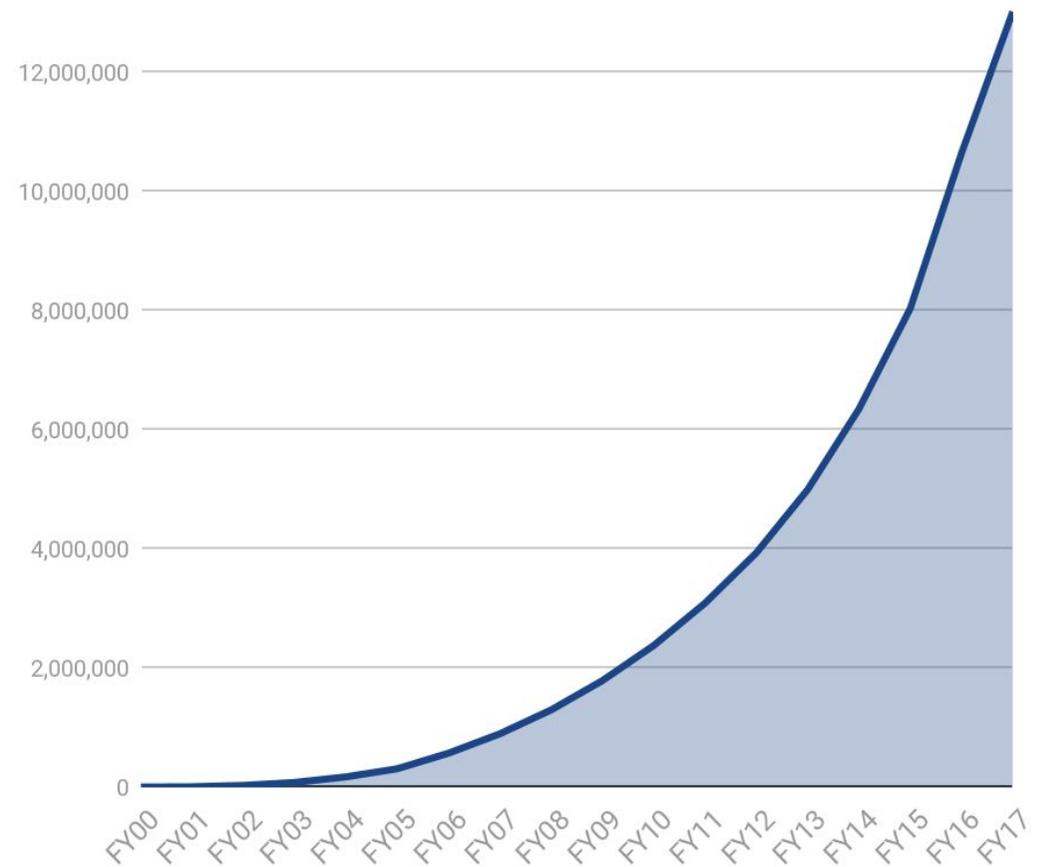
1H18 completed with 29 million users and 14.2 million jobs

4.3 million registered users and 1.1 million jobs were added to the marketplace in 2017

Total Registered Users

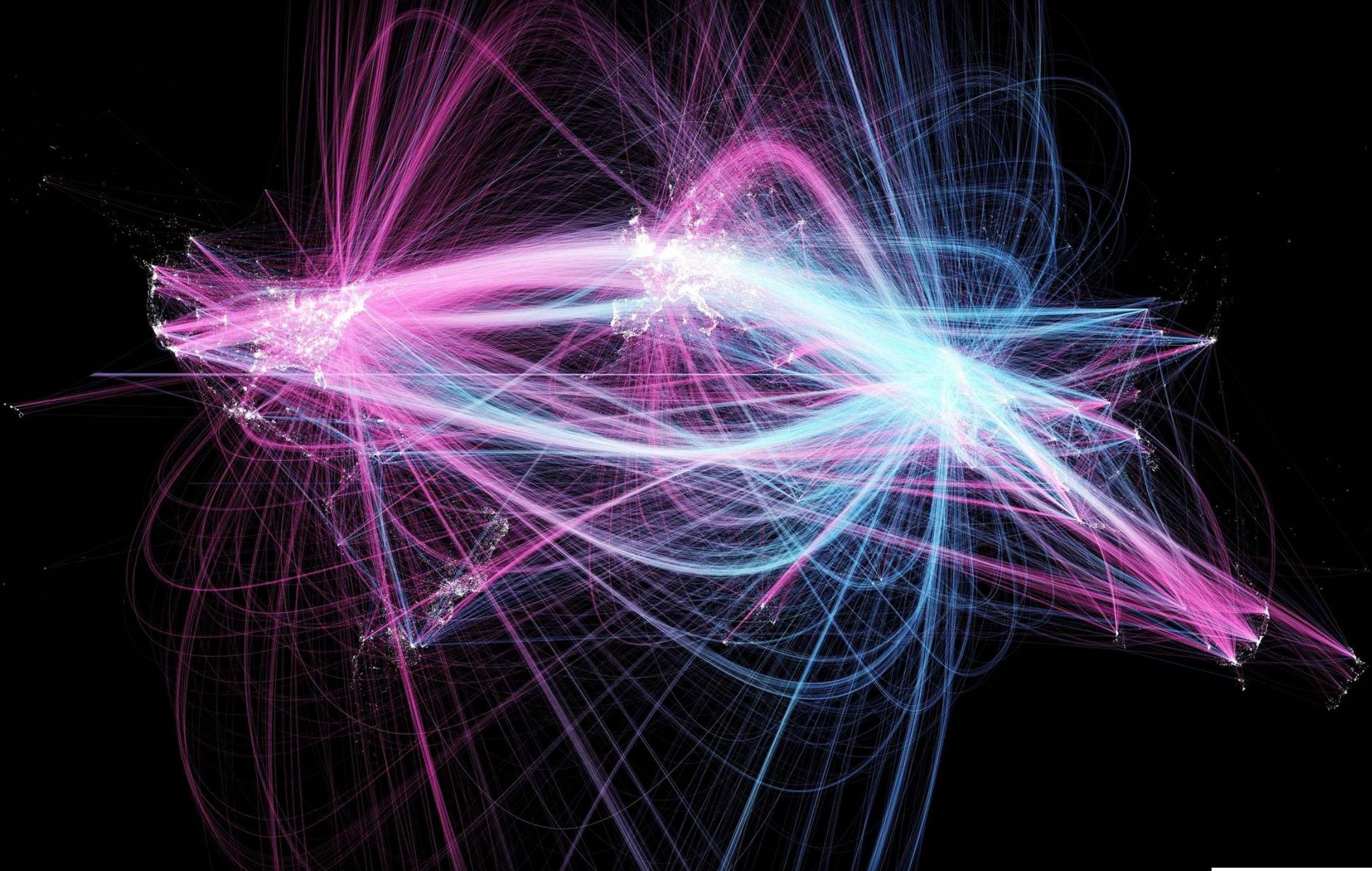


Total Jobs Posted (Filtered)



1. Number of user accounts, and jobs (projects/contests posted) in the Freelancer marketplace as at 31 December 2017. User, project and contest data includes all users and projects from acquired marketplaces. Prior to 2009, all data is from acquired marketplaces. Jobs Posted (Filtered) is defined as the sum of Total Posted Projects and Total Posted Contests, filtered for spam, advertising, test projects, unawardable or otherwise projects that are deemed bad and unable to be fulfilled. Includes Escrow.com unique users.

Freelancer's Online Economy in 2018



Note: Sample of projects awarded in 2018. The pink lines indicate where projects are being posted by employers, and the blue lines indicate where the projects are being performed by freelancers. Thicker lines indicate a higher volume of work. White dots indicate the location of Freelancer's users. Edges are sampled data from awarded projects in the period indicated.

Freelancer's Online Economy in 2018 – USA



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Freelancer's Online Economy in 2018 – Europe



Note: Sample of projects awarded in 2018. The pink lines indicate where projects are being posted by employers, and the blue lines indicate where the projects are being performed by freelancers. Thicker lines indicate a higher volume of work. White dots indicate the location of Freelancer's users. Edges are sampled data from awarded projects in the period indicated.

Freelancer's Online Economy in 2018 – Australia



Note: Sample of projects awarded in 2018. The pink lines indicate where projects are being posted by employers, and the blue lines indicate where the projects are being performed by freelancers. Thicker lines indicate a higher volume of work. White dots indicate the location of Freelancer's users. Edges are sampled data from awarded projects in the period indicated.

Freelancer's Online Economy in 2018 – India



Note: Sample of projects awarded in 2018. The pink lines indicate where projects are being posted by employers, and the blue lines indicate where the projects are being performed by freelancers. Thicker lines indicate a higher volume of work. White dots indicate the location of Freelancer's users. Edges are sampled data from awarded projects in the period indicated.

53

Regional Websites

34

Languages

39

Currencies

North America

-  US (International)
-  Canada
-  Jamaica

Africa

-  South Africa
-  Kenya

Europe

-  [United Kingdom](#)
-  European Union
-  France
-  Germany
-  Greece
-  Portugal
-  Spain
-  Czech Republic
-  Sweden
-  Iceland
-  Ireland
-  Italy
-  Netherlands
-  Turkey
-  Poland
-  Romania
-  Russia
-  Ukraine
-  Norway
-  Hungary
-  Finland
-  Denmark
-  Albania
-  Slovenia

Asia Pacific

-  Australia
-  New Zealand
-  Hong Kong
-  Bangladesh
-  India
-  Indonesia
-  Japan
-  Korea, Republic of
-  Malaysia
-  Pakistan
-  Philippines
-  P.R. China
-  Singapore
-  Thailand
-  Vietnam

Latin America

-  Argentina
-  Brazil
-  Chile
-  Colombia
-  Ecuador
-  Mexico
-  Peru
-  Uruguay

Languages

- Afrikaans
- Bahasa Indonesia
- Bahasa Malaysia
- বাংলা
- Català
- Čeština
- Dansk
- Deutsch
- ελληνικά
- English
- Español
- Suomi
- Filipino
- Français
- हिन्द
- Magyar
- Italiano
- 日本語
- 한국어
- Norsk-Bokmål
- Nederlands
- Polski
- Português
- Română
- русский язык
- Shqip
- Slovene
- Svenska
- Kiswahili
- Thai
- Türkçe
- Tiếng Việt
- українська мова
- 中文(简体)

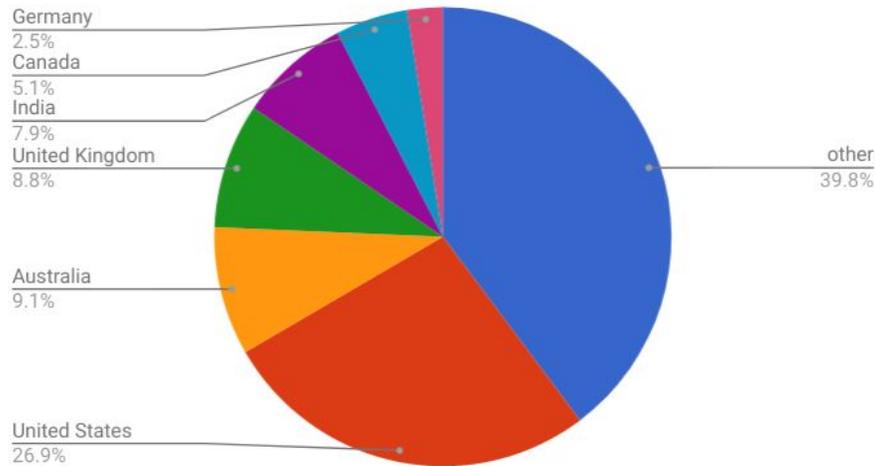
Currencies

- USD
- NZD
- AUD
- GBP
- HKD
- SGD
- PHP
- EUR
- CAD
- ZAR
- INR
- JMD
- CLP
- MXN
- IDR
- MYR
- SEK
- JPY
- PLN
- BRL
- CNY
- DKK
- VND
- AED
- ARS
- BDT
- COP
- PKR
- CHF
- HUF
- ILS
- KRW
- NOK
- QAR
- RON
- RUB
- SAR
- THB
- TRY

Marketplace dynamics 1H18

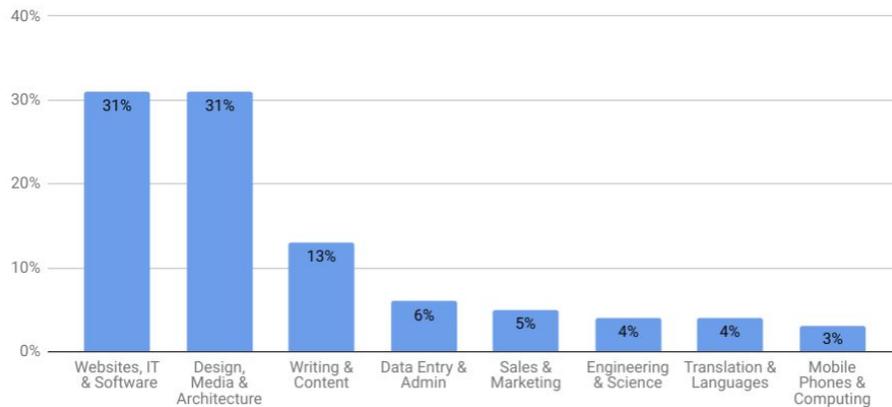
“Every job, every country, every language, every currency, at any time”

Top countries by completed projects in 1H18 (%)

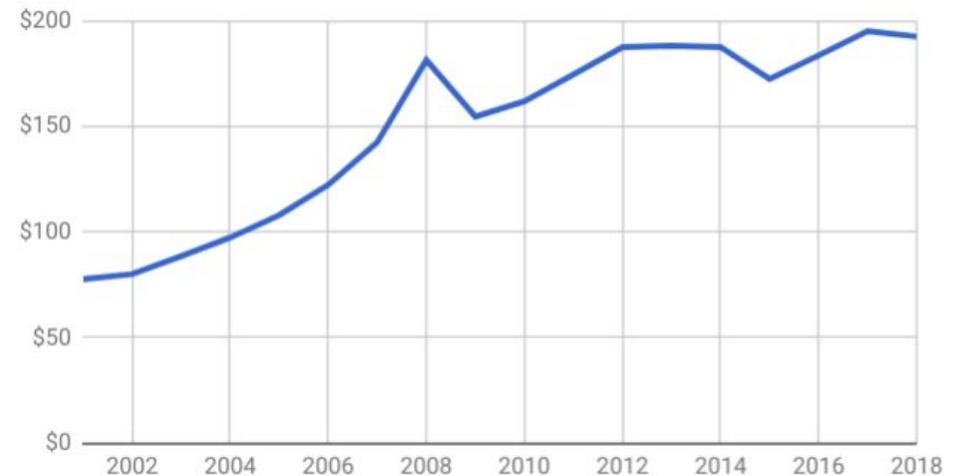


- Over 1,000 job categories as diverse as Aerospace Engineering, Biotechnology, Sales, Manufacturing, Mechanical Engineering
- Complexity & sophistication growing each year
- Average completed project US\$192 in 1H18³

Top categories by completed projects 1H18 (%)



Average Completed Project Size (US\$)

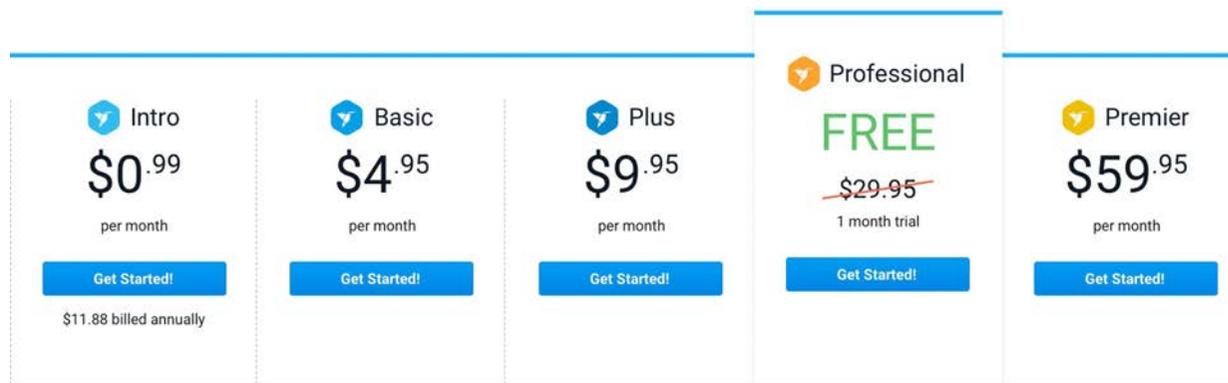


1. Based on the number of completed projects that were posted in 1H18.
2. Based on the value of project payments for projects that were posted in 1H18.
3. Average amount paid per awarded project

Revenue Model

Freelancer's revenue is driven by users posting jobs – as a project or a contest

- For employers it's **free** to post a project, **free** to review bids, **free** to talk and review samples
 - **3%** project commissions paid by employers when a project is awarded and accepted
- For freelancers it's **free** to view projects posted, **free** to bid on projects, **free** to talk to employers and provide samples of work
 - **10%** project commissions paid by freelancers when a project is awarded and accepted
- Membership plans range from US\$0.99 to US\$59.95 a month, and provide additional features and benefits including increased bid limits, eligibility for preferred freelancer and high value project bidding.



- Other value added services include project upgrades, crowdsourcing contests and upgrades, bid upgrades, transaction fees, certification fees and advertising

3D design for an office

✓ COMPLETED

BUDGET \$30-250 USD

Freelancer > Jobs > 3D Modelling > 3D design for an office

AN 8x4 office , needs 3d design with rendering.

Skills: [3D Modelling](#), [3D Rendering](#), [Building Architecture](#), [Interior Design](#)

See more: interior design 3 d rendering service company, d rendering interior design, d rendering for interior design, d rendering companies, d rendering cheap, d rendering cape town, d rendering buildings, d rendering architecture, d rendering architecture malaysia, d rendering animation design, d rendering and animation services, d plans for office design, d modelling design, d modelling contest, d modelling architecture, d modelling and autocad, d modelling and animation, d modelling 3d design, d modelling 3d animation 3d rendering 3ds max 3d design,, d modelling 3d animation 3d rendering 3ds max 3d design, d mechanical modelling, d max modelling, d jewellery modelling, d event modelling service, d do

About the Employer:

5.0 ★★★★★ (1 review) 🇸🇦 Saudi Arabia 📍 ✉️ 👤 📞 📧

Project ID: #12663042

Looking to make some money?

✓ PROJECT COMPLETED

Your email address

[Apply for similar jobs](#)

- ✓ Set your budget and timeframe
- ✓ Outline your proposal

- ✓ Get paid for your work
- ✓ It's free to sign up and bid on jobs

🏆 Awarded to:



rajdesigner7031 🇮🇳

Hi, I am Raj Gautam, Architect. My specialization in 3D Architectural . I have 11 years Experience, I offer you 3D Photo realistic rendering quality service. Please visit my 3D (Commercial/Building-Office) Exterio [\[More \]](#)

\$88 USD in 4 days

4.5 ★★★★★ (40 Reviews)
6.1 📈

77 freelancers are bidding on average \$163 for this job



dreams3ds 🇪🇸

Hello, We have reviewed your project brief and are interested in working with you. This project is

\$250 USD in 3 days

5.0 ★★★★★ (342 Reviews)
8.9 📈

Post a project like this

Similar jobs

- ▶ Looking for interior designers and architects (₹37500-75000 INR)
- ▶ interior design (\$750-1500 USD)
- ▶ Design project (Rp100000-300000 IDR)
- ▶ Need a 3D modeling of building with floor plan,,, 2 apartments, shopping mall, parking needs to be modeled ... ASAP (\$30-250 USD)
- ▶ I need custom event designer to design special events and weddings (\$30-250 USD)

< Previous Job

Next Job >



3D design for an office

By [rajdesigner7031](#)

\$88.00 USD



CLOSED



Chocolate package (front) design

€100 EUR

Description

Entries



Louise C.
Entry #49

★★★★★

👍 0

A winner has been chosen!

With 54 entries from 26 freelancers, this employer had the work done for €100 in 5 days.

Post a Contest like this

54 Total Entries

View: (54)

All Entries

Sort by:

Default

#49 by Louise C.



★★★★★

👍 0

#48 by Louise C. 🔒



★★★★★

👍 1

#42 by Louise C. 🔒



★★★★★

👍 1

#32 by Louise C. 🔒



★★★★★

👍 1

#15 by Louise C. 🔒



★★★★★

👍 0

#35 by Mihai B.



★★★★★

👍 0

#43 by ghieizact



★★★★★

👍 0

#40 by Kelvin Ng



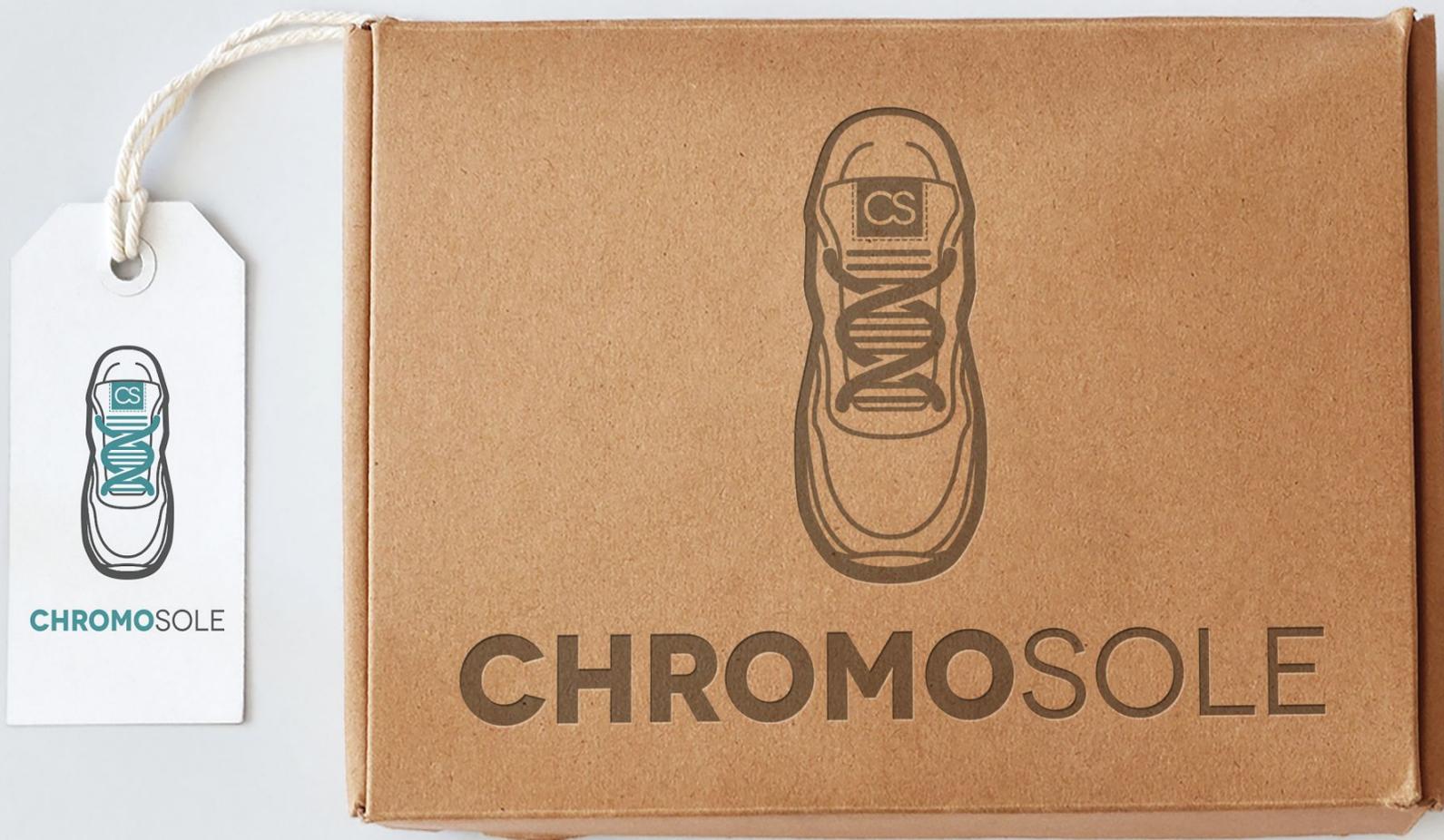
★★★★★

👍 0



This Packaging Design cost

€100





This Logo Design cost

€50



This Book Cover cost

\$150



This Mobile App Design cost

\$100







This Illustration cost

\$100





This **3D Model** cost

£100





Healthier options to everyone's favorite foods



This Logo Design cost

\$15





First Floor

Ground Floor

Garage



This Architectural Design cost

\$1613

NASA Challenge: Develop 3D Models for Robonaut S...

\$50 USD

Description Entries

121 Total Entries

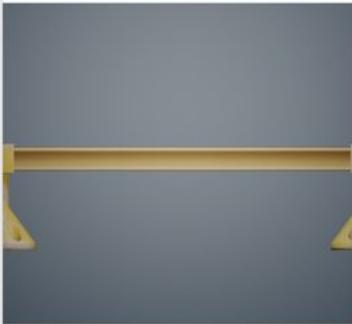
View: (121) All Entries Sort by: Default

#59 by Miguel G.



★★★★★ 5

#130 by Balazs S.



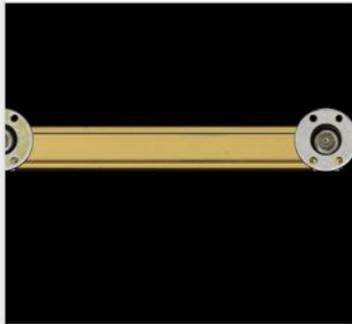
★★★★★ 2

#63 by Nicolas G.



★★★★★ 2

#115 by Elena I.



★★★★★ 1

#87 by James C.



★★★★★ 1

#77 by Alexander B.



★★★★★ 1

#75 by Petar I.



★★★★★ 1

#57 by Jefferson B.



★★★★★ 1

#113 by Query O.



#85 by Diego Andres M.

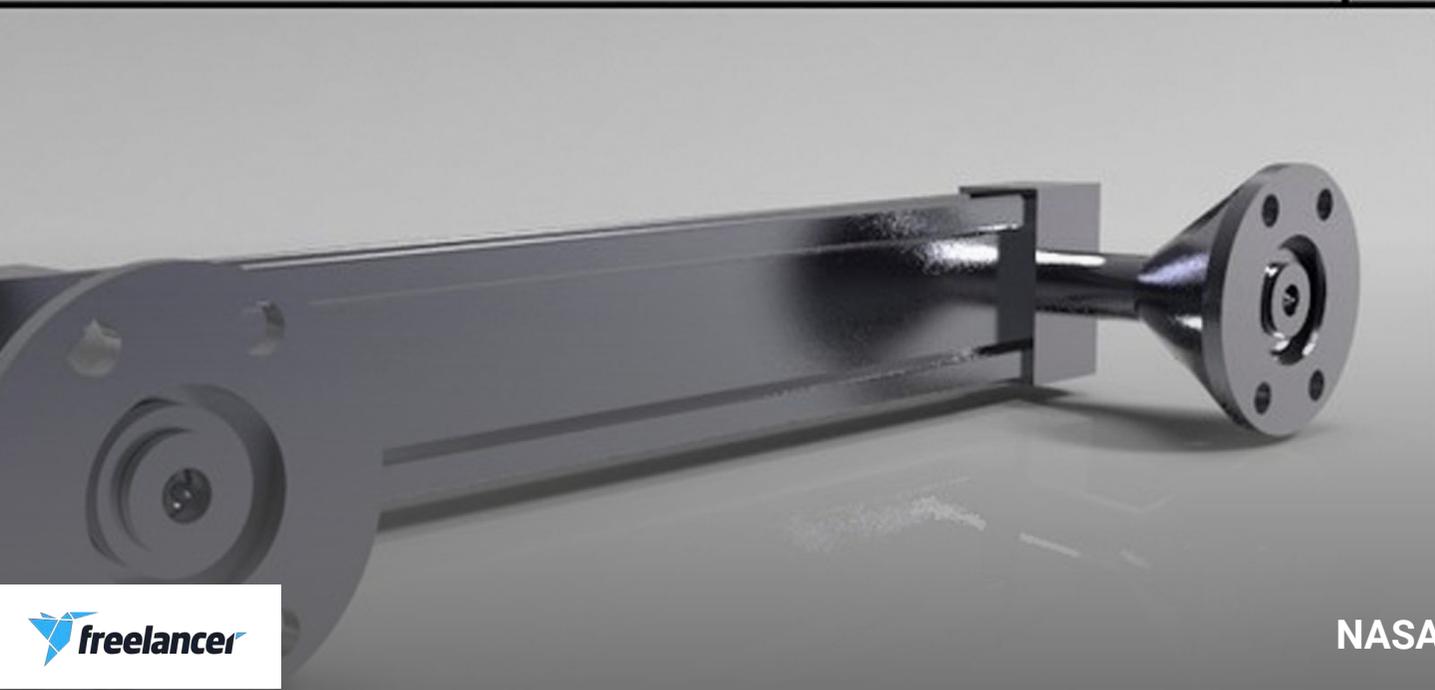


#76 by marcosfernandezv



#67 by farbodpm





NASA got this 3D CAD Model for

\$50

We push the boundaries of human innovation

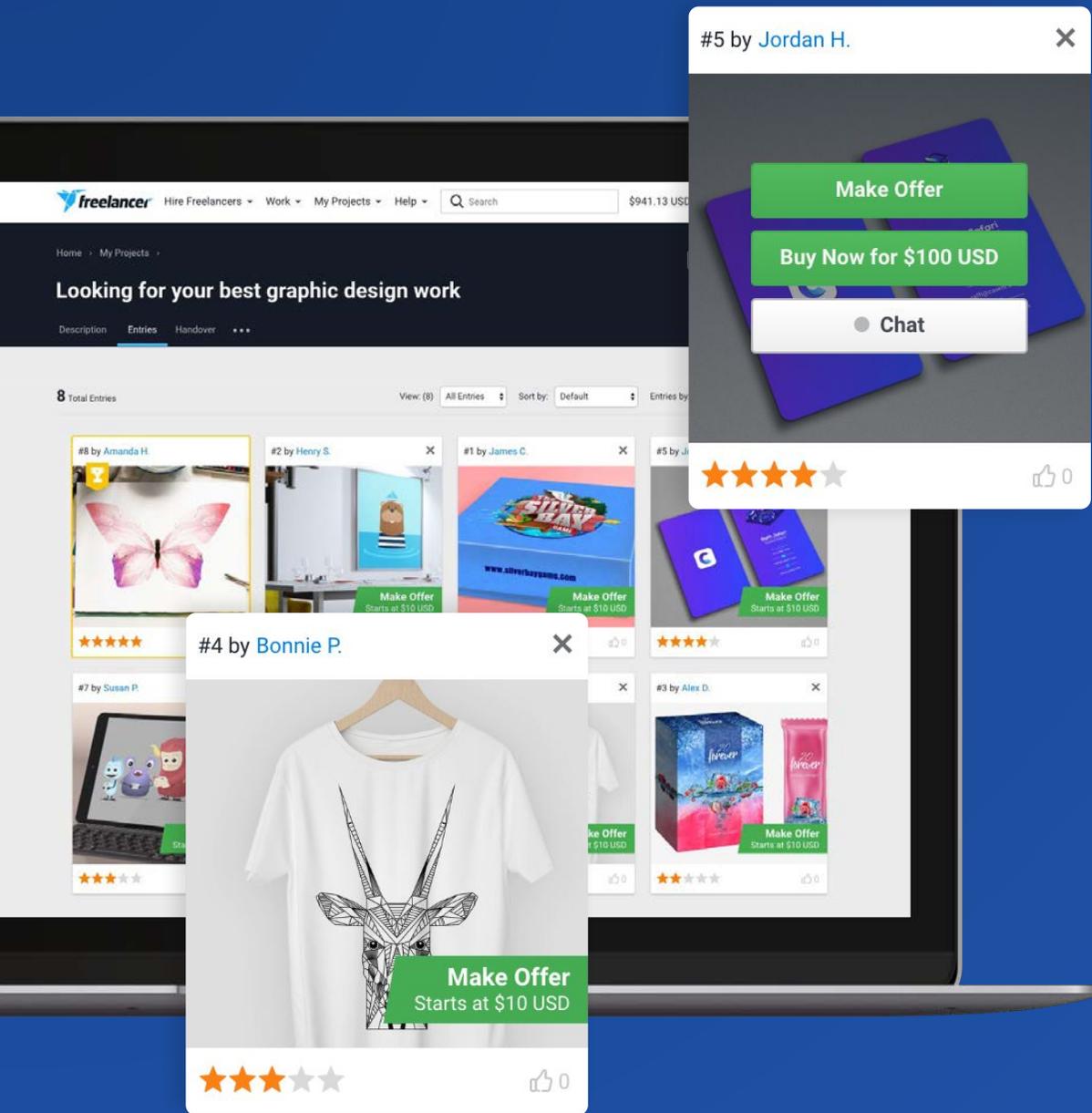
The NASA Tournament Lab and Freelancer have teamed up to help crowdsource solutions to the most complex problems being faced by astronauts on the cutting edge of space exploration.



4581 FREELANCERS PARTICIPATING

126 COUNTRIES PARTICIPATING

7975 ENTRIES TO DATE



Contests

Get the perfect design by crowdsourcing your ideas

98 entries per contest on average

64% of contests get their first entry in an hour

Contests now support multi-award

Introducing Location Tracking

Keep track of a freelancer's location whilst work is in progress

Watch on as your freelancer completes the work.

Record the steps involved and time spent in progress.

Automatically submit and pay for completed work.

The convenience of knowing Local jobs on average receive 5 bids. Globally.

freelancer Hire Freelancers ▾ Work ▾ My Projects ▾ Help ▾

Pickup and deliver large furniture

Bids Management Tasklist **Project Details** Upgrades Files ...

Project Description

Looking for someone to help me pickup and deliver several large furniture pieces from Central London to Harrow. I have 3 large wardrobes, 8 dining chairs, 1 dining table, 2 leather couches and 1 recliner.

Location

London, United Kingdom

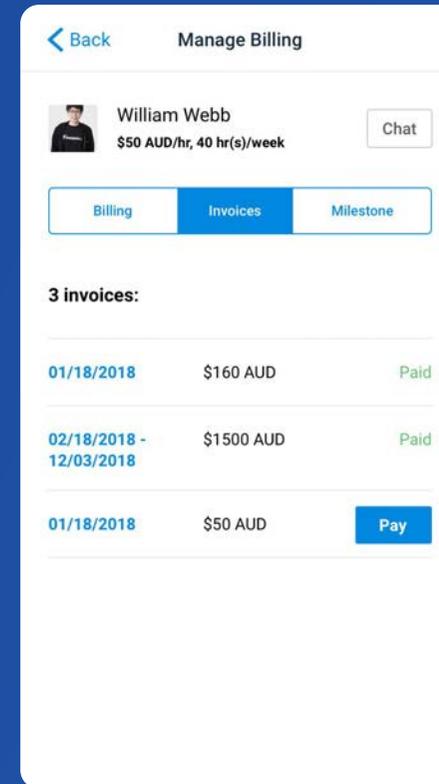
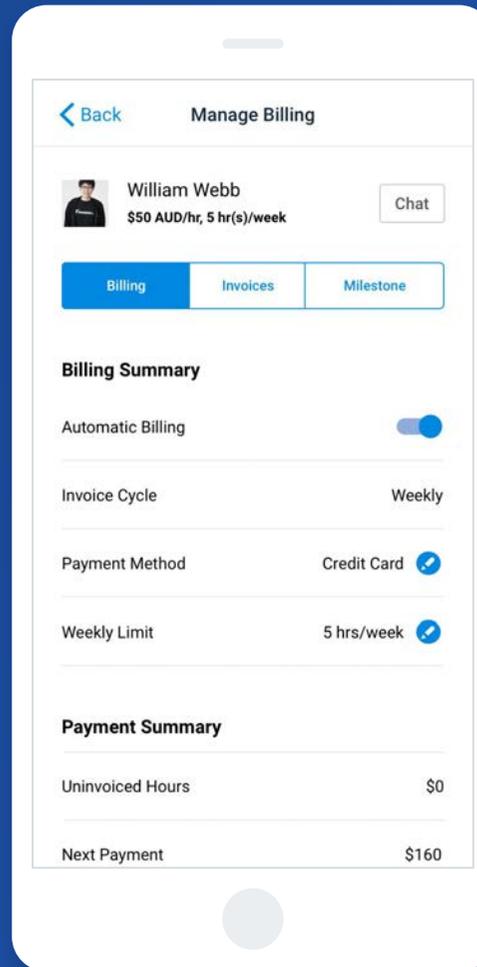
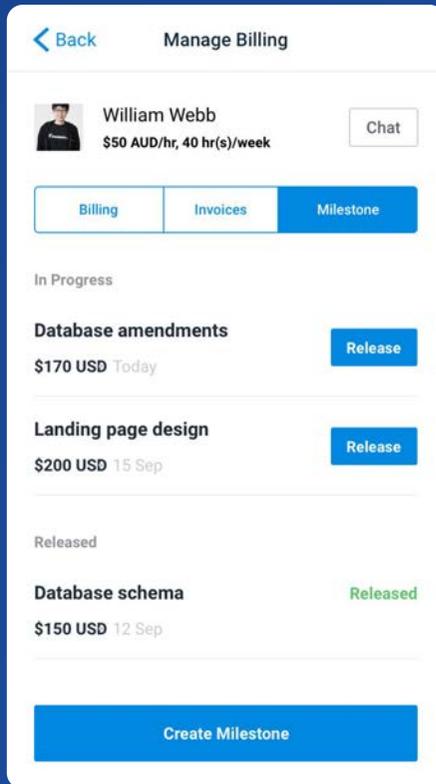
Location Activity

Map Satellite

Wednesday 18th July 4:51am ▶ Play

START TIME	END TIME	DURATION	▶ View
Wednesday 18th July 3:53am	Wednesday 18th July 4:53am	01h 00m 03s	▶ View

Collaboration



Improving and building tools for employers and freelancers to work together

Employers can now manage Hourly Projects on mobile

Fees from Hourly Projects with Automatic Billing have increased by 35% in the last 6 months

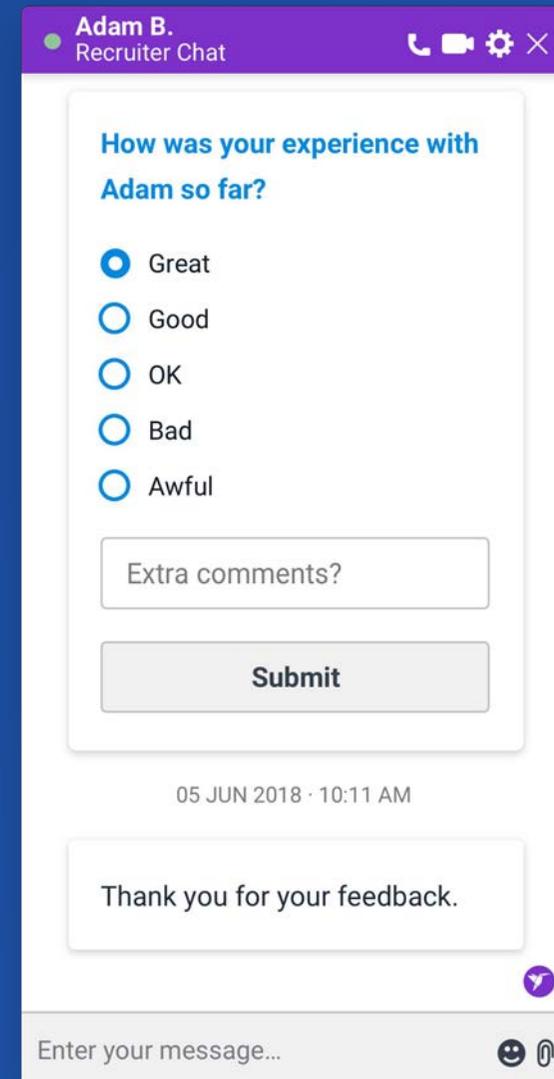
The average employer is now paying over \$3,000 USD

Recruiter

Leave the hard work of finding the perfect freelancer to an expert

43% year on year increase in Q2
Recruiter projects

53% year on year increase in Q2
Recruiter GMV



Adam B.
Recruiter Chat

How was your experience with Adam so far?

- Great
- Good
- OK
- Bad
- Awful

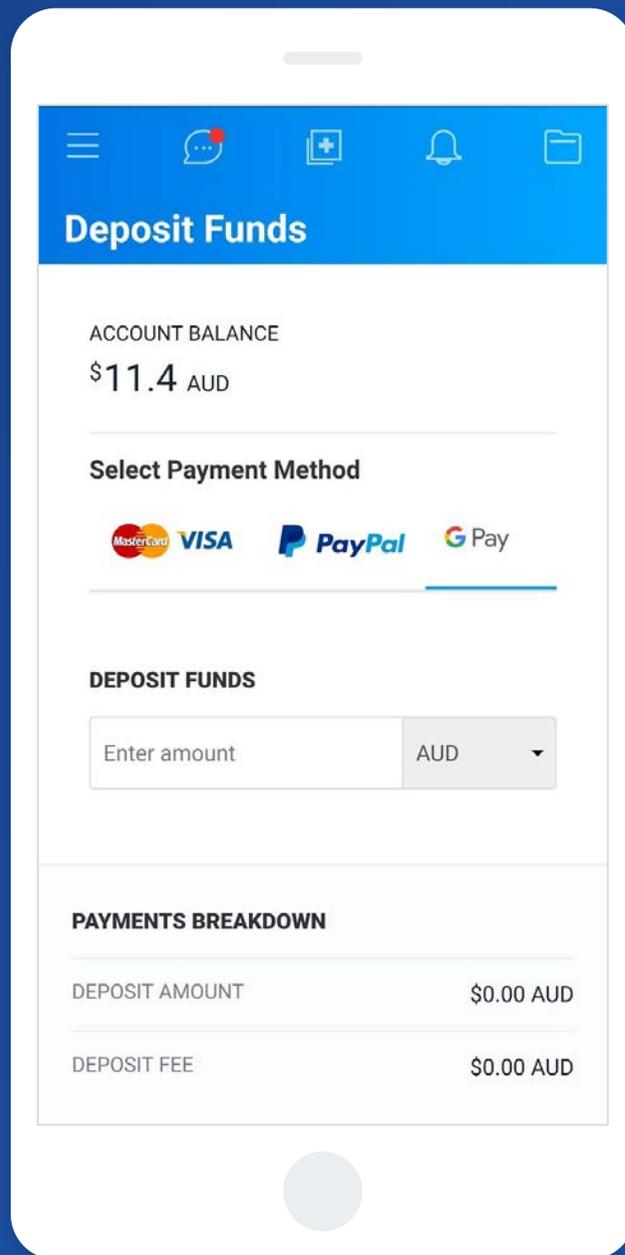
Extra comments?

Submit

05 JUN 2018 · 10:11 AM

Thank you for your feedback.

Enter your message...



Payments

Pay in, pay out within the Freelancer.com platform

Increased direct bank payout from 20 countries to 47

Google Pay added as a payment method

Streamlined experience depositing funds

Customer Experience

Increasing user satisfaction on the Freelancer platform

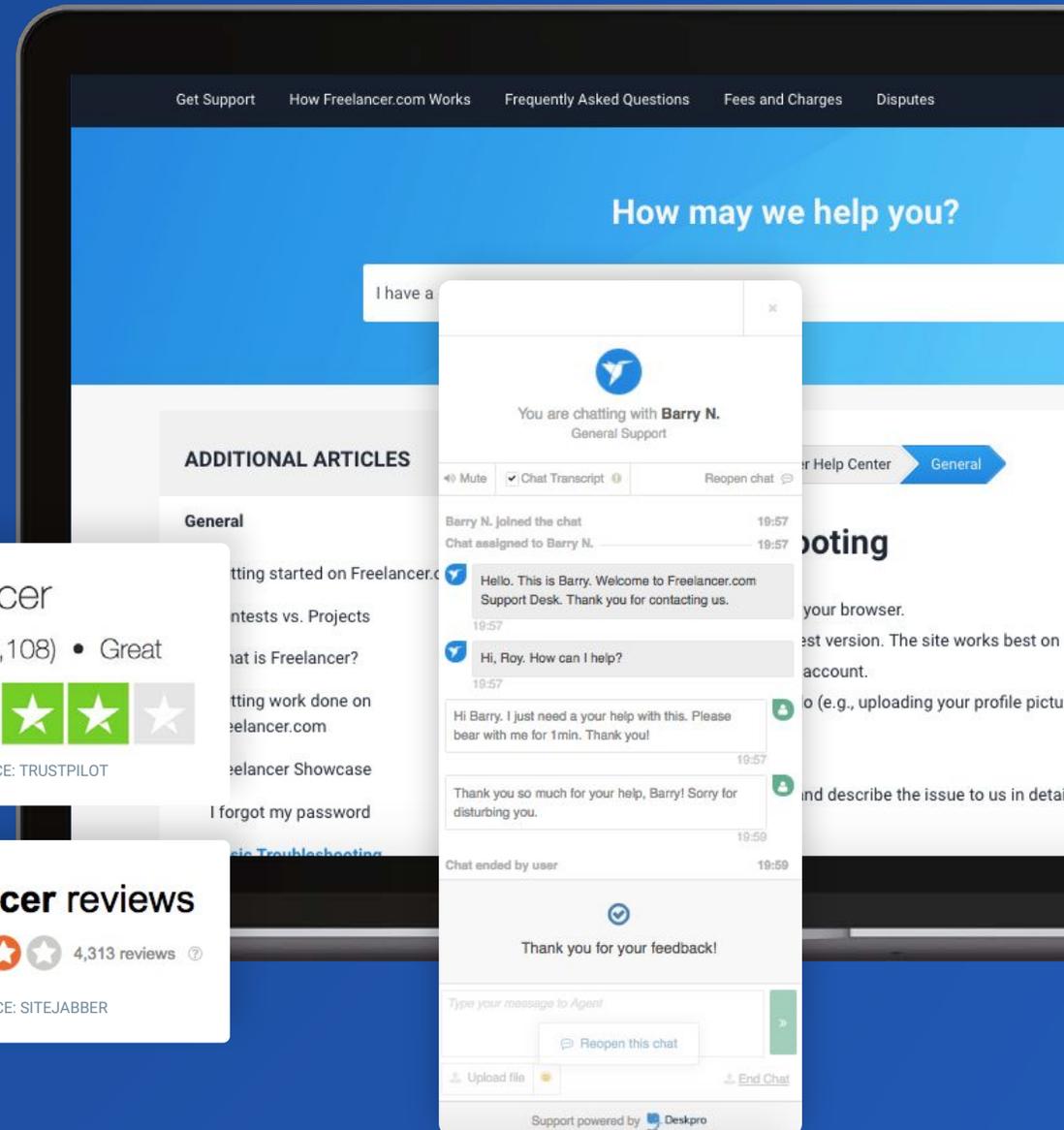
Improved Chat experience and design on the Help Center

Improvements are validated by the 8.8 TrustPilot rating and the increase in SiteJabber rating from 3.9 to 4.3 out of 5.

Freelancer
Reviews (3,108) • Great

SOURCE: TRUSTPILOT

Freelancer reviews
 4,313 reviews
SOURCE: SITEJABBER



Freelancer Enterprise

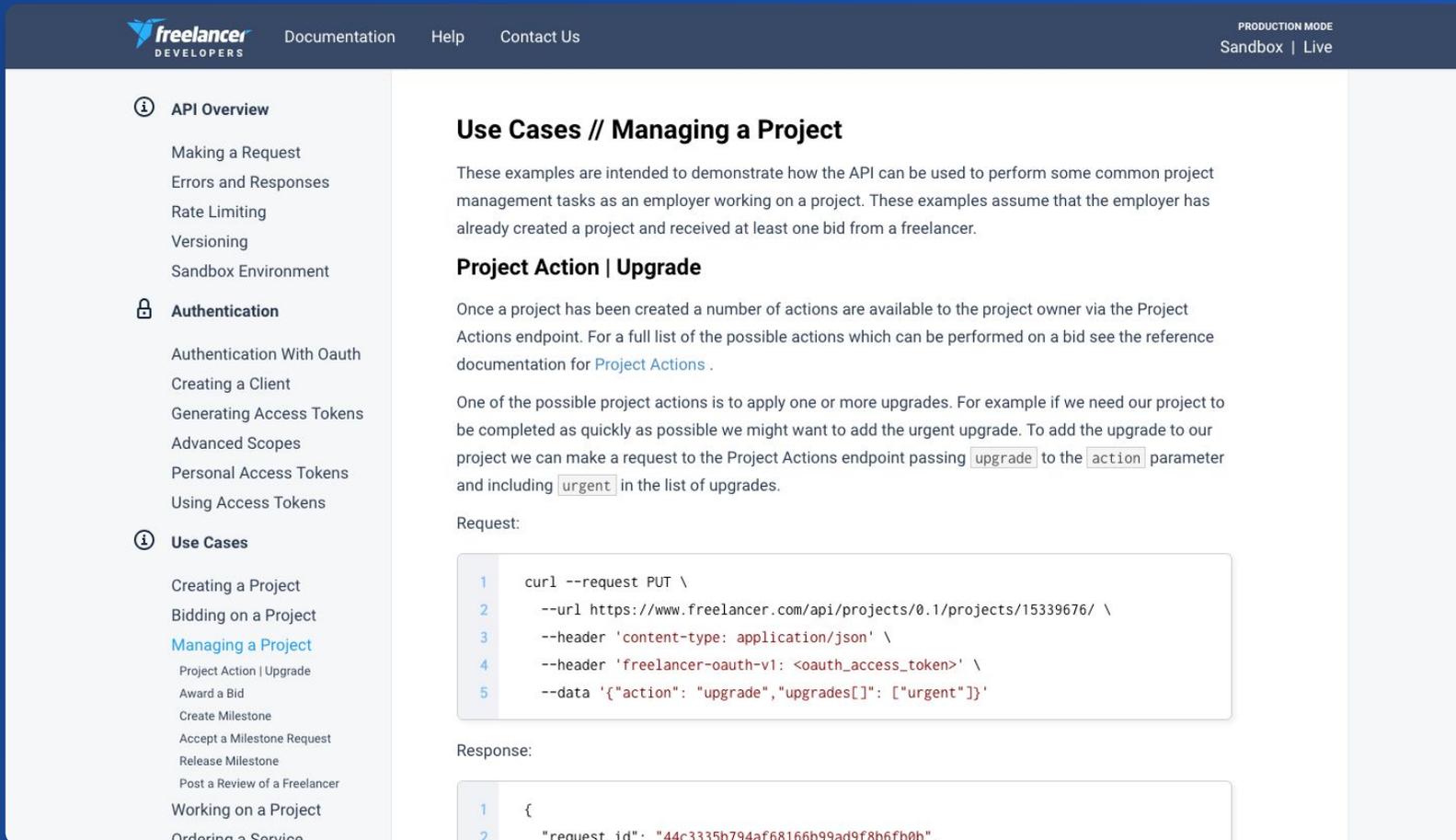


Over 70% of Fortune 500 companies use Freelancer.com to get work done

Fast track workforce automation
with our fully featured API

Private Freelancer Cloud and
Project Success Managers ensure
quality work delivery

No fees - employer commissions
are waived for volume clients



The screenshot shows the Freelancer API documentation interface. At the top, there's a navigation bar with the Freelancer logo, 'Documentation', 'Help', and 'Contact Us' links. On the right, it indicates 'PRODUCTION MODE' with 'Sandbox | Live' options. A left sidebar contains a table of contents with sections like 'API Overview', 'Authentication', and 'Use Cases'. The main content area is titled 'Use Cases // Managing a Project'. It includes an introductory paragraph, a 'Project Action | Upgrade' section with explanatory text, a 'Request:' section with a curl command, and a 'Response:' section with a JSON object.

```
1 curl --request PUT \  
2   --url https://www.freelancer.com/api/projects/0.1/projects/15339676/ \  
3   --header 'content-type: application/json' \  
4   --header 'freelancer-oauth-v1: <oauth_access_token>' \  
5   --data '{"action": "upgrade", "upgrades[]": ["urgent"]}'
```

```
1 {  
2   "request_id": "44c3335b794af68166b99ad9f8b6fb0b",
```

Make an API call to the cloud workforce from your website, app or software

Built by developers, for developers.
www.freelancer.com/api

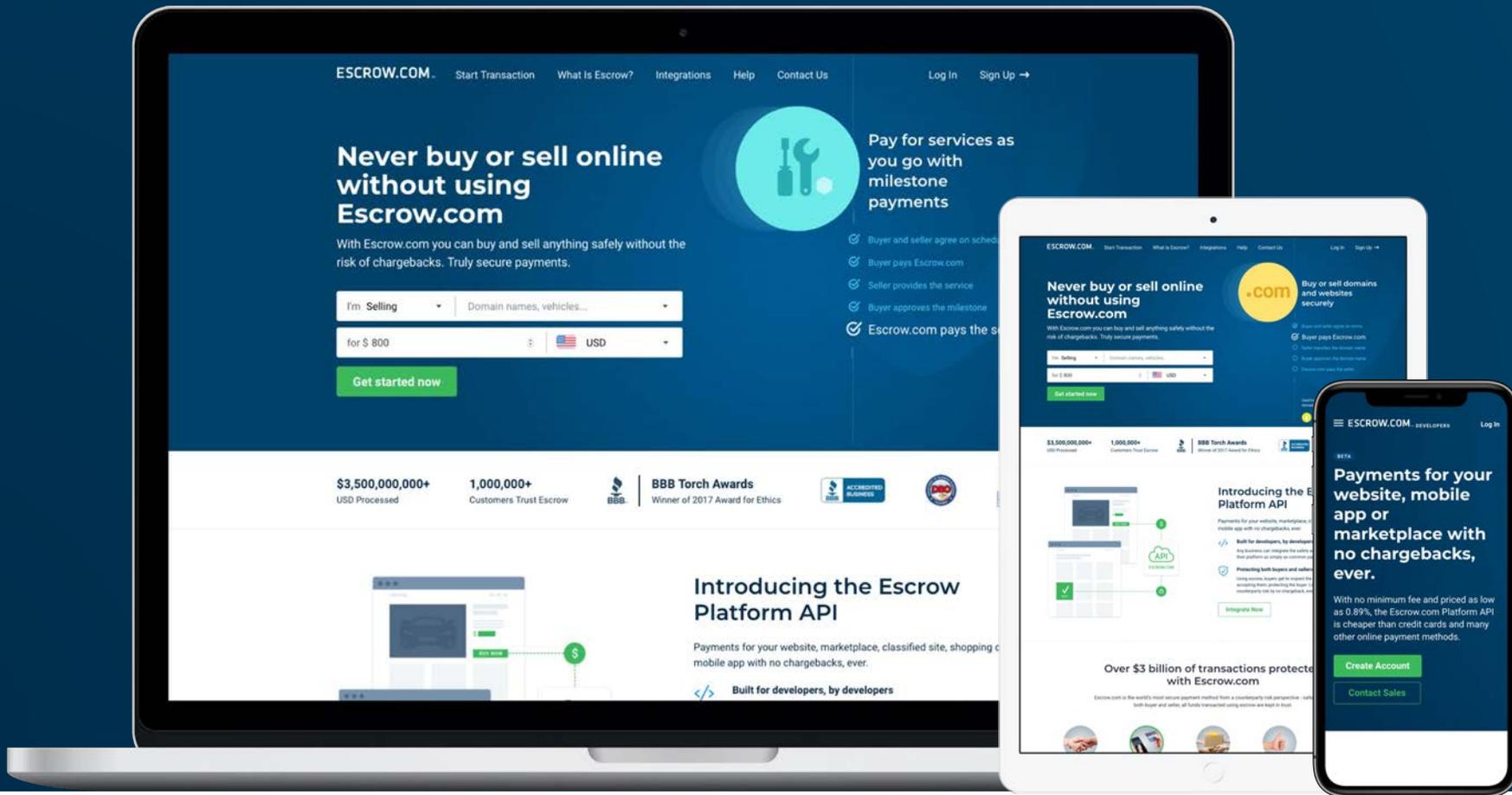
Automate your workforce at scale
across the globe while cutting costs.

A perfect companion to Freelancer
Enterprise customers.



Freelancer Limited

ESCROW.COM



**Inspect goods & services before releasing funds.
No chargebacks, ever.**

OVER \$3,500,000,000 IN TRANSACTIONS SECURED SINCE 1999

Most **payments** innovation revolves around trying to buy a cup of coffee



rather than selling anything of real **value**, like a car



CARS



BOATS



AIRPLANES



MOTORCYCLES



DOMAINS



COLLECTIBLES



COMPUTERS, TV & HIFI



MACHINERY & ROBOTICS



ANTIQUES



NETWORK EQUIPMENT



GEMSTONES & JEWELRY



GENERAL MERCHANDISE



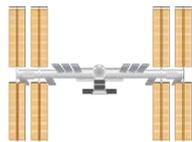
HEAVY EQUIPMENT



INTELLECTUAL PROPERTY



IMPORT/EXPORT



SPACE STATION DEPOSITS



BUSINESS ASSETS



SERVICES & CONTRACTORS



WEBSITES



ELECTRONICS

Escrow.com is used to secure a wide range of valuable transactions

Escrow.com secures transactions from \$100 to \$100,000,000 USD, EUR and AUD coming soon



2007 Robinson R44 securely sold through Escrow.com



Aerocruiser 1100 hovercraft securely sold through Escrow.com



Don Pedro houseboat securely sold through Escrow.com



Piper PA-23-250 Aztec F securely sold through Escrow.com



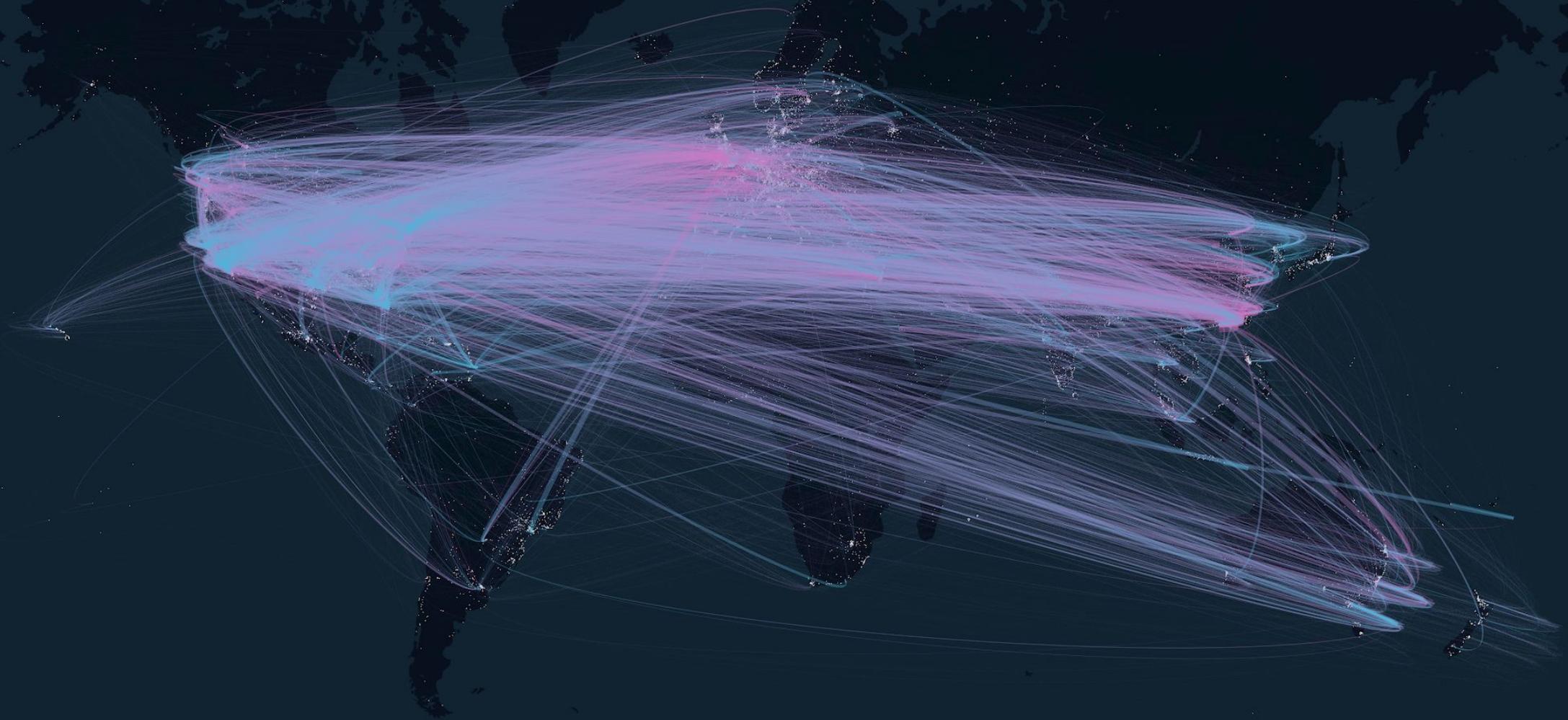
2012 Ferrari Scaglietti securely sold through Escrow.com



2004 Fountain 38 LX securely sold through Escrow.com



Escrow.com Economy



NOTE: SAMPLE OF TRANSACTIONS. THE PINK LINES INDICATE WHERE ESCROW TRANSACTIONS ARE BEING ORIGINATED BY BUYERS, AND THE BLUE LINES INDICATE WHERE TRANSACTIONS ARE BEING FULFILLED BY SELLERS. THICKER LINES INDICATE HIGHER VOLUME. WHITE DOTS INDICATE THE LOCATION OF ESCROW.COM'S USERS. ALL TIME DATA.

Escrow.com

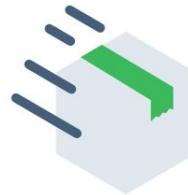
The only licensed, bonded & audited secure online solution that protects both the buyer and the seller with a simple 5-step trust process



1. Buyer and seller agree to terms



2. Buyer pays Escrow.com



3. Seller ships merchandise



4. Buyer accepts the merchandise



5. Escrow.com pays the seller

Benefits of using Escrow.com



Increase Trust

Allow your customers to transact on e-commerce, marketplaces & classifieds sites with higher trust & safety greatly reducing fraud and with no chargebacks, ever.



Increase Liquidity

Physical inspection & acceptance happen on delivery, meaning valuable items can ship across state or country lines before the transaction completes, allowing you & your customers to expand beyond local to global markets safely.



Increase Fulfillment

Greater liquidity means sellers can access more buyers and buyers more sellers, resulting in better choice, pricing and increasing the probability of a successful transaction.



Increase Support

Your customers benefit from our world class transaction support. Experienced Escrow.com personnel can check shipping documentation, title, liens, and more.

Benefits of using Escrow.com



Increase Compliance

Escrow.com provides “compliance as a service” performing know your customer & anti-money laundering verification for high value transactions.



Increase Insights

Escrow.com “closes the loop” providing insight into what happens to your customers after they match on your site.



Increase Conversion

Campaigns and ad targeting can run more effectively. Know which listings are up to date and which are expired, creating a more relevant experience for your audience.



Increase Revenue

Revenue share is available for volume partners of \$1 million per month or more.



**AFS Licence #501215
granted 15 May 2018**

[Escrow.com](https://www.escrow.com) has 46 financial services licenses granted or in-application (Hawaii, Nevada and the territories are the only US licenses remaining to file).

**The oldest, most trusted and licensed online
escrow service in the world**

Cars, boats & airplanes are the perfect match for Escrow.com

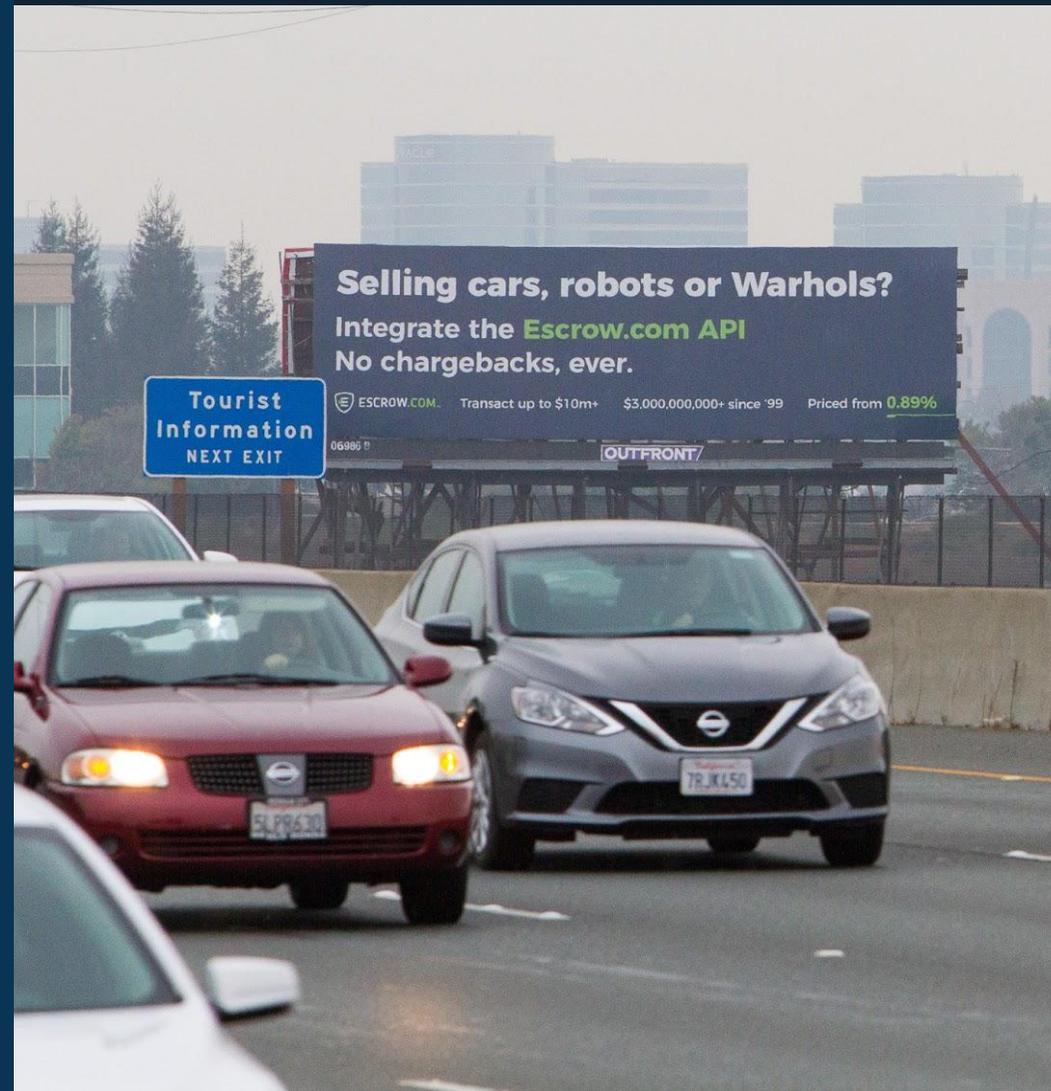
Escrow.com solves trust problem

- Buyer & seller have to physically meet to transact
- Seller accepting cards has to risk charge backs
- Buyer using cash or wire has to risk delivering cash safely and trust the seller to deliver a vehicle in good standing

With Escrow.com one can ship across state lines, physical inspection and acceptance happen on delivery.

Value-add services include:

- Checking shipping documents
- Title collection
- Lienholder payoff
- Lease swap arrangements
- Post inspection sale adjustments





Escrow.com protects fine art, antiques, collectibles, watches, jewelry, gemstones from forgeries and fakes

Whether it's by Warhol, Picasso or Hirst, we've sold it securely through [Escrow.com](https://www.escrow.com)

Shipping documentation is tracked and buyers receive & inspect the goods before accepting, opening up international markets and protecting against forgery and fakes

Andy Warhol "Queen Elizabeth Suite", "Mao" and "John Wayne" securely sold through [Escrow.com](https://www.escrow.com)

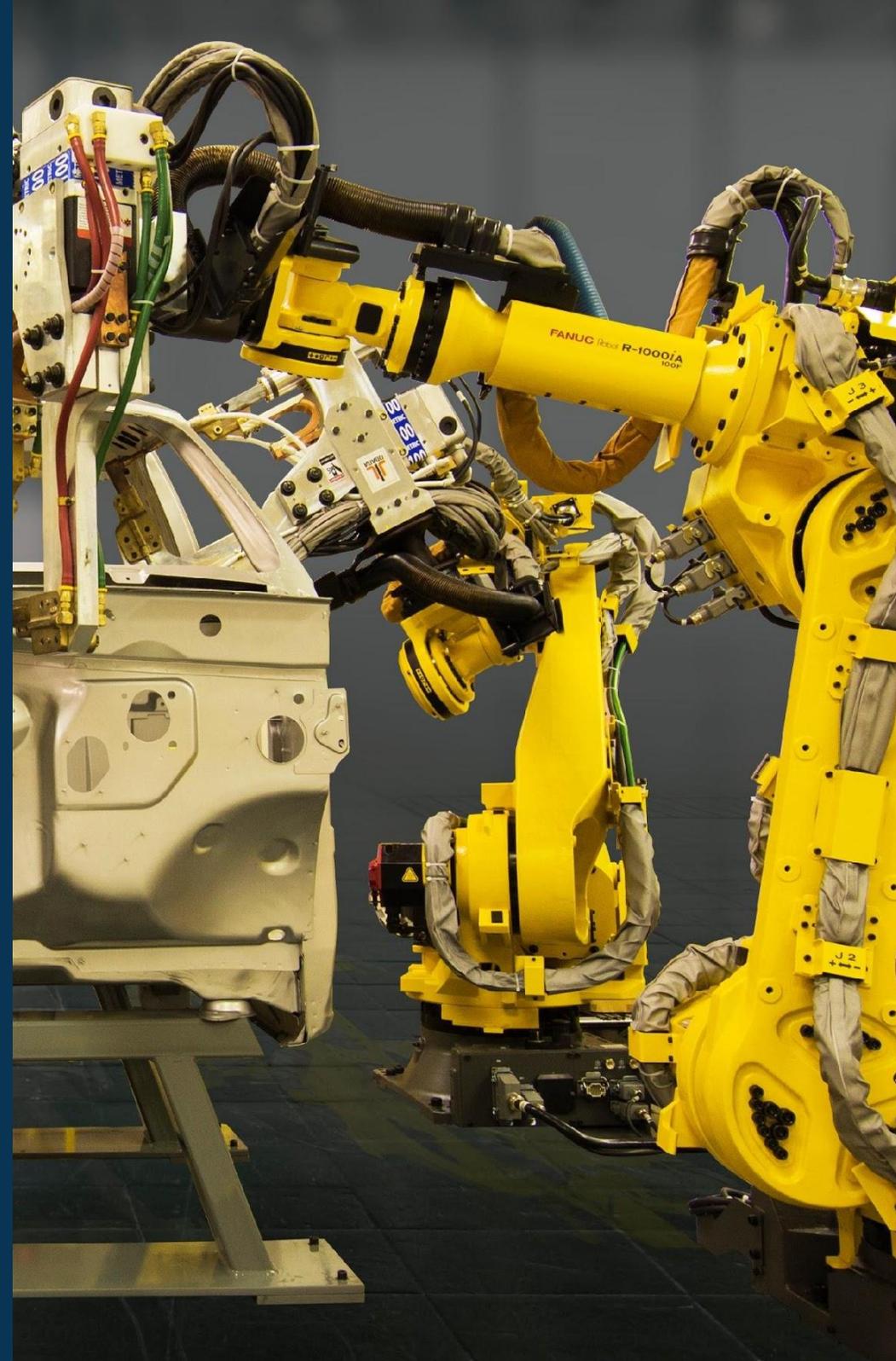
Industrial, network, construction & heavy equipment sold through [Escrow.com](https://www.escrow.com)

Transact beyond the local area to a global market

Sellers access more buyers, buyers access more sellers

[Escrow.com](https://www.escrow.com) makes it easier to agree to larger contracts

FANUC M710iC Industrial Robots securely sold through [Escrow.com](https://www.escrow.com)



Escrow.com makes import / export simple

No expensive & complicated letters of credit

Removes need to perform customer credit checks

Automates payments to international suppliers

Increases competitiveness of exporters through facilitating supplier & customer diversity

Shipment of 28 Ford F250 securely sold through [Escrow.com](https://www.escrow.com)



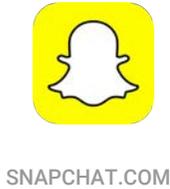
Service contracts including freelancing through [Escrow.com](https://www.escrow.com)

We support milestone payments against a time or deliverables schedule

Ensure your last invoice gets paid

Medical solar system installation in Yuba City, CA securely sold through [Escrow.com](https://www.escrow.com)



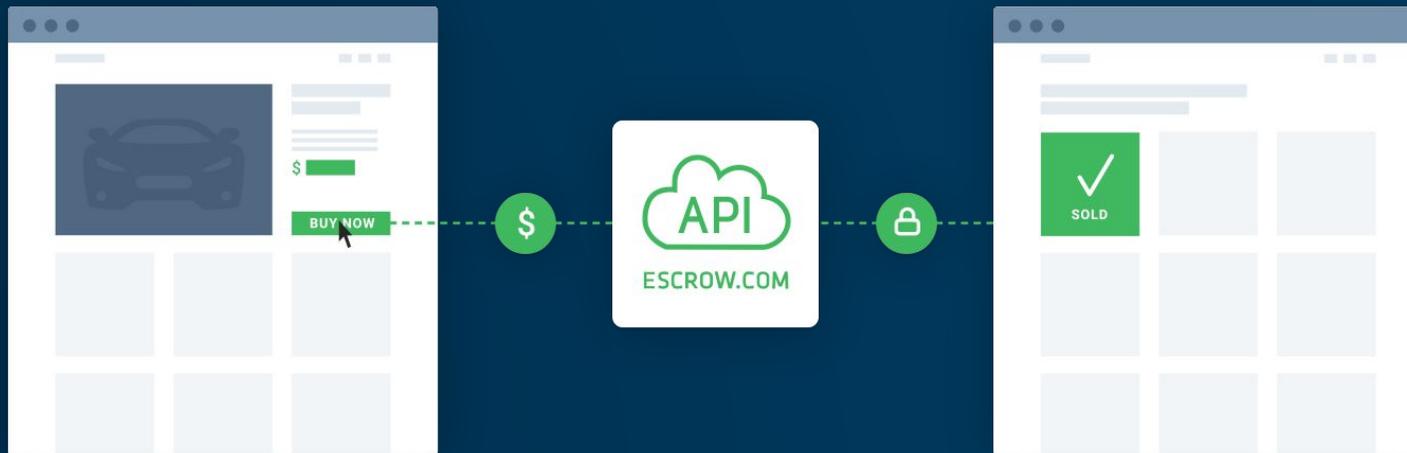


All these domains, and tens of thousands more sold through [Escrow.com](https://www.escrow.com)

Escrow.com where the Internet is bought and sold

The Escrow.com Platform API

With no minimum fee and priced as low as 0.89%, integrate Escrow.com into your website, mobile app, classified site or marketplace.



Beautiful Docs

Our step-by-step integration guides, code examples and centralized API reference make it simple to understand and easy to integrate so your can spend less time writing code.



Real-time Insights

Stay up to date on the progress of each of your transactions through our portal or use our webhooks to get real time granular updates on the progress of each transaction.



Versioning

Time to take control of your roadmap – your integration will work the same as it does today as it will tomorrow.



Developers First

With a new developer portal, interactive documentation, and real-time dashboards, we are putting developers first. We can't wait to see what your build!

The **Escrow.com** Platform API is built by developers, for developers

The screenshot displays the Escrow.com Platform API documentation interface. The top navigation bar includes 'ESCROW.COM DEVELOPERS', 'My Transactions', 'My Integrations', 'Help', and 'Contact Us'. The left sidebar contains a navigation menu with categories: 'GETTING STARTED', 'DASHBOARD', 'My Integrations', 'API' (selected), 'BUTTONS', 'REFERRAL LINKS', and 'Support'. Under 'API', there are links for 'API Keys', 'Webhooks', 'API DOCUMENTATION', 'API Basics', 'Create a customer', 'Create a transaction', and 'Fetch transaction details'. The main content area shows a cURL command and its JSON payload. The cURL command is: `% curl "https://api.escrow.com/2017-09-01/transaction" \`
`-X POST \`
`-u "email-address:your-password" \`
`-H "Content-Type: application/json" \`
`-d '`
`{`
 `"parties": [`
 `{`
 `"role": "buyer",`
 `"customer": "me"`
 `},`
 `{`
 `"role": "seller",`
 `"customer": "scott@escrow.com"`
 `}`
 `],`
 `"currency": "usd",`
 `"description": "1962 Fender Stratocaster",`
 `"items": [`
 `{`
 `"title": "1962 Fender Stratocaster",`
 `"description": "Like new condition, includes original hard case."`
 `}`
 `]`
`}`

Simple Escrow.com API Integration

API Integration Checklist

To successfully integrate the API into your website, you'll need to complete your account setup as well as an integration setup. The whole process usually takes 1-2 weeks, depending on your availability to complete the technical tasks involved.

Integration Setup 0% complete

- Test transaction in sandbox environment** 0% complete [Collapse](#) 
 - Create a sandbox account**

To perform tests during the development phase of your integration you will need to have an account in our developer sandbox environment. This is hosted in www.escrow-sandbox.com so you need to create a new account there.
 - Create a sandbox API key**

Each call to the Escrow API must be secured with an API key. You can create a sandbox API key after you log in to your sandbox account.
 - Create a test transaction in sandbox**

Use the [create transaction](#) endpoint to create your first test transaction in the sandbox environment.
 - Agree to transaction and complete transaction flow**

Use the [API endpoints](#) to progress through the various stages of the transaction in the sandbox environment until the transaction is complete.
 - Check transaction status**

You can check the [status of a transaction](#) at any point or use [webhooks](#) to receive updates when the status of a transaction changes.
- Create a production API key**

Just like in the sandbox environment, production API calls must be secured with your API key. API keys are specific to an environment, so you may not use a sandbox API key in production or a production API key in sandbox.
- Create your first real transaction**

Once you've created your first real transaction, your integration should be all set! Congratulations on completing your Escrow.com API integration successfully.

Shopify Exchange

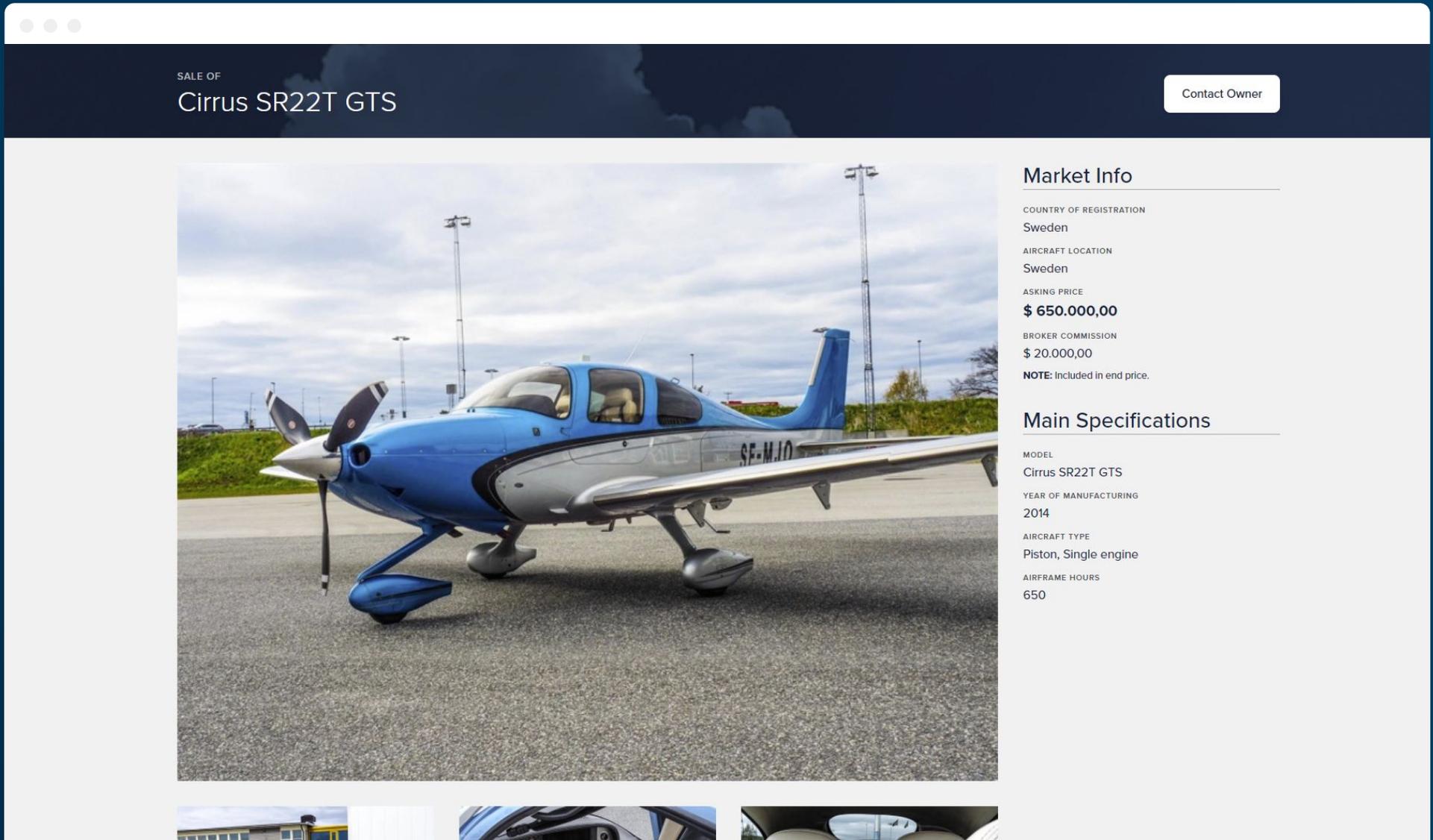
Escrow.com is the only payment method for Shopify's marketplace of stores

The screenshot displays the Shopify Exchange website. At the top, there is a navigation bar with links for EXCHANGE, NEW LISTINGS, CATEGORIES, RESOURCES, and BLOG, along with a search icon and a 'Sell your business' button. Below the navigation bar, the main heading reads 'Fuel your business ambitions' with the subtext 'Exchange is Shopify's marketplace to buy and sell businesses for entrepreneurs like you.' There are filter buttons for Price, Revenue, Age, Business Type, and Industry. The main content area is titled 'Established stores for sale' and features four business listings, each with a thumbnail image, name, website URL, location, and financial metrics.

Business Name	Website	Location	Revenue (USD)*	Traffic*	Profit (USD)*	Inventory Value (USD)	Price (USD)
eSportsChairs.com - A Gaming C...	www.esportschairs.com	North Carolina	\$35.31k	9.47k	\$8k	-	\$550,000
ONLINEPRESALES	www.onlinepresales.com	Arizona	\$77.33k	94.77k	\$10k	-	\$55,000
CraftsNinja (Multi-Million Dollar ...)	www.craftsninja.net	Gifts and collectibles	\$68.07k	89.52k	\$44.9k	\$30k	\$79,000
fourth.world	fourthworldexchange.com	California	\$65.54k	95.45k	\$50k	-	\$80,000

Wingform uses Escrow.com to deliver a turnkey solution

Thanks to Escrow.com, if you find an aircraft on Wingform, you know the seller is serious about selling his aircraft



The screenshot shows a web page for the sale of a Cirrus SR22T GTS aircraft. The header includes the text "SALE OF Cirrus SR22T GTS" and a "Contact Owner" button. The main content area features a large photograph of the aircraft on a tarmac, with smaller thumbnail images below it. To the right of the main image is a "Market Info" section with details on registration, location, price, and commission. Below that is a "Main Specifications" section listing the model, year, type, and airframe hours.

SALE OF
Cirrus SR22T GTS

Contact Owner

Market Info

COUNTRY OF REGISTRATION
Sweden

AIRCRAFT LOCATION
Sweden

ASKING PRICE
\$ 650.000,00

BROKER COMMISSION
\$ 20.000,00

NOTE: Included in end price.

Main Specifications

MODEL
Cirrus SR22T GTS

YEAR OF MANUFACTURING
2014

AIRCRAFT TYPE
Piston, Single engine

AIRFRAME HOURS
650

The Aurora Space Station uses **Escrow.com** to take deposits

Deposits are already flowing for the \$10 million luxury Space Hotel by Orion Span (www.orionspan.com)



Arturas Kerelis @arturaskerelis Follow

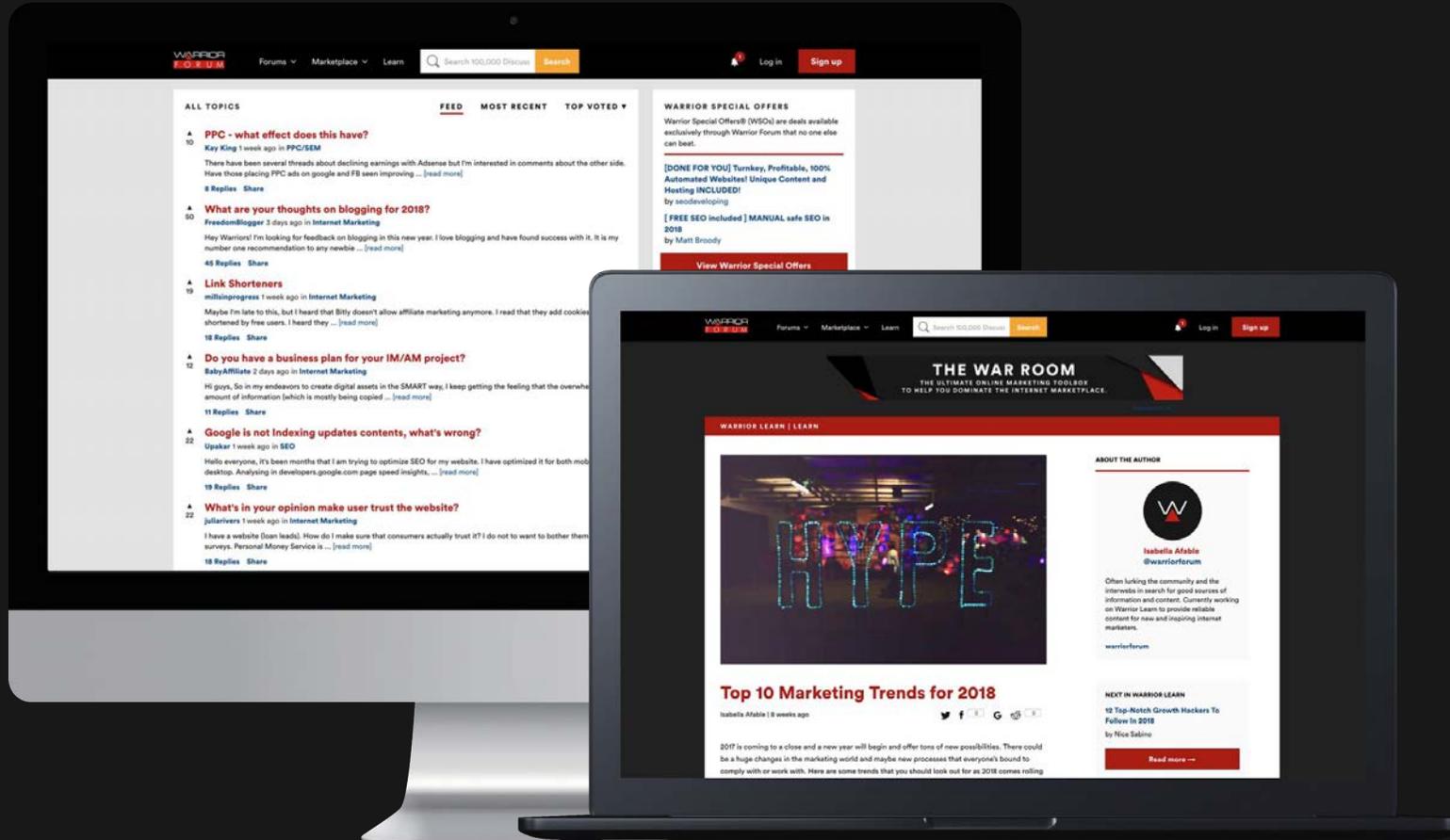
I joined the waitlist to stay in a space hotel with @OrionSpan and @frankbunger!

Orion Span Deposit Escrow	
1 Deposit for future stay aboard Orion Span's Space Station	1 [REDACTED]
Subtotal [REDACTED]	
Total [REDACTED]	
Transaction ID: 3874462	
Terms	
Transaction #:	3874462
Escrow #:	0
Transaction Title:	Ecart transaction
Buyer:	Arturas Kerelis (arturaskerelis@gmail.com)
Seller:	Orion Span, Inc.

8:41 AM - 6 Apr 2018

5 Retweets 22 Likes

1 5 22



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10,384,650+
POSTS

1,051,763+
DISCUSSIONS

STATE THEATRE 20 SEPT 2018 · MELBOURNE TOWN HALL 24 SEPT 2018

THE STORY OF NETFLIX



PRESENTED BY FOUNDING CEO MARC RANDOLPH



Australia's Largest Startup & Growth Conference



Sarah Bird
CEO @ MOZ



In Partnership With Right Click Capital

Asia Pacific's Largest Startup Pitch Competition



Jack Stevens
CEO @ Edstart

EXCLUSIVE INTERNATIONAL SPEAKER LINEUP	35 EVENTS	10,000 ATTENDEES	7 COUNTRIES
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2017 Awards | Freelancer.com



Gold Stevie
Communications
Department of the Year

The International Business
Awards 2017



Gold Stevie
Freelancer.com IOS and
Android App

The International Business
Awards 2017



Silver Stevie
Most Innovative Tech
Company of the Year - Up
to 2,500 Employees

The International Business
Awards 2017



Silver Stevie
Matt Barrie, Executive of
the Year - Internet/New
Media

The International Business
Awards 2017



Silver Stevie
Sebastian Siseles, PR
Executive of the Year

The International Business
Awards 2017



Silver Stevie
Business Services

The International Business
Awards 2017



Silver Stevie
Best User Experience

The International Business
Awards 2017



Gold Stevie
Innovative Management in
Technology Industries

The Asia-Pacific Stevie
Awards 2017



Gold Stevie
Innovation in Shopping or
E-commerce Websites

The Asia-Pacific Stevie
Awards 2017



Bronze Stevie
Excellence in Innovation in
Technology Industries

The Asia-Pacific Stevie
Awards 2017



Bronze Stevie
Innovation in Shopping or
E-commerce Apps

The Asia-Pacific Stevie
Awards 2017



Bronze Stevie
Innovation in Technology
Development

The Asia-Pacific Stevie
Awards 2017



**2017 SPi Global
Technology Company of
the Year**

ASIA CEO Awards



Winner
NSW Innovation in Export
Award

Premier's NSW Export
Awards 2017

2017 Awards | Escrow.com



Gold Stevie
Financial Services
Company of The Year

The International
Business Awards 2017



Silver Stevie
Financial Services
Company

The International
Business Awards 2017



BBB Torch Award
Ethics

Better Business Bureau
Torch Awards

Board of Directors

Technology focused entrepreneurial board with successful exits to major global corporations.



Matt Barrie
Chief Executive Officer & Chairman

BE (Hons I) BSc (Hons I) GDipAppFin MAppFin MSEE (Stanford) GAICD SEP FIEAust

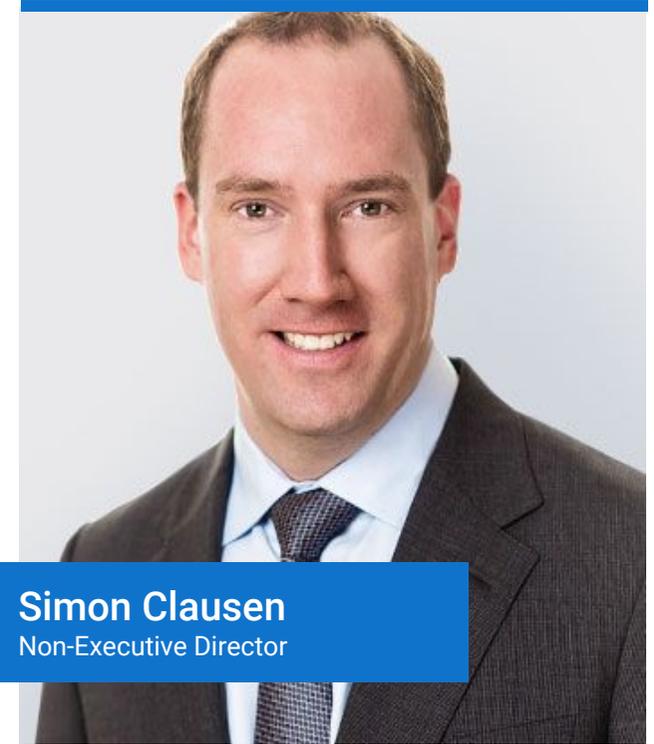
Matt Barrie is an award winning technology entrepreneur. Matt was Adjunct Associate Professor at the Department of Electrical and Information Engineering at the University of Sydney where he taught Cryptography for fifteen years and, later, Technology Venture Creation. He is the co-author of over 20 US patent applications. Previously he founded and was CEO of Sensory Networks Inc., a vendor of high performance network security processors which sold to Intel Corporation (NASDAQ:INTC).



Darren Williams
Non-Executive Director

BSc (Hons I) PhD (Computer Science) MAICD

Darren transitioned from Executive Director and Chief Technology Officer of Freelancer to Non-Executive Director in late 2015. In his time as an executive he was responsible day-to-day for strategic leadership of the company's operating and technical direction. Darren has experience in computer security, protocols, networking and software. Prior to joining Freelancer, Darren was a co-founder of Sensory Networks, where he held the roles of Chief Technology Officer and subsequently Chief Executive Officer. In 2013 Sensory Networks sold to Intel Corporation (NASDAQ:INTC).



Simon Clausen
Non-Executive Director

Simon is a founding investor of Freelancer. Simon has more than 17 years experience in high growth technology businesses in both Australia and the United States. His technical expertise includes proficiency in multiple software development languages, computer security and vulnerability analysis, and he is co-author and inventor of a number of technology patents. Simon founded and was CEO of PC Tools, which he grew to over \$100 million in revenue, more than 250 employees and offices in 7 countries. PC Tools was acquired by Symantec Corporation (NASDAQ:SYMC) in October 2008 in one of Australia's largest ever technology acquisitions.

Senior Management Team

Specialists in growth, finance, operations, infrastructure, international execution, compliance and engineering



Neil Katz
Chief Financial Officer
*B Com (Hons) ACA
EPGC (Stanford)*

Neil Katz is the Chief Financial Officer at Freelancer and is responsible for the finance and administration functions of the Company. Neil has over 20 years experience in finance, accounting and general management. Neil has held CFO roles at a number of technology companies, including IPscape, Threatmetrix, Sensory Networks and Aprix.



Peter Phillips
Vice President, Engineering
*BSc (Hons I) PhD
(Computer Science)*

Peter Phillips is Vice President of Engineering at Freelancer. In this role, he is responsible for leading the global engineering teams and defining and executing the company's operating and technical direction. Peter has extensive experience in software engineering, scalable infrastructure and IT management.



Amir Massoudi
Director, Growth
*S.Eng, MSc
(Computer Science)*

Amir Massoudi is a Director of Growth at Freelancer. In this role, he oversees all revenue, product management, data science and customer operations. Amir holds a masters degree (by research) in Computer Science specialising in Machine Learning and Computer Vision from University of New South Wales.



Greg Robinson
Vice President, Compliance
ACI, SA Fin

Greg Robinson is the Vice President of Compliance at Freelancer. Greg oversees the overall compliance environment within the Company. In this role, Greg is responsible for the development and maintenance of the governance and compliance risk programs to support the business. Before joining Freelancer, Greg worked for PayPal Australia as Head of Compliance.



Sarah Tang
Global Operations
*MSc (Wien) MA
BCom (Queens)*

Sarah Tang is in charge of operations at Freelancer, across its global footprint. She leads a diverse range of teams across operations, support, talent and human resources. Sarah is a Millennium and Cansbridge Scholar with a double degree in Strategy & Innovation Management. Her thesis explored how face-reading software can be applied to user-driven product research by training it to measure human cognition, emotions and psychology.



Adam Byrnes
Senior Director, International
*BE (Electrical)
(Hons I) / BSc
(Adv) (Physics)*

Adam Byrnes is responsible for expanding Freelancer across the world, particularly into markets that are dominated by non-english native speakers, such as Asia and Latin-America. He leads teams in public relations, content, marketing and translation, and has been responsible for launching Freelancer's websites internationally, including 53 dedicated regional sites and 34 languages.



Sebastián Siseles
Director, International
*JD (University of Buenos Aires) / MBA
(University of Pittsburgh) /
Marketing Diploma
(FAECC, Argentina)*

Sebastián Siseles is responsible for creating, communicating, maintaining, and aligning the company's international expansion strategy for long-term. An Argentine entrepreneur with an MBA from the University of Pittsburgh, Sebastián has a background in law specialising in corporate finance and M&A.

Outlook Statement 2018

Freelancer has a firm foundation for revenue growth in FY18 and a clear path to profitability

- FY17 was a challenging year and already FY18 is looking brighter after 1H18 results
 - For Freelancer.com, marketplace health is improving and growth is returning to trend. We are excited in particular about the build out of collaborative tools, usability improvements, mobile, performance, managed service, API and enterprise offerings.
 - For Escrow.com, 2Q18 was one of the best quarters ever for gross payment volume growth, we are highly optimistic about opportunities from the new Escrow.com API and ecosystem we are developing around this API.
- We plan to increase EBITDA to above breakeven in FY18
- Freelancer's marketplace business is acyclical. The global financial crisis led to the original emergence of the online crowdsourcing and freelancing industries
 - Employers looked online to hire freelancers rather than full time staff
 - Workers looked to the Internet to find new sources of employment
- The potential for significant macroeconomic volatility provides further additional upside to Freelancer's opportunities

Unique Investment Thematics

Freelancer Limited (ASX:FLN) is a unique exposure to:

- Massive market: \$5 trillion TAM
- The on-demand and crowdsourced economy
- Increasing internet penetration of emerging markets
- Rising sophistication in emerging markets labour
- Software & mobile eating the world
- Structural imbalances in global labour markets
- Thrives in economic crises
- Incredibly deflationary
- Fintech & transition of global commerce to online (Escrow.com)
- Global Income (>95% of revenue is outside Australia: USD, GBP, EUR, CAD, etc.)



ASX

FREELANCER LIMITED



Freelancer Limited

HOW BIG IS THE MARKET?

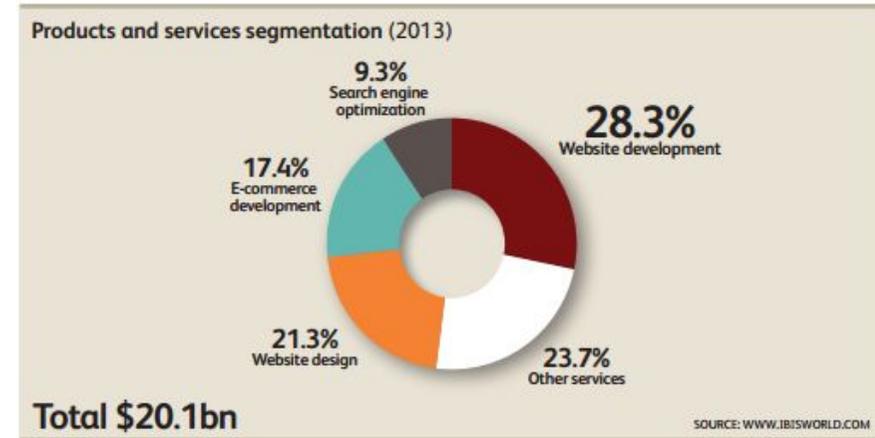
“160 million jobs, or about 11% of the projected 1.46 billion services jobs worldwide, could in theory be carried out remotely, barring any constraints in supply” *

* McKinsey Global Institute, The Emerging Global Labor Market, Part I: The Demand for Offshore Talent in Services.

Estimated demand for Web Design services (mid-high OECD)

Freelancer's global web design revenue opportunity estimated as \$2.7 billion per annum (\$10.5b GPV)

- Freelancer's estimated global web design revenue opportunity at c.\$2.7 billion (\$10.5b GPV).
- This is as a replacement of existing business only- there is also potential upside from opening up of new demand from lower cost labour services
 - e.g. for the first time, a café can get a website for c.\$100
- Indicative calculation:
 - web design in the US alone is US\$20 billion + industry¹
 - wages constitute US\$12 billion of this
 - more than 50% of software engineering jobs can be outsourced at 30% of US wages²
 - US\$1.74 billion in wages outsourced @ 26% monetisation rate = c.A\$620 million revenue opportunity for Freelancer in the US (Total Available Market)⁴
 - there are 28 million small businesses in the US, but at least 96 million more in other mid-high income OECD countries³
 - from this we estimate the global opportunity is $(96+28)/28 = c.4.4x$ larger than the US market



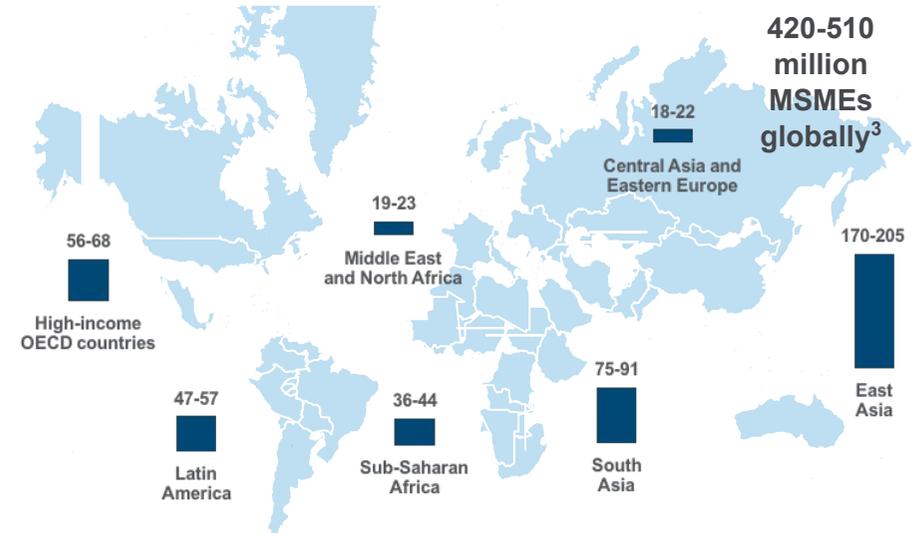
1. IBISWorld, "Web Design Services in the US" (August, 2013).
2. McKinsey Global Institute, "The Emerging Global Labor Market: Part III: How Supply and Demand for Offshore Talent Meet" (June, 2005).
3. Based on 28m SMEs in the US, 96m MSMEs outside the US in mid-high income OECD countries.
4. Based on AUD/USD exchange rate of 0.73.

Estimated demand from mid-high income OECD SMEs

Global small business revenue opportunity estimated as \$38 billion per annum (602 million projects, \$135 billion GPV)

- There are about 28 million small businesses in the US
 - 22 million of these are informal non-employers (yet generate >\$1 trillion per annum in revenue)¹
- US job posters who posted more than one project posted on average 4.97 projects in 2016²
- Average project size in FY16 was US\$167, generating revenue of \$47 to Freelancer (28.3% monetisation rate)²
 - Implies A\$8.6 billion TAM (A\$30.4 billion GPV, 140 million projects) from US SMEs
- But there are 420 – 510 million micro, small and medium enterprises (MSMEs) globally³
- 96 million are formal employer MSMEs outside the US in mid-high income nations⁴
 - Additional A\$29 billion TAM (A\$104 billion GPV, 480 million projects)

- **Estimated global TAM from MSME market of c.\$38 billion (A\$135 billion GPV, 620 million projects)**
- This excludes another 100m+ informal (unregistered) MSMEs in high income nations globally including non-employer firms, sole proprietors and partnerships which could add materially to Freelancer's revenue opportunities



1. US Government, Small Business Administration Office of Advocacy.

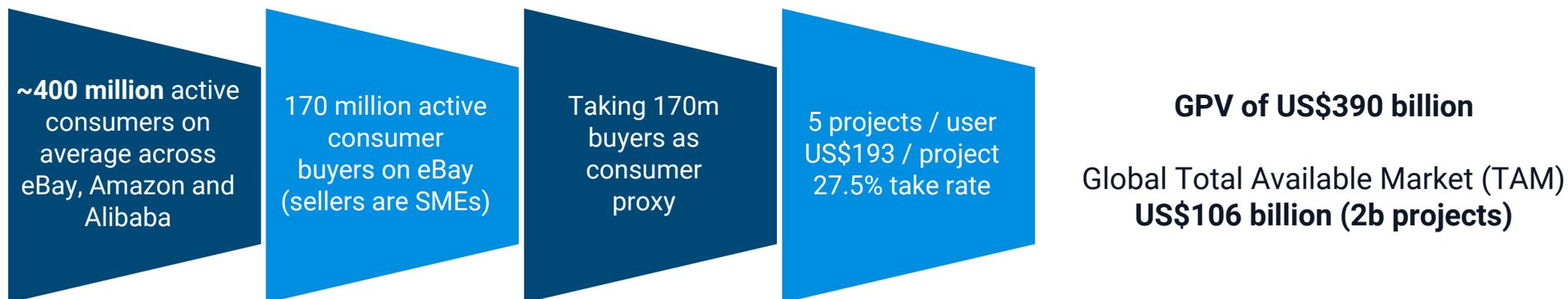
2. Based on Freelancer internal statistics. Average paid value of completed project was US\$167 in FY16. Monetisation rate = \$45.2m / 160m = 28.25%

3. McKinsey Global Institute, "Two trillion and counting: Assessing the credit gap for micro, small, and medium-size enterprises in the developing world" (October, 2010).

4. World Bank Statistics, International Finance Corporation. Excludes informal MSMEs including non-employer firms, sole proprietors and unincorporated partnerships.

Estimated demand from consumers

Product marketplaces as proxy of consumer demand indicates TAM of US\$106 billion (2b projects, US\$390b GPV)



				
2017 Revenue	US\$9.6 billion ¹	US\$178 billion ¹	US\$158 billion ³	A\$49.9 million
2017 GMV/GPV	US\$88.4 billion	US\$300+ billion ²	US\$500+ billion ⁴	A\$159.4 million
2017 Users	170 million active buyers	300+ million active buyers	488 million active buyers	27 million total registered users
Geography	Global	Global	Predominantly China	Global

Source: Company reports, Bloomberg, Statistica, Nasdaq.

¹ Actual year end 31 December 2017

² Based on analyst estimates

³ Google Finance 31 December 2017

⁴ Trailing 12 months as at 30 June 2017, company disclosure

Estimated supply of professional labour in the developing world

370 million people, or 10% of the 3.7 billion working age population in the developing world have a tertiary qualification

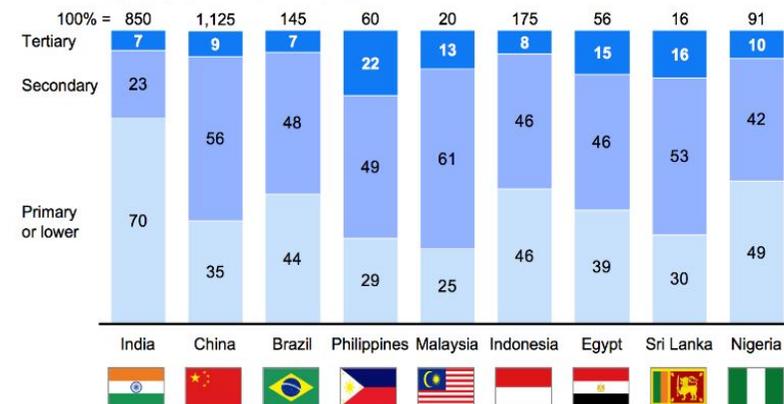
- 2010 global working age population: 3.7 billion, labour force: 2.9 billion¹

Cluster	Young Developing	Young Middle-Income	India	China	Young Advanced	Russia & CEE	Southern Europe	Aging Advanced
Workers Million	322	640	469	783	290	141	60	145
GDP per capita \$	<3,000 ²	3,000–20,000 ³	3,000	7,000	25,000–50,000 ⁴	10,000–20,000 ⁵	20,000–30,000	30,000–45,000

- 2030 predicted global labour force: 3.5 billion¹
- Of the 3.7 billion working age in the developing world in 2010:
 - 1.7 billion (46%) have a secondary education
 - 370 million (10%) have a tertiary education
- In the Philippines, tertiary education rose from 9% to 22% (13m) 1980-2010
 - Brazil, China, India @ 7 to 9%, yet produce c.5m STEM grads per annum³

- There are 220 million people with a tertiary degree between India, China, Brazil, Philippines, Malaysia, Indonesia, Egypt, Sri Lanka and Nigeria
- c.5 billion people to join the Internet over next decade that earn <\$10/day
- They have very little assets however are educated and can sell their services
- Freelancer.com is the first stop on the Internet for these people to raise their wages from \$10/day to \$10/hour +

Educational attainment (2010)
% working age population; million people¹



NOTE: Numbers may not sum due to rounding.

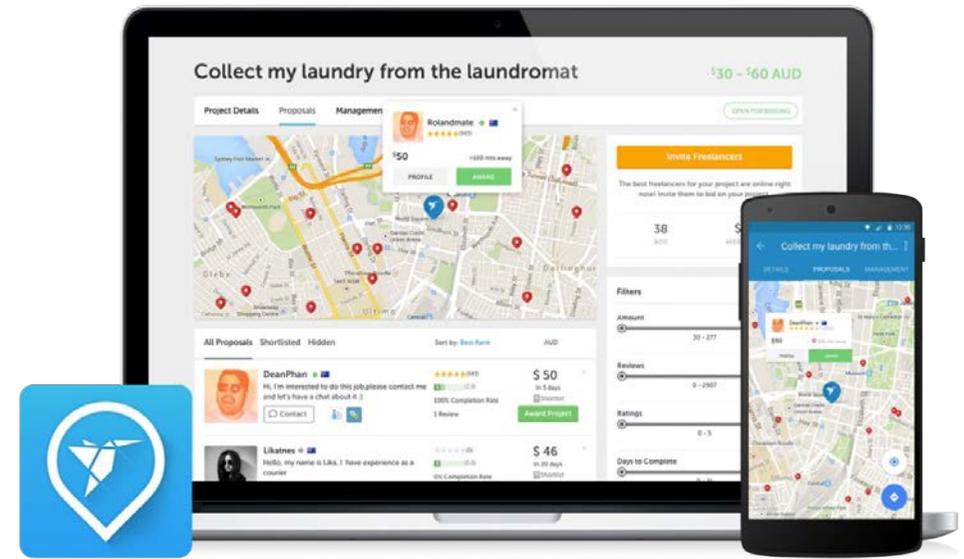
SOURCE: United Nations Population Division (2010 revision); IIASA; ILO; local statistics for India and China; McKinsey Global Institute analysis

1. McKinsey Global Institute: The World at Work: Jobs, Pay and Skills for 3.5 Billion People (June 2012)
 2. McKinsey Global Institute, The Emerging Global Labor Market 2005, Part I: The Demand for Offshore Talent in Services
 3. Accenture Institute for High Performance: Where will all the STEM talent come from? (May 2012)

Estimated demand from Local Jobs in the US

Freelancer's expansion into 100 categories of Local Jobs expands the total addressable market by up to \$800 billion

- Online services is already a huge market, with enormous future potential
 - McKinsey Global Institute has estimated that “160 million jobs, or about 11% of the projected 1.46 billion services jobs worldwide, could in theory be carried out remotely, barring any constraints in supply”
- In the US alone, the temporary labour market is estimated to be in the order of \$100 billion¹
 - MBO Partners² also found that in 2013 in the US there were 17.7 million independent workers
 - these generated \$1.2 trillion in total income per annum
 - Angie's List estimates the home services industry, which includes electricians, plumbers, dog walkers and other manual labour, alone is worth \$400 billion per annum
 - others put it at \$800 billion per annum^{4,5}



1. <http://www.theverge.com/2012/7/23/3177860/taskrabbit-13-million-funding-peer-to-peer-labor-market-zaarly-done-exec>
2. http://info.mbopartners.com/rs/mbo/images/2013-MBO_Partners_State_of_Independence_Report.pdf
3. <http://www.fool.com/investing/general/2015/04/03/does-a-market-exist-for-amazoncom-incs-home-servic.asp>
4. http://www.nytimes.com/2015/04/13/technology/amazon-google-and-more-are-drawn-to-home-services-market.html?_r=0

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