IN 2016 NASA AND FREELANCER ARE TEAMING UP TO BUILD A ROBOTIC ASTRONAUT

NASA is recruiting a team of freelancers from Freelancer.com to design the robotic arm for a next generation free flying robot to replace the SPHERES autonomous free-flying robot on the ISS.
Freelancer Limited (ASX: FLN)

Key market statistics

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<tbody>
<tr>
<td>ASX code</td>
<td>FLN</td>
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<td>Listing price (15 November 2013)</td>
<td>A$0.50</td>
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<tr>
<td>Share price (5 January 2016)</td>
<td>A$1.80</td>
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<td>Market capitalisation (5 January 2016)</td>
<td>A$823 million</td>
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Share Price Chart

Freelancer owns Escrow.com

The world’s #1 company for secure online payments

Freelancer.com
#1 Online Services Marketplace
Over US$2.9 billion in projects posted

Escrow.com
#1 for Secure Online Payments
Over US$2.7 billion in secured transactions
Freelancer Limited

COMPANY OVERVIEW
Freelancer.com is changing the global dynamics in the marketplace for people
“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” *

We are changing lives in the developing world by providing opportunity and income. We help small businesses, startups and entrepreneurs turn that spark of an idea into reality.

Design of a digital counting wristband for $220
We are changing lives in the developing world by providing opportunity and income.

“After two years I’ve been doing really well on Freelancer.com. The earnings are very good and now I have a lot of respect among my friends and family members. Thanks Freelancer for everything!

Shahzaib S.
Graphic Designer
Karachi, Pakistan

4.9 / 5.0 rating, 67 reviews
Outstanding track record of marketplace growth (demand)

Exceptional growth in registered users, and significant acceleration of growth in projects and contests posted

Total registered users

As at 31 December 2015
>16 million

Total projects & contests posted

As at 31 December 2015
>8 million

---

1. Number of user accounts, and projects/contests posted in the Freelancer marketplace as at 30 June 2015. User, project and contest data includes all users and projects from acquired marketplaces. Prior to 2009, all data is from acquired marketplaces.
Liquidity: 60% of projects get a bid within 60 seconds (supply)

Number of bids on projects

Number of entries in contests

Actual completed projects

3D House Render
beehive3dworks
$200.00

3D HUD design
ak071
$300.00

Best 3D Massage Chair
Fadeeeg1
$124.00

Design a Mobile Application
arakellan
$500.00

Lion roaring in water colour
xunitedty
$200.00

Create Print and Packaging Designs for Vegetable Juices
chubbycreations
£100.00

Actual contest entries
Freelancer’s **Online Economy** in 2012

*Note: Sample of projects awarded in 2012. 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.*
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Marketplace dynamics

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

Top country sources for completed projects in 2015

- 38% United States
- 28% Australia
- 10% United Kingdom
- 9% India
- 7% Canada
- 5% Germany
- 5% Other
- 2% Other

Top completed project categories by volume in 2015

- 34% Websites, IT & Software
- 31% Design, Media & Architecture
- 13% Writing & Content
- 5% Data Entry & Admin
- 5% Sales & Marketing
- 4% Engineering & Science

- c.900 job categories as diverse as Aerospace Engineering, Biotechnology, Sales, Manufacturing, Mechanical Engineering, etc.
- c.100 categories of local jobs launched in 2015
- Complexity & sophistication growing year by year
- Average completed project US$156 in 2015

Average Completed Project Value (US$)

1. Based on the number of completed projects that were posted in 2015.
2. Based on the value of project payments for projects that were posted in 2015.
3. Value is better described as “average completed budget value” as over payments are not included in this calculation and this figure is an under estimate of true average project value.
Global, multicurrency, multilingual

### 44 Regional Websites

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<thead>
<tr>
<th>North America</th>
<th>Europe</th>
<th>Asia Pacific</th>
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### Languages

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### 24x7x365 Multilingual Support Team
# Revenue model

Freelancer’s revenue is driven by users posting jobs – as a project (outsourcing) or a contest (crowdsourcing)

- 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$199.95 a month, and provide additional features and benefits

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<th>Plan</th>
<th>Monthly Price</th>
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<td>FREE</td>
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<tr>
<td>PREMIUM</td>
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</table>

- Other value added services include project upgrades, crowdsourcing contests and upgrades, bid upgrades, transaction fees, certification fees and advertising
INDUSTRY DRIVERS
The other 55% of the world’s population are about to join the Internet.
It’s 2016

The other four billion are connecting at a tremendous pace

- World population\(^1\): **7,259,902,243**
- Number on the Internet: **3,366,261,156** (46.4%)

North America
- 313 million users
- 88% penetration

Europe
- 604 million users
- 74% penetration

Asia
- 1.6 billion users
- 40% penetration

Latin America
- 345 million users
- 56% penetration

Africa
- 330 million users
- 29% penetration

Internet Users by Development Level 2005-2015\(^2\)

Worldwide Internet Growth 2000-15\(^1\)

The other 4,000,000,000 people are coming...

1. Source: Internet World Stats (Jan 2016)
Developing world self-educating to raise socio-economic status

The wealth of human knowledge is available online

- Five billion people live on $10 a day or less

- The first thing they are looking to do online is raise their socio-economic status

- But it’s never been easier to learn a trade
  - The wealth of human knowledge is available online
  - A revolution is also occurring in online education: Coursera, Udacity, Khan Academy, edX

- The other 4 billion are rapidly self educating

- $10 per day to $10 an hour+

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![Image of $10 bill]

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86% of users of top 10 US sites are already foreign

<table>
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<tr>
<th>Rank</th>
<th>Country</th>
<th>2008-2012 Internet User Add (MMs)</th>
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Top 15

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1. Source: comScore Global, 8/11.
Crame Velasquez

Setting your brand on fire!

I'm first and foremost a follower of Jesus, a son, a husband, a father, and a graphic designer.

I've been providing services here in Freelancer since 2010 and it was here that I met great clients who kept on getting back to me. Some of them even hired me to be a regular employee even though we are not living in the same side of the world. I guess they love my work.

If you need an awesome design for your logo, website, mobile and web app, infographic, brochure, flyer, business cards, etc., I'm more than happy to work with you.

Villasis, Philippines - 1 pm
Member since October, 2010
1 Recommendations

Hire Me

$25 USD/hr

4.9 ⭐️ 75 Reviews

81% Jobs Completed
100% On Budget
98% On Time
22% Repeat Hire Rate
Software is eating the world

“We are in the middle of a dramatic and broad technological and economic shift in which software companies are poised to take over large swathes of the economy”\(^1\)

- Every industry is being disrupted rapidly, and becoming dominated by software companies
- White collar job functions are all headed to software, and moving into the cloud

The world is repeating itself 20 years later
BEAUTIFUL PRODUCT
3D Rendering of a Villa from 2D Floor Plan for $100

Project Description
We are building a resort and this will be the first step in designing this resort. Once I am satisfied with the work, I will reward site plan and villa allocation, reception design, restaurant and bar etc. Please note I would like my villa to look like the attached sample picture to show it to the owner. Please fill free to add your creativity if you choose but keep within the theme.

Skills required

Project offered by:
5.0 (0 Reviews)

Freelancers Awarded

jlacape
2 days ago

3D Rendering of a Villa from 2D Floor Plan
By jlacape
US$100

Hire Me!
Website for Startup Conference for €350

<table>
<thead>
<tr>
<th>Bids</th>
<th>Avg Bid (EUR)</th>
<th>Project Budget (EUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>42</td>
<td>€626</td>
<td>€250 - €750</td>
</tr>
</tbody>
</table>

**Project Description**

We need a teaser site created for our conference where we will have a video running in the background. The sound will be disabled but the website visitor should be able to enable the sound as well. We will need call to actions to either sign up to the waiting list which will be connected to our Mailchimp or to buy tickets. We use Tito (ti.to) for our ticket sales.

We have branding guidelines that you can follow for the design and we will share that with suitable candidates. You can look at our current site to have an idea of the branding.

Current site: http://www.arctic15.com/

This teaser site that we need now will not include as much, this is just for you to have an idea of the branding guidelines.

Deadline: November 6th

Please place your bid as accurately as possible and let me know what questions you have for me in the proposal. Please include one or two websites which you have created that have explicit call to actions and concentrate on conversion.

**Skills required**

Graphic Design, HTML, PHP, Website Design

Post a Project like this
ARCTIC15
2ND-3RD OF JUNE 2016
HELSEINKI, FINLAND

FIND THE ONE: INVESTOR, STARTUP, MEDIA, CORPORATE, EMPLOYEE, FRIEND.
Paper Towel Design and Render for CAD $55

Project Description
Design of a Paper Towel holder.
Dimensions 11" x 1.625" dia.

The design needs to be unique and modern. Completed in 7 days.
3-4 designs required
You must include:
- STEP or IGES file format
- Rendering
- STL
- Description explaining your design

Skills required
3D Animation, 3D Modelling, 3D Rendering.

About the employer:
5.0 (9 Reviews)

Blucero
Post a Project like this

Project ID: 5486257
Report Project

Freelancers Awarded
Blucero - hace un afe

Portfolio
Completed - Freelancer rated

REPUTATION
BID (CAD)
5.0
$55
1 Review
100% Completion Rate
Hire Me!
Logo design for a consulting firm for $129

Winner

belenpoyo
4 Likes

dalvaleriano
2 Likes

dianafernan...
1 Like

lunaim
0 Likes

lunaim
0 Likes

pittuk
0 Likes

Ealarcon68
1 Like

dianafernan...
1 Like
Ambient 3D Modelling of a Wardrobe for $90

Design a contemporary (Bauhaus style) home for $215

Floor plans & rendering for $215
Industrial Design of a Vinyl Cutter for €500
NASA partners with Freelancer

Crowdsourcing solutions to complex problems faced by the astronauts on the International Space Station

The NASA Tournament Lab Challenges

The NASA Tournament Lab, in partnership with Freelancer.com will be seeking out the help of the Freelancer community to help further the goal of crowdsourcing some of NASA’s complex real world challenges. Get involved today and help NASA as they push the boundaries of space exploration!
3D model of flashlight for NASA: $50
To be used by robotic astronaut on the International Space Station
3D Model of a Handrail for an EVA Spacewalk for NASA for $50
Robonaut 2 delivered February 2011 to ISS.

Pictured here with Zero-G leg upgrade which will climb using external handrails.
START Architecture

A simple, predictable information architecture

At any moment, a crewmember can pinch the display. This common zoom gesture maps to a high-level Timelines Overview. From there, they can see what other crewmembers are doing now and in the near future.

All crewmembers and ISS mission roles are listed in the Overview. Each one is associated to their immediate events, making it easy to see what everybody’s doing at a glance.

Tapping any role row will simply go back to the main Timeline view, loaded with the events of the selected role. Let’s see what’s in store for the MCC Coordinator today!

A40// Timelines Overview
23% of users now touch a Freelancer project or contest via mobile on iOS, Android or mobile web
Freelancer Limited
ESCROW.COM
The opportunity in global non-cash payments is large
357.9 billion non-cash payment transactions in 2013 (+7.6%)

But while there is also a large amount of innovation in payments...
Most of it revolves around trying to buy a cup of coffee...
Rather than selling anything of real value, like a car.
You wouldn’t sell your car with PayPal

Car Purchase Scam

I have become suspicious about a buyer for our car we had for sale on eBay ‘Jodie Williams’ is the email name requesting that the sale only be undertaken through PayPal and that a courier would collect the car. They have asked no details about the car other than agreeing to pay the full price. Having become suspicious I searched the internet and found a few threads relating to this person ‘wjodie401’. I think it is part of the same scam others have mentioned. So please beware.
In fact, eBay doesn’t think so either:

“Important: Only use Escrow.com”
Escrow.com – the world’s #1 provider of secure online payments

SAFEGUARDING YOUR ONLINE TRANSACTIONS

More than US$2,700,000,000 of transactions protected
Escrow.com

The world’s #1 freelancing & crowdsourcing marketplace adds the world’s #1 provider of online secure payments

Financials
• Licensed, bonded & certified, processed over US$2.7 billion in secured transactions to date
• FY14 gross payment volume of US$320 million, net revenue US$5m and EBITDA of US$1.2m
• As at 18 November 2015, Escrow.com’s off-balance sheet trust accounts had balances >US$30 million

History
• Founded in 1999 by Fidelity National Financial, a Fortune 500 company and the United States’ largest provider of commercial and residential mortgage and diversified services
• From 1999 to 2000 received US$40m in investment from Softbank, The Chase Manhattan Group, Pacific Century Cyberworks (PCCW), VerticalNet, Inc., Micro General Corporation & Madison Securities
• In 2002, after the first dot-com crash, Fidelity exited the business, merging Escrow.com into iLumen
• In 2004, Escrow.com was purchased by a private investor
• In 2015, Freelancer.com acquired Escrow.com effective 1 November

Operating strategy
• Will continue to run as a stand alone business, aggressively reinvesting for growth
• Large synergies with Freelancer’s core offerings

---

1 Calendar year financial years. GPV defined as all cash inflows into Escrow.com bank accounts
2 After taking control, Freelancer has reviewed historical (unaudited) GPV volume and found that it was materially higher than the US$265m disclosed prior to acquisition (actual: US$320m). Revenue and EBITDA for FY14 are unchanged at US$5.0m and US$1.2m respectively.
Escrow.com historical financial performance

Freelancer will be building on a sixteen year track record of growth in Gross Payment Volume and Revenue

Revenue (US$ '000)

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue (US$ '000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>3,269</td>
</tr>
<tr>
<td>2011</td>
<td>4,125</td>
</tr>
<tr>
<td>2012</td>
<td>4,646</td>
</tr>
<tr>
<td>2013</td>
<td>4,798</td>
</tr>
<tr>
<td>2014</td>
<td>5,048</td>
</tr>
</tbody>
</table>

5-year CAGR (2009-2014): **13.5%**

Gross Payment Volume (GPV) (US$)

<table>
<thead>
<tr>
<th>Year</th>
<th>GPV (US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>0</td>
</tr>
<tr>
<td>2001</td>
<td>0</td>
</tr>
<tr>
<td>2002</td>
<td>5,000</td>
</tr>
<tr>
<td>2003</td>
<td>10,000</td>
</tr>
<tr>
<td>2004</td>
<td>15,000</td>
</tr>
<tr>
<td>2005</td>
<td>20,000</td>
</tr>
<tr>
<td>2006</td>
<td>25,000</td>
</tr>
<tr>
<td>2007</td>
<td>30,000</td>
</tr>
<tr>
<td>2008</td>
<td>35,000</td>
</tr>
<tr>
<td>2009</td>
<td>40,000</td>
</tr>
<tr>
<td>2010</td>
<td>45,000</td>
</tr>
<tr>
<td>2011</td>
<td>50,000</td>
</tr>
<tr>
<td>2012</td>
<td>55,000</td>
</tr>
<tr>
<td>2013</td>
<td>60,000</td>
</tr>
<tr>
<td>2014</td>
<td>65,000</td>
</tr>
</tbody>
</table>

5-year CAGR (2009-2014): **17.8%**

1 The 5-year CAGR for revenue was previously incorrectly reported as 9.1% (which was erroneously calculated over four years of growth)
Escrow.com historical user growth

Almost 1 million users with solid demographics from mostly high income OECD nations

- An exceptionally high quality user base of ~1 million users with high transaction value
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.
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.
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.
Escrow.com is 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**
   Both parties agree to terms of the transaction, which includes a description of the merchandise, sale price, number of days for the buyer's inspection, and any shipping information.

2. **Buyer pays Escrow.com**
   The buyer submits funds via available payment options. Escrow.com verifies the payment. Processing time varies by payment method.

3. **Seller ships merchandise**
   Upon payment verification, the seller is authorized to ship merchandise to the buyer and submit tracking information. Escrow.com verifies that the buyer receives the shipment.

4. **Buyer accepts the merchandise**
   The buyer has set a number of days for merchandise inspection and the option to accept or reject the merchandise.

5. **Escrow.com pays the seller**
   Upon buyer's approval of merchandise or expiration of inspection period, Escrow.com pays the seller by the method selected by the seller. The transaction is then complete.
**Escrow.com** is used to secure a wide range of transaction types:

- Domains
- Antiques
- Computer Equipment
- Jewellery
- Motorcycles
- Consultants
- Boats
- Classic Cars
- Contractors
- Refurbished Equipment
- Websites
- Heavy Equipment
- IT Services
- Copyrights
- Electronics
- Legal Services
- RVs
- Wholesale Goods
- Musical Instruments
- Auction Items
Escrow.com is easy to use

How to Protect High-Cost eBay Transactions with Escrow.com

Escrow.com, eBay's official escrow service, makes it more comfortable for an eBay buyer to proceed with transactions over $2000, which is the upper limit for PayPal buyer protection. Buyers gain peace of mind by using escrow because they know the transaction will be completed securely and easily.

As a new user, you or your buyer must register to use the service. When you
Escrow.com secures transactions from $100 to $10,000,000+

Transact in US Dollars or Euros

1975 Piper PA-23-250 securely sold through Escrow.com

2004 Fountain 38 LX securely sold through Escrow.com

2003 Ferrari Enzo securely sold through Escrow.com
Escrow.com makes import/export simple

No more expensive & complicated letters of credit
Industrial & heavy equipment sold through Escrow.com

2014 FANUC Industrial Robot

2006 Caterpillar D5N Dozer
Where the Internet is bought and sold

Some domain names and businesses sold through Escrow.com
Escrow.com protects the sale of jewellery and fine art including the purchase of Andy Warhol’s Queen Elizabeth Suite.
Service contracts such as holiday rentals and repairing a roof are also facilitated by Escrow.com
Notable Partners

Escrow.com has become the recommended transaction settlement service of many of the top names in eCommerce and many other high volume partners across a range of industries.
Escrow.com protects all domain names auctioned on GoDaddy worth over $5,000.

Payment transactions depend on the domain name's selling price and the company (registrar) where the domain name is currently registered. If the domain name sells for less than $5,000 we process the transaction in-house through Transaction Assurance. We process domain names selling for $5,000 or greater through Escrow.com, an escrow service that subtracts processing fees from the seller's proceeds.

- Escrow.com — The buyer completes a $0 transaction on GoDaddy Auctions, and then Escrow.com emails the buyer and seller with instructions. After the buyer makes payment, Escrow.com verifies and holds the funds in a non-interest-bearing account. The verification time frame depends on the payment method. After verification, the account status displays as Buyer's funds secured by Escrow.com.

Next, the buyer contacts the seller. The seller initiates an account change (from one GoDaddy account to another), or the buyer initiates a domain name transfer (between
Escrow.com protects automotive transactions on Motorcycle.com
Escrow.com is a strategic partner of U.S. Commercial Service and export.gov in support of President Obama’s National Export Initiative, designed to significantly grow US export volume.
All major global marketplaces have captive payments businesses

A strong cornerstone for entering the payments space
Financial highlights 1H15

Freelancer delivers another record result with accelerating revenue growth, GPV and positive operating cashflow

- Record Net Revenue of $16.8m in 1H15 (up 41% on pcp)
  - Acceleration from FY14 growth of 39% year on year
- Record Gross Payment Volume in 1H15 of $64.1m (up 30% on pcp)
  - Acceleration from FY14 growth of 23% year on year
- Continued improvement in take rate to 26.2% (1H14: 24.0%)
- Gross margin of 88%, in line with prior periods
- Operating NPAT of $(0.8)m and operating EBITDA of $(1.0)m
- Positive operating cashflow of $1.1m
- Successful capital raising of $10 million of new shares, priced at a premium to last close
- As at 30 June 2015, cash and cash equivalents of $31.1 million (up 54% on pcp)

1. Gross Payment Volume (GPV) is calculated as the total payments to Freelancer users for products and services transacted through the Freelancer website plus total Freelancer revenue.
2. Take rate is calculated as Net Revenue divided by Gross Payment Volume.
3. Exclusive of 1H15 non-cash share based payment expense of $466k (1H14 $125k).
Q3 2015 another exceptional quarter with record cash receipts

Record cash receipts for the quarter of $9.7 million, up 42%

- In Q3 2015, the Company booked record cash receipts of $9.7 million
- Up 42% over the prior corresponding period

Strong balance sheet

- As at 30 September 2015, the Company held cash and equivalents of $42.6 million

Year to date positive operating cashflow

- For 2015 YTD, the Company has had positive operating cashflow of $1.1 million

Exceptional growth in operating metrics to 16.8 million users and 8.6 million posted projects & contests

- Added over 850,000 users and 450,000 projects & contests
- A 39% YoY increase in users who post projects or contests with a 9% QoQ increase (41% annualised)
- All-time posted project value now AUD$3.97 billion

Expects to deliver acceleration of revenue growth in FY15 over FY14
Revenue growth

Record 1H15 net revenue of $16.8m, up 41% on prior corresponding period

- Record 1H15 Net Revenue of $16.8m, up +41% on 1H14
- Acceleration from +39% FY14 year on year
- Consistently high gross margin, 88% in 1H15, in line with 88% in 1H14
- Key revenue growth drivers
  - increased user, project & contest acquisition
  - increased marketplace efficiency and conversion rate optimisation
  - product development & increased take up of value-added services
  - increased take-up and optimisation of memberships

<table>
<thead>
<tr>
<th>Revenue (A$m)</th>
<th>2.1</th>
<th>3.1</th>
<th>4.3</th>
<th>8.5</th>
<th>11.9</th>
<th>16.8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth on pcp</td>
<td>-</td>
<td>50.4%</td>
<td>37.7%</td>
<td>96.3%</td>
<td>40.8%</td>
<td>40.8%</td>
</tr>
<tr>
<td>Gross margin</td>
<td>82.6%</td>
<td>86.7%</td>
<td>87.4%</td>
<td>87.6%</td>
<td>88.3%</td>
<td>87.8%</td>
</tr>
</tbody>
</table>
Record Gross Payment Volume (GPV) of $64.1m (up 30% on pcp) and continued improvement in take rate in 1H 2015

- Record GPV of $64.1m up 30% on 1H14  
  - Acceleration from +23% FY14 year on year
- Key GPV growth drivers  
  - user, project and contest acquisition  
  - conversion rate optimisation
- Continued take rate improvement to 26.2%  
  - efficiency in monetisation of marketplace (still with huge upside)  
  - take up of value-added services  
  - memberships, membership optimisation and project upgrades  
  - other non-commission based revenue streams (including Warrior Forum)

<table>
<thead>
<tr>
<th>GPV (A$m)</th>
<th>13.3</th>
<th>16.8</th>
<th>22.8</th>
<th>38.1</th>
<th>49.5</th>
<th>64.1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth on pcp</td>
<td>-</td>
<td>26.0%</td>
<td>35.5%</td>
<td>67.5%</td>
<td>29.9%</td>
<td>29.7%</td>
</tr>
<tr>
<td>Take rate</td>
<td>15.6%</td>
<td>18.6%</td>
<td>18.9%</td>
<td>22.2%</td>
<td>24.0%</td>
<td>26.2%</td>
</tr>
</tbody>
</table>

1. Gross Payment Volume (GPV) is calculated as the total payments to Freelancer users for products and services transacted through the Freelancer website plus total Freelancer Revenue.
2. Take rate is calculated as Net Revenue divided by Gross Payment Volume. GPV and take rate numbers are based on Freelancer’s unaudited management accounts which have not been subject to an auditors review.
### Summary profit & loss statement

Continued focus on re-investment in product development, user experience, user/project acquisition and customer service

<table>
<thead>
<tr>
<th>(A$m)</th>
<th>1H 2014 Actual</th>
<th>1H 2015 Actual</th>
<th>Change (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Revenue</td>
<td>11.9</td>
<td>16.8</td>
<td>40.8</td>
</tr>
<tr>
<td>Gross Profit margin (%)</td>
<td>88.3%</td>
<td>87.8%</td>
<td>40.0</td>
</tr>
<tr>
<td>Employee expenses</td>
<td>(6.7)</td>
<td>(8.3)</td>
<td>24.0</td>
</tr>
<tr>
<td>Administrative expenses</td>
<td>(2.3)</td>
<td>(3.6)</td>
<td>59.0</td>
</tr>
<tr>
<td>Marketing related expenses</td>
<td>(1.4)</td>
<td>(2.4)</td>
<td>77.7</td>
</tr>
<tr>
<td>Occupancy costs</td>
<td>(0.8)</td>
<td>(1.3)</td>
<td>51.9</td>
</tr>
<tr>
<td>FX gains / (losses)</td>
<td>(0.1)</td>
<td>(0.1)</td>
<td>-</td>
</tr>
<tr>
<td>Share based payments expense</td>
<td>(0.1)</td>
<td>(0.5)</td>
<td>nm</td>
</tr>
<tr>
<td>EBITDA</td>
<td>(0.9)</td>
<td>(1.5)</td>
<td>nm</td>
</tr>
<tr>
<td>EBIT</td>
<td>(1.1)</td>
<td>(1.7)</td>
<td>nm</td>
</tr>
<tr>
<td>NPAT</td>
<td>(0.7)</td>
<td>(1.3)</td>
<td>nm</td>
</tr>
<tr>
<td>Excluding share based payments expenses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating EBITDA</td>
<td>(0.8)</td>
<td>(1.0)</td>
<td>nm</td>
</tr>
<tr>
<td>Operating EBIT</td>
<td>(0.9)</td>
<td>(1.2)</td>
<td>nm</td>
</tr>
<tr>
<td>Operating NPAT</td>
<td>(0.6)</td>
<td>(0.8)</td>
<td>nm</td>
</tr>
</tbody>
</table>

- Record 1H15 net revenue of $16.8m – up 41% on 1H14
- Gross margins in line with prior period
- Continued investment in talent: product development, engineering & customer service
- Increased marketing expense as a percentage of net revenue to c.15% (1H14: c.12%)
- FX gains/(losses) includes unrealised changes in AUD value of cash and user obligations
- Includes c.$250k of costs relating to the acquisition of Escrow.com which were expensed in 1H15
- Non-cash share based payments expense of $466k (1H14: $125k)

1. Exclusive of 1H15 non-cash share based payments expense of $466k (1H14 $125k).
## Summary balance sheet

**Strong balance sheet and no net debt**

<table>
<thead>
<tr>
<th>(A$m)</th>
<th>Half-year to 30 Jun</th>
<th>1H 2014 Actual</th>
<th>1H 2015 Actual</th>
<th>Change (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>19.7</td>
<td>31.1</td>
<td>58.1</td>
<td></td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>2.5</td>
<td>3.8</td>
<td>50.8</td>
<td></td>
</tr>
<tr>
<td>Other assets</td>
<td>1.2</td>
<td>1.9</td>
<td>65.2</td>
<td></td>
</tr>
<tr>
<td>Plant and equipment</td>
<td>1.0</td>
<td>1.3</td>
<td>18.7</td>
<td></td>
</tr>
<tr>
<td>Intangibles</td>
<td>12.8</td>
<td>13.0</td>
<td>1.1</td>
<td></td>
</tr>
<tr>
<td>Deferred tax assets</td>
<td>1.2</td>
<td>2.3</td>
<td>100.3</td>
<td></td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>38.4</td>
<td>53.4</td>
<td>39.0</td>
<td></td>
</tr>
<tr>
<td>Trade and other payables</td>
<td>19.8</td>
<td>25.7</td>
<td>29.7</td>
<td></td>
</tr>
<tr>
<td>Other liabilities</td>
<td>0.9</td>
<td>1.8</td>
<td>nm</td>
<td></td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td>20.7</td>
<td>27.5</td>
<td>32.7</td>
<td></td>
</tr>
<tr>
<td><strong>Net assets</strong></td>
<td>17.7</td>
<td>25.9</td>
<td>46.3</td>
<td></td>
</tr>
<tr>
<td>Contributed equity</td>
<td>17.5</td>
<td>27.4</td>
<td>56.8</td>
<td></td>
</tr>
<tr>
<td>Reserves</td>
<td>(0.1)</td>
<td>0.6</td>
<td>nm</td>
<td></td>
</tr>
<tr>
<td>Retained earnings</td>
<td>0.3</td>
<td>(2.1)</td>
<td>nm</td>
<td></td>
</tr>
<tr>
<td><strong>Total equity</strong></td>
<td>17.7</td>
<td>25.9</td>
<td>46.3</td>
<td></td>
</tr>
</tbody>
</table>

- Total cash at period end of $31.1m
  - no net debt
- $10 million of capital raised in April 2015 through an issue of new shares
  - issued at a premium to last traded price at the time
- Acquisition of Escrow.com expected to reach financial close in 2H 2015
- Trade and other receivables inclusive of receivables from various payment gateways
  - gateway receivables have increased due to transaction volume increases
Outlook statement

Exceptional growth is expected to continue. Escrow.com in 2H15 expected to be an inflection point for the business.

- Freelancer continues its exceptional growth, with record net revenue, registered users and posted projects
- We expect that this exceptional growth will continue for the full 2015 financial year as it has each year for the last six years since the company was founded
- The acquisition of Escrow.com will contribute to Freelancer’s FY15 results from 1 November 2015 (i.e. a two month contribution)
- This acquisition will be a strategic and operational inflection point for Freelancer
Estimated demand for Web Design services alone

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 and there is potential upside from opening up of new demand from lower cost labour services globally
  - 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 + industry\(^1\)
  - wages constitute US$12 billion of this
  - more than 50% of software engineering jobs can be outsourced at 30% of US wages\(^2\)
  - US$1.74 billion in wages outsourced @ 26% take 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 countries\(^3\)
  - 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).
\(^3\) 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 Small Businesses

Global small business revenue opportunity estimated as $31.9 billion per annum (571 million projects, $122 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 3.13 projects in 2013\(^2\)
  - then this same cohort posted 4.60 projects in 2014
  - then this same cohort posted 5.64 projects in 2015

- Average project size in 1H15 was US$159 (A$217) generating revenue of A$56 to Freelancer (26% take rate)\(^2\)
  - Implies A$7.2 billion TAM (A$28 billion GPV, 129 million projects) from US SMEs

- But there are 420 – 510 million micro, small and medium enterprises (MSMEs) globally\(^3\)

- 96 million are formal employer MSMEs outside the US in mid-high income nations\(^4\)
  - Additional A$24.7 billion TAM (A$95 billion GPV, 442 million projects)

- Estimated global TAM from MSME market of c.$31.9 billion ($122 billion GPV, 571 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

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2. Based on Freelancer internal statistics. Average paid value of completed project was A$194 in 1H15 (based on AUD/USD exchange rate of 0.73 converted spot at 29 July 2015).
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).
Estimated demand from Consumers

Engaged active users on major product marketplaces are low hanging fruit for online services. Major product marketplaces as a proxy of consumer demand indicates TAM of c.$40 billion (700 million projects, $155 billion GPV)

### Estimates
- **242 million** active consumers on average across eBay, Amazon and Alibaba
- **155 million** active consumer buyers on eBay (sellers are SMEs)
- Taking **155m buyers** as consumer proxy
- **4.6 projects / user**
- **A$217 / project**
- **26% take rate**

#### Marketplaces Revenue

<table>
<thead>
<tr>
<th>Marketplace</th>
<th>2014 Revenue</th>
<th>2014 GMV/GPV</th>
<th>2014 Users</th>
<th>Geography</th>
</tr>
</thead>
<tbody>
<tr>
<td>eBay</td>
<td>US$8.8 billion(^1)</td>
<td>US$83 billion</td>
<td>155 million active buyers</td>
<td>Global</td>
</tr>
<tr>
<td>Amazon</td>
<td>US$89 billion</td>
<td>c.US$111 billion(^2)</td>
<td>c.237 million active buyers</td>
<td>Global</td>
</tr>
<tr>
<td>Alibaba</td>
<td>c.US$22.7 billion</td>
<td>c.US$248 billion</td>
<td>c.334 million active buyers</td>
<td>Predominately China</td>
</tr>
<tr>
<td>Freelancer</td>
<td>A$26.1 million</td>
<td>A$103.7 million</td>
<td>14.3 million total registered users</td>
<td>Global</td>
</tr>
</tbody>
</table>

#### Notes
1. Marketplaces revenue.
2. Based on analyst estimates.

Source: Company reports.
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 billion**

<table>
<thead>
<tr>
<th>Cluster</th>
<th>Young Developing</th>
<th>Young Middle-Income</th>
<th>India</th>
<th>China</th>
<th>Young Advanced</th>
<th>Russia &amp; CEE</th>
<th>Southern Europe</th>
<th>Aging Advanced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workers (Million)</td>
<td>322</td>
<td>640</td>
<td>469</td>
<td>783</td>
<td>290</td>
<td>141</td>
<td>60</td>
<td>145</td>
</tr>
<tr>
<td>GDP per capita</td>
<td>&lt;$3,000</td>
<td>3,000–20,000</td>
<td>3,000</td>
<td>7,000</td>
<td>25,000–50,000</td>
<td>10,000–20,000</td>
<td>20,000–30,000</td>
<td>30,000–45,000</td>
</tr>
</tbody>
</table>

- **2030 predicted global labour force: 3.5 billion**

- 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

- There are 220 million people with a tertiary degree between India, China, Brazil, Philippines, Malaysia, Indonesia, Egypt, Sri Lanka and Nigeria

- 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 annum

- 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 +

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1. McKinsey Global Institute: The World at Work: Jobs, Pay and Skills for 3.5 Billion People (June 2012)
3. Accenture Institute for High Performance: Where will all the STEM talent come from? (May 2012)
Estimated demand from Local Jobs

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 on the order of $100 billion\(^1\)
  - MBO Partners\(^2\) 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\(^4,5\)

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\(^3\) [http://www.fool.com/investing/general/2015/04/03/does-a-market-exist-for-amazoncom-incs-home-service.asp](http://www.fool.com/investing/general/2015/04/03/does-a-market-exist-for-amazoncom-incs-home-service.asp)

\(^4\) [http://www.nytimes.com/2015/04/13/technology/amazon-google-and-more-are-drawn-to-home-services-market.html?_r=0](http://www.nytimes.com/2015/04/13/technology/amazon-google-and-more-are-drawn-to-home-services-market.html?_r=0)

\(^5\) [http://www.nytimes.com/2015/04/13/technology/amazon-google-and-more-are-drawn-to-home-services-market.html?_r=0](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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