



18 February 2019

# Freelancer Limited

FY18 Presentation

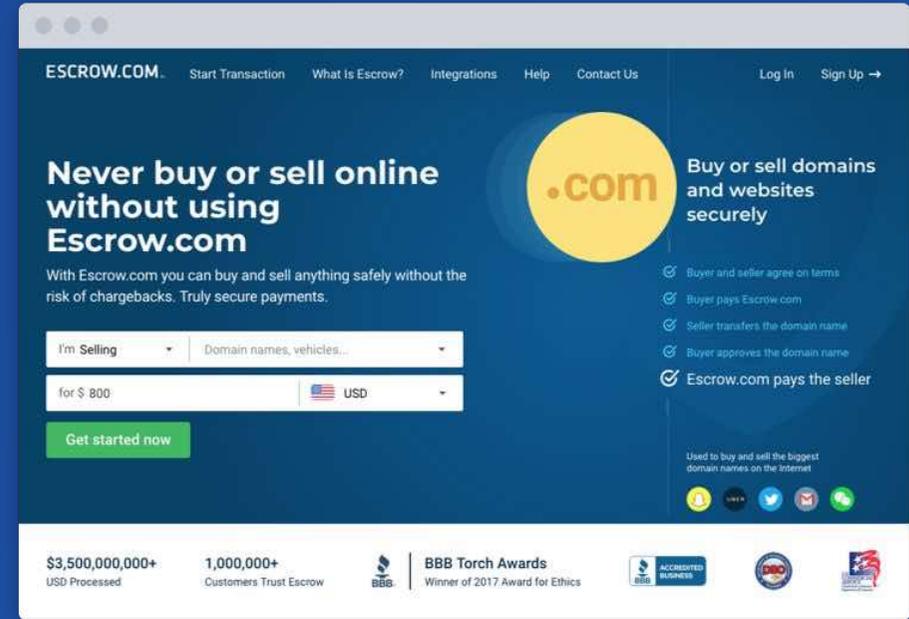
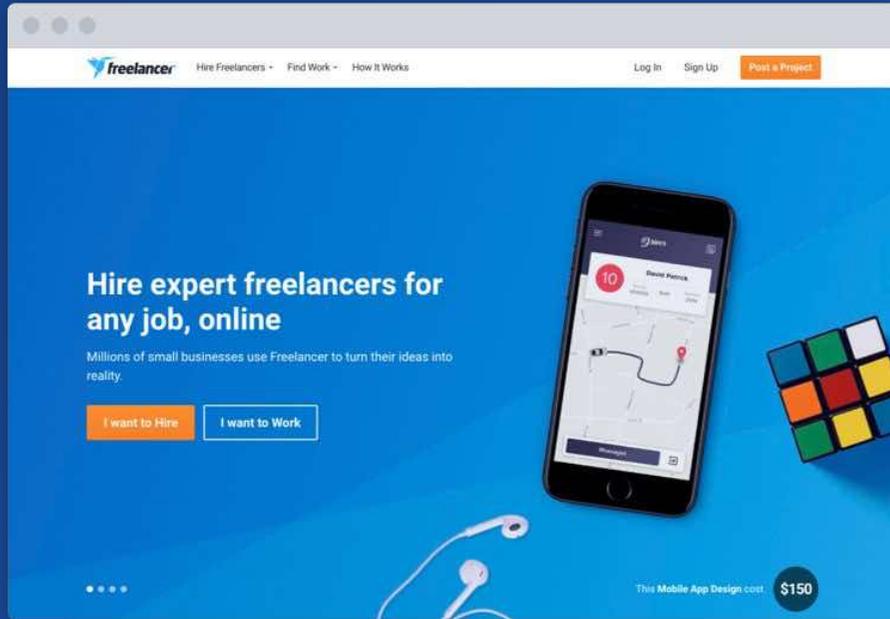
**Matt Barrie**

Chief Executive Officer

[investor@freelancer.com](mailto:investor@freelancer.com)

# Freelancer.com

# Escrow.com



Powering the world's entrepreneurs & commerce



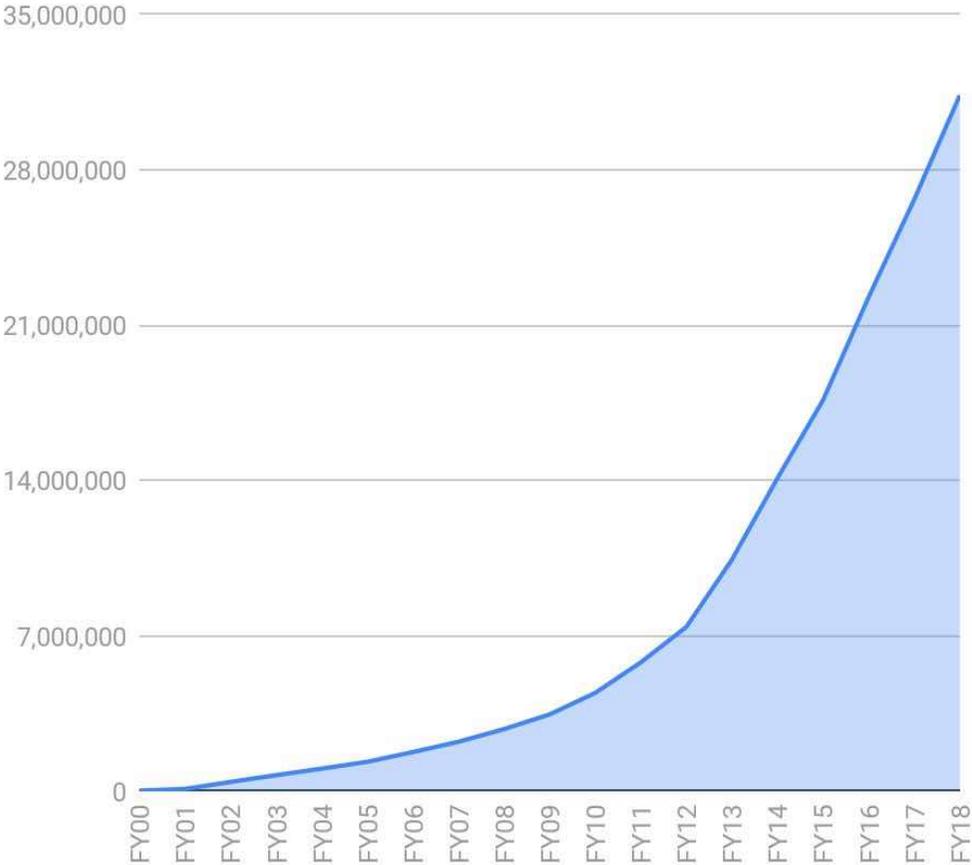
#1 Online Services Marketplace  
Over US\$4.5 billion in jobs awarded

#1 for Secure Online Payments  
Over US\$3.9 billion in transactions

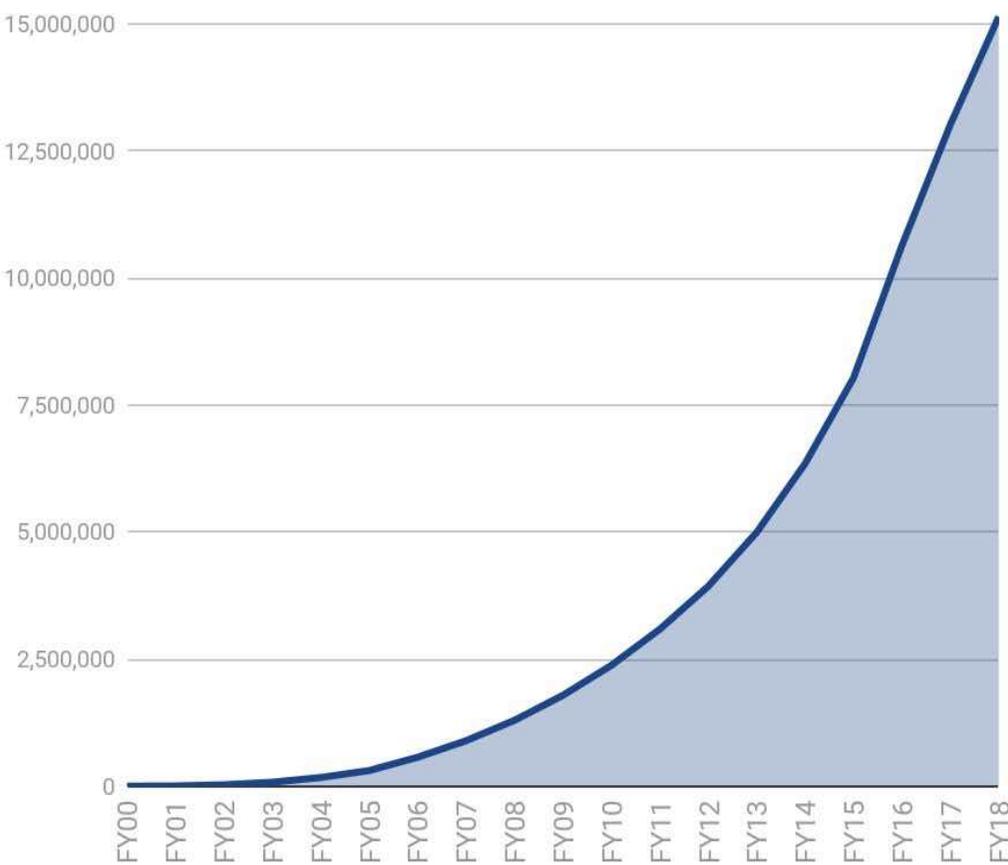
# FY18 completed with 31.4 million users and 15.1 million jobs

4.7 million registered users and 2.1 million jobs were added to the group in 2018

### Total Registered Users

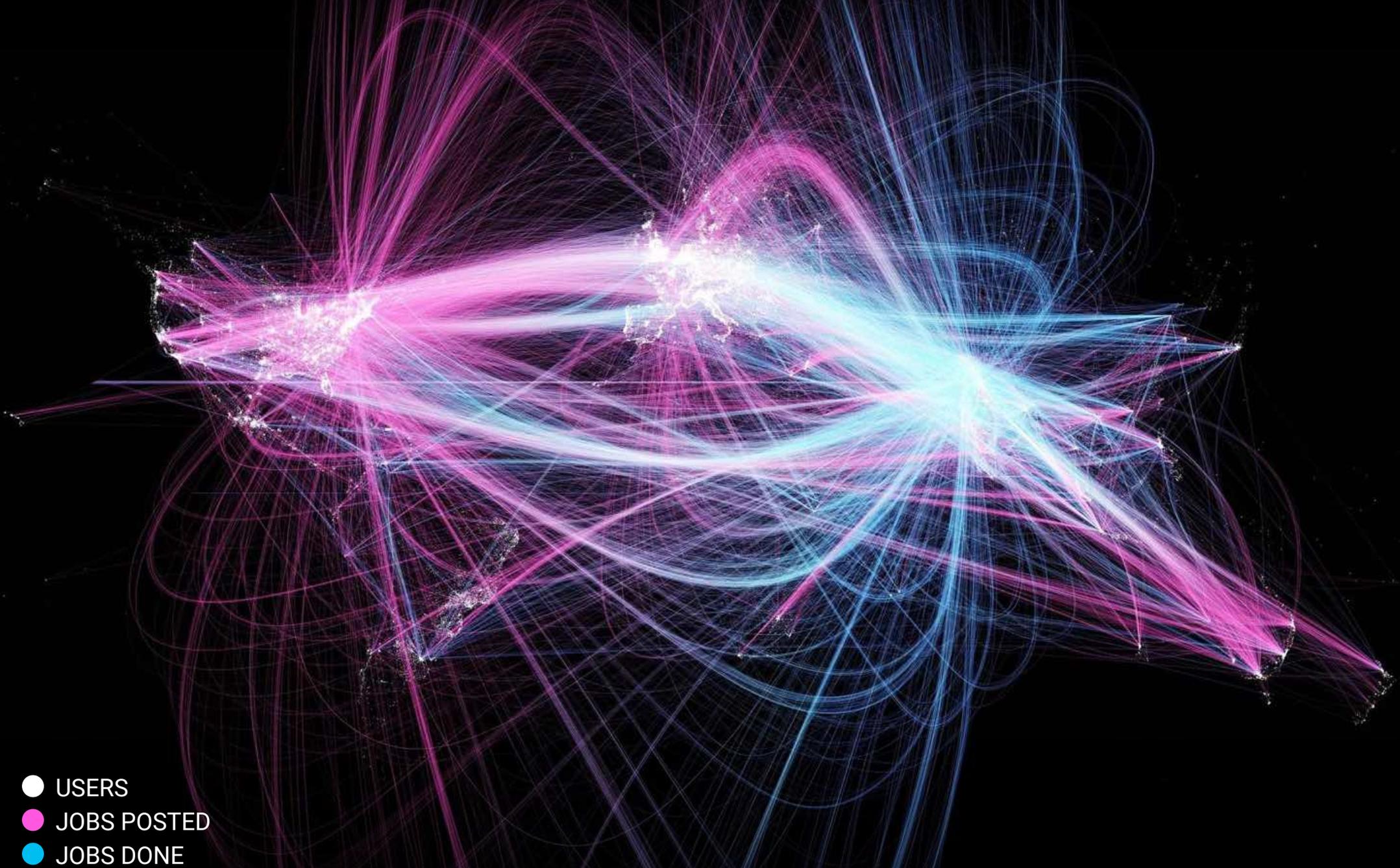


### Total Jobs Posted (Filtered)



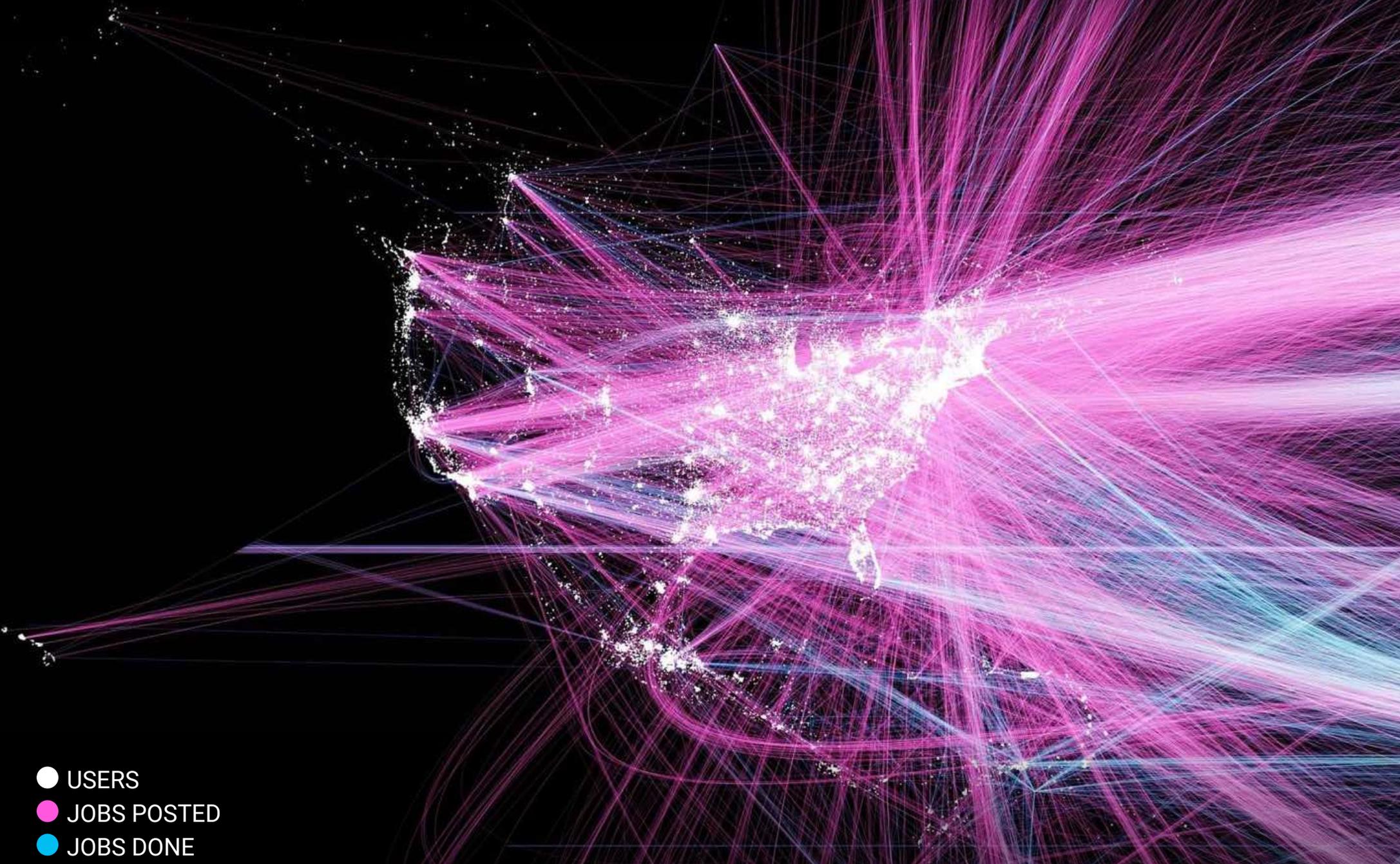
1. Number of user accounts, and jobs (projects/contests posted) in the Freelancer marketplace as at 31 December 2018. User, project and contest data includes all users and projects from acquired marketplaces. Prior to 2009, all data is from acquired marketplaces. Jobs Posted (Filtered) is defined as 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



- USERS
- JOBS POSTED
- JOBS DONE

**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 – Europe

- USERS
- JOBS POSTED
- JOBS DONE

**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

- USERS
- JOBS POSTED
- JOBS DONE

**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

- USERS
- JOBS POSTED
- JOBS DONE

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 Limited

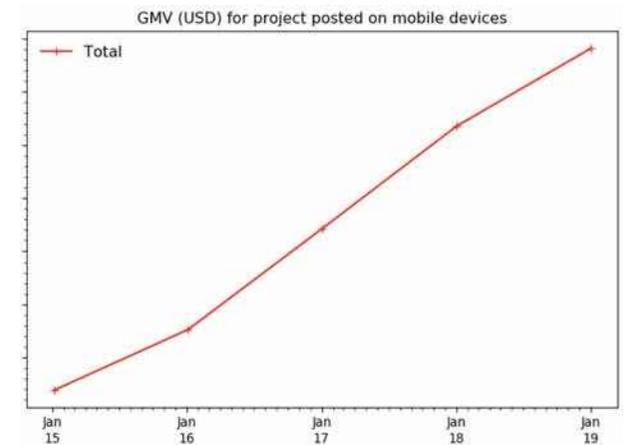
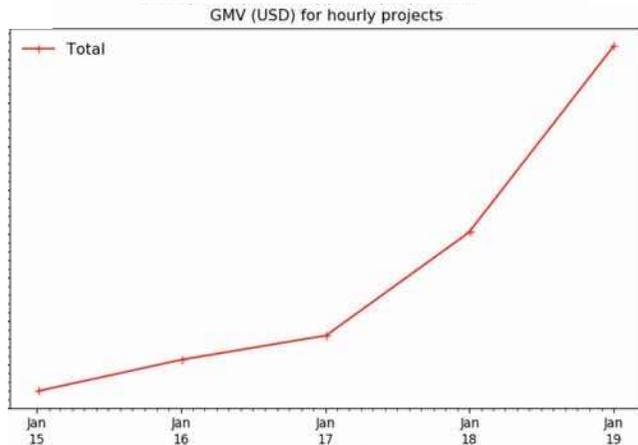
# FY18 RESULTS

# FY18 Freelancer Group Results

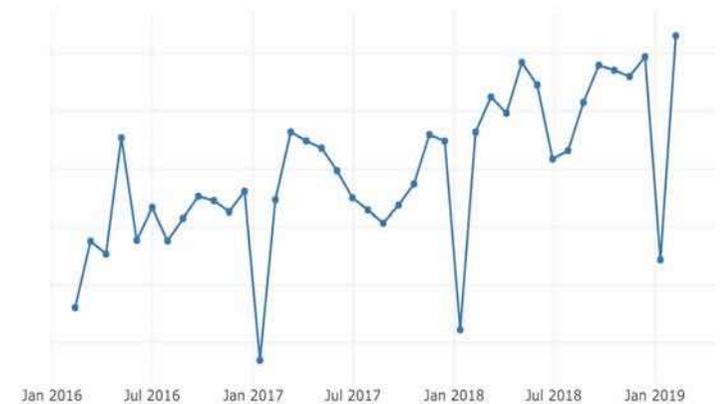
- FY18 Net Revenue \$51.9m, up 3.2% on pcp
- FY18 GPV \$740.6m, up 26% on pcp
  - FY18 Freelancer GPV all-time record of \$170.1m, up 6.7% on pcp
  - FY18 Escrow GPV US\$426m, up 30% on pcp (AU\$570.6m, up 33.3% on pcp)
  - FY18 Escrow GPV all-time record ex-China beating previous by 20.2%
- Gross margin >85%
- FY18 Operating EBITDA nearing break-even \$(0.7)m
- FY18 Operating NPAT nearing break-even \$(0.9)m
- Cash & cash equivalents at \$33.2 million (31 Dec), up 4% on pcp

# Freelancer.com

Strong growth in volume across mobile, hourly and recruiter projects in FY18, membership count at all-time high



- **Mobile, hourly and recruiter** continue to grow strongly
  - Mobile GMV - up 27% FY18/17
  - Hourly GMV - up 30% FY18/17
  - Recruiter GMV - up 55% FY18/17
- **Paid, active project fees** continue to hit all-time highs.
- In 2H18 engineering embarked on a major project to overhaul the front-end technical stack in order to improve the user experience, product velocity and website speed.



Paid, active project fees (USD equiv.).  
Note y-axis origin is not zero.

# Freelancer Enterprise

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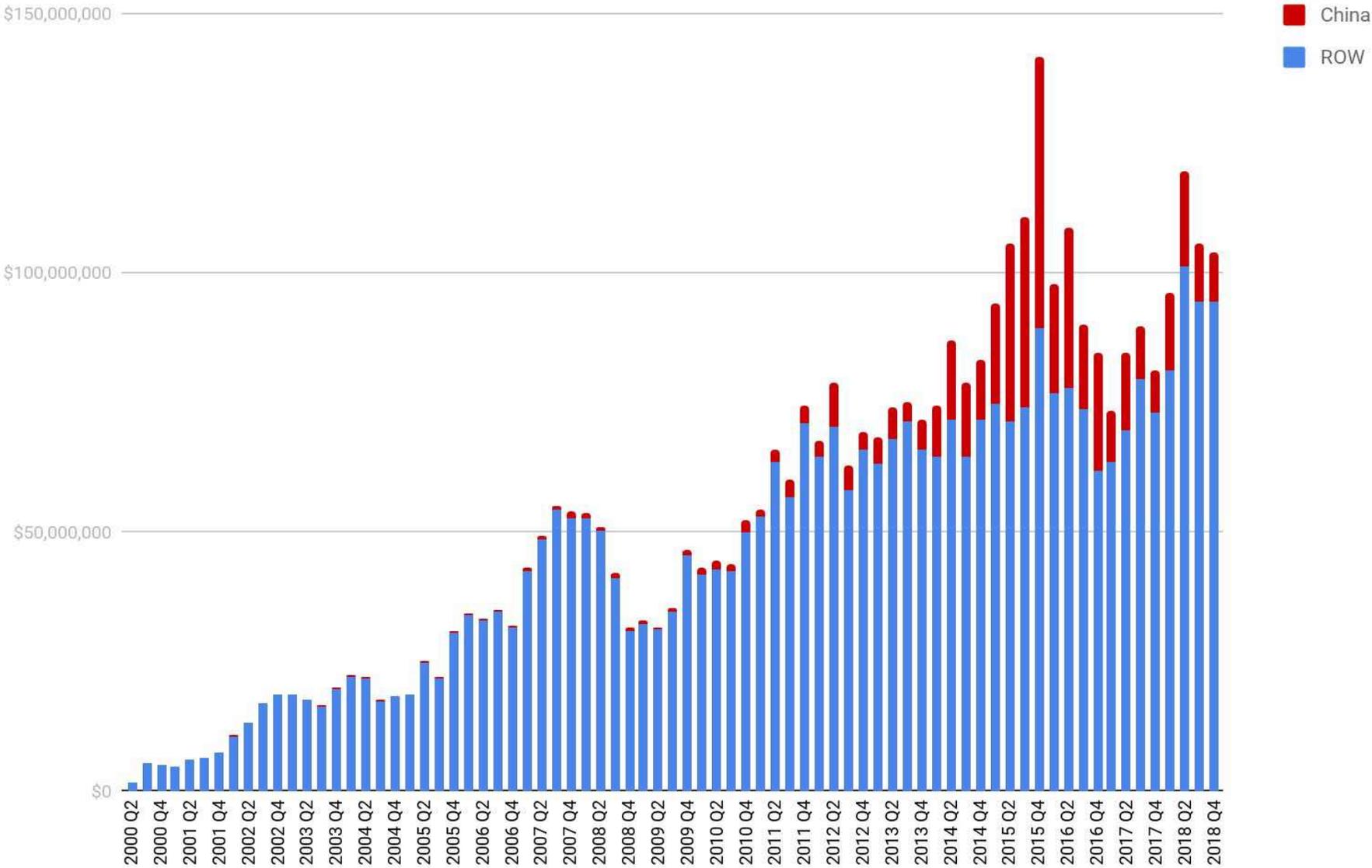
## Freelancer Enterprise made great progress in FY18

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- In Freelancer Enterprise we continued to close Master Services Agreements with customers and build the Freelancer Enterprise pipelines in the quarter.
- The Freelancer Enterprise pipeline is high quality and has 50+ customers in various stages. Signed MSAs during 4Q18 include:
  - a \$200 billion RMB Chinese electrical appliance manufacturer
  - one of the world's largest professional services firms
- Pipeline spans professional services, electronics, aerospace, pharmaceuticals, consumer products, FMCG, technology, e-commerce, and government sectors.
- None of the MSAs signed in 4Q18 have minimum volume commitments.
- We expect to be jointly making an announcement with one of our customers in 1Q19.

# Escrow.com quarterly GPV (US\$)

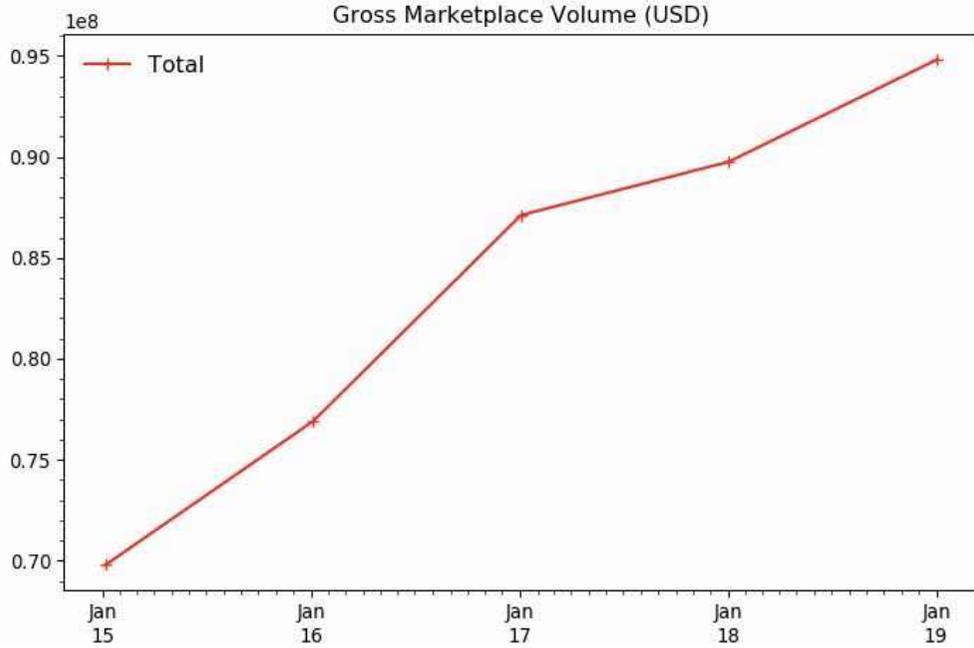
FY18 GPV US\$426m up 30% on pcp, FY18 ex-China all-time record by 20.2%, 4Q18 GPV US\$104m up 28% on pcp



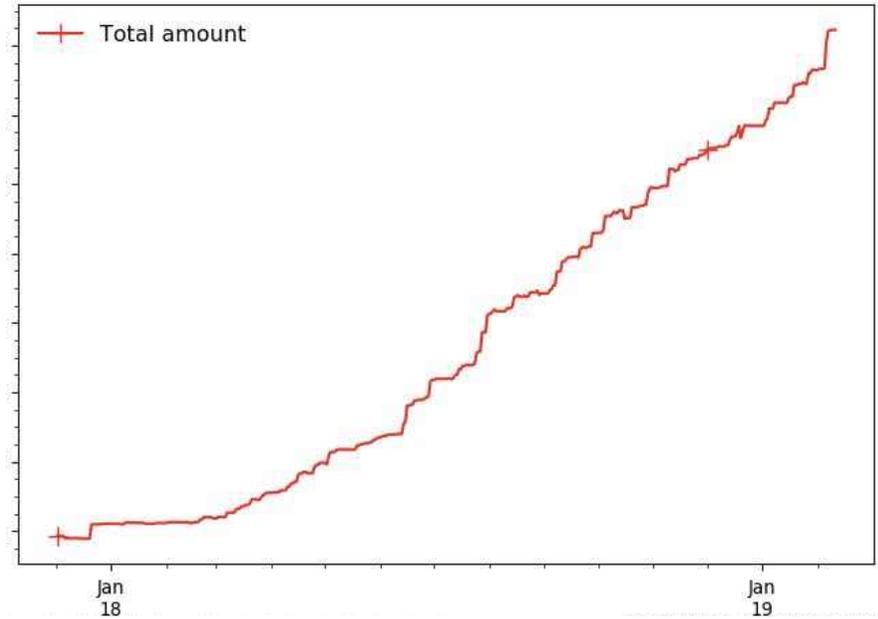
# Freelancer.com

FY18 Freelancer GPV all-time record of \$170.1m, up 6.7% on pcp

## Freelancer.com GMV



## Freelancer Enterprise GMV



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.



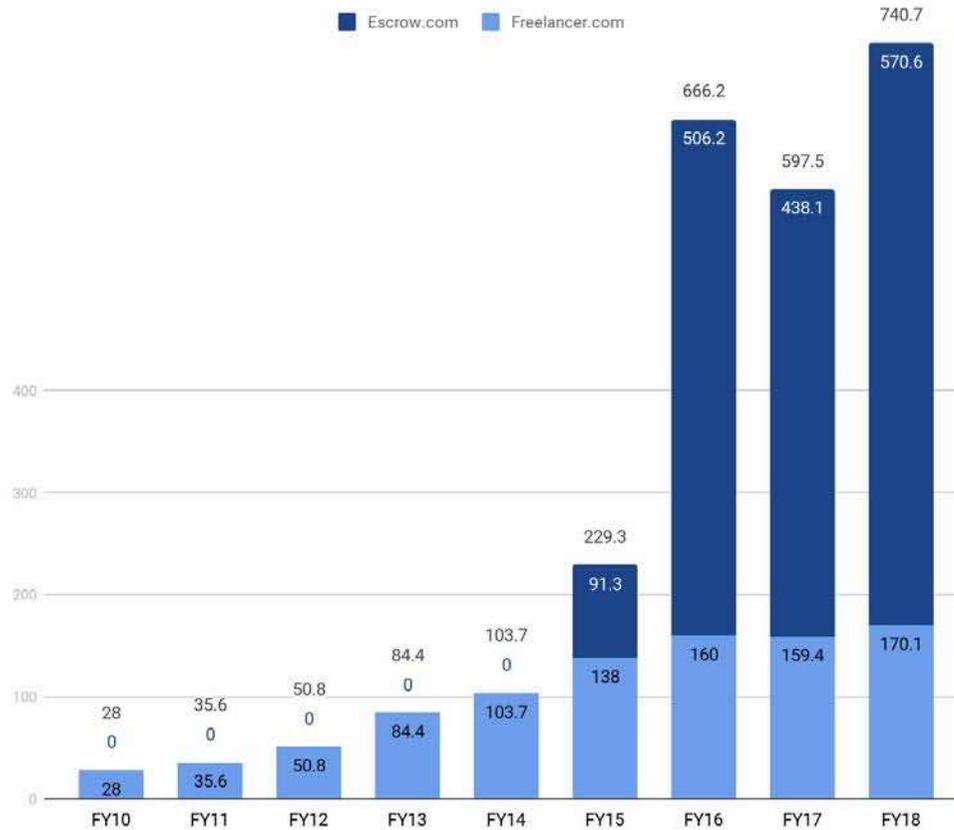
Athlete's Icees Logo  
By Hardik P.



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

# Gross Payment Volume (GPV) FY18

All-time record FY GPV \$740.7 million, up 26% on pcp



<b>GPV (A\$m)</b>	<b>28</b>	<b>35.6</b>	<b>50.8</b>	<b>84.4</b>	<b>103.7</b>	<b>229.3</b>	<b>666.2</b>	<b>587.5</b>	<b>740.7</b>
<b>Growth pcp</b>	-	27%	43%	66%	23%	120%	290%	-12%	26%

## Group

- FY18 all-time record GPV \$740.6m (up 26% on pcp)

## Freelancer

- 4Q18 all-time record GPV \$44.6m (up 14% on pcp)
- FY18 all-time record GPV \$170.1m (up 7% on pcp)

## Escrow

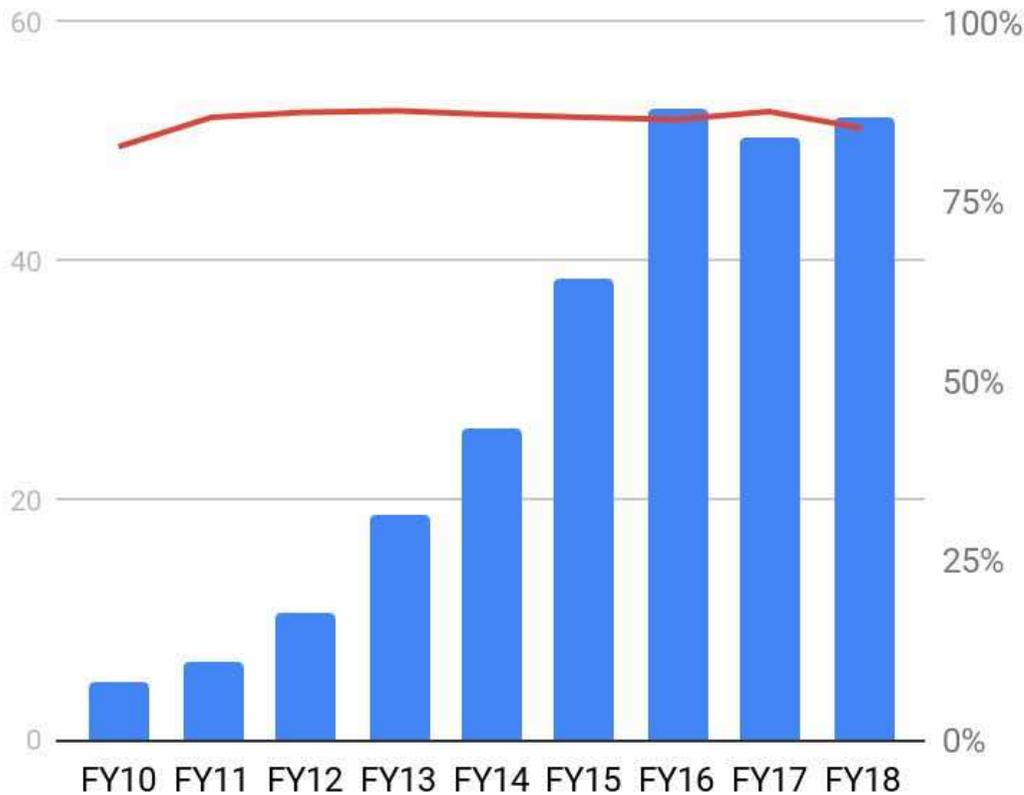
- 4Q18 GPV US\$104m (up 28.2% on pcp)
- FY18 GPV US\$426m (up 30% on pcp) or AU\$570m (up 33.3% on pcp)
- FY18 ex-China GPV all-time record, beating previous all-time high by 20.2%
- Freelancer take rate at 13%
  - Commissions are unchanged since FY10
  - 3% for employers and 10% for freelancers
- Escrow blended take rate ~1.3%

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 auditor's review.  
 2. Core Freelancer FY18 GPV of A\$170.1m. Escrow FY18 GPV of US\$426m, average AUDUSD FX of 0.7466= A\$570.6m

# Net revenue FY18

FY18 Net Revenue of 51.9m (up 3.2% on pcp)

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

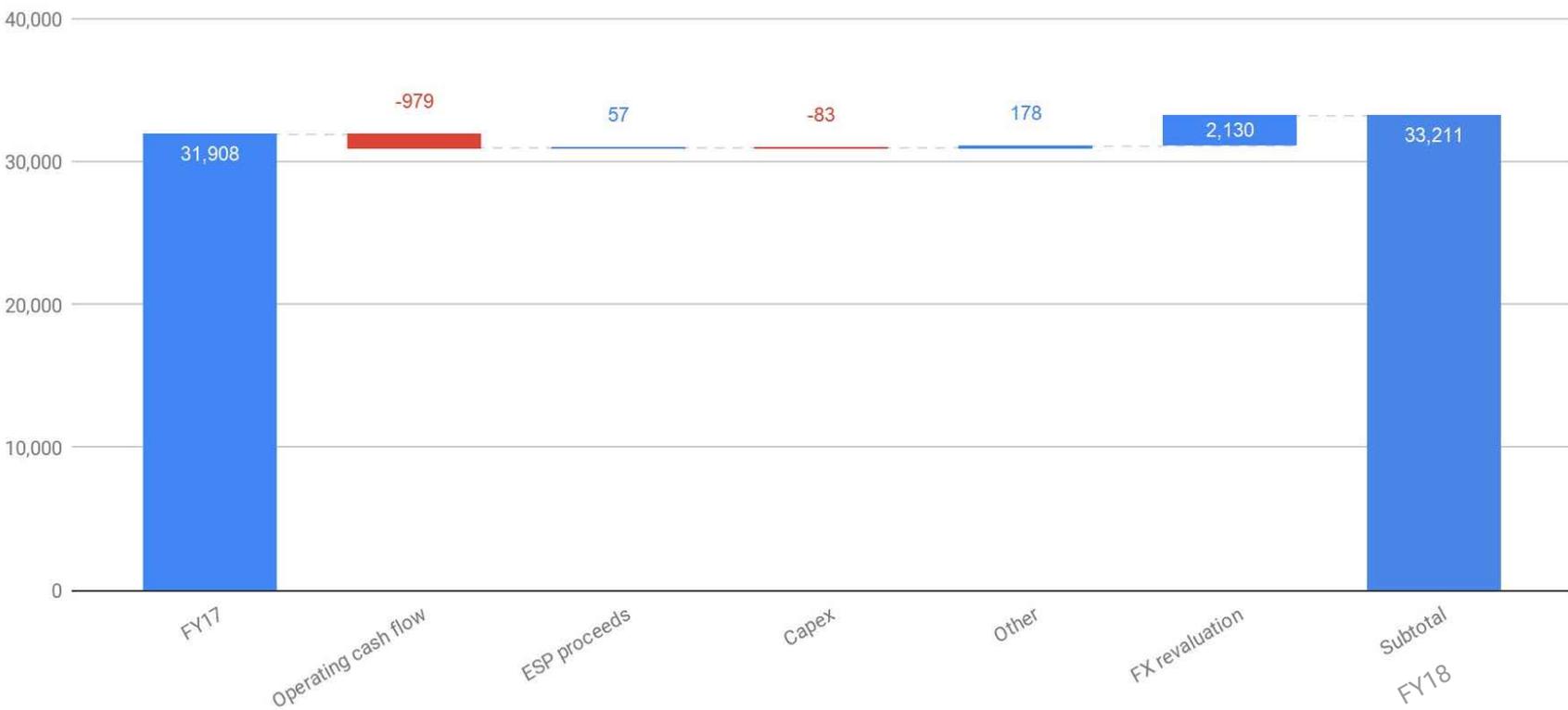


- 4Q18 Cash Receipts of \$13.3m, up 8% on pcp
- FY18 Net revenue of \$51.9m, up 3% on pcp
  - Freelancer revenue \$44.7m (up 2%)
  - Escrow revenue \$7.2m (up 12%)
- FY18 Revenue growth impacted by:
  - Drop in core desktop funnel driven by introduction of “1-click” funnel- has been reverted but has held revenue back yoy
  - Memberships (now at inflection point)
  - Initiatives to improve quality and Net Promoter Score at expense of short term revenue impacts
- Consistently high gross margins, >85% since FY10

Revenue A\$m	4.7	6.5	10.6	18.8	26.1	38.6	52.7	50.3	51.9
Growth pcp	-	37%	64%	77%	39%	48%	37%	(5%)	3.2%
Gross margin	83%	87%	87%	88%	87%	87%	86%	88%	85%

# Cash flow profile FY18 (AUD)

FY18 cash and cash equivalents at 31 Dec 2018 \$33.2 million (up 4% on pcp)



- FY18 operating cash flow (\$0.98m)
- FY18 cash & eq. at 31 Dec 2018 \$33.2m (up 4% on pcp)

# Summary profit & loss statement FY18

Group FY18 NPAT nearing break-even at (1.5m), tight cost control improved all cost lines in FY18

(A\$m) 31 Dec y/e	FY18 Actual	FY17 Actual	Change
<b>Net Revenue</b>	<b>51.9</b>	<b>50.3</b>	+3%
<b>Gross Profit</b>	<b>44.2</b>	<b>44.1</b>	+1%
<i>Gross margin (%)</i>	85.2%	87.5%	-2.6%
Employee expenses	(20.0)	(22.0)	-7%
Administrative expenses	(11.7)	(12.4)	-6%
Marketing related expenses	(8.9)	(9.8)	-9%
Occupancy costs	(2.7)	(2.8)	-3%
FX gains / (losses)	(1.4)	(0.8)	+66%
Share based payments expense	(0.6)	(1.0)	-43%
<b>EBITDA<sup>2</sup></b>	<b>(1.3)</b>	<b>(4.7)</b>	nm
<b>EBIT</b>	<b>(1.8)</b>	<b>(5.4)</b>	nm
<b>NPAT</b>	<b>(1.5)</b>	<b>(4.8)</b>	nm
<b>Excluding share based payments expense<sup>1</sup></b>			
<b>EBITDA<sup>2</sup></b>	<b>(0.7)</b>	<b>(3.7)</b>	nm
<b>EBIT</b>	<b>(1.2)</b>	<b>(4.4)</b>	nm
<b>NPAT</b>	<b>(0.9)</b>	<b>(3.8)</b>	nm

- Group FY18 NPAT effectively break-even at (1.5m), NPAT excluding share based payments expense (0.9m)
- Lower gross margins attributable to:
  - enterprise services
  - lower margins attributable to escrow division, which has increased revenue share of group in FY18
  - normalisation of provisioning in 2018. One off reduction in provisions in 4Q17 resulted in higher than normal gross margin in FY17
- Employee, administrative, marketing and occupancy expenses were all down due to tight cost control, which will provide operating leverage with rising revenue
- 458 FTEs at end of FY18 (down 3% on FY17)

# Summary balance sheet FY18

Cash & equivalents at \$33.2m as at 31 Dec 2018 (substantially unchanged from 1H18)

(A\$m) 31 Dec y/e	FY18 Actual	FY17 Actual	Change
Cash and cash equivalents	33.2	31.9	+4%
Trade and other receivables	4.6	3.9	+17%
Other assets	1.7	1.5	nm
Plant and equipment	0.6	0.9	nm
Intangibles	26.4	26.4	nm
Deferred tax assets	4.6	4.0	nm
<b>Total assets</b>	<b>71.1</b>	<b>68.6</b>	<b>+3%</b>
Trade and other payables	36.0	33.0	+9%
Other liabilities	4.0	3.7	nm
<b>Total liabilities</b>	<b>40.0</b>	<b>36.7</b>	<b>+7%</b>
<b>Net assets</b>	<b>31.1</b>	<b>31.9</b>	<b>-2%</b>
Contributed equity	38.1	38.0	nm
Reserves	4.0	3.4	nm
Retained earnings	(11.0)	(9.5)	nm
<b>Total equity</b>	<b>31.1</b>	<b>31.9</b>	<b>-2%</b>

- Total cash & equivalents at end of FY18 \$33.2m (up 4% on pcp), no net debt
- Trade and other receivables includes receivables from various payment gateways in relation to partially completed transactions
  - Increase in receivables due to enterprise customers
- Trade and other payables includes user obligations (user balances and milestone payments held on balance sheet)

# Outlook Statement 2019

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## FY19 will be a growth year for the Freelancer and Escrow segments

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- FY19 will be a growth year for the Freelancer and Escrow segments
  - 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, FY18 was one of the best years 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 planned to increase Operating EBITDA to above breakeven in FY18, but were slightly under due to one off compliance and regulatory costs as we near completion of our US licensing program. We will do so in FY19.
- 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

**FREELANCER.COM**

**Freelancer.com is changing  
the global dynamics  
in the marketplace for people**

# In a trillion dollar market



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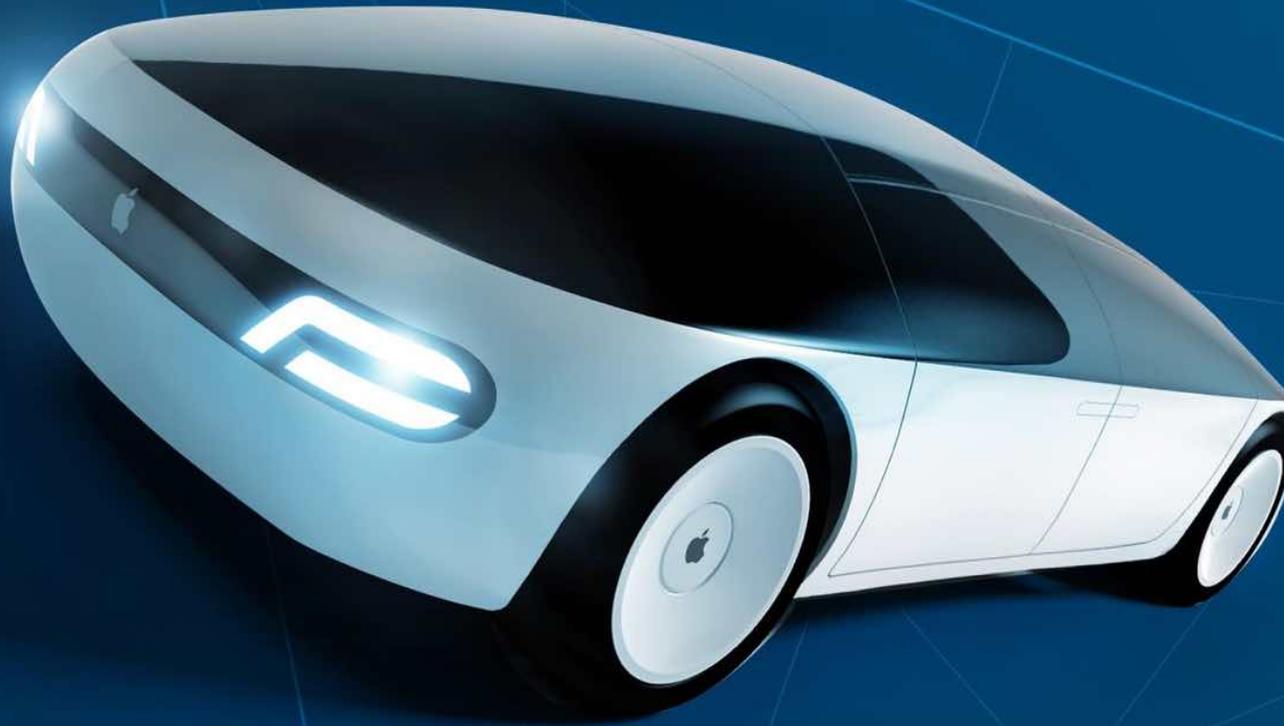
## The future of work is 5 billion customers looking for a good job

Posted Mar 8, 2016 by [David Nordfors \(@Dnordfors\)](#)



This **CAD Design** of the **rumored  
Apple Electric Car** cost

**\$1500**



**We help entrepreneurs  
build the future.**

We help small businesses, startups and entrepreneurs turn that  
spark of an idea into reality.

*Change Lives.*

## We continue to redefine the future of work.

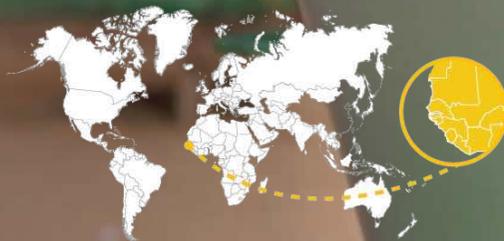
“Coming from a third-world country and the smallest in West Africa where opportunities are very limited, Freelancer.com has helped me expand globally by helping me make a living from something that I really have a passion for, design.”

### **Sulayman Sanyang**

Video & Motion Graphics  
Banjul, Gambia



5.0/5.0 rating, 24 reviews





# Your idea brought to life in stunning visuals.

Small businesses and startups use our amazing freelancers to rapidly prototype products and build new businesses.



# 53

## Regional Websites

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## 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)

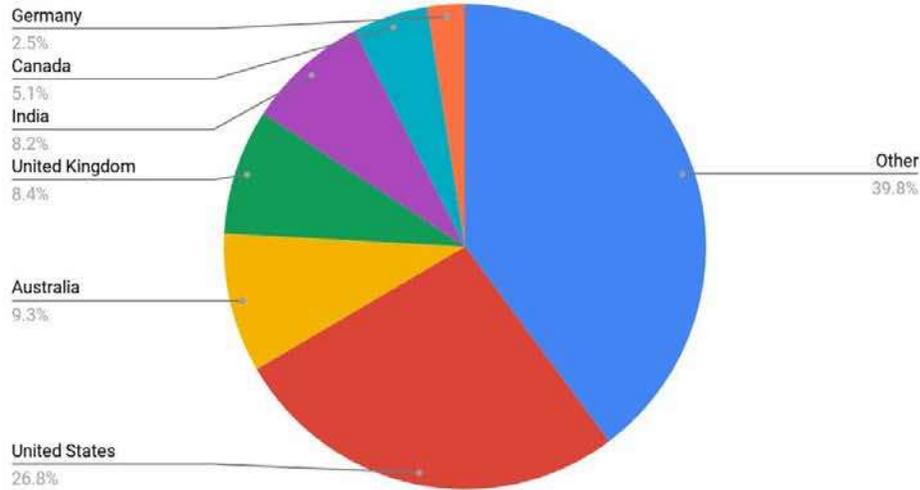
### Currencies

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

# Marketplace dynamics FY18

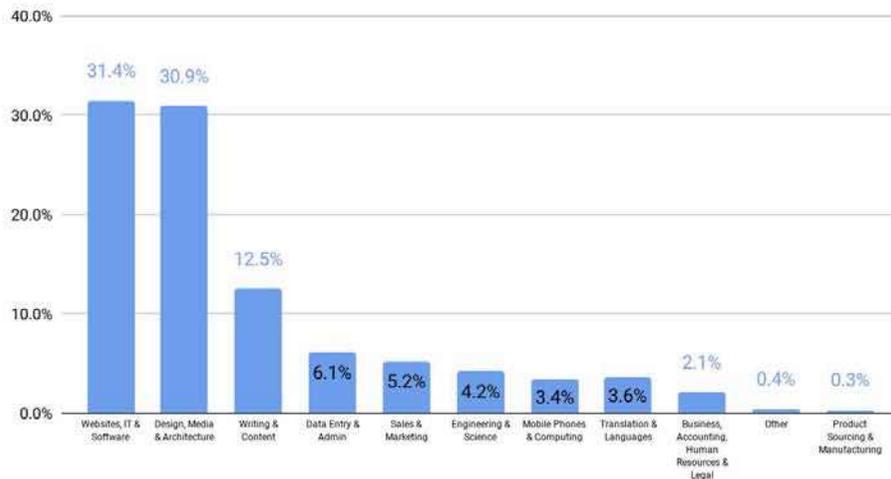
“Every job, every country, every language, every currency, at any time”

Top countries by completed projects in FY18 [note 1]

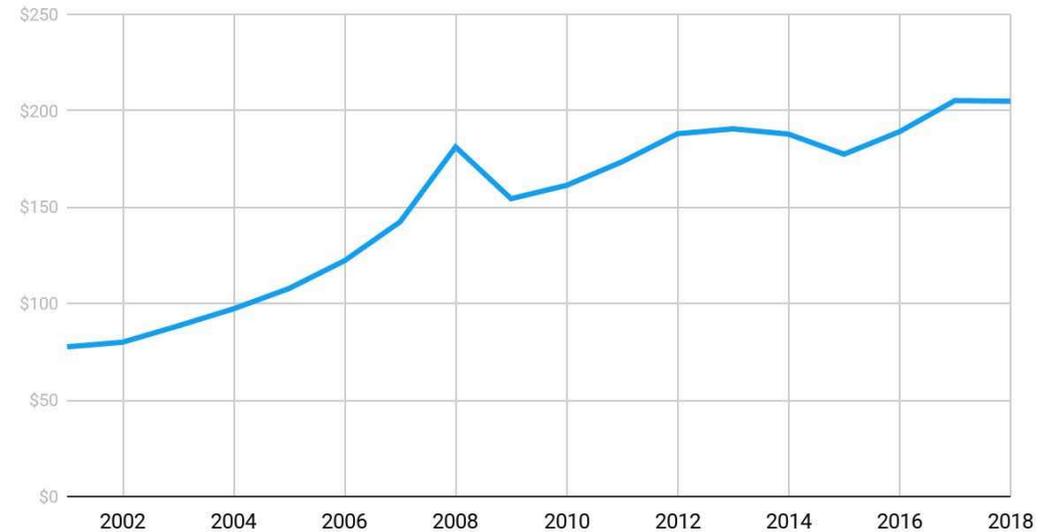


- Over 1,350 job categories as diverse as Aerospace Engineering, Biotechnology, Sales, Manufacturing, Mechanical Engineering
- Complexity & sophistication growing each year
- Average completed project US\$205 in FY18<sup>3</sup>

Top categories by completed projects in FY18 (%) [note 2]



Average completed project size (US\$) [note 3]

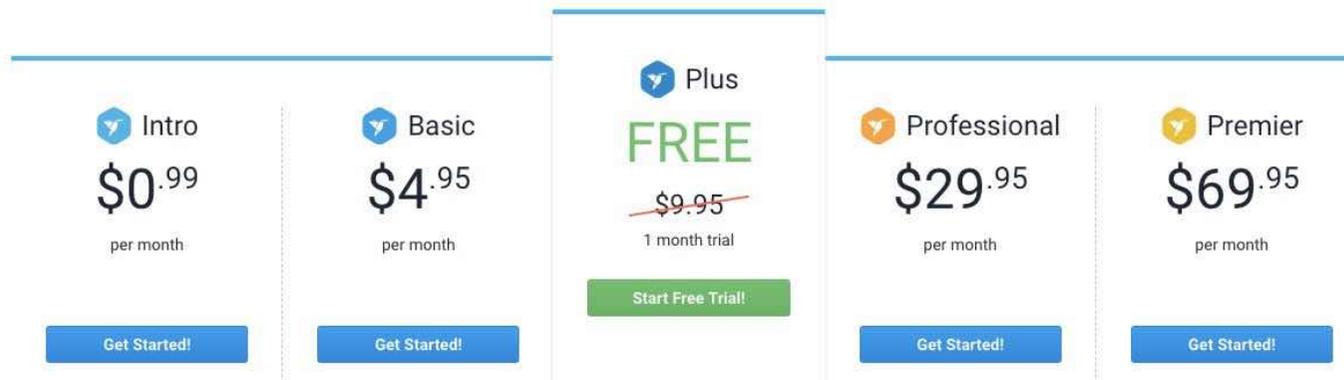


1. Based on the number of completed projects that were posted in FY18.  
 2. Based on the value of project payments for projects that were posted in FY18.  
 3. Average amount paid per awarded project

# 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
- ✓ Get paid for your work
- ✓ Outline your proposal
- ✓ 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



# Chocolate package (front) design

€100 EUR

Description Entries

**Louise C.**  
Entry #49

★★★★★

## 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.

★★★★★

#48 by Louise C.

★★★★★

#42 by Louise C.

★★★★★

#32 by Louise C.

★★★★★

#15 by Louise C.

#35 by Mihai B.

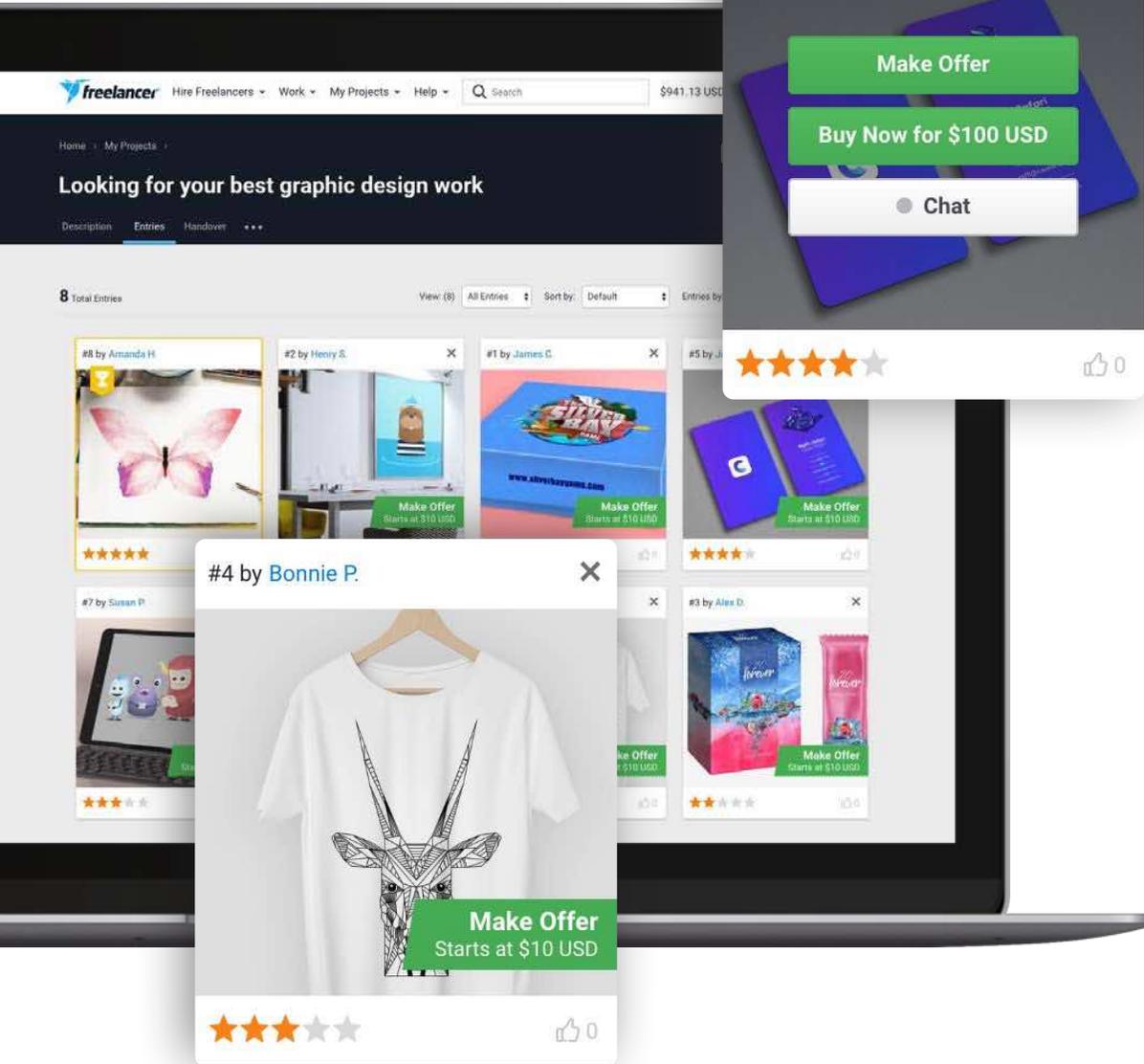
#43 by ghieizact

#40 by Kelvin Ng



This Packaging Design cost

**€100**



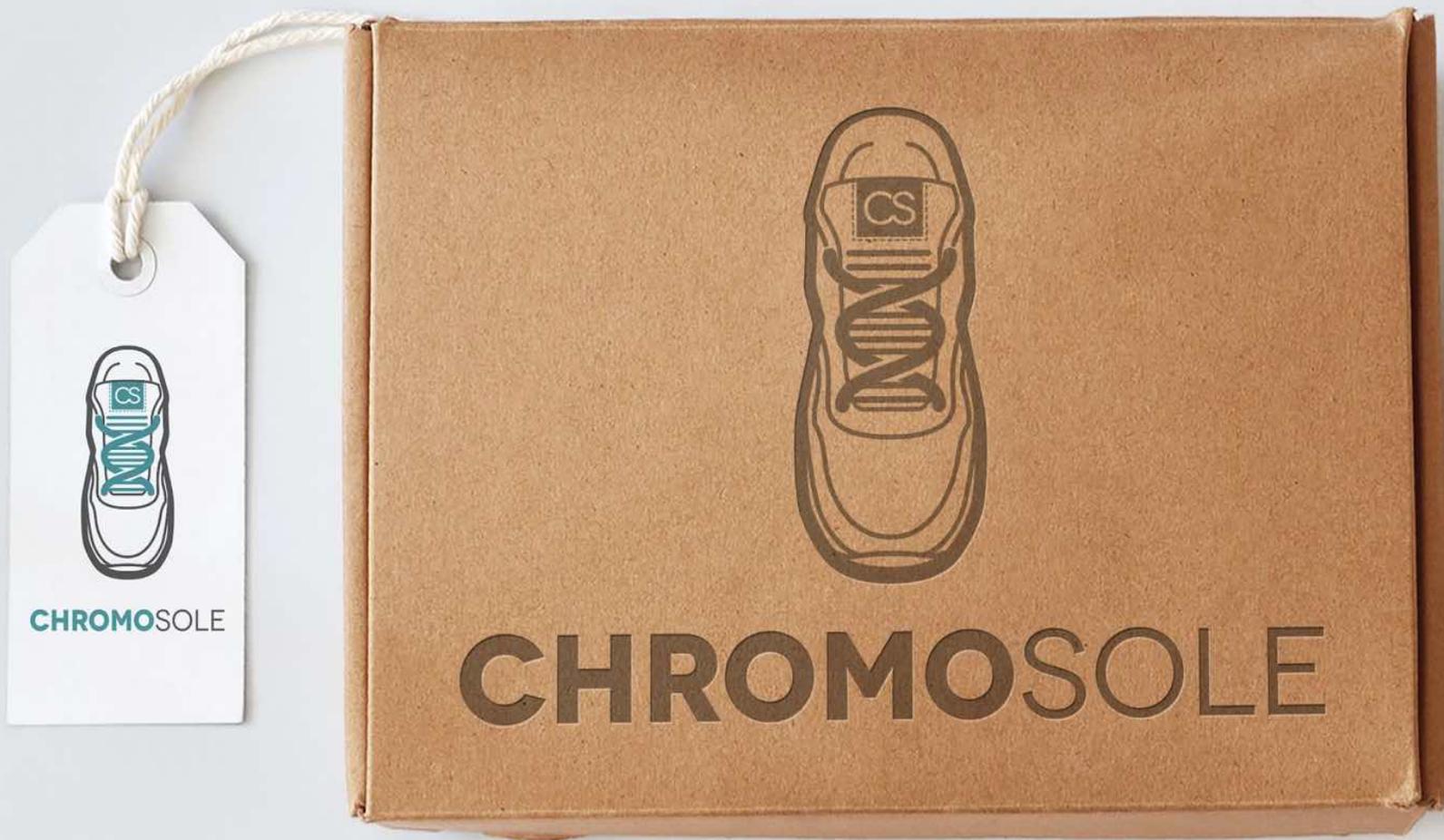
# Contests

Get the perfect design by crowdsourcing your ideas

116 entries per contest on average, contests start at \$10

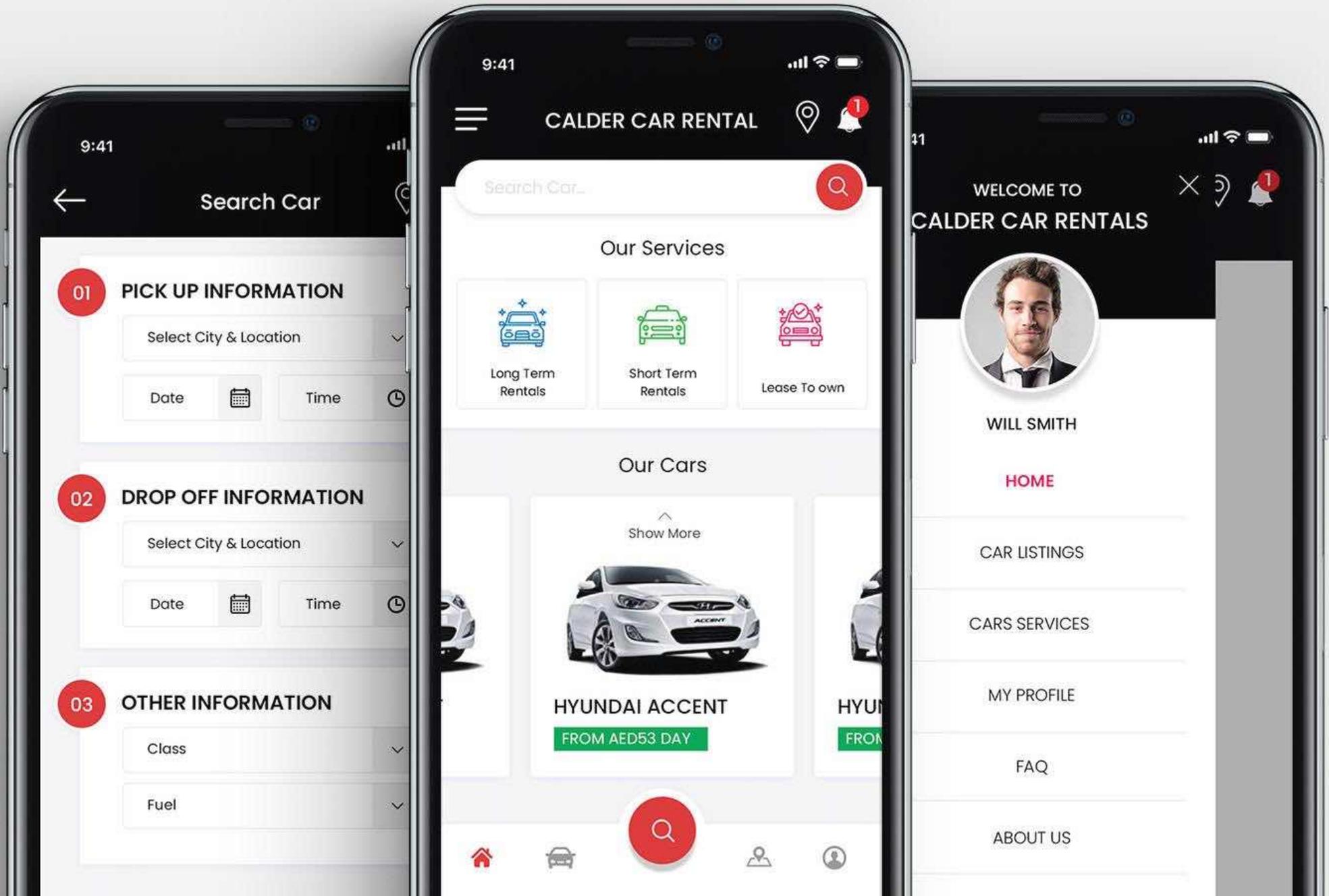
65% of contests get their first entry in an hour

Contests now support multi-award



This **Logo Design** cost

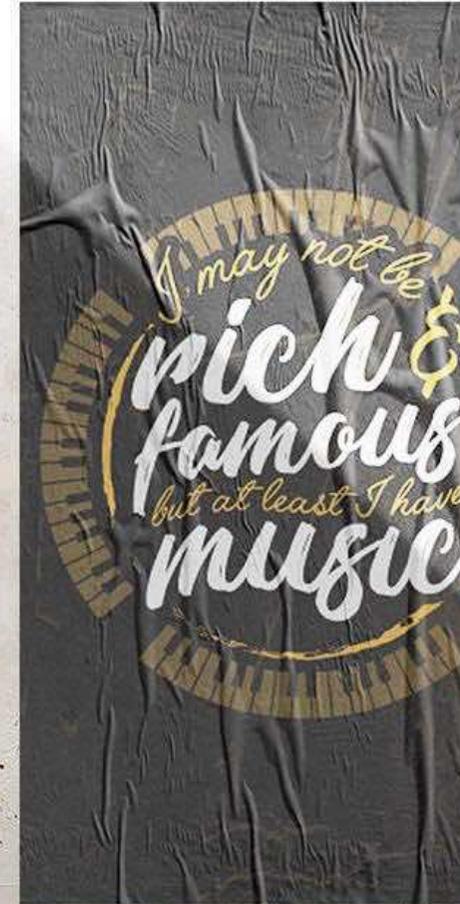
**€10**





This **3D Model** cost

**\$100**





This **3D Model** cost

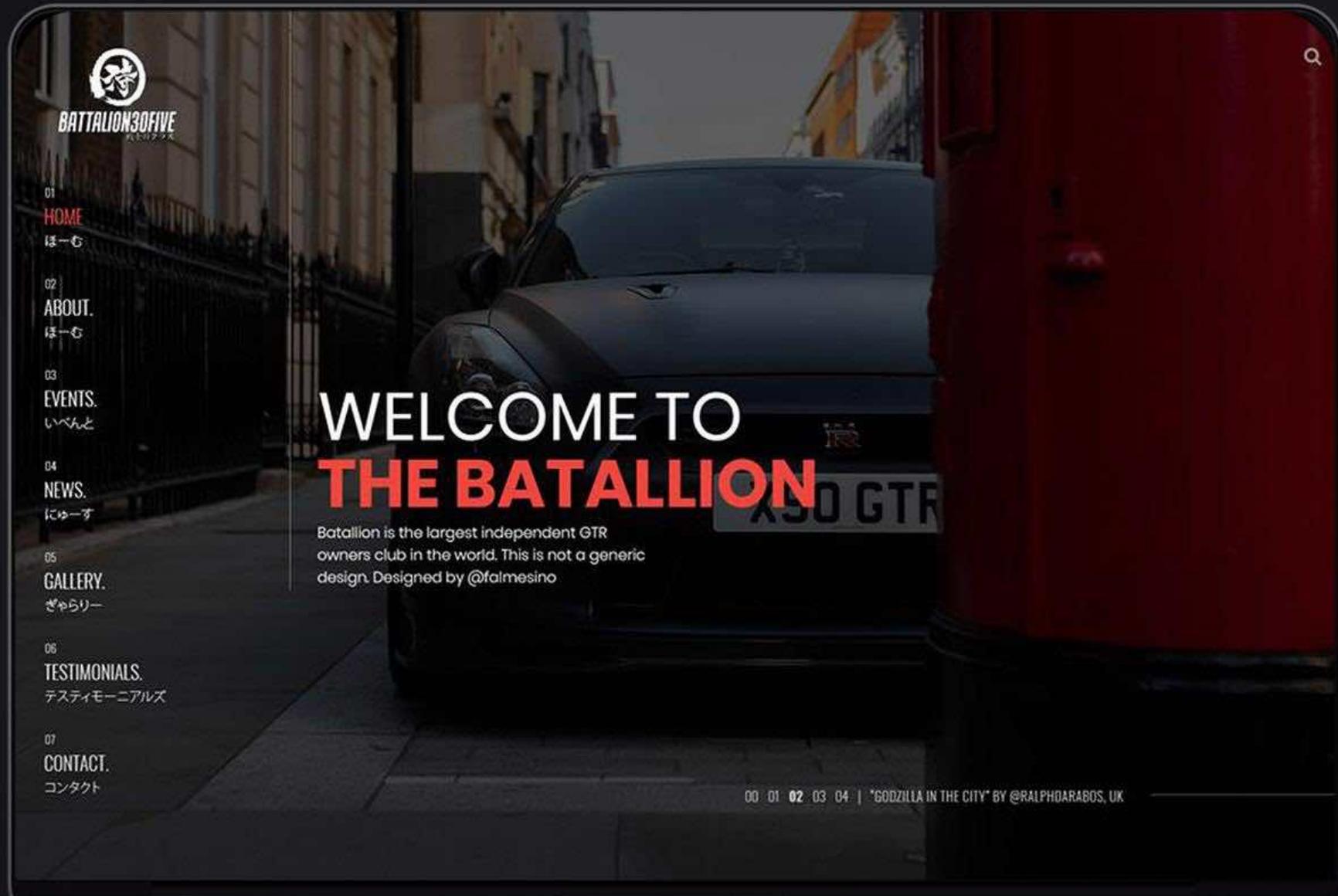
**£100**



This Product Packaging Design cost

**\$120 USD**







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.

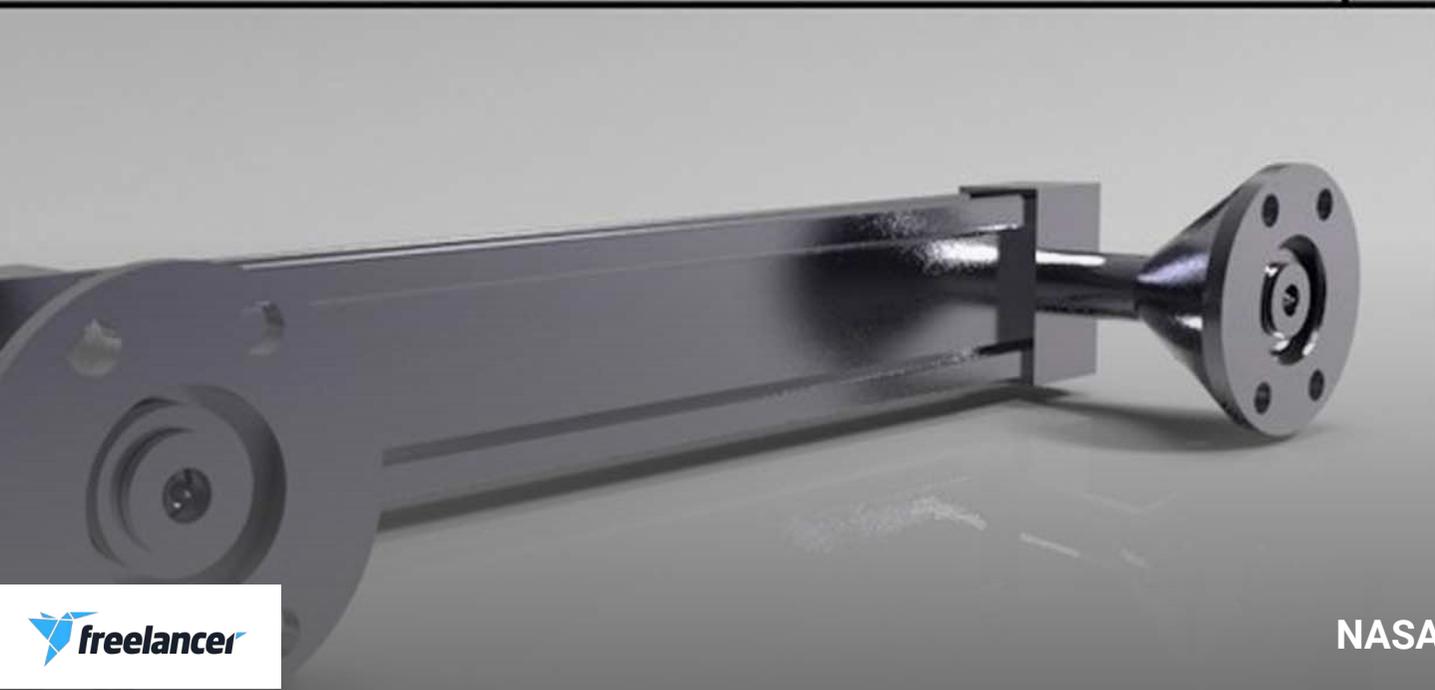
★★★★★ 1

#113 by Query O.

#85 by Diego Andres M.

#76 by marcosfernandezv

#67 by farbodpm



NASA got this 3D CAD Model for

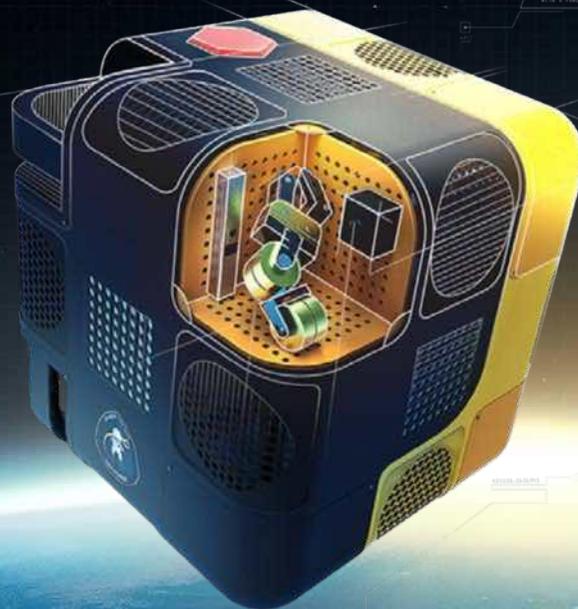
**\$50**

# We push the boundaries of human innovation

CoECI's innovative, streamlined process with the P-Card enabled quality and fast work turnaround with extraordinary cost-savings (80% - 99%) when compared to traditional methods. Furthermore, NASA implemented a majority of the solutions (97%) across a wide range of its federal space programs. By match-making needs with skills on-demand in areas where NASA teams did not have the expertise nor resources available, crowds delivered high quality and creative work. Not to mention, challenges have become a vehicle for NASA to engage with the public and vice versa.

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.

<http://www.freelancer.com/contest/nasa>



**4883** FREELANCERS PARTICIPATING

**127** COUNTRIES PARTICIPATING

**8760** ENTRIES TO DATE



# U.S. DEPARTMENT OF **ENERGY**

## **MANUFACTURING INNOVATOR CHALLENGE**

The U.S. Department of Energy (DOE) and Freelancer.com have teamed up to help crowdsource solutions to increase manufacturing energy productivity in the U.S.

<http://www.freelancer.com/doe>

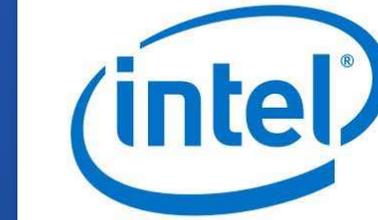
# Freelancer Enterprise

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

3-4x faster. Fast track  
workforce automation with a  
fully featured API.

Get quality experts. Private  
Freelancer Cloud and Project  
Success Managers ensure  
quality work delivery.

NASA CoECI saw 80-99% cost  
savings\*. No hidden fees-  
employer commissions are  
waived for volume clients.



Lenovo

Bloomberg



amazon



Walmart



Forbes

MetLife



Panasonic

\* Surprising Results from Large Crowds Using Micro-Purchase Challenges - Using Contests on Freelancing Communities to Source Innovative, Impactful and Cost-Effective Solutions.  
<https://innovationscienceguide.org/resources/surprising-results-from-large-crowds-using-micro-purchase-challenges-using-contests-on-freelancing-communities-to-source-innovative-impactful-and-cost-effective-solutions>

# 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 7 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

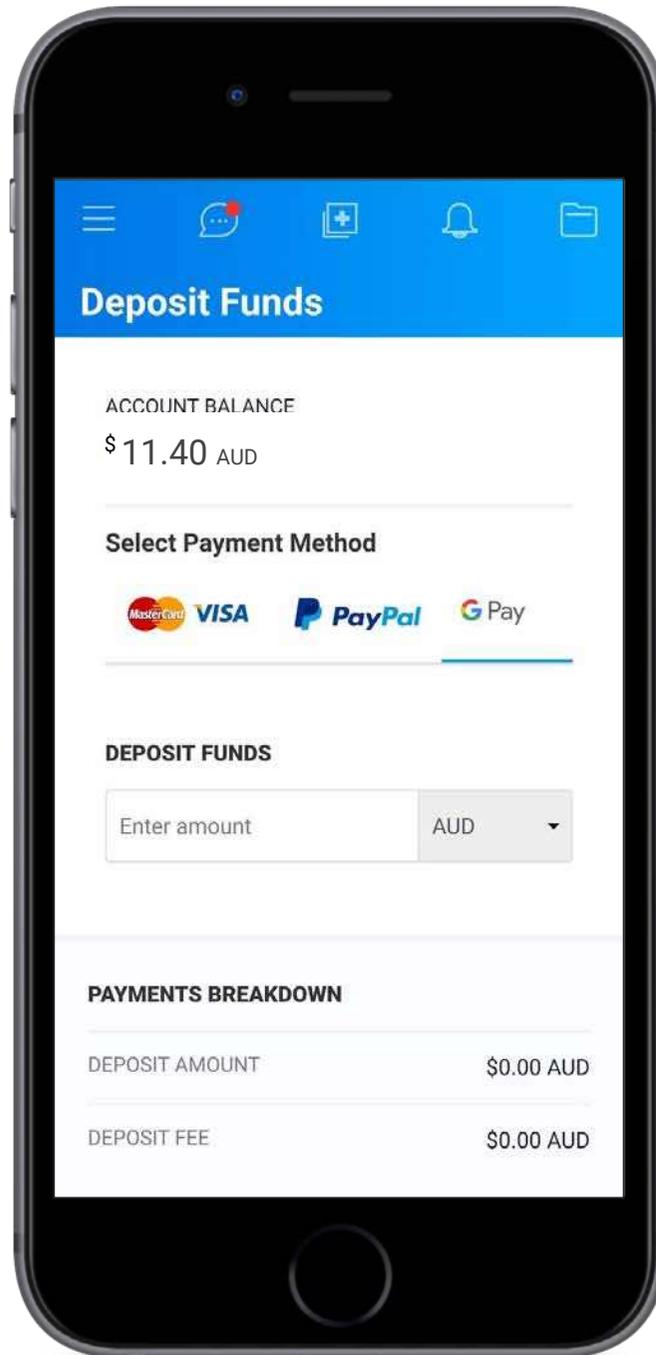
Map Satellite [Update Project Location](#)

**Location Activity**

Map Satellite Barbican

Wednesday 18th July 4:51am [Play](#)

START TIME	END TIME	DURATION
Wednesday 18th July 3:53am	Wednesday 18th July 4:53am	01h 00m 03s <a href="#">View</a>



## Payments

Pay in, pay out within the Freelancer.com platform

Increased direct bank payout from 20 countries to over 50

Google Pay added as a payment method

Streamlined experience depositing funds

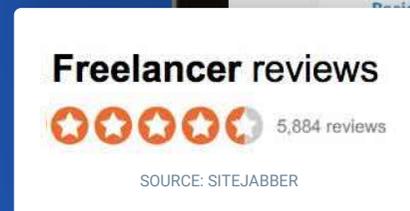
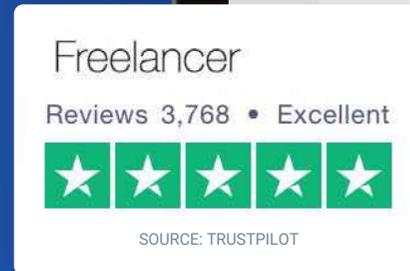
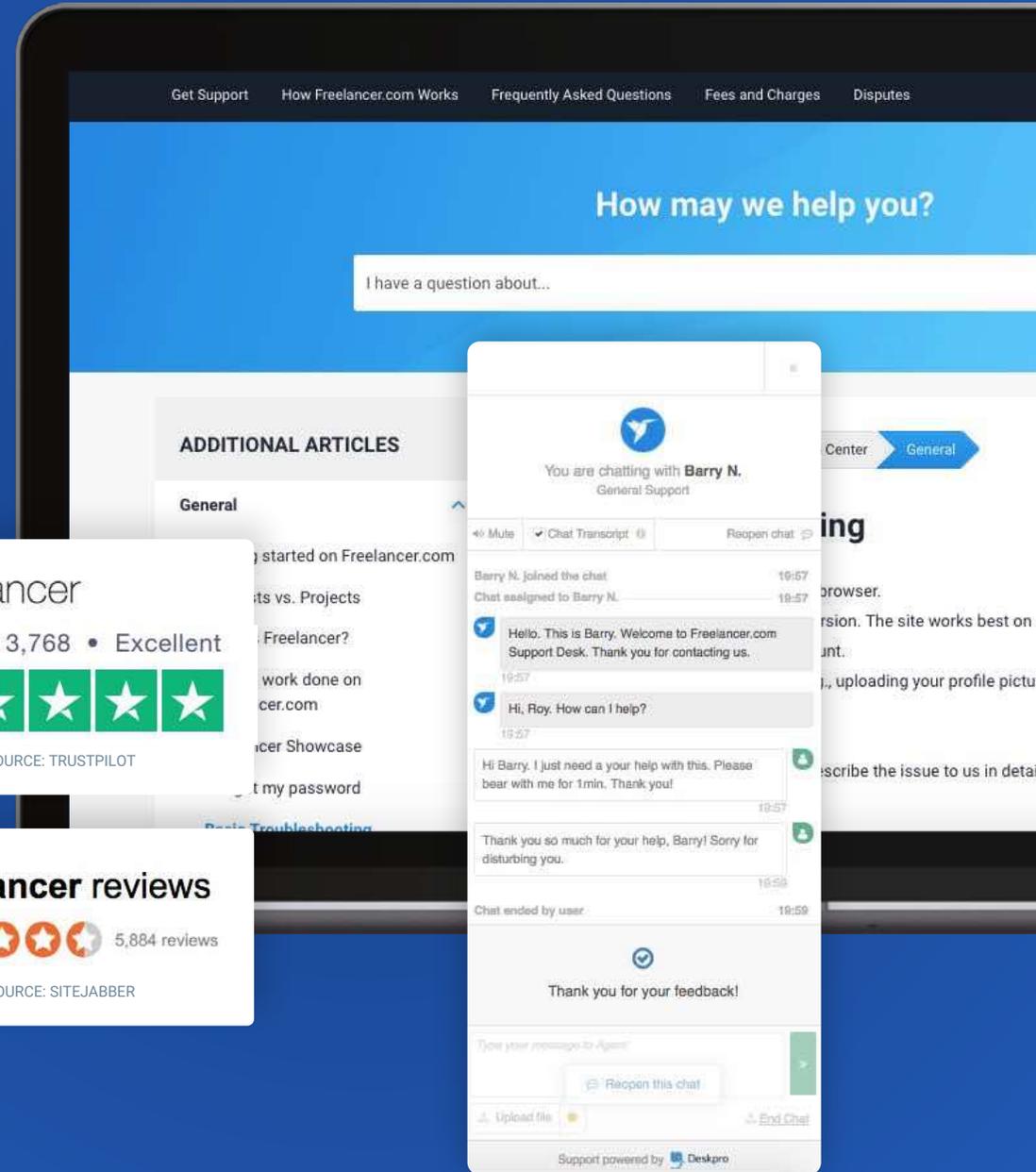
# Customer Experience

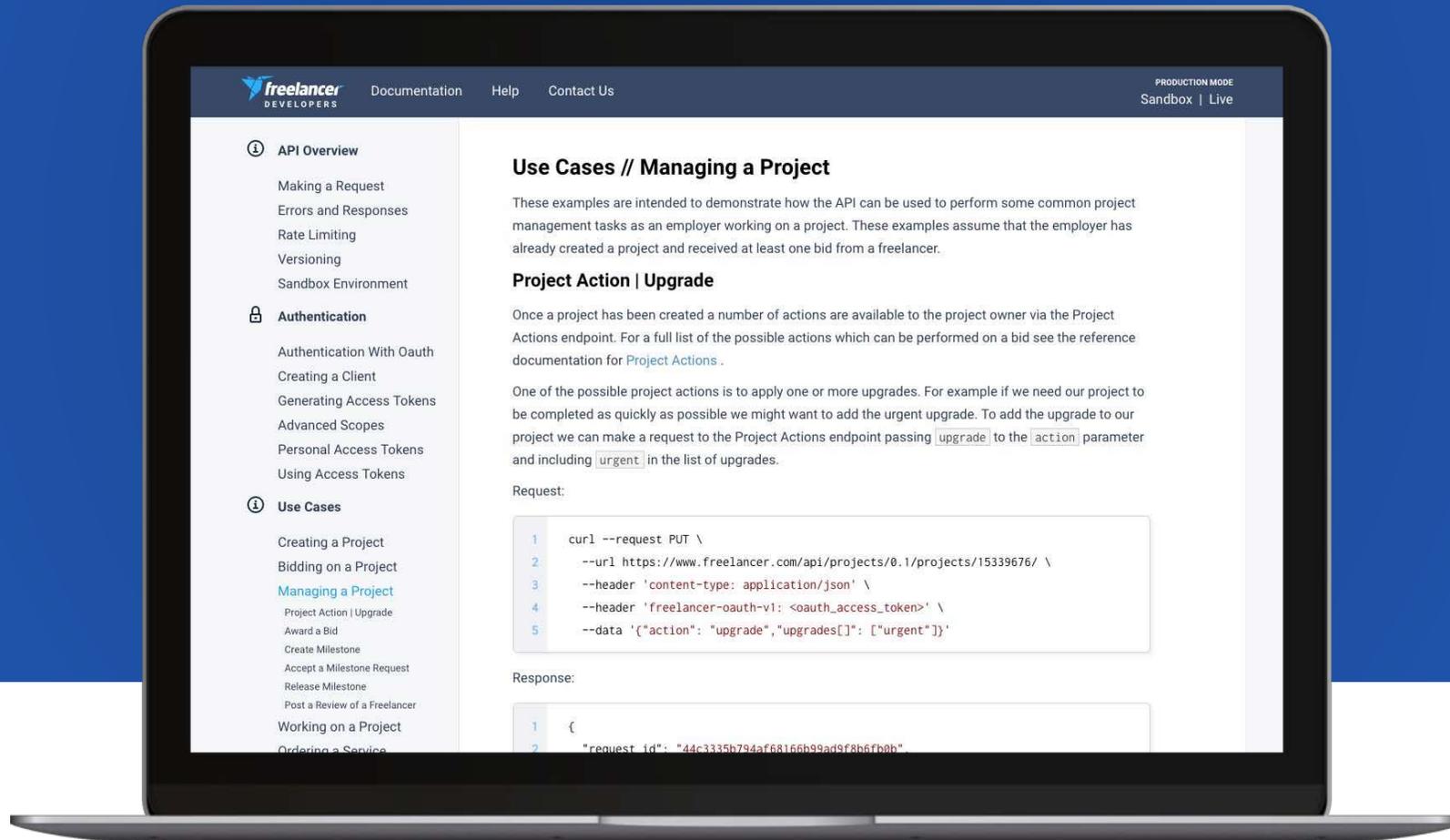
Increasing user satisfaction on the Freelancer platform

Our Customer Experience Team has expanded to support our growing user needs.

Improved our Help Center to make sure users get the fastest resolution whether via self-help articles or getting in touch with our 24/7 support team.

Improvements are validated by the 9.0 TrustPilot rating (Excellent) and 4.5 SiteJabber rating (2018 Customer Choice Award).





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

Built by developers,  
for developers.

[www.freelancer.com/api](http://www.freelancer.com/api)

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

A perfect companion to  
Freelancer Enterprise customers.

# 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 | Freelancer

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 Aprtix.



**Jun Yao**  
Vice President,  
Engineering  
*BE (Automation)  
MSc PhD (Computer  
Science)*

Jun Yao is the Vice President of Engineering at Freelancer. He is responsible for leading the global engineering teams, defining and executing the company's long-term technical roadmap. Jun has extensive experience in software engineering, and his areas of expertise include application and system designs, computer networks, information security and relational databases.



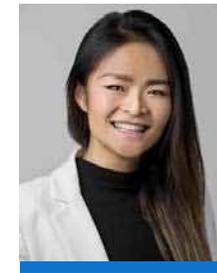
**Adam Byrnes**  
Vice President,  
Product & Growth  
*BE (Electrical) (Hons  
I) / BSc (Adv)  
(Physics)*

Adam Byrnes is responsible for product leadership at Freelancer. He advises on the product direction and strategy of the Freelancer marketplace, and provides mentorship to other product managers in the business. Adam holds first class honours degrees in Advanced Physics and Electrical Engineering from the University of Sydney



**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 Z. Tang**  
Vice President,  
Enterprise  
*MSc / MA (Wien) MA  
BCom (Queens)*

Sarah Z. Tang is the Vice-President of Enterprise, where she oversees the go-to-market strategy and engagements with Freelancer's Fortune 500 clients. She is a Canadian National Merit Scholar and on SIA's 2017 Global Power 50 most influential women's list. She collaborates closely with NASA and Harvard Business School / Lab of Innovation Science on publications and thought-leadership to advance the crowdsourcing and human cloud industry.



**Sebastián Siseles**  
Vice President,  
International  
*JD (University of  
Buenos Aires) / MBA  
(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.

# 2018 Awards | Freelancer.com



**Gold Stevie**  
Business Services

The International Business Awards 2018



**Gold Stevie**  
Matt Barrie, Executive of the Year - Business / Professional Services

The International Business Awards 2018



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

The International Business Awards 2018



**Silver Stevie**  
Communications Department of the Year

The International Business Awards 2018



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

The International Business Awards 2018



**Bronze Stevie**  
Sebastián Siseles - Communications, Investor Relations or PR Executive of the Year

The International Business Awards 2018



**Winner**  
Digital Technology Category

Premier's NSW Export Award 2018



**Gold Stevie**  
Innovative Management in Technology Industries

The Asia-Pacific Stevie Awards 2018



**Gold Stevie**  
Innovation in Shopping or E-commerce Websites

The Asia-Pacific Stevie Awards 2018



**Silver Stevie**  
Excellence in Innovation in Technology Industries

The Asia-Pacific Stevie Awards 2018



**Silver Stevie**  
Most Innovative Communications Team of the Year

The Asia-Pacific Stevie Awards 2018



**Silver Stevie**  
Innovation in Technology Development

The Asia-Pacific Stevie Awards 2018



**Honoree**  
Employment Category

22nd Annual Webby Awards 2018



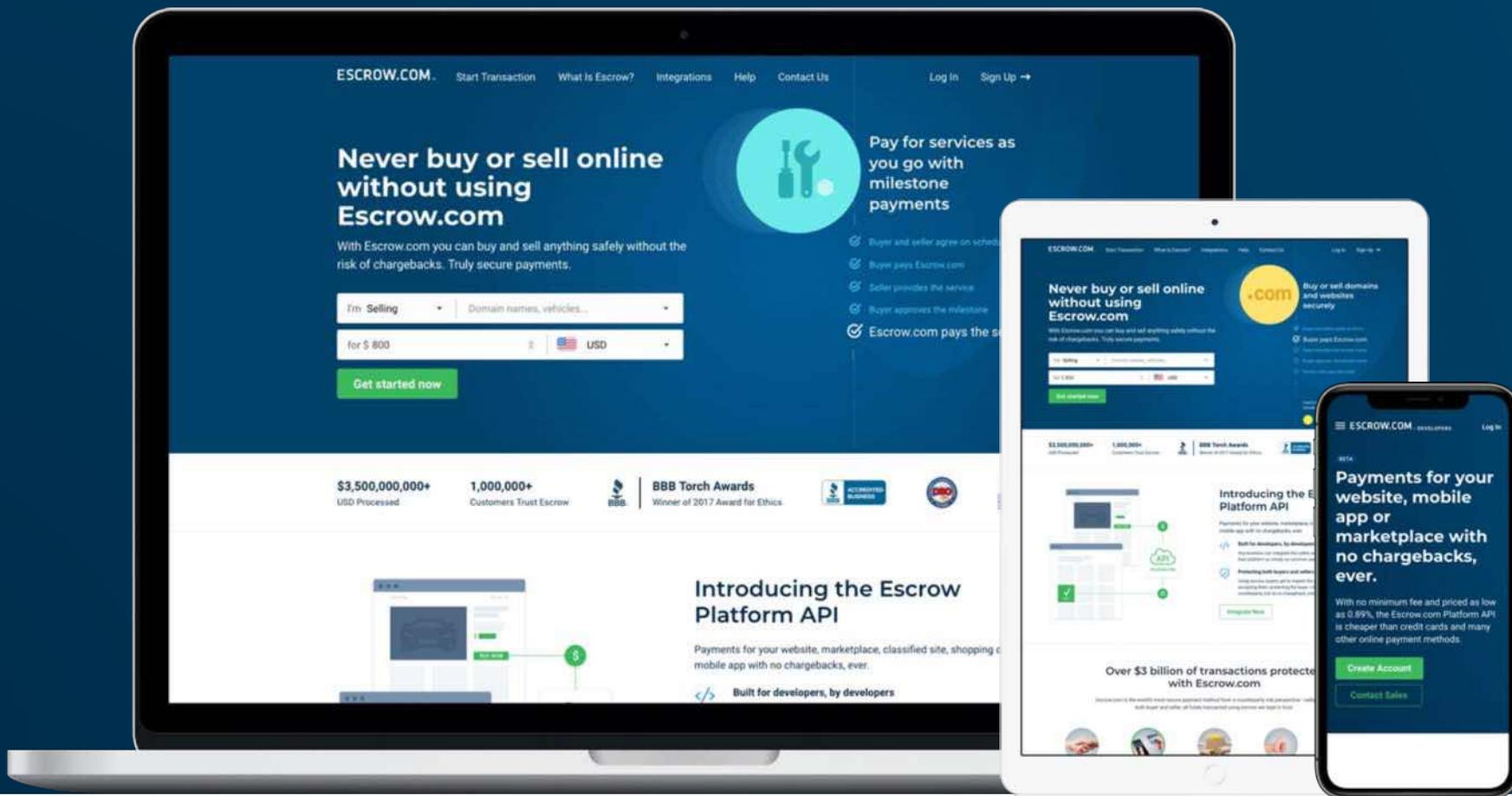
**People's Voice Award**  
Mobile Sites & Apps: Professional Services

22nd Annual Webby Awards 2018



Freelancer Limited

**ESCROW.COM**



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

OVER US\$3,900,000,000 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

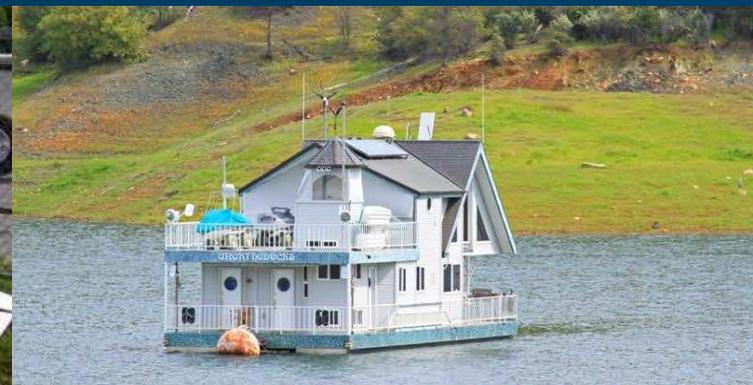
# Escrow.com secures transactions from \$100 to \$100,000,000 USD, EUR, AUD support (GBP soon)



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



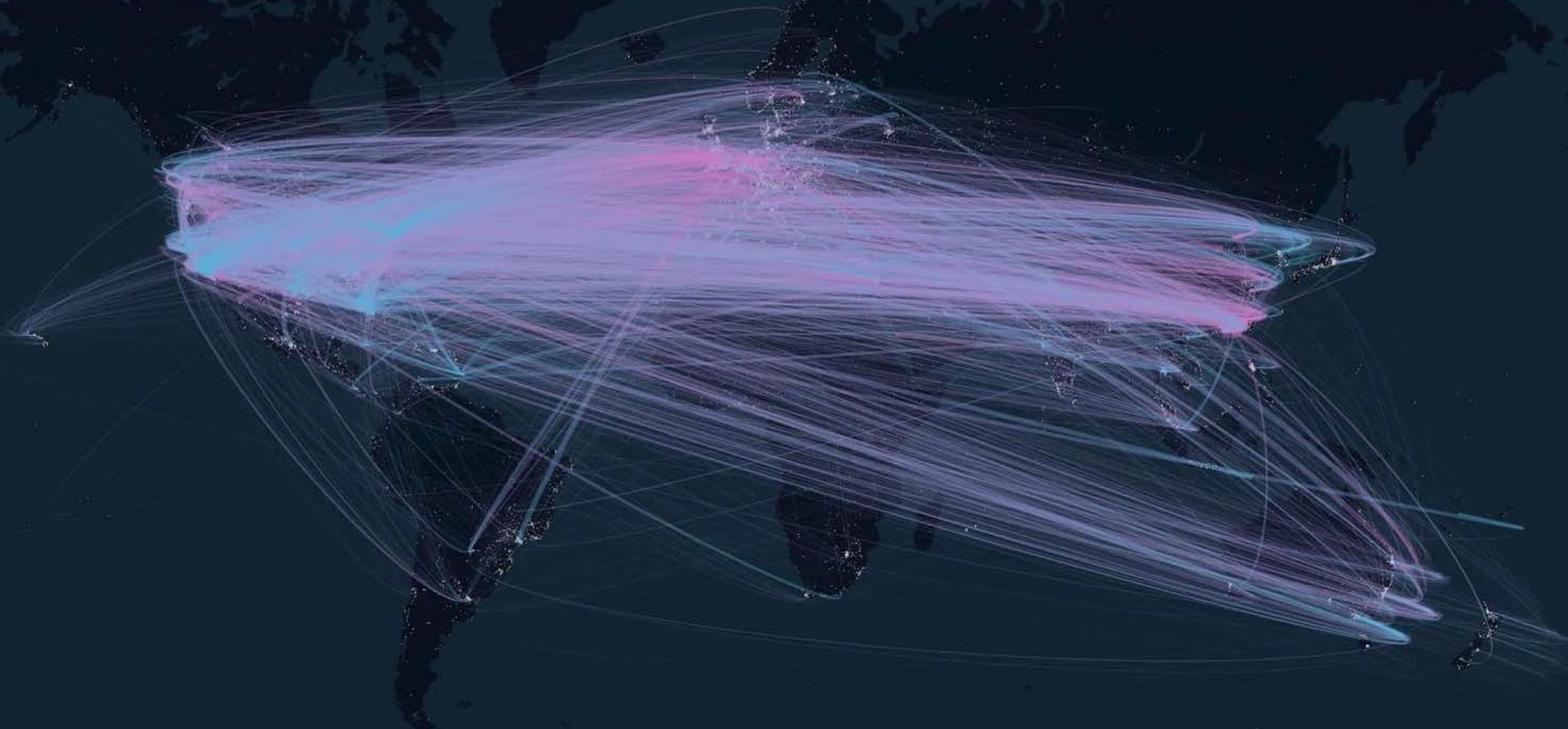
2012 Ferrari Scaglietti securely sold through Escrow.com



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

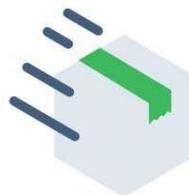
The only licensed, bonded & audited secure online solution that protects both the buyer and the seller with a simple 5-step trust process



**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.



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**

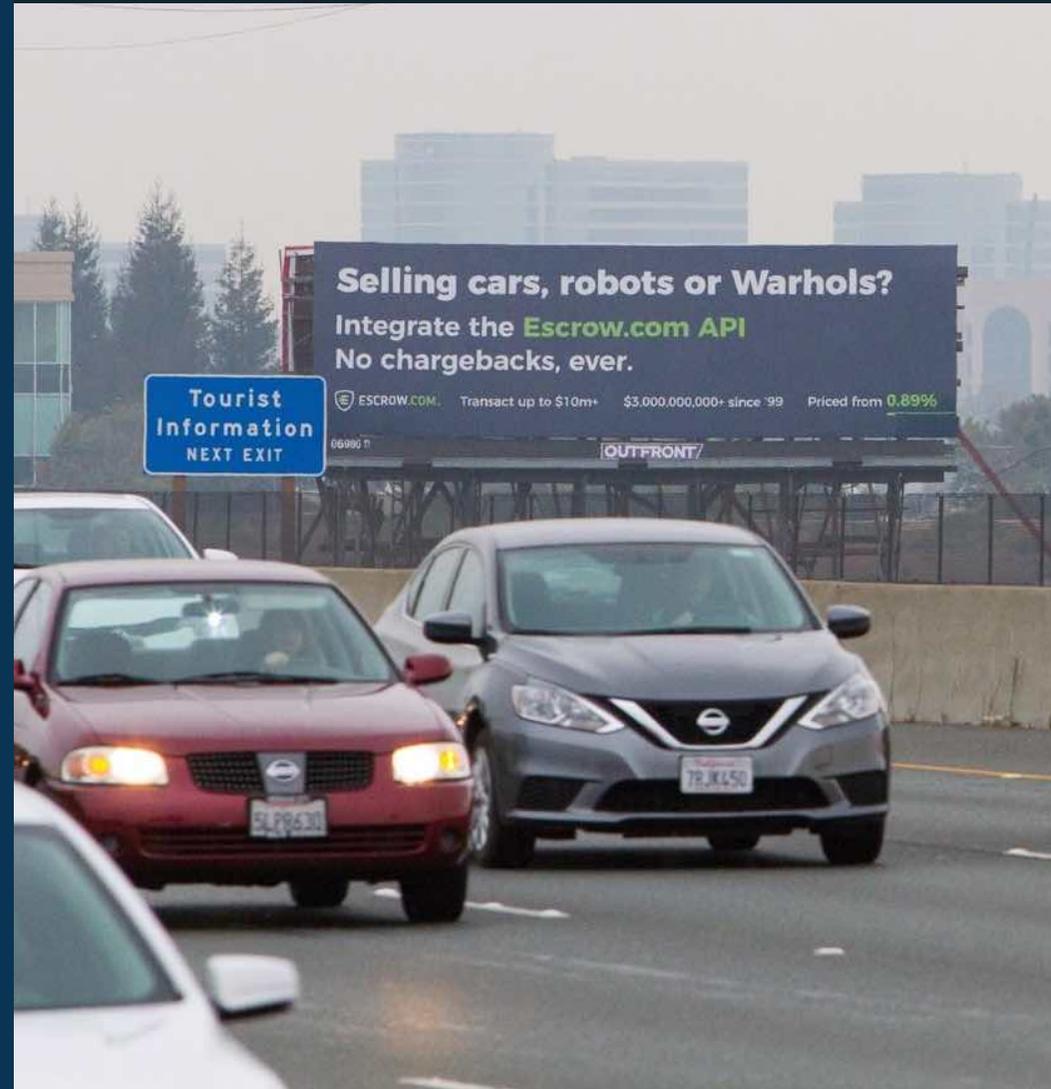
Escrow.com solves trust problem

- 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





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## **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)*

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

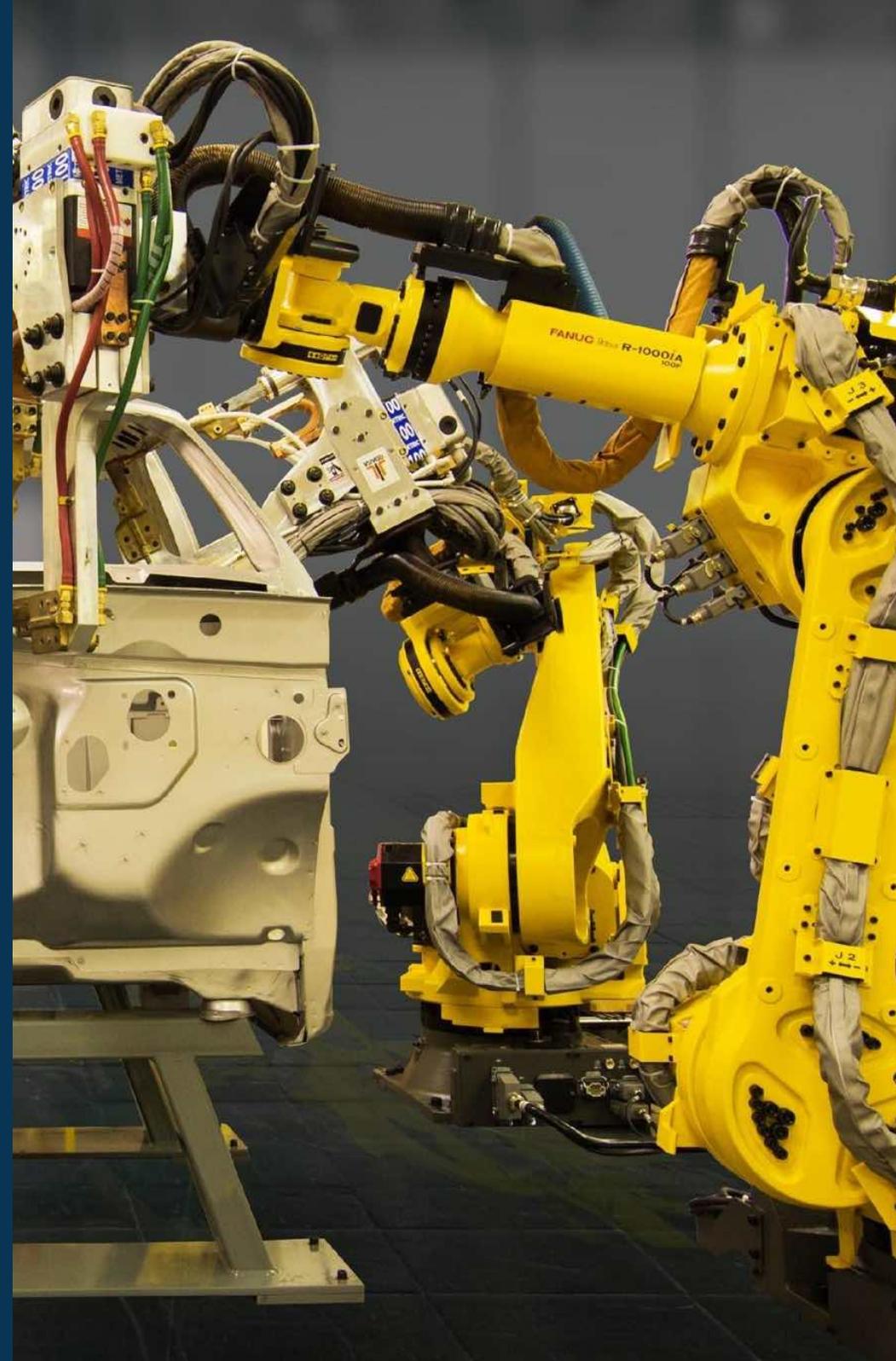
Transact beyond the local area to a global market

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)*

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## 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)*

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## Service contracts including freelancing through **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)*

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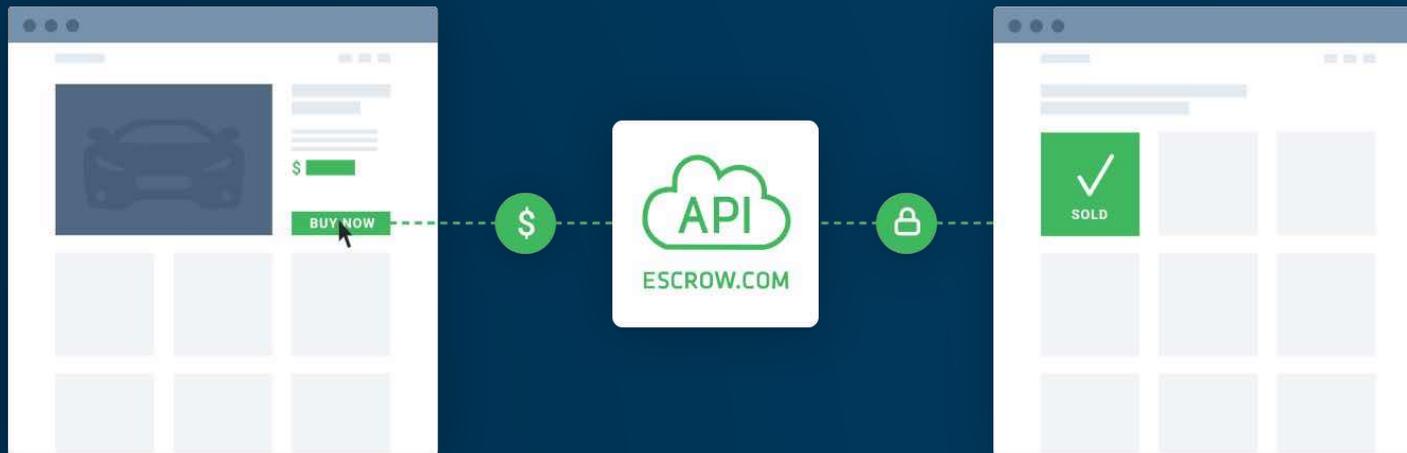


All these domains, and tens of thousands more sold through [Escrow.com](https://www.escrow.com)

**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

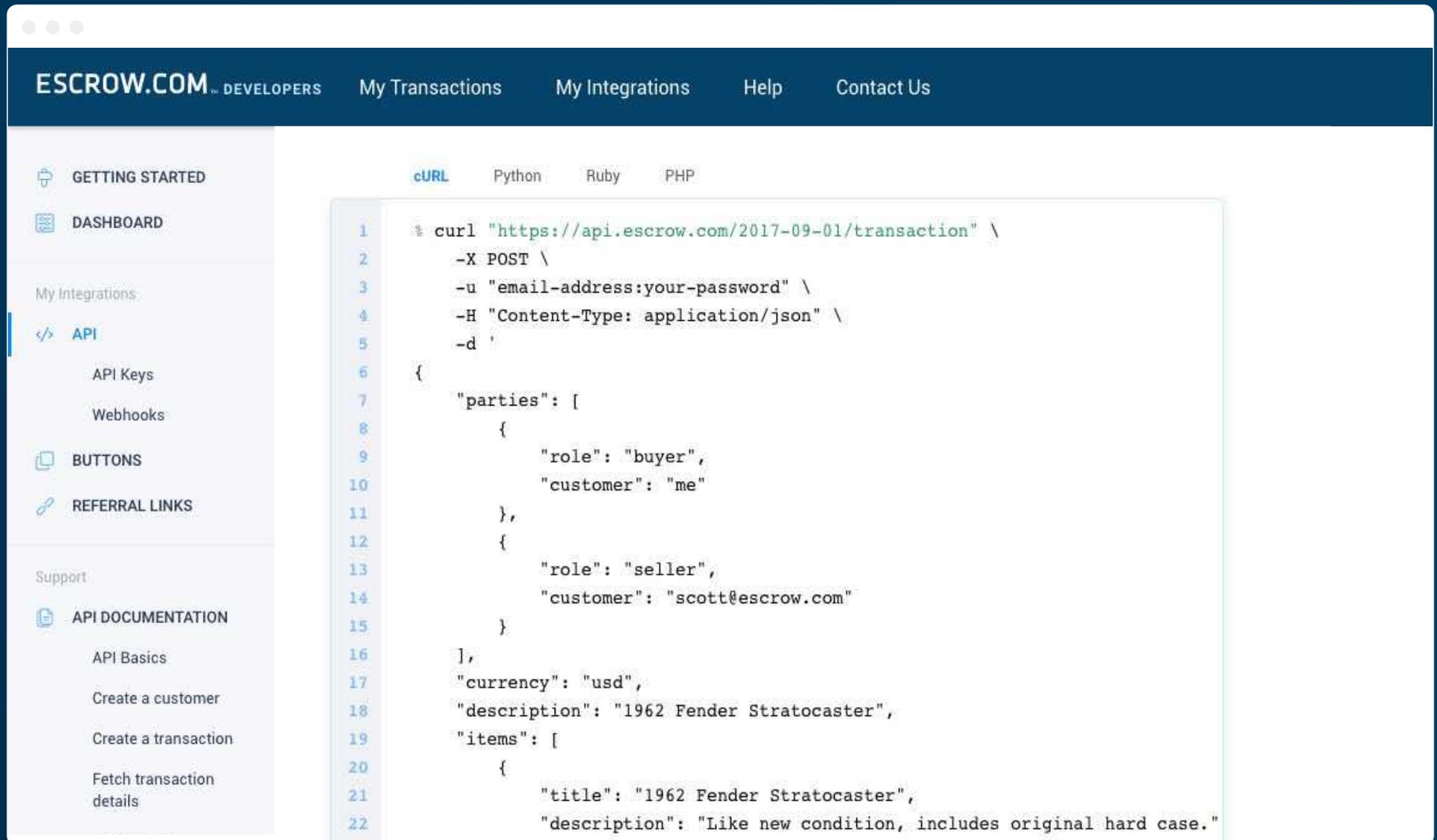
Time to take control of your roadmap – your integration will work the same as it does today as it will tomorrow.



## 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 Developers 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 sub-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 for creating a transaction. 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."`  
 `}`  
 `]`  
`}`

# ESCROW Offer

Escrow Offer empowers buyers and sellers to negotiate a price for domain names, cars, boats, aircraft or any high-value item online.

The image displays two screenshots from the Escrow.com website. The top screenshot shows the 'Make Offer for 2008 BMW 328xi' form. It includes fields for 'YOUR EMAIL ADDRESS\*' (filled with 'buyer@gmail.com'), 'YOUR PHONE NUMBER (OPTIONAL)' (filled with '+1 5417542010'), 'YOUR OFFER TO SELLER\*' (filled with '\$ 25700 USD'), and a 'MESSAGE TO SELLER (OPTIONAL)' field containing 'Hi is this price acceptable to you?'. There is a checked checkbox for 'I agree to General Escrow Instructions, Terms of Use and Privacy Policy' and a prominent green 'Submit Offer' button. Below the form is a 'CAN'T WAIT?' section with a 'Buy it now for \$20895.00 USD' button. The bottom screenshot shows the 'Offers for 2008 BMW 328xi' page. It features a table with one offer from 'Mr. Jack Brown' for '\$33000' with a '2d 23h' expiry. To the right of the offer details, there are 'Accept Offer' and 'Make Counteroffer' buttons. A dashed green line connects the 'Submit Offer' button in the top screenshot to the 'Accept Offer' button in the bottom screenshot. At the bottom center, there is a circular logo with a shield and three horizontal lines.

# Shopify Exchange

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

**EXCHANGE** NEW LISTINGS CATEGORIES RESOURCES BLOG SEARCH [Sell your business](#) [Log out](#)

BROWSE BUSINESSES FOR SALE

## Fuel your business ambitions

Exchange is Shopify's marketplace to buy and sell businesses for entrepreneurs like you.

Price Revenue Age Business Type Industry

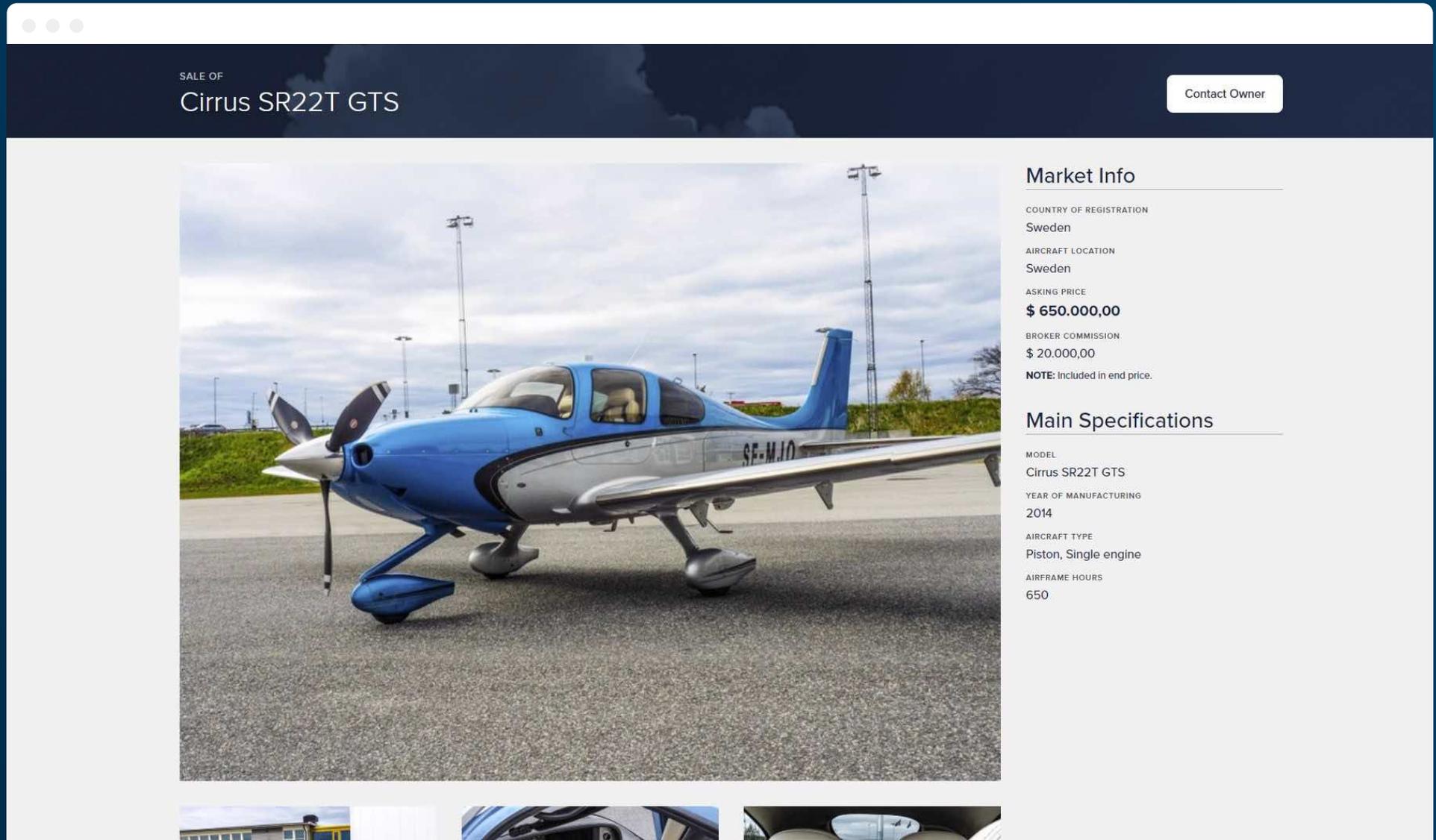
### Established stores for sale

Use your expertise to grow a business to the next level

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

# 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 their 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 image is a blue and white Cirrus SR22T GTS aircraft on a tarmac. To the right of the image is a "Market Info" section with the following details:

- COUNTRY OF REGISTRATION: Sweden
- AIRCRAFT LOCATION: Sweden
- ASKING PRICE: **\$ 650.000,00**
- BROKER COMMISSION: **\$ 20.000,00**
- NOTE: Included in end price.

Below the market info is a "Main Specifications" section with the following details:

- MODEL: Cirrus SR22T GTS
- YEAR OF MANUFACTURING: 2014
- AIRCRAFT TYPE: Piston, Single engine
- AIRFRAME HOURS: 650

At the bottom of the page, there are three small thumbnail images: the first shows the exterior of the aircraft, the second shows the engine compartment, and the third shows the cockpit interior.

# 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!

<b>Orion Span Deposit Escrow</b>	
1 Deposit for future stay aboard Orion Span's Space Station	1 [REDACTED]
Subtotal [REDACTED]	
<b>Total [REDACTED]</b>	
Transaction ID: 3874462	
<b>Terms</b>	
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

# Senior Management Team | Escrow

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



**Matt Barrie**  
Chief Executive  
*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).



**Neil Katz**  
Chief Financial Officer  
*BCom (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 Aprtix.



**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.



**Ehsan Azizi**  
Director of Product,  
*PhD ME BE*

Ehsan is responsible for overseeing engineering, account management and business operations, working with key stakeholders and ensuring timely and proper execution of goals across the business. Ehsan also acts as the Director of Product for Payments and AML group at Freelancer.com. He holds a PhD in Reservoir Engineering from the University of New South Wales, Australia.



**Jackson Elsegood**  
General Manager  
*BCom CA*

Jackson Elsegood is responsible for directing the strategic development of Escrow.com and execution of escrow activities. Previously with First Data and PwC, Jackson brings over ten years of international payments experience to the team and is dedicated to working closely with our customers to help them to do business all over the world. Jackson is a member of the Institute of Chartered Accountants in Australia and holds a bachelor's degree from Sydney's Macquarie University.



**Michael Liedtke**  
Engineering Manager, Applications and API  
*MPH BA (Comp Sci)*

Michael Liedtke has been building SaaS products and services for the past 16 years. Joining Escrow at the end of 2015, he splits his time between engineering, product, business development, and sales, working closely with partners to help ensure their success. Michael has a Bachelor of Arts in Computer Science from Colby College and a Master of Public Health in Epidemiology from the University of Colorado Denver.



**Chris Trotman**  
Associate Vice President, Engineering  
*BSc*

Chris Trotman is the Associate Vice President of Architecture at Freelancer. Chris is responsible for all technical aspects of engineering, maintaining the highest level of engineering standards and ensuring Freelancer is prepared for current and future growth. Chris holds a Bachelor of Science in Information Systems from the University of Auckland, New Zealand.

# Awards | Escrow.com



**Gold Stevie**  
Company of the Year -  
Financial Services - Small

The International Business  
Awards 2018



**Bronze Stevie**  
Financial Services

The International Business  
Awards 2018



**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 2017



**Bronze Stevie**  
Financial Services  
Company of The Year

The International  
Business Awards 2016



**Export of the Year  
Award**  
NSW iAwards

Premier's NSW Export  
Awards 2016



**Honorable Mention**  
X-Factor Award

Anthill Cool Company  
Awards 2016



# FR<sup>IGHT</sup>LANCER

Ship anything, anywhere

# Every freight company in the world subcontracts to freelance drivers

Freightlancer is using technology to connect freight owners with transport operators at a global scale

**8,000+**

TRANSPORT  
OPERATORS

**30,000,000+**

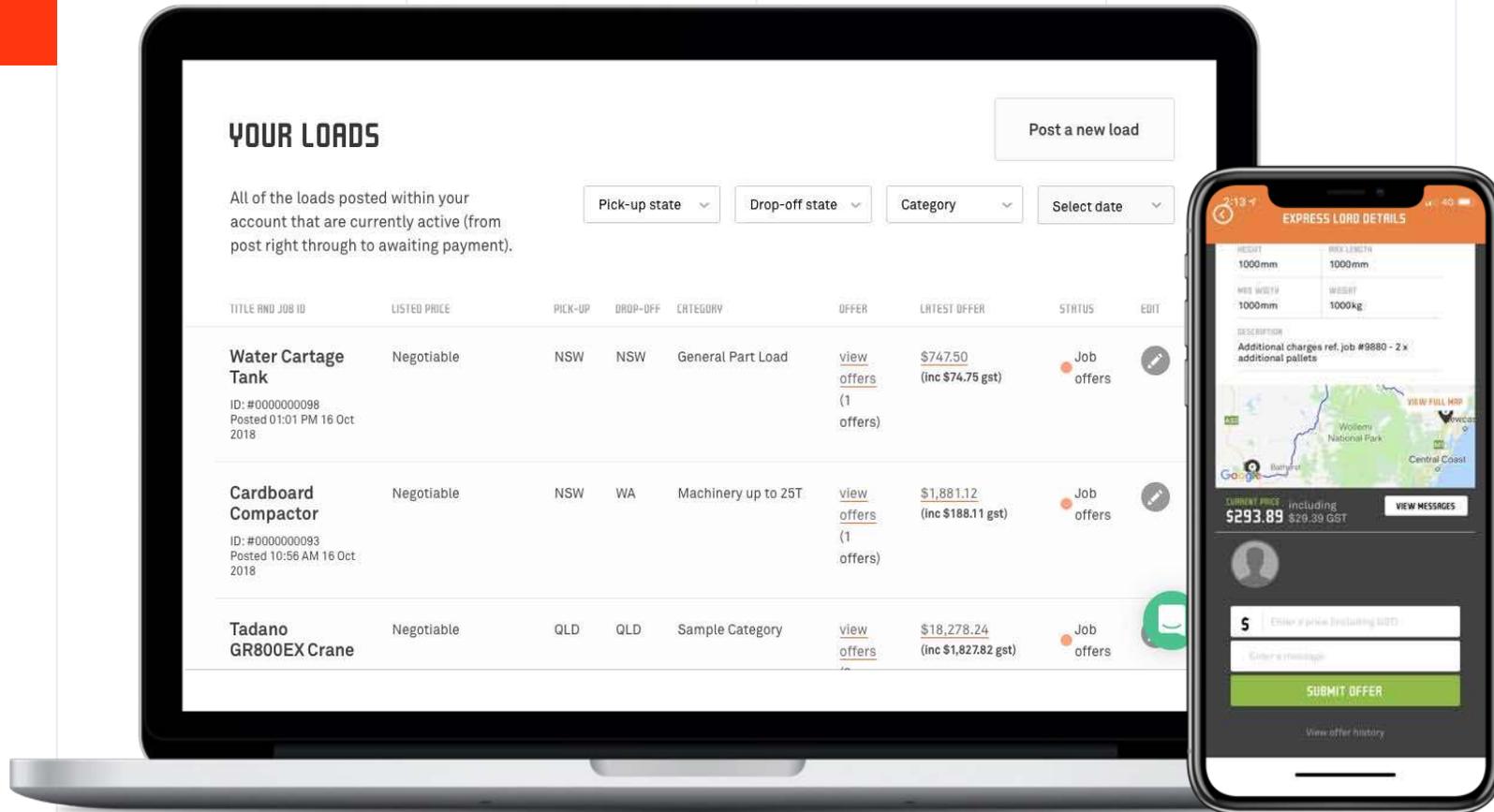
FREELANCERS



# Customers using Freightlancer

> \$5.1m

FREIGHT SHIPPED IN  
THE PAST 12M



# Connecting Freight Owners with Transport Operators

JM1310 Crusher loaded for transport to the wharf for coastal shipping using Freightlancer.



Road train being loaded with scrap steel, booked using Freightlancer.



AD55 Underground truck transported from Western NSW to Perth using Freightlancer.

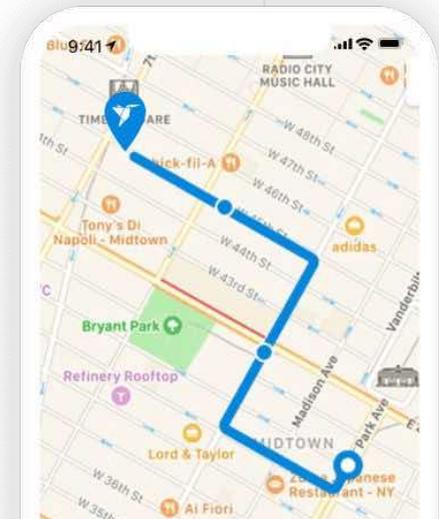


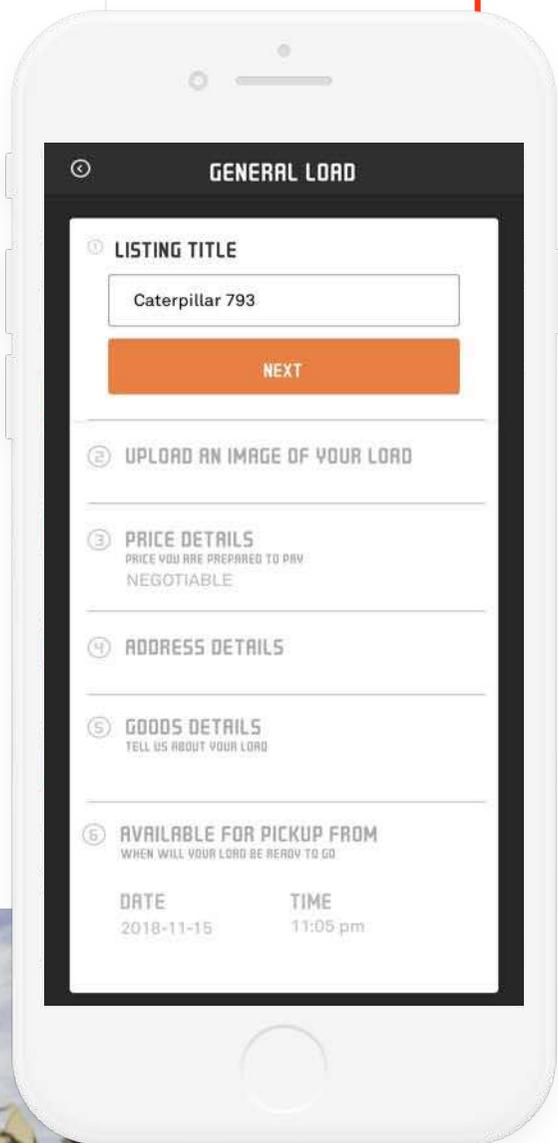
## Industrial

- Mining
- Infrastructure
- Construction
- Rail
- Urgent/Express freight
- International shipping
- Heavy machinery
- General freight
- Manufacturing
- Oil & Gas
- Line haul
- Vehicles
- Perishables
- Shipping containers

## Retail

- Food delivery
- Furniture delivery
- Courier
- General freight
- Motorcycle courier
- Bike courier
- Pickup & delivery
- Removal services
- Packing & shipping





# Four easy steps to moving your loads

- 01** — Drop a pin
- 02** — Take a photo
- 03** — Fill job details
- 04** — Get your quote



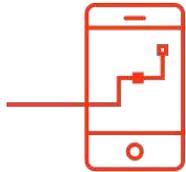


CAT 793 Body transported under pilot and police escort using Freightlancer.

# Freightlancer manages it all for you

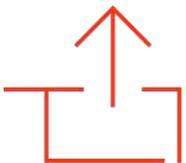
- Permits
- Pilots
- Road closures
- Import / export taxes & duties
- Marine Insurance
- Customs clearance
- Quarantine
- Shipping documents
- Packing
- Washing / cleaning
- Cranage
- Container rental
- Vessel booking
- Multi-currency
- Escrow payments

# Freightlancer is safe & efficient



## Live tracking while your cargo is on the move

Real-time GPS load shows exactly where loads are.. Notification on collection, drop off, minimum, maximum and average speeds traveled.



## Real-time bidding gets competitive quotes fast

Upload a photo, dimensions, weight and delivery address to have drivers respond in a click.



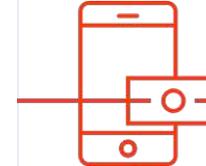
## Safety for everyone

Choose from a range of vetted drivers and see past ratings to ensure reliability and quality.



## Save time, communicate directly

Booking, tracking, monitoring and cross-checking compliance all in the one place. Chat directly with the transport operator.



## Secure payments ensure the delivery and on-time payment

Powered by Escrow.com, payment is kept in trust until it has been delivered exactly where it should be.



## Compliance peace of mind

Turnkey solution for compliance obligations including Chain of Responsibility and regular auditing.

# Mining

Ship anything, anywhere. Urgent or unique, Freightlancer can handle it.

Whether sending CAT loaders to Tanzania, a drill to South Korea or hotshotting a transmission to Papua New Guinea, we've done it.



Sandvik DD420 development drill shipping from Perth to Cobar using Freightlancer.



125 tonne Liebherr 984C excavator shipping from the Kimberleys to Kalgoorlie using Freightlancer.

ASX 50 listed mining company reported saving over 30% on heavy haulage and urgent freight movements for an underground gold mine using Freightlancer, whilst also achieving huge efficiency gains.

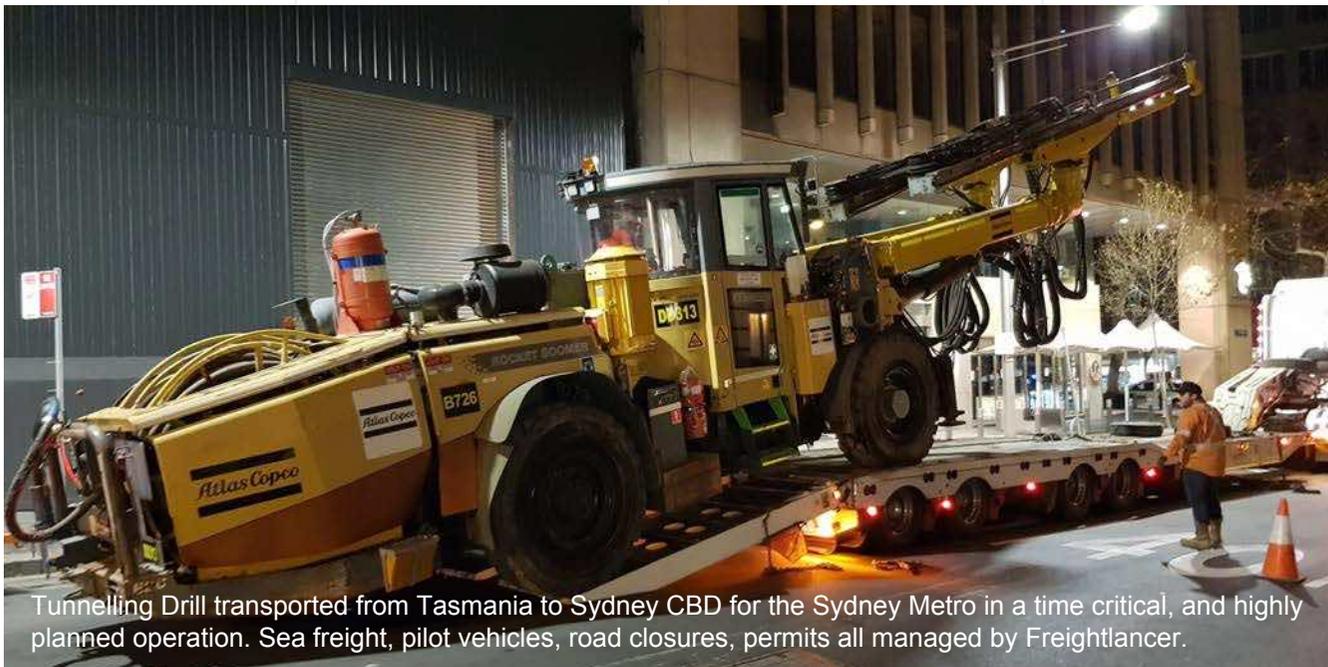
# Infrastructure / Construction

Strict deadlines and challenging locations are a speciality.

Know when machines are on and off site. Ensure only vetted personnel access. Project requirements can change quickly, Freightlancer ensures that you are not held up by transport.



CAT Excavator moved from Contractor to Roadworks site using Freightlancer.



Tunnelling Drill transported from Tasmania to Sydney CBD for the Sydney Metro in a time critical, and highly planned operation. Sea freight, pilot vehicles, road closures, permits all managed by Freightlancer.

# International Shipping

Use freightlancer to handle all of your import / export or shipping needs.

Direct rates with some of the biggest shipping lines

Extensive network of freight forwarders and customs brokers all over the world.

Ensure loads are shipped safely to destination with payment secured by Escrow.com.



No matter what you're shipping, Freightlancer can get it to you anywhere in the world.



54 tonne CAT Underground Loader delivered to Tanzania using Freightlancer.



Retail point to point delivery with Freelancer is powered by the world's largest human labor cloud.

## Retail / Consumer / Metro

Why build costly infrastructure when you can make an API call to the human cloud to deliver your product, food, furniture or package.

Powered by the world's largest human labor cloud of 30,000,000 freelancers via Freelancer.com.



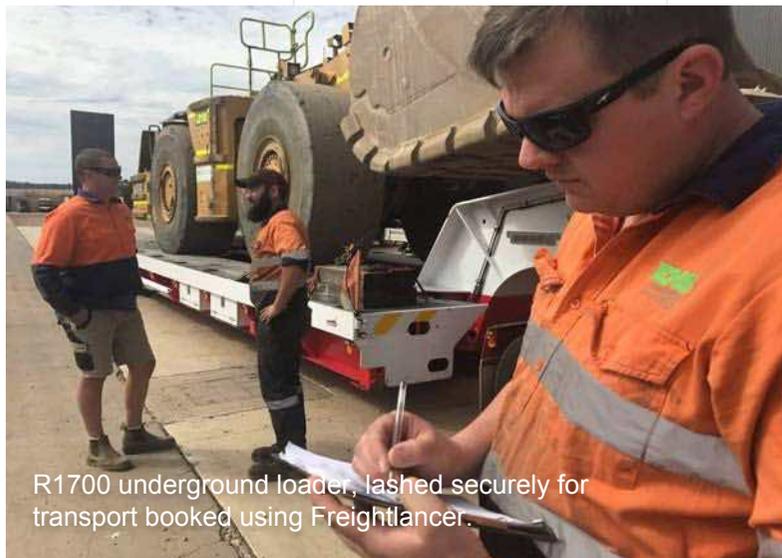
# Testimonials

“We’ve been using Freightlancer.com to service our road freight needs, with our loads varying from one or two pallets, to multiple trailers. It is a great platform for obtaining competitive pricing at short notice.”

– Benjamin Carter, Redpath Mining



Machine attachments & complete R1700G loader shipped to MPC Global in New Mexico using Freightlancer.



R1700 underground loader, lashed securely for transport booked using Freightlancer.

“Getting our purchases to the United States through Freightlancer is always easy. The team there manage the whole thing for us, and I have never had a problem with our shipments”.

– Manny Pereira, Chief Executive, MPC Global



# The Team



**Josh Mullens**  
Chief Executive Officer

A logistics specialist, Josh Mullens combines over 7 years handling shipments of large mining equipment from large multinationals with a passion for business and love of day-to-day operations. Josh prides himself on being a real 'hands-on' CEO who is just as comfortable in high level liaison with Australian Quarantine and Customs as he is with doing the dirty and difficult work of organising quotes and contracts. When he's not using this experience to make freight easier he's racing his dirt bike, hitting the Crossfit floor or spending time with family and friends.



**Aidan McCartan**  
Sales

Aidan is an all-round Logistics Professional and brings over 10 years of expertise in international and domestic freight, with experience across road, air, sea, rail and warehousing. He has vast knowledge in all aspects of the supply chain, including day to day operational roles, sales and strategic logistics management. Away from logistics he enjoys spending time with his family and getting out on the cricket field.



**Drew Davis**  
General Manager

Drew is one of a new breed of tech entrepreneurs striving to take the internet start-up world beyond the hype into traditional 'on-the-tools' industries. Graduating from Sydney University with a Bachelor of Commerce, Finance, Drew initially founded leading boutique Australian technology firm, dripcreative. Three years later, very soon after meeting Channel 40 founder Tom Cavanagh, Drew took up his current role as General Manager at Freightlancer.



**Juliette Bender**  
Technical Account Manager

With 17 years experience in the customer service industry, Juliette has the ability to train, lead, manage and implement Freightlancer's technology to everyone from sole traders to multinationals. With solid management skills and a flair for communication as her tools, Juliette gets excited by the challenge of teaching and the opportunity to offer businesses the tools to evolve. When she's not shaping change, she's chasing toddlers and testing her fitness in the Crossfit gym.



**Jason Gush**  
Operations

Jason has a real passion for the logistics industry with over three years of experience handling shipments of large mining equipment from large multinationals. Jason has completing a certificate in International Freight Forwarding. In his spare time he enjoys hanging out with friends & family and working hard in the Crossfit gym.



**Neil Katz**  
Chief Financial Officer

Neil Katz is the Chief Financial Officer at the Freelancer Group 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 Aprtix.

# Global freight market is massive

**US \$9,457 Billion**

GLOBAL LOGISTICS MARKET (2017)

**41,000~**

BUSINESSES

**213,590 Million**

TONNES MOVED PER YEAR

**50,000+**

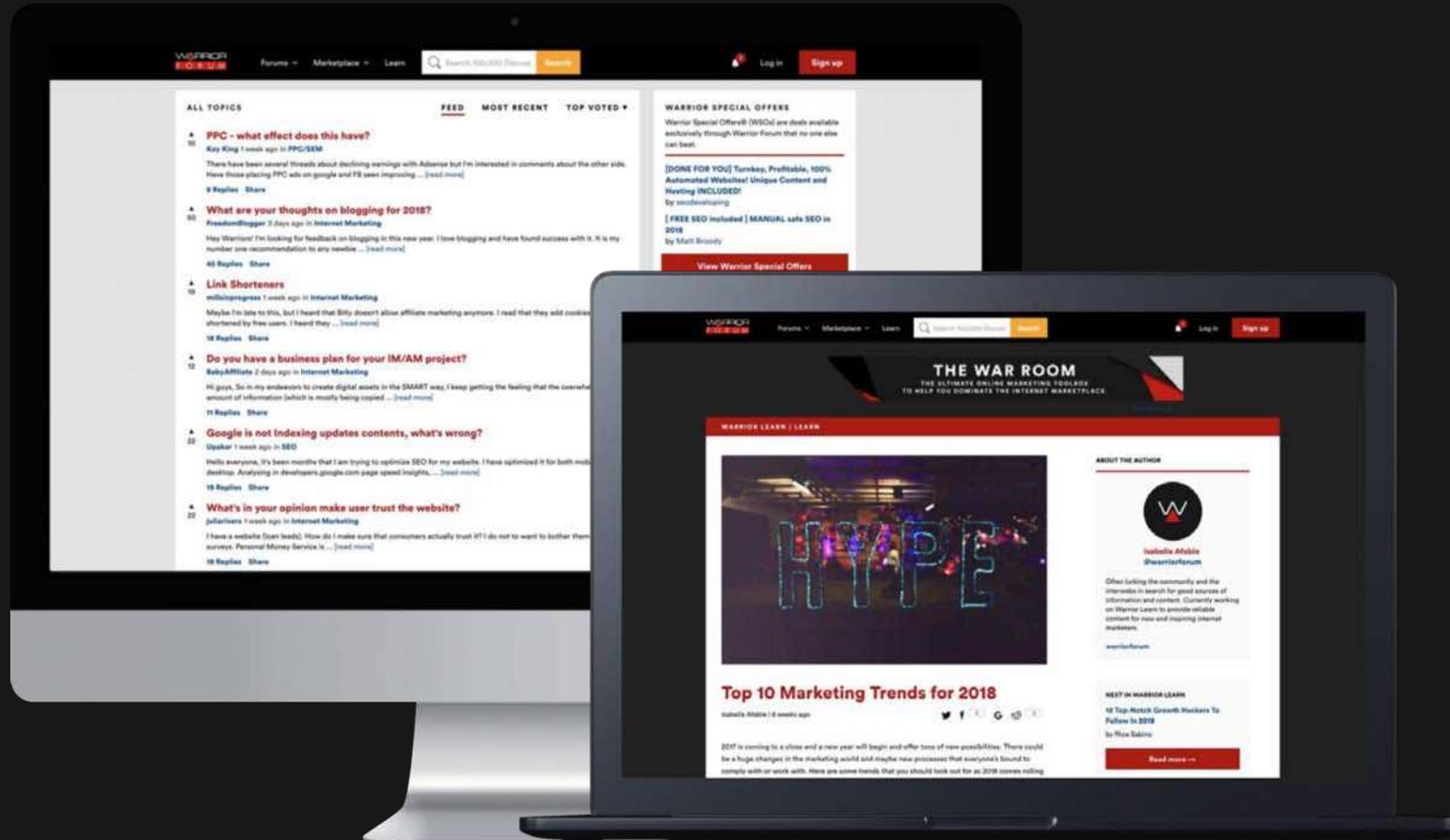
MERCHANT SHIPS WORLDWIDE

**17,000,000,000**

KILOMETERS TRAVELLED PER ANNUM

**US \$13+ Billion**

IN ANNUAL WAGES



## The #1 Internet Marketing Forum Since 1997

**1,383,035+**  
USERS

**10,423,063+**  
POSTS

**1,061,132+**  
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

<b>EXCLUSIVE INTERNATIONAL SPEAKER LINEUP</b>	<b>35 EVENTS</b>	<b>10,000 ATTENDEES</b>	<b>7 COUNTRIES</b>
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Freelancer Limited

# HOW BIG IS THE MARKET?

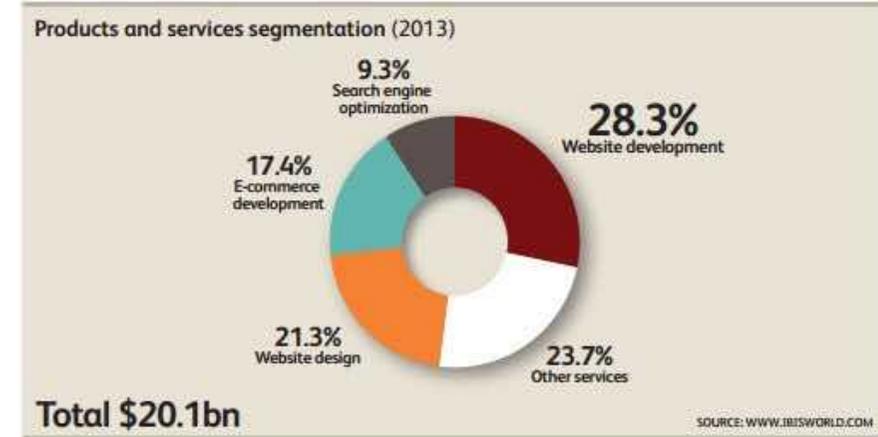
**“160 million jobs, or about 11% of the projected 1.46 billion services jobs worldwide, could in theory be carried out remotely, barring any constraints in supply” \***

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

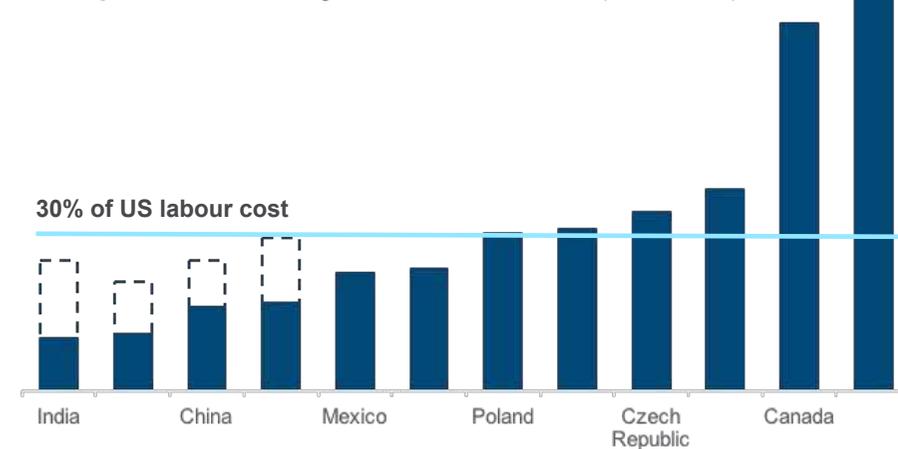
# Estimated demand for Web Design services (mid-high OECD)

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 + industry<sup>1</sup>
  - wages constitute US\$12 billion of this
  - more than 50% of software engineering jobs can be outsourced at 30% of US wages<sup>2</sup>
  - US\$1.74 billion in wages outsourced @ 26% monetisation rate = c.A\$620 million revenue opportunity for Freelancer in the US (Total Available Market)<sup>4</sup>
  - there are 28 million small businesses in the US, but at least 96 million more in other mid-high income OECD countries<sup>3</sup>
  - from this we estimate the global opportunity is  $(96+28)/28 = c.4.4x$  larger than the US market



Comparison of hourly labour cost, index (US = 100)<sup>2</sup>



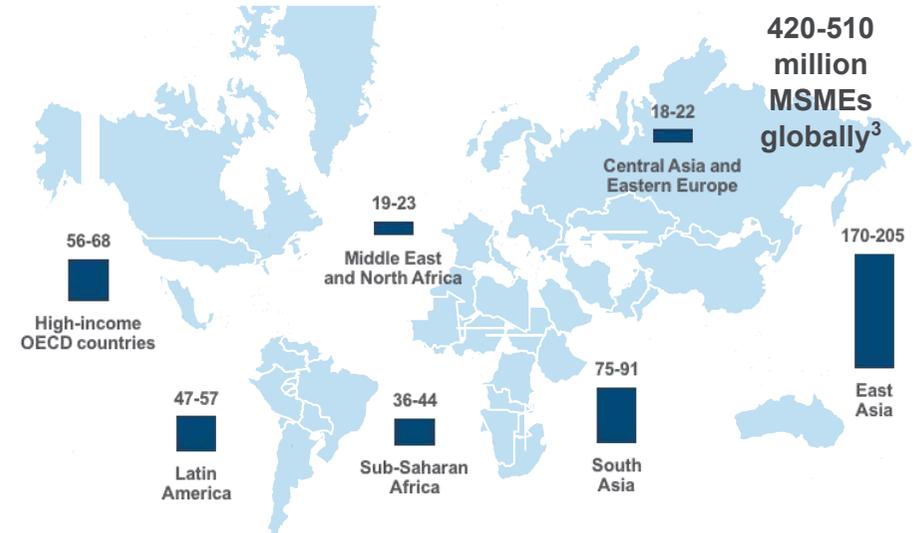
1. IBISWorld, "Web Design Services in the US" (August, 2013).  
2. McKinsey Global Institute, "The Emerging Global Labor Market: Part III: How Supply and Demand for Offshore Talent Meet" (June, 2005).  
3. Based on 28m SMEs in the US, 96m MSMEs outside the US in mid-high income OECD countries.  
4. Based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

# Estimated demand from mid-high income OECD SMEs

Global small business revenue opportunity estimated as \$48 billion per annum (620 million projects, \$181 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)<sup>1</sup>
- US job posters who posted more than one project posted on average 4.97 projects in 2016<sup>2</sup>
- Average project size in FY18 was US\$205, generating revenue of \$54 to Freelancer (26.3% monetisation rate)<sup>2</sup>
  - Implies A\$10.8 billion TAM (A\$41 billion GPV, 140 million projects) from US SMEs
- But there are 420 – 510 million micro, small and medium enterprises (MSMEs) globally<sup>3</sup>
- 96 million are formal employer MSMEs outside the US in mid-high income nations<sup>4</sup>
  - Additional A\$37 billion TAM (A\$140 billion GPV, 480 million projects)

- **Estimated global TAM from MSME market of c.\$48 billion (A\$181 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.

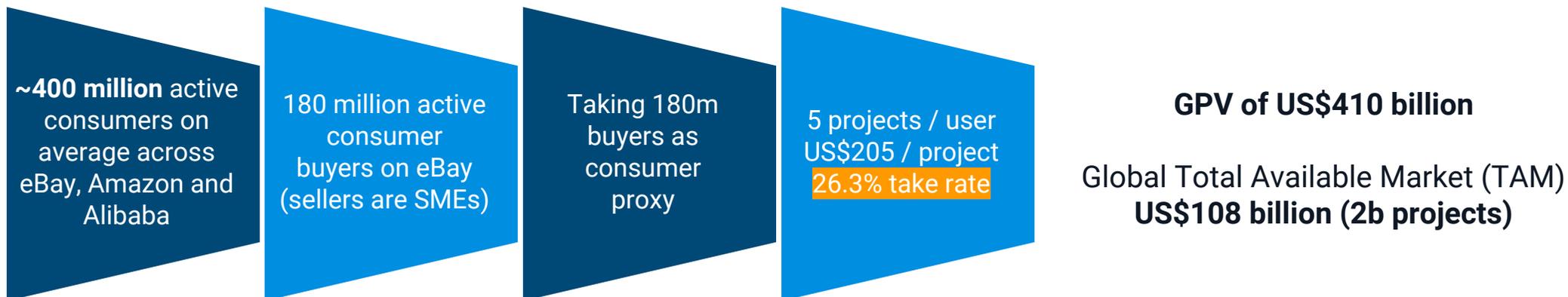
2. Based on Freelancer internal statistics. Average paid value of completed project was US\$167 in FY16. Monetisation rate = \$45.2m / 160m = 28.25%

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\$108 billion (2b projects, US\$410b GPV)



				
<b>2018 Revenue</b>	US\$10.7 billion	US\$178 billion <sup>1</sup>	US\$37 billion	A\$51.9 million
<b>2018 GMV/GPV</b>	US\$94.6 billion	US\$258 billion <sup>2</sup>	US\$547 billion <sup>4</sup>	A\$170.1 million
<b>2018 Users</b>	179 million active buyers	310 million active buyers	552 million active buyers	31 million total registered users
<b>Geography</b>	Global	Global	Predominantly China	Global

Source: Company reports, Bloomberg, Statistica, Nasdaq.

<sup>1</sup> Actual year end 31 December 2018

<sup>2</sup> Based on analyst estimates

<sup>3</sup> Google Finance 31 December 2018

<sup>4</sup> Trailing 12 months as at 30 June 2018, 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

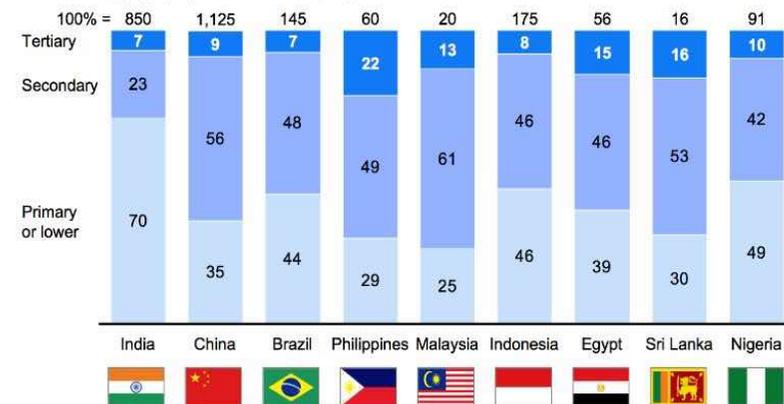
- 2010 global working age population: 3.7 billion, labour force: 2.9 billion<sup>1</sup>

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 <sup>2</sup>	3,000–20,000 <sup>3</sup>	3,000	7,000	25,000–50,000 <sup>4</sup>	10,000–20,000 <sup>5</sup>	20,000–30,000	30,000–45,000

- 2030 predicted global labour force: 3.5 billion<sup>1</sup>
- 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 annum<sup>3</sup>

- 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 people<sup>1</sup>



NOTE: Numbers may not sum due to rounding.

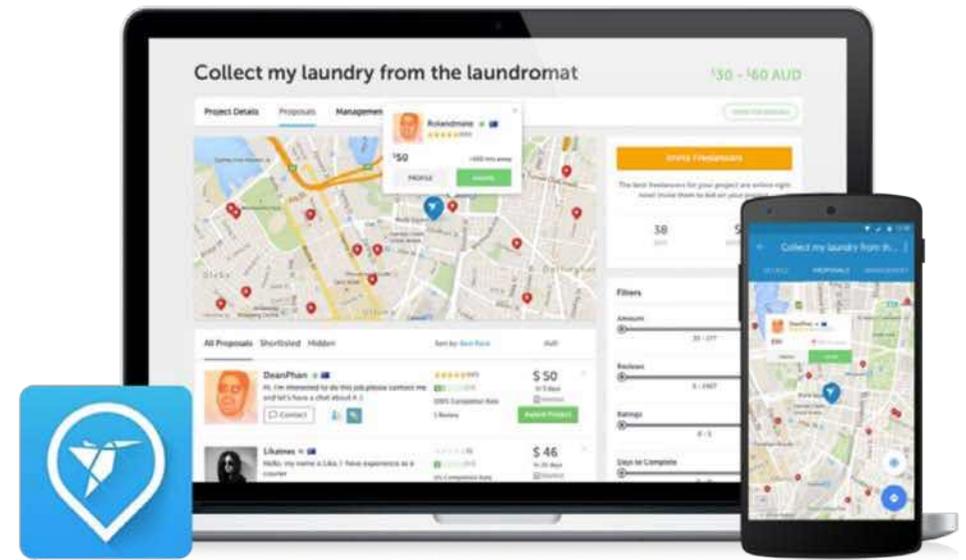
SOURCE: United Nations Population Division (2010 revision); IIASA; ILO; local statistics for India and China; McKinsey Global Institute analysis

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 billion<sup>1</sup>
  - MBO Partners<sup>2</sup> 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<sup>4</sup>



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](http://info.mbopartners.com/rs/mbo/images/2013-MBO_Partners_State_of_Independence_Report.pdf)  
3. <https://www.fool.com/investing/general/2015/04/03/does-a-market-exist-for-amazoncom-incs-home-servic.aspx>  
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)

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This document contains certain "forward-looking statements". The words "anticipate", "believe", "expect", "project", "forecast", "estimate", "outlook", "upside", "likely", "intend", "should", "could", "may", "target", "plan" and other similar expressions are intended to identify forward-looking statements. Indications of, and guidance on, future earnings and financial position and performance, including Freelancer's FY19 outlook, are also forward-looking statements, as are statements regarding Freelancer's plans and strategies and the development of the market.

Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of Freelancer, which may cause actual results to differ materially from those expressed or implied in such statements.

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