

 **Airtasker**[®]

Operational Update



31 January 2022

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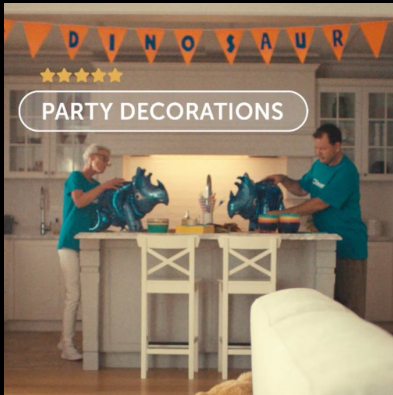
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Australia's no.1 marketplace for local services¹

Connecting people who need work done, with people who want to work

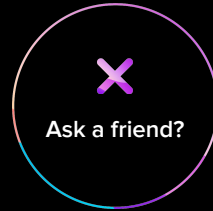


Simple e-commerce for local services

Buying products online is simple and easy...



...but buying services has been such hard work, many people avoid it...



1. By Gross Marketplace Volume transacted per month in July 2021.

We create jobs, purpose and income

Our mission:

To empower people to
realise the full value of
their skills.

We believe that people matter and that
every single person has unique skills.

7.1%

of Australians use
an online platform
to find work each year¹

34.8%

of platform workers used
Airtasker, making Airtasker
the most commonly-used
platform²

\$1.7B+

in work opportunities created
through the Airtasker
marketplace³



1. Frost and Sullivan, 2021 (The Report Of The Inquiry Into The Victorian On-demand Workforce, June 2020).

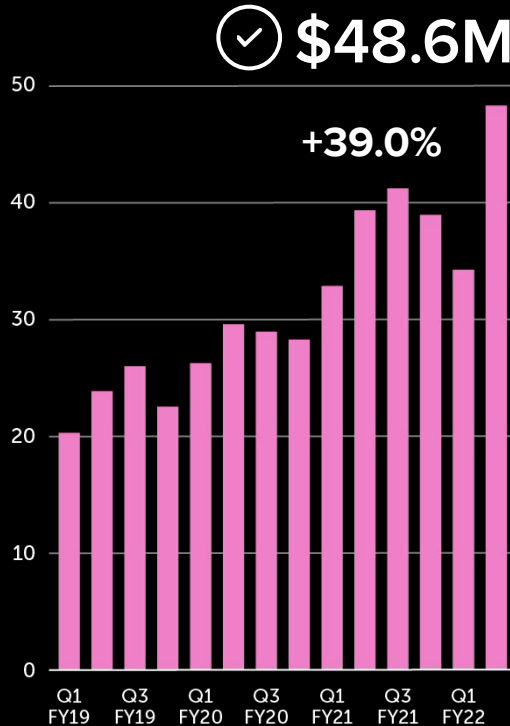
2. Frost and Sullivan, 2021 (Victorian Department of Premier and Cabinet, Digital Platform Work in Australia, 2019).

3. Cumulative posted Task value to 24 January 2022.

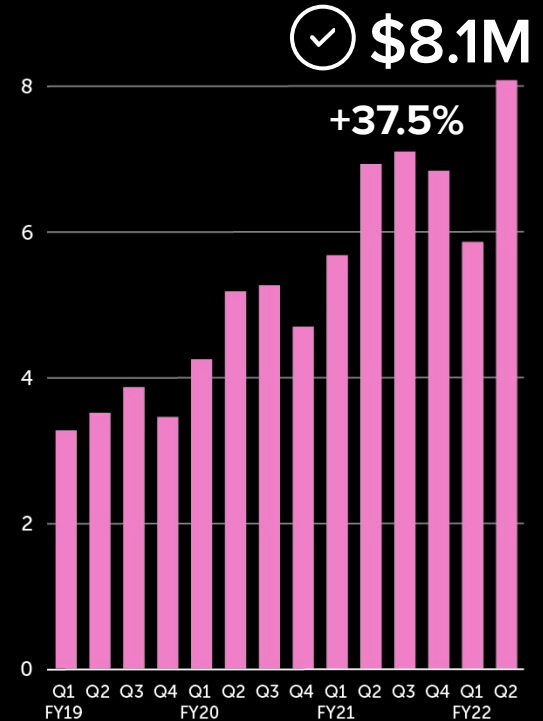
Record 39% GMV growth quarter on quarter

Q2 FY22 Gross Marketplace Volume (GMV)¹ increased to \$48.6M (up 39.0% on previous quarter and 23.2% on pcp²) whilst Q2 revenue increased to \$8.1M (up 37.5% on previous quarter and 16.6% on pcp).³

GMV Quarterly



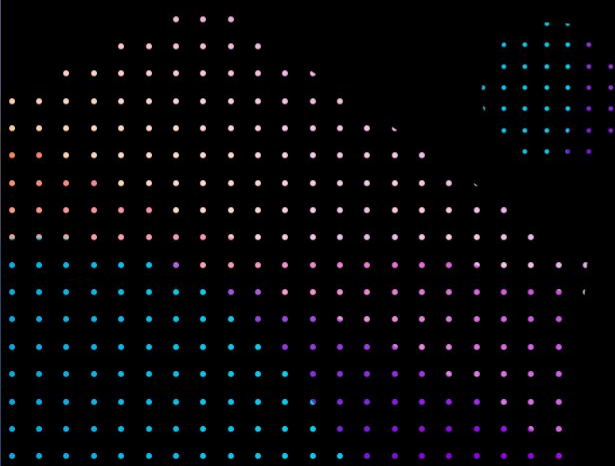
Revenue Quarterly



1. GMV represents the total price of all tasks booked through the Airtasker marketplace before cancellations and inclusive of price adjustments between customers and taskers, bonuses paid by customers to taskers, and fees payable by customers and taskers to Airtasker, and any applicable sales taxes.
2. pcp = prior year comparable period.
3. All numbers are unaudited.

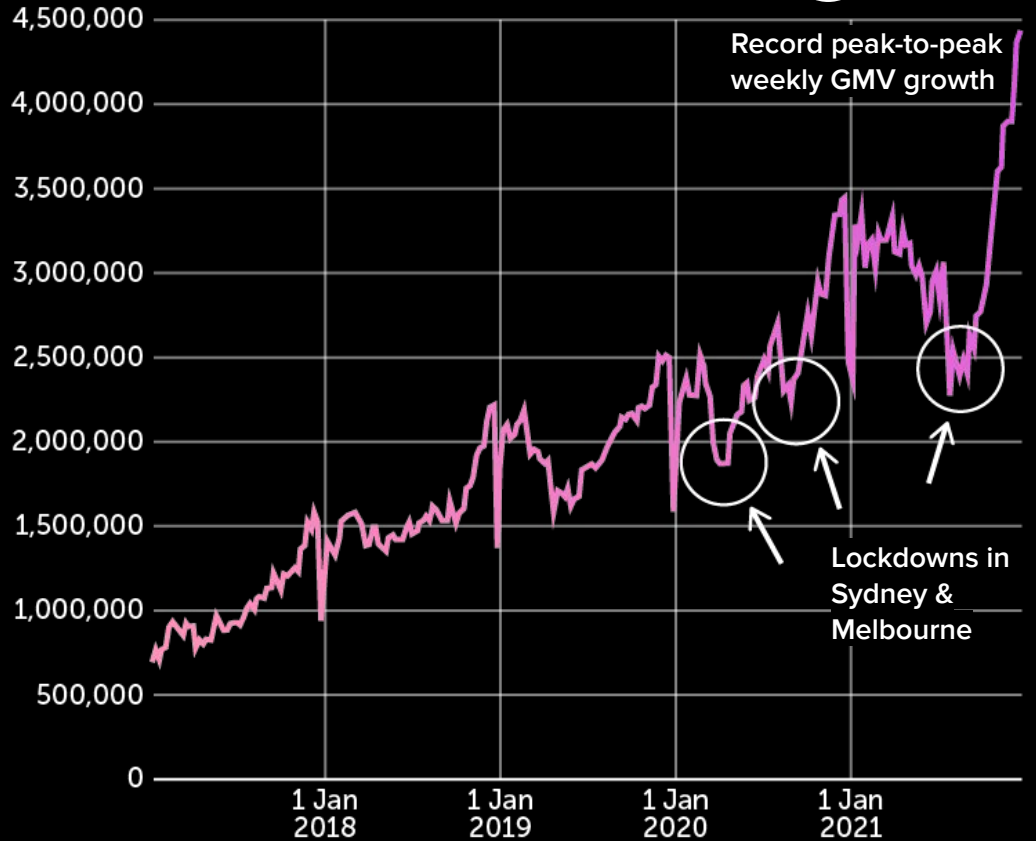
Weekly GMV run rate demonstrates accelerating growth

Following easing of lockdown restrictions, marketplace activity has rebounded to meet and exceed underlying long term growth trend with record yearly peak-to-peak GMV growth.

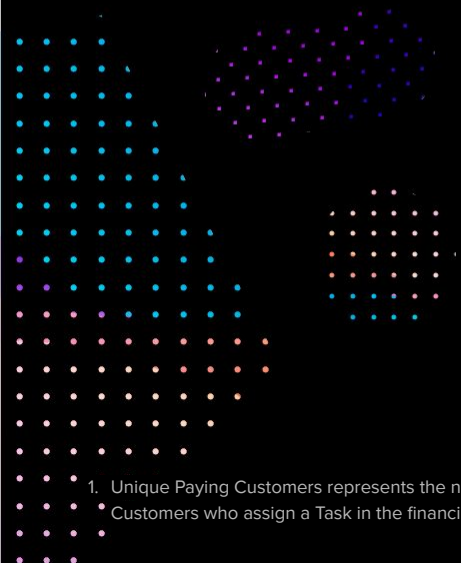


GMV Weekly

✓ \$4.5M



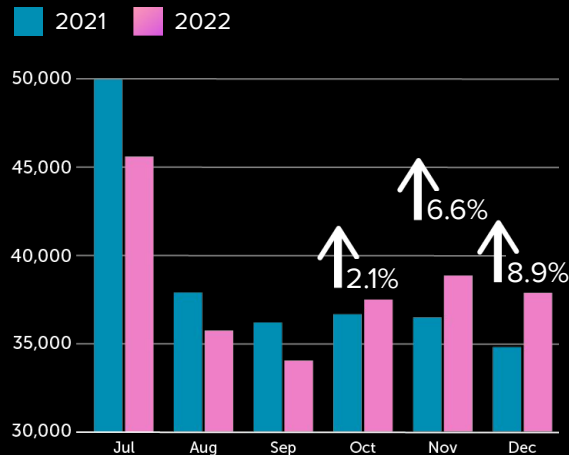
Task price and customer acquisition metrics demonstrate marketplace resilience



1. Unique Paying Customers represents the number of unique Customers who assign a Task in the financial year.

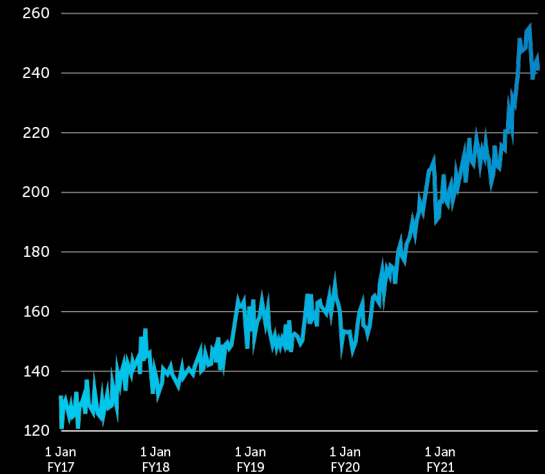
Unique Paying Customers

New Unique Paying Customer¹ acquisition reduced during Q1 but bounced back ahead of pcp immediately following easing of lockdown restrictions.



Average Task Value

In line with increasing marketplace demand for local services, average task value continues to improve reaching \$255 in Q2 (up 24% on pcp).



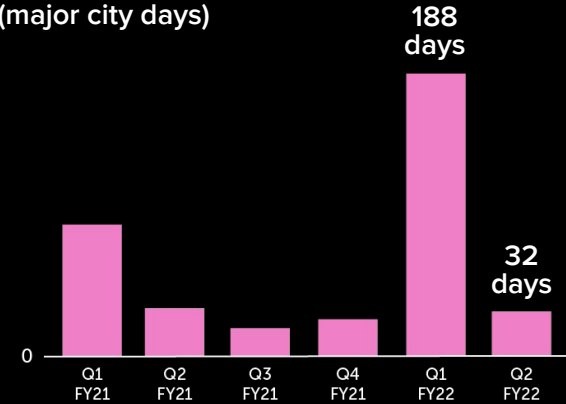
Reduced impact of lockdowns in Q2 saw GMV bounce back to underlying growth trajectory

The number of major city-days in lockdown¹ reduced from 188 days in Q1 to 32 days in Q2 resulting in the estimated GMV impact of lockdowns decreasing from \$12.0m in Q1 to \$2.0m in Q2.

FY22 YTD	Q1	Q2	H1
GMV (\$m)	35.0	48.6	83.6
Major city-days in lockdown ¹	188	32	220
Lockdown impact (estimate \$m)	12.0	2.0	14.0
Lockdown-adjusted GMV (estimate \$m)	47.0	50.6	97.6

Days in Lockdown

(major city days)



Lockdown-adjusted GMV

(estimate \$m)



1. Major city-days in lockdown = the sum of the days that Sydney, Melbourne, Brisbane, Perth and Adelaide were in lockdown during the quarter.

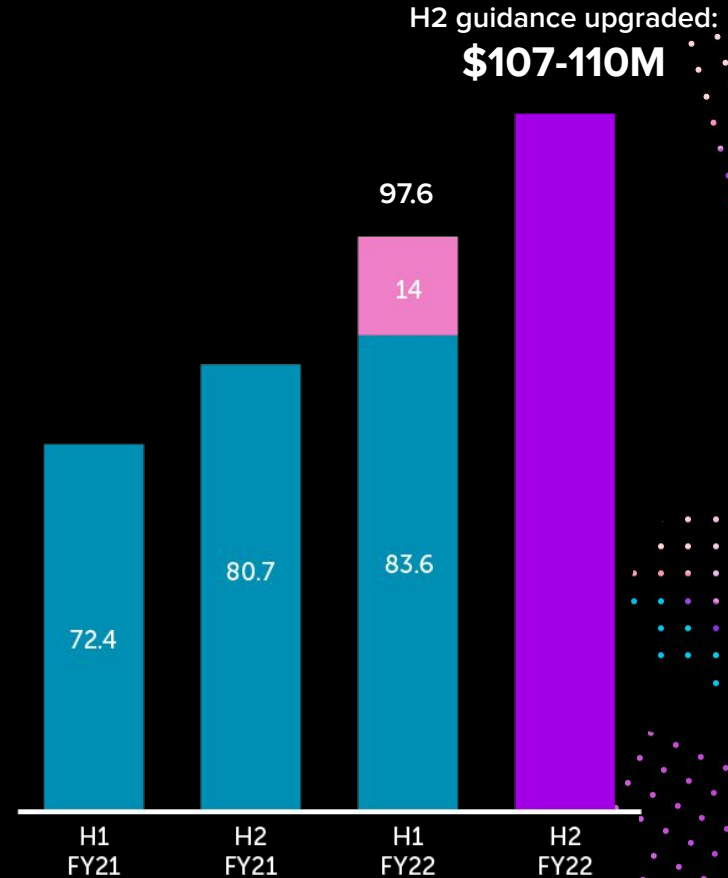
Source: <https://www.abs.gov.au/articles/impact-lockdowns-household-consumption-insights-alternative-data-sources>

H2 guidance upgraded based on strong growth trajectory and increased marketing investment

Initial guidance (provided May 2021, prior to lockdown) was FY22 GMV of \$200m split \$95m and \$105m (47/53%) between H1 and H2.

H2 GMV guidance is increased to \$107-\$110m GMV representing full year GMV of \$191m-194m and lockdown-adjusted GMV of \$205-208m.

- Assumption of no further lockdowns
- Current outperformance of underlying GMV growth trajectory
- Ramp up of working-media marketing investment in H2

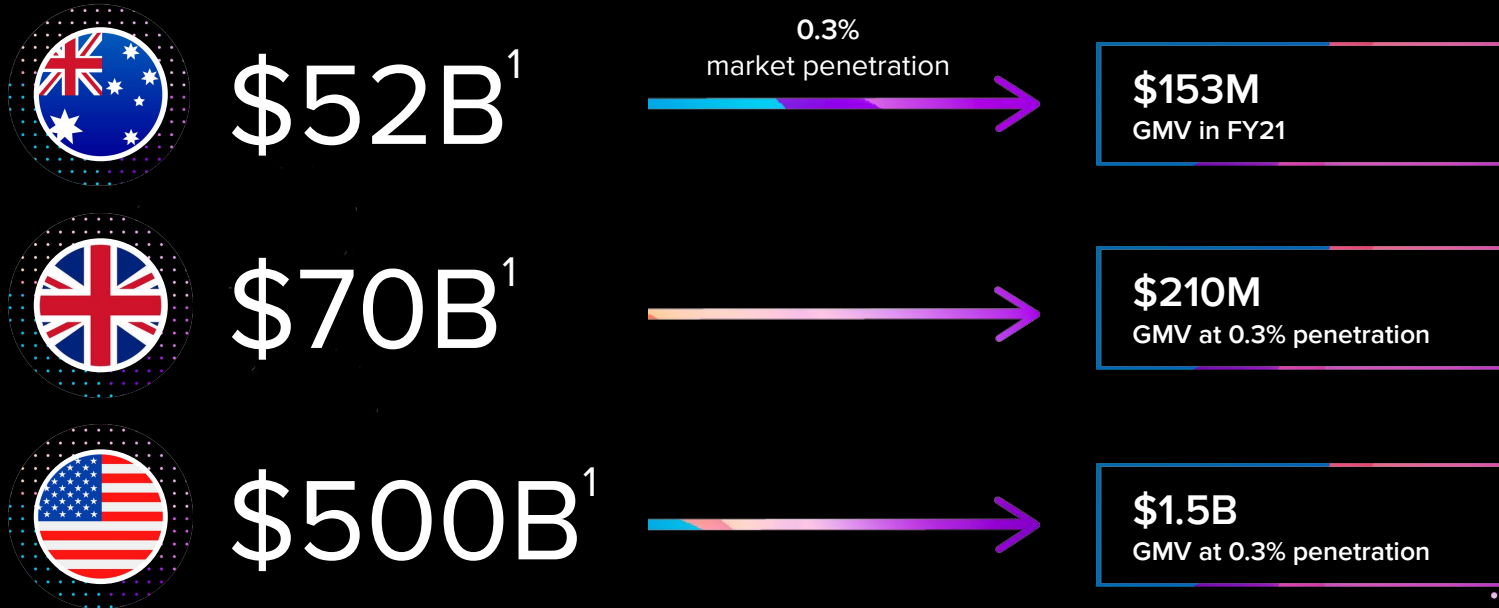


Enormous global opportunity

\$600+ billion global TAM for existing local service industries across Australia, US and UK.

We've got a long way to go in Australia with estimated market penetration of just 0.3%...

... but replicating just this penetration in the US and UK represents enormous GMV potential.



1. Frost and Sullivan, 2021. Refer to Section 2 of the IPO Prospectus.

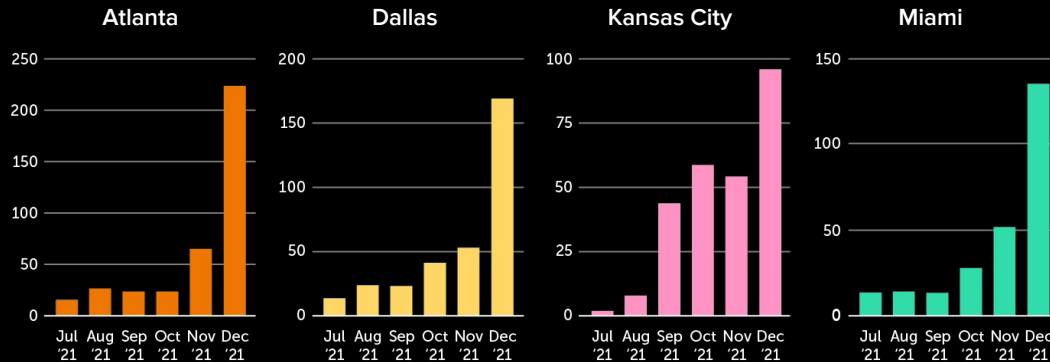
Key cities ignited and growing rapidly

USA Market Update

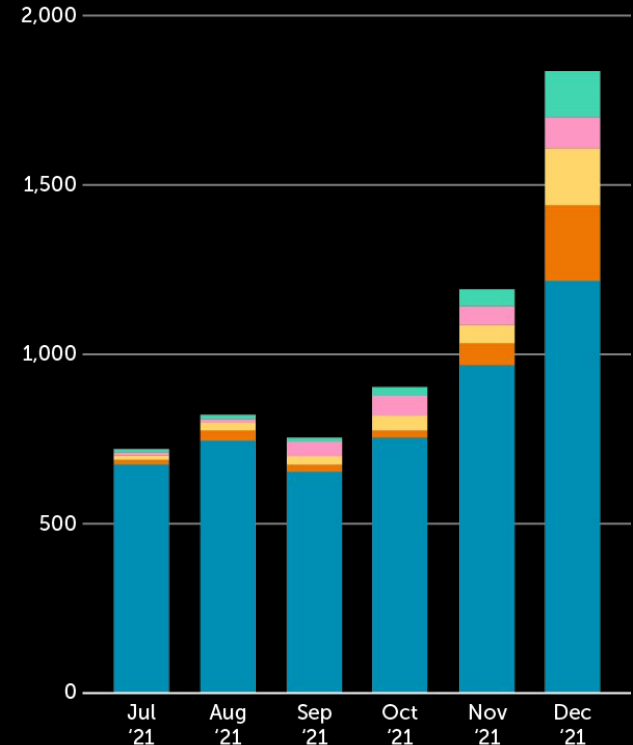


- In the “zero to one” stage of marketplace development, our focus is on creating a steadily increasing flow of job opportunities (posted tasks) in order to build Tasker engagement.
- Whilst we’ve concentrated primarily on 4 key cities, additional growth is emerging in non-core US cities. This is similar to the trickle over effect seen in the Australian market.
- In H2 working-media marketing investment will ramp up with an H1/H2 split of 20/80%.

Demand (posted tasks)



■ Non-core US cities



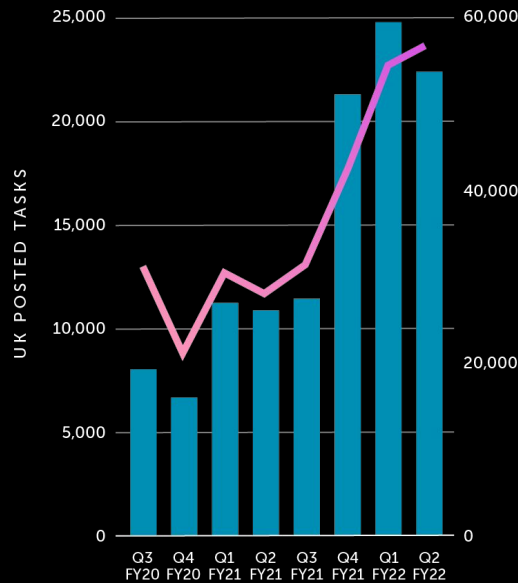
121% GMV growth on pcp

UK Market Update



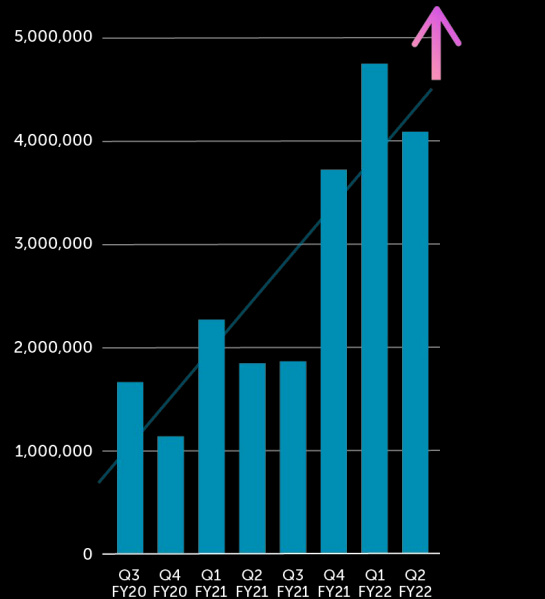
- In the second “one to 100” stage of marketplace development, we continue to drive posted tasks whilst increasing emphasis on Tasker engagement and GMV.
- In Q2, UK posted tasks grew by 106% on pcp with Tasker engagement (offers made) up 102% on pcp. With both sides of the marketplace growing in sync - GMV increased 121% on pcp.
- UK Country Manager hired and above-the-line marketing campaign planned in Q4 (working-media marketing investment H1/H2 split of 20/80%).

UK posted tasks and Tasker engagement



■ Posted tasks ■ Tasker offers

UK GMV annualised run rate (AUD¹)



1. GBP converted to AUD at GBPAUD exchange rate of 1.89 (24 January 2022).

Significant levelling up of leadership team with key executive hires made across marketing, product and people



Noelle Kim

Chief Marketing Officer
Commenced Jul 2021

Former Head of Marketing,
Instagram APAC

Previous senior marketing
roles at Facebook, Google



Patrick Collins

Chief Product Officer
Commenced Oct 2021

Former CPO at Zip, responsible
for product and engineering

Founded, led and exited
US-based Fifth Finger



Isa Notermans

Chief HR Officer
Commenced Jan 2022

Former Global Head of
Diversity, Spotify

Senior HR roles at Pandora,
DesignCrowd and Google

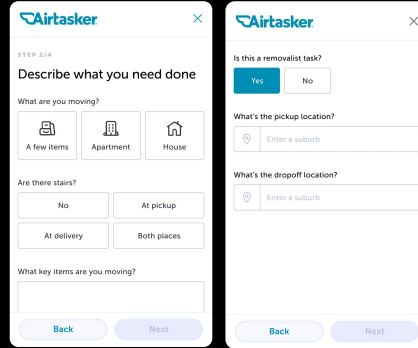


Product Update:

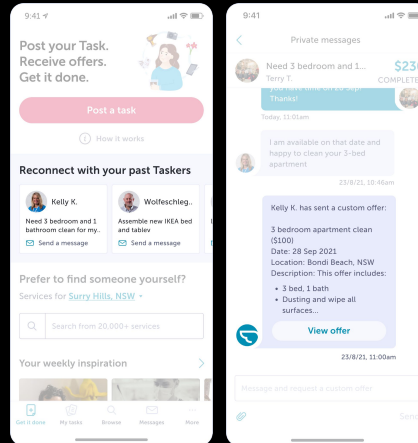
Massive opportunity to drive increasing customer engagement via core product investment

- Optimisation of sales funnel for key categories successful with significant conversion improvements achieved by using machine learning to predict task category and “verticalise” experience.
- Initial launch of Smart Tasker Alerts generating 34% increase in Tasker engagement.
- Listings continue to grow with 3,500+ bookings per week and a customer preference for this model in key service categories.
- Contacts feature to launch in Feb-22 enabling Customers to find and message Taskers they have used previously for additional work.

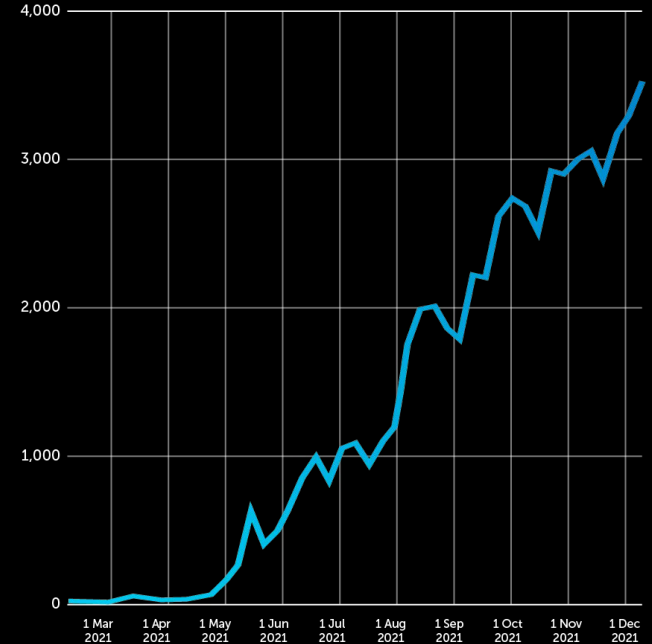
Verticalisation



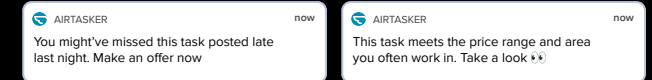
Contacts (rebooking)



Listings weekly bookings



Smart Tasker Alerts



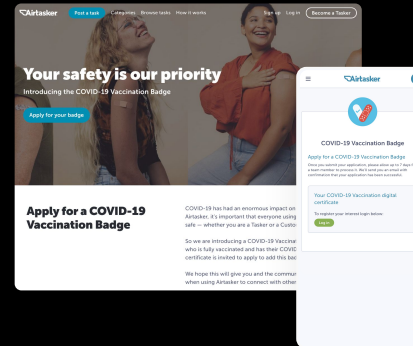
Marketing Update

- Following onboarding of Airtasker's first ever CMO in Jul-21, key senior marketing executive hires completed across brand and CRM as well as product and growth marketing. Global marketing headcount increased from 10 to 20.
- Significant ongoing investment into core organic growth marketing channels (eg. SEO, content and CRM).
- Marketing operations teams established to execute on responsive, local and seasonal campaigns including:
 - Tier freeze (building trust with Taskers by retaining their tier status during lower activity lockdown periods)
 - Supply rejuvenation (incentivising Taskers to return to the platform following lockdown periods)
 - Covid badges (enabling Customers and Taskers to verify and display their vaccination status on their profile)
- H1 also saw a significant program of marketing infrastructure investment (research, strategy and creative production) completed in advance of new global “Joy of Done” campaign roll out.
- Global campaign marketing investment in working-media heavily skewed to second half with H1/H2 split of 25/75%

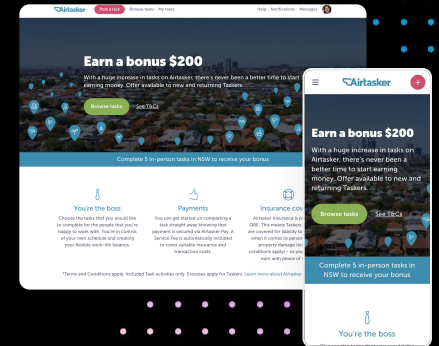
Joy of Done campaign



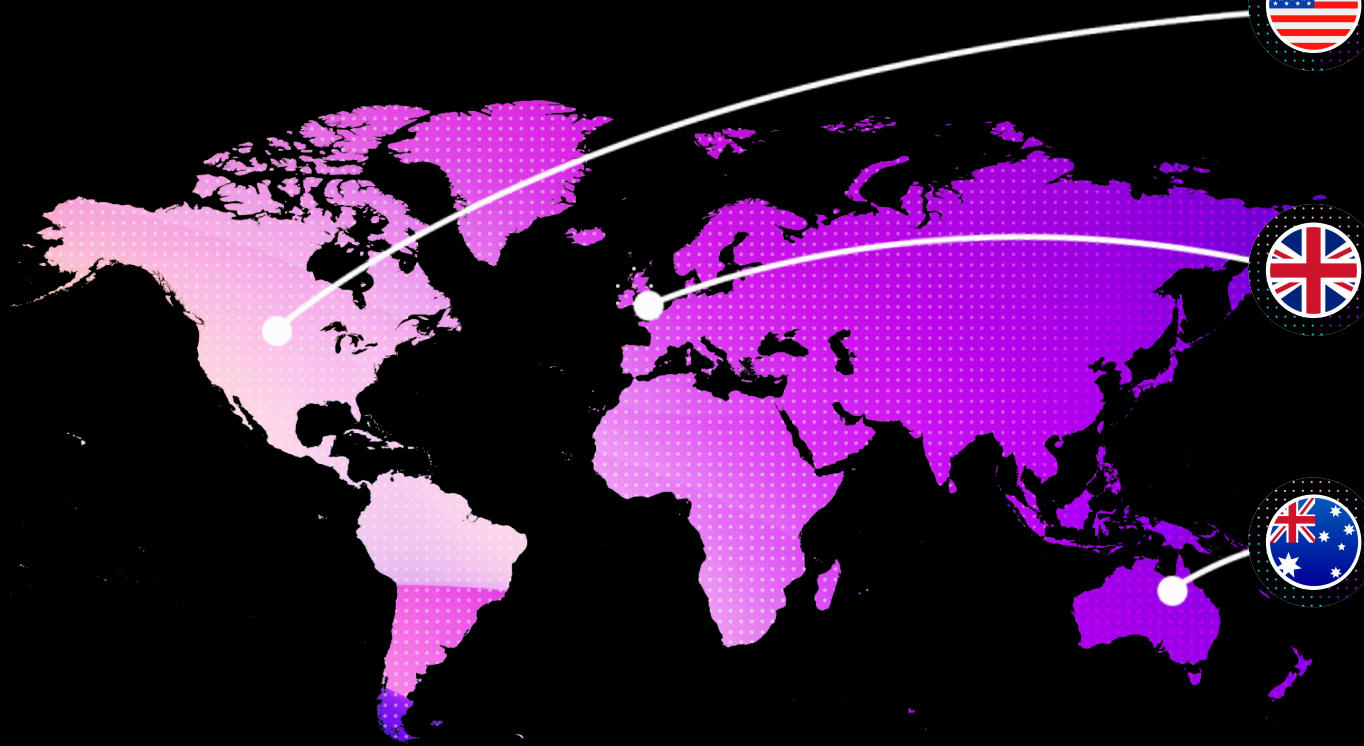
Covid badges



Supply rejuvenation



H2 Global Marketing Campaigns



USA

SEM, Digital,
Influencers



UK

TV/OLV, OOH,
SEM, Radio, Digital



AU

BVOD/OLV, OOH,
Radio, SEM, Digital



Thank you.