

A man with short, light-colored hair is smiling as he prunes a bush. He is wearing a bright blue t-shirt with the Airtasker logo on it. He is using orange-handled pruning shears. The background is filled with lush green plants, including large-leafed tropical plants and a white fence.

Airtasker®

FY22 Annual Results Presentation

29 August 2022

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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 June 2022.

Our mission: To empower people to realise the full value of their skills

Creating jobs, opportunity and income is our core purpose

7.1%

of Australians use an online platform to find work each year¹

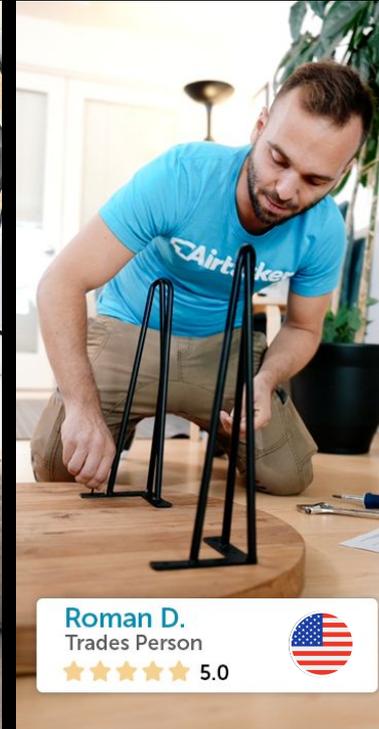
34.8%

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

Airtasker's **open, infinitely horizontal marketplace** is at the forefront of the flexible labour movement...

Our mission has never been more relevant with the rising cost of living, dislocated labour markets and economic uncertainty driving a movement to:

- Create opportunities for people to generate additional income
- Soften the impact of leaving full time work and/or easing back in to full time work
- Enable skills and labour to move to where it is most needed in the economy



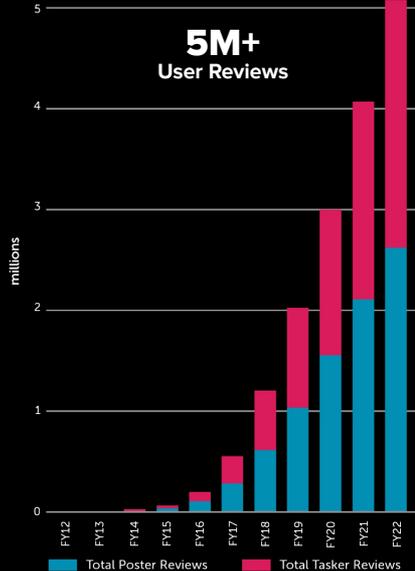
1. Frost and Sullivan, 2021 (The Report Of The Inquiry Into The Victorian On-demand Workforce, June 2020).

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

Efficient marketplace model with cumulative network effects drives organic customer acquisition and strong unit economics

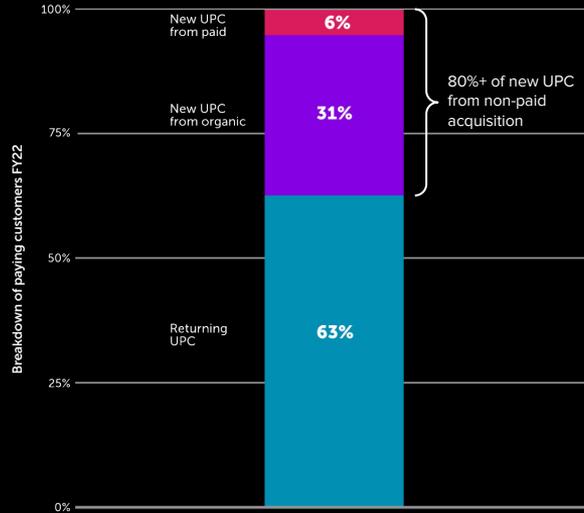
Cumulative network effects

Light touch operating model combined with cumulative reputation data results in a sticky user base and strong competitive advantage.



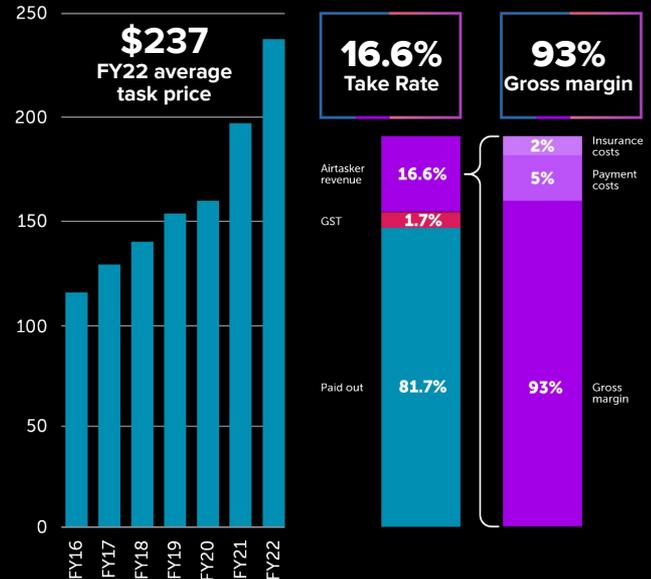
Organic customer acquisition

Low reliance on paid marketing with 427,580 unique paying customers (UPCs) in FY22¹ of which 63%+ are repeat UPCs and 80%+ of new UPCs are from non-paid acquisition.



Strong unit economics

Average task price demonstrated consistent growth to \$237 in FY22. Gross margin remained stable at 93% with variable input costs being largely untethered to inflation.



1. FY22 unique paying customers and purchase frequency were significantly impacted by decreased marketplace activity during COVID-19 related government mandated lockdowns in H1 FY22.
 2. Statistics on this slide relate to the Airtasker platform excluding Oneflare.

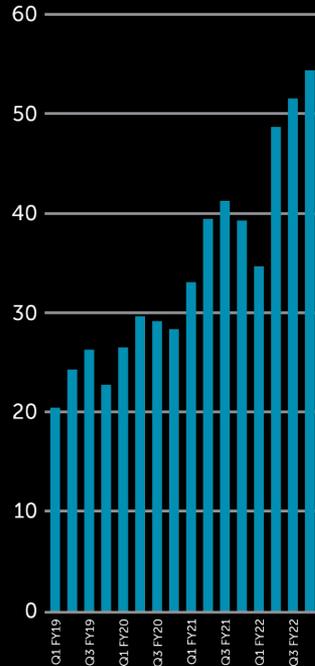
Q4 FY22 GMV increases 38.3% on pcp to \$54.4m with international GMV up 112% on pcp

Q4 FY22 Gross Marketplace Volume (GMV)¹ increased to \$54.4m² (up 38.3% on pcp) whilst Q4 revenue increased to \$9.0m² (up 30.6% on pcp).

International GMV up 112% on pcp in Q4 FY22 and reaching \$9.5m annualised run rate in May-22 on a constant currency basis³.

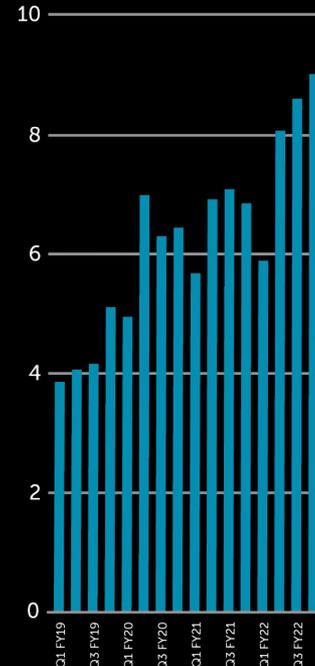
GMV

✓ **\$54.4M**
+38.3% on pcp



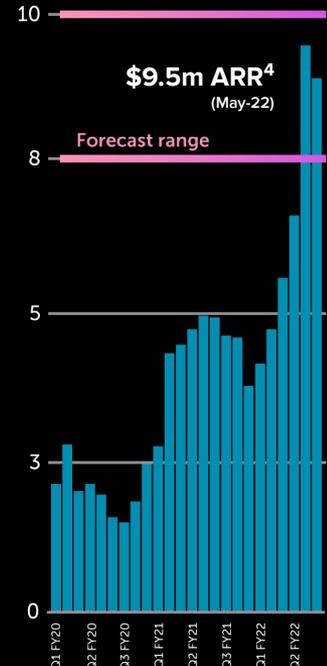
Revenue

✓ **\$9.0M**
+30.6% on pcp



International GMV ARR

✓ **↑112%**
Q4 GMV on pcp



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 plus Oneflare GMV estimated by dividing total Oneflare revenue by the Airtasker marketplace take rate.
2. Includes Oneflare contribution from 25 May 2022.
3. Results presented on a constant currency basis using exchange rates at the date of releasing FY21 results (19-Aug-21).

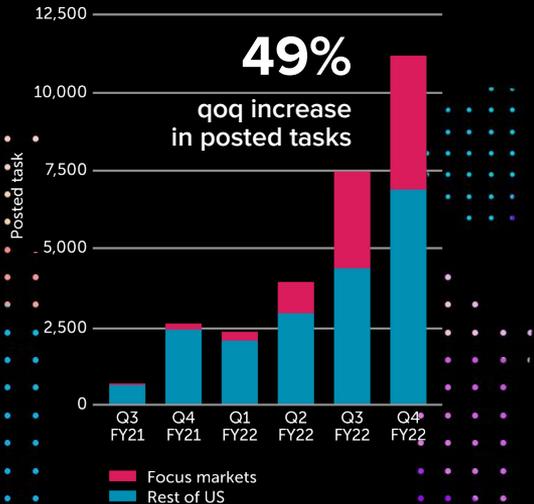


US: Demand up 49% QoQ and momentum in supply building, driven by organic user acquisition

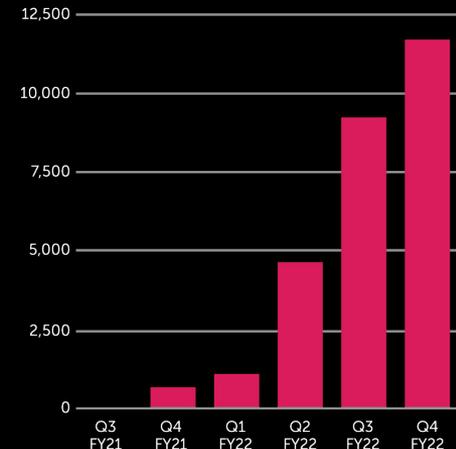
US city-level marketplaces are in the “zero to one” phase during which the key focus is on posted tasks in order to drive Tasker engagement.

In Q4 demand grew 49% reaching 11,000+ posted tasks with continuing momentum across the broader US market being driven by SEO, Organic Social and PR-driven customer acquisition. The two-sided marketplace flywheel is also building momentum with total Tasker offers increasing 27% QoQ with zero paid investment.

US posted tasks



US Tasker offers



UK supply, demand and GMV up more than 104% on pcp

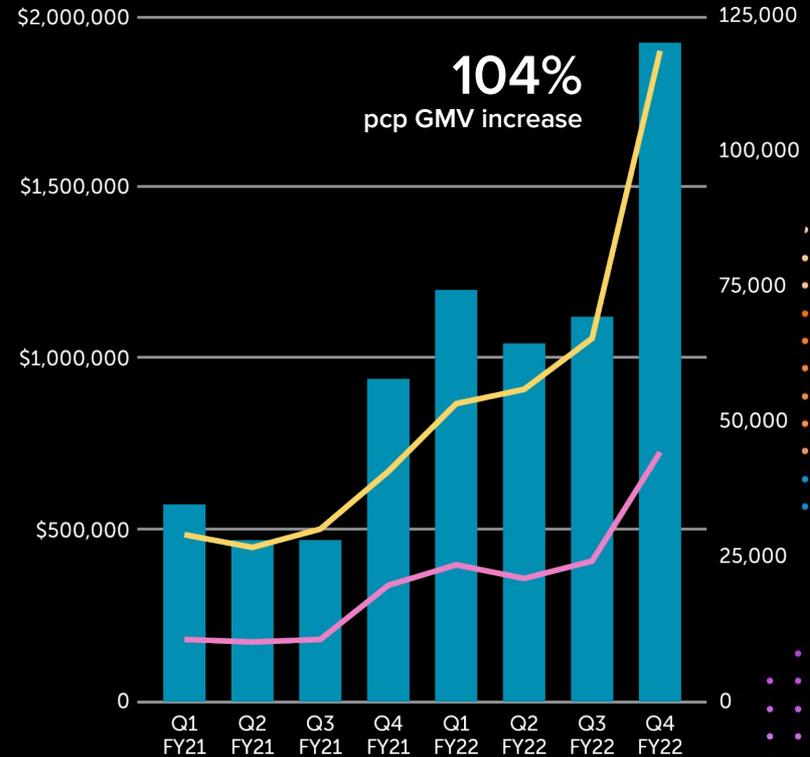
UK city-level marketplaces are in the “one to 100” phase during which we begin to balance marketplace supply and demand.

UK demand (posted tasks) and supply (offers made by active Taskers) continued to increase with GMV increasing more than 104%¹ on pcp.



Phil Spencer
TV Presenter & Property Expert

UK supply, demand and GMV



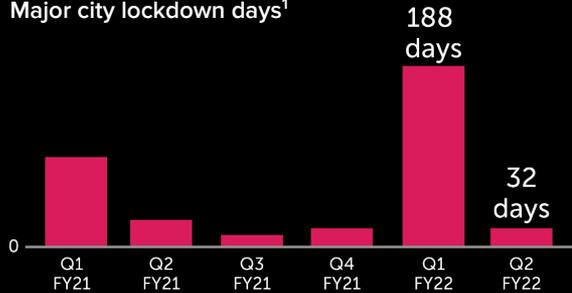
■ GMV (AUD, LHS) ■ Demand (posted tasks, RHS)
■ Supply (offers made, RHS)

1. Results presented on a constant currency basis using exchange rates at the date of releasing FY21 results (19-Aug-21).

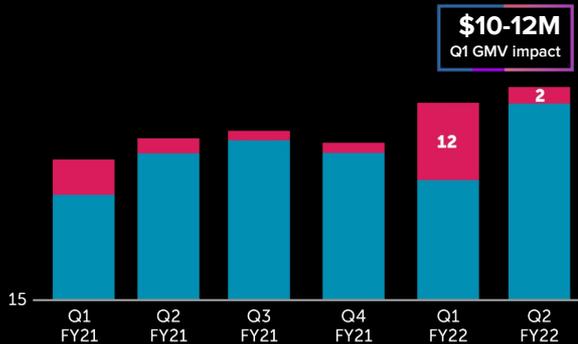
FY22 saw significant macro and local headwinds impact Australian marketplace performance...

Covid lockdowns

Major city lockdown days¹

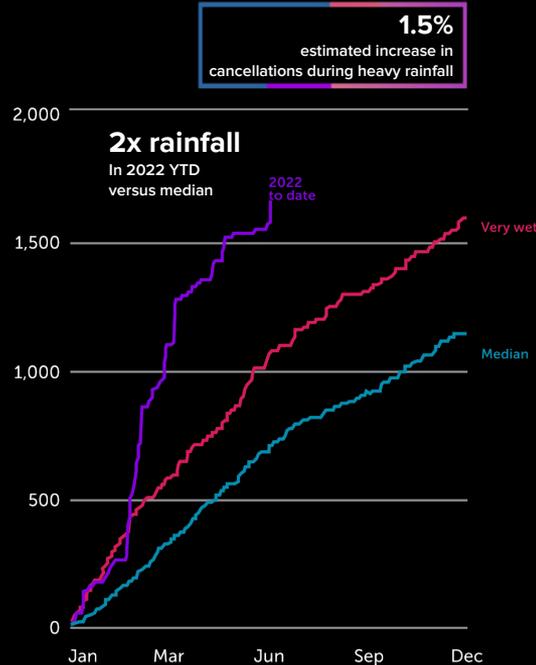


Impact of lockdowns on marketplace activity²



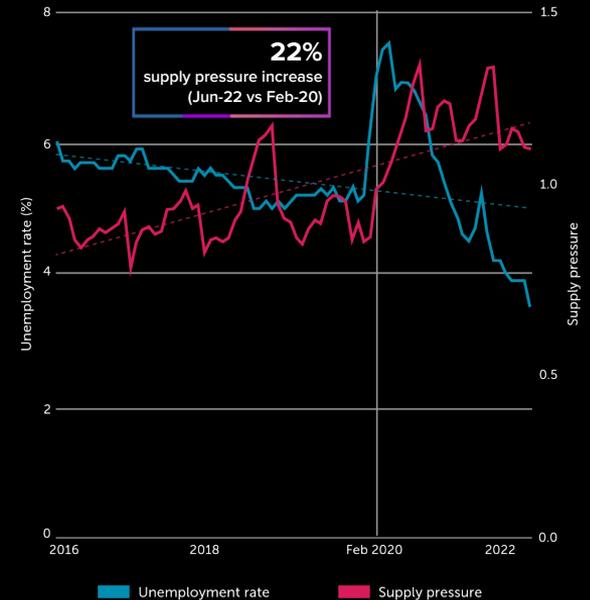
Rainfall and flooding

Cumulative rainfall³



Labour shortage

Correlation of unemployment rate with availability of Taskers on Airtasker⁴



1. Major city-days in lockdown = sum of the days that Sydney, Melbourne, Brisbane, Perth and Adelaide were in lockdown during the quarter. Source: <https://www.aifs.gov.au/articles/impact-lockdowns-household-consumption-insights/alternative-data-sources>

2. Lockdown-adjusted GMV has been estimated by applying average growth rates (adjusted for seasonality) from the four years prior to the Coronavirus pandemic, to marketplace activity immediately prior to the introduction of lockdowns in FY22.

3. <https://www.theguardian.com/australia-news/datablog/interactive/2022/jul/05/nsw-floods-july-2022-map-sydney-flood-charts-eastern-australia-record-rainfall-interactive-flooding>

4. Supply Pressure is calculated as the ratio of Posted jobs on the Airtasker platform to overall expected capacity of active Taskers on the platform. Employment data courtesy of ABS ([Historical charts from August 1986 to June 2022](https://www.abs.gov.au/historical-charts)) Australian Bureau of Statistics.

FY22 GMV up 23.8% demonstrating resilient growth despite significant local and macro headwinds

Airtasker achieved full year GMV of \$189.6m¹ up 23.8% on pcp despite significant local and macro headwinds including:

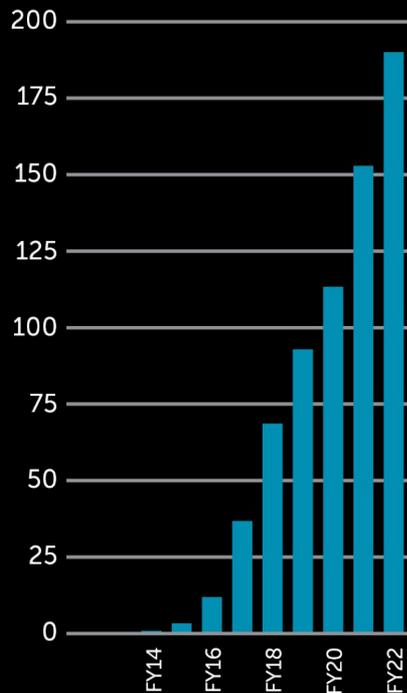
- Covid related lockdowns in Q1 which had an estimated \$10-12m impact on full year GMV.
- Record low unemployment and a nationwide labour shortage which impacted marketplace supply.
- Excess rain resulting in lower marketplace activity in flood-affected LGAs and increase task cancellations.

Revenue of \$31.5m¹ was up 18.4% on pcp despite FY22 take rate decreasing from 17.4% to 16.6% (which decreased revenue 5.1% relative to GMV) due to temporary actions taken to support Taskers during lockdown periods and increased task cancellations related to rain related disruptions. Take rate stabilised following removal of these support mechanisms.

FY22 GMV

\$189.6M

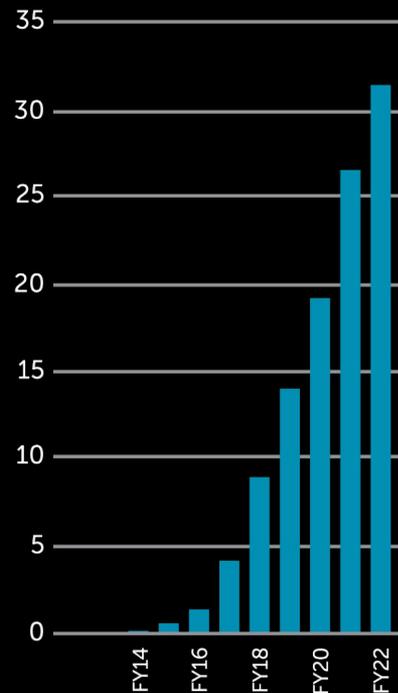
+23.8% on pcp



FY22 Revenue

\$31.5M

+18.4% on pcp



1. Includes Oneflare contribution from 25 May 2022.

Income statement

\$ millions	FY22	FY21	Q4 FY22	Q4 FY21
Revenue	31.5	26.6	9.0	6.8
Cost of sales	(2.2)	(1.7)	(0.6)	(0.4)
Gross profit	29.3	24.8	8.4	6.4
Paid and direct marketing	(4.5)	(1.6)		
Gross profit after paid acquisitions ('GPAPA')	24.8	23.2		
Underlying Pro Forma expenses (excl. paid and direct marketing)	(39.2)	(24.3)		
Underlying pro forma EBITDA ¹	(14.4)	(1.1)		
Depreciation and amortisation	(3.5)	(2.2)		
Underlying pro forma EBIT	(18.0)	(3.3)		
Net interest income / (expense)	0.0	(0.1)		
Income tax benefit	0.2	-		
Underlying pro forma net profit / (loss) after tax	(17.8)	(3.4)		

NOTES

- Underlying pro forma EBITDA removes share-based payments expense, capital raising and acquisition costs, the impairment of a right of use asset acquired from Oneflare (head office lease) and government subsidies (to calculate Underlying EBITDA), and then adds incremental listed company costs incurred in FY22 to FY21 (to calculate Underlying pro forma EBITDA). See reconciliation at right for further detail.
- Government subsidies: FY22 relates to the reduction in a provision to repay the ATO relating to an historical research and development tax incentive ("RDTI") liability; FY21 relates to COVID-19 incentives (\$0.5m) and RDTI grants received (\$0.4m).

Commentary:

- Revenue growth: FY22 18.4% vs pcp; 4Q FY22 30.6% vs pcp. Management believes 4Q FY22 best illustrates underlying business performance, given first ~5 months of financial year impacted by COVID-19 related government-mandated restrictions in Australia.
- 4Q FY22 revenue growth lagged GMV growth of 38.3%, in part due to the introduction of a tasker tier freeze during COVID-19 lockdowns to protect the earnings of taskers.
- Higher expenses primarily reflect growth in investment in new growth markets in the US and UK, and investment into our marketing and product functions.

Reconciliation of statutory EBITDA to underlying pro forma EBITDA¹

\$ millions	FY22	FY21
Statutory EBITDA	(17.1)	(7.4)
Share-based payments expense	2.2	6.8
Capital raising (incl. IPO) and acquisition costs	0.4	2.8
Impairment of right of use asset acquired from Oneflare	0.7	-
Government subsidies ²	(0.6)	(0.9)
Underlying EBITDA	(14.4)	1.3
Incremental listed company costs	-	(2.4)
Underlying Pro Forma EBITDA	(14.4)	(1.1)

Framework for understanding economics of marketplaces at different stages of maturity

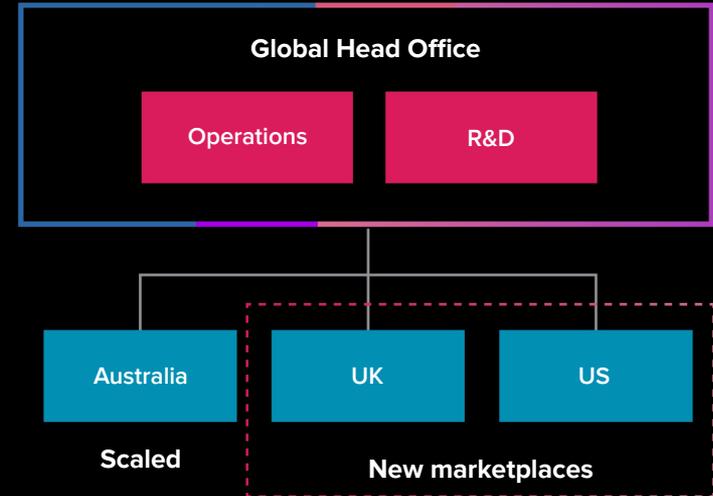
Airtasker operates marketplaces at different stages of maturity with economics differing significantly depending upon stage of development:

- Scaling (eg. Australia)
- One to 100 (eg. UK)
- Zero to one (eg. US)

To illustrate these economics, management has prepared a notional (non-statutory) split of financial performance based on the following:

- Revenue attributed to each local marketplace based on customer location.
- All marketing, infrastructure and customer support costs attributed to local marketplaces on a proportional traffic, spend or customer volume basis.
- Global head office costs include both Operations and R&D:
 - Operating costs refers to core platform's engineering and product investment (support and maintenance of the Airtasker marketplace) plus back office support functions (leadership team, finance, HR and legal).
 - R&D refers to investment in research and development of new products and features designed to enhance customer experience, or new products in pursuit of incremental long-term GMV and revenue growth opportunities.

Framework for understanding economics of marketplaces at different stages of maturity



Australian Marketplace generates positive EBITDA covering global Head Office operating costs

In FY22, Airtasker's Australian marketplace generated EBITDA¹ of \$19.4m.

- Australian marketplace EBITDA covers full cost of global head office operations² (excluding R&D³) with a combined EBITDA of \$1.3m.
- We are committed to R&D investments to realise long term growth opportunities (eg. rebooking via our Contacts product and high value trades via investment in Oneflare and Airtasker Pro).
- We continue to build new marketplaces in the US and UK, leveraging our internationally scalable software platform, head office operations and global R&D investment.
- Creating new marketplaces in the US and UK requires upfront investment primarily in the form of variable marketing expenditure (ie. paid advertising) to drive user acquisition and establish early network effects.

1. Airtasker reports and manages the business as a single operating unit. Calculations including EBITDA splits shown are estimates based on assumptions and management judgement and for illustrative purposes only.
2. Global head office operating costs refers to the Airtasker core platform's engineering and product support and maintenance, as well as back office support functions (Leadership, Finance, HR and Legal). Excludes R&D investments.
3. R&D refers to costs associated with the research and development of new features designed to enhance customer experience, or new products in pursuit of incremental long-term GMV and revenue growth opportunities. R&D is presented net of software capitalisation.
4. AU operating costs is presented net of \$0.7m of non-operating income.

Economics of marketplaces at different stages of maturity

Australian marketplace	
Revenue	\$31.0m
Gross Margin	\$28.9m
AU operating costs (marketing, customer support etc) ⁴	(\$9.5m)
AU marketplace EBITDA	\$19.4m
Global Head Office	
Operating costs	(\$18.1m)
AU marketplace + Head Office Operations EBITDA	\$1.3m
Head Office R&D expense	(\$7.8m)
New marketplaces	
International marketplaces (US and UK)	(\$10.6m)
Airtasker Group EBITDA	(\$17.1m)

Strong balance sheet with \$31.8m in cash and equity receivables¹, high gross margins and low cost to operate

Airtasker is well capitalised with \$31.8m cash and equity receivables on balance sheet, and no debt.

A program of cost management initiatives has been activated to reduce our fixed cost base and ensure a clear path to sustained positive cashflow in the next 12 months assuming current run rate of investment into US and UK expansion:

- Fixed headcount reduced by decreasing planned hiring targets in long term R&D related roles and reducing headcount in non-revenue related functions.
- Airtasker and Oneflare operational costs reduced by merging business process outsourcing providers, consolidating site reliability engineering operations and de-duplicating leadership headcount.
- Program of G&A cost reduction initiatives implemented to reduce administrative cost base including hosting, software related costs and reduction of property leasing expenses (via intended subleasing of Oneflare premises).

1. \$31.8m cash and equity receivables = \$28.2m cash at 30 June 2022 + \$3.6m receivable from tranche 2 of May 2022 equity raising, which settled on 19 August 2022.

\$ millions	30 June 2022	30 June 2021
Cash and cash equivalents + Term deposits	28.2	45.9
Trade and other receivables	0.2	0.0
Intangibles (non-current)	23.1	9.6
Property, plant and equipment (non-current)	0.5	0.3
Other	2.8	1.8
Total assets	54.8	57.5
Trade and other payables	7.3	6.0
Unclaimed customer credits	4.7	3.5
Provisions	0.9	1.5
Employee benefits	1.8	1.3
Contract liabilities	1.6	0.6
Lease liabilities	1.6	0.4
Total liabilities	17.9	13.4
Net assets	37.0	44.2
Issued equity	133.8	123.1
Reserves	18.2	15.7
Accumulated losses	(115.0)	(94.6)
Equity	37.0	44.2

FY23 outlook: Airtasker well positioned to benefit in an inflationary macro environment

Potential macro factors driving Airtasker demand:

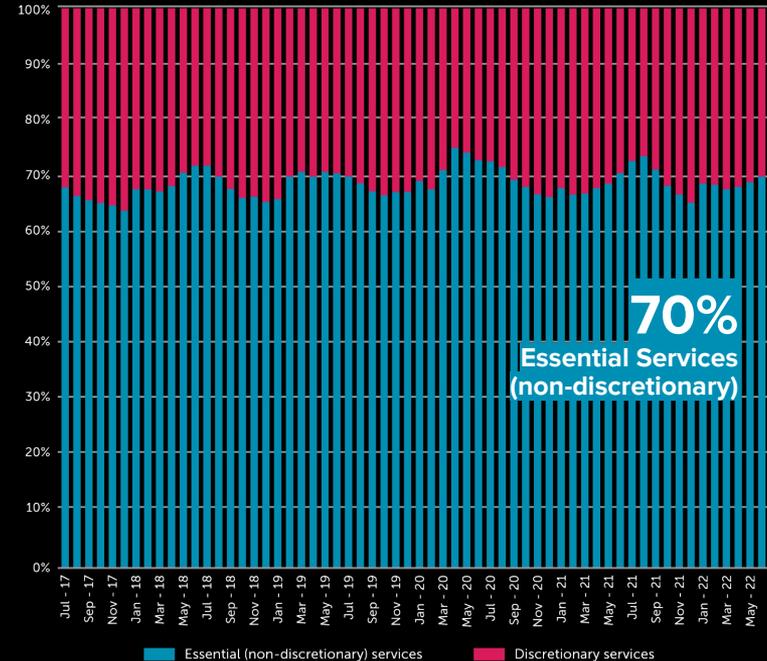
- Flexible labour represents a lower cost alternative compared to traditional labour sources → Increased marketplace demand
- Lower consumer confidence and less overall demand for services → 70% of Airtasker jobs are essential (non-discretionary) services

Potential macro factors driving Airtasker supply:

- Less economic growth and jobs created → Increased availability of workers
- Increased cost of living → Incentives to seek more income
- Reversal of immigration barriers and Covid-related absenteeism → Increased worker availability

Essential versus discretionary demand

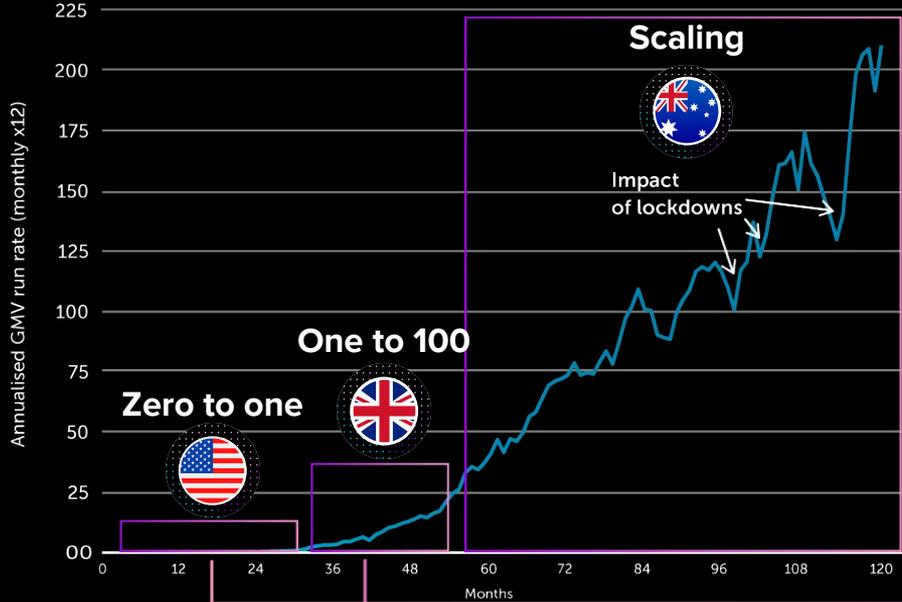
Approximately 70% of total marketplace demand is considered to be essential (non-discretionary¹) services.



1. Discretionary services defined as those that would be considered 'optional' when there are changes impacting household wealth or the prices of goods and services, as defined by the Australian Bureau of Statistics. <https://www.abs.gov.au/articles/measuring-non-discretionary-and-discretionary-inflation>

Growth Strategy

Stages of marketplace growth



The chart above illustrates overall Airtasker Gross Marketplace Volume (GMV) growth over 10 years demonstrating three clear phases of growth and future market growth potential: Our US marketplaces are currently in the initial “zero to one” phase whilst our marketplaces in the UK are in the second “one to 100” phase. Many of our AU marketplaces are now in the “scaling” phase demonstrating strong margins and generating significant positive cashflows.



Australia: Scaling our home marketplace

Leverage network effects in scaling marketplaces to produce strong margins and positive cashflows.

- **Marketing** - continue to invest in brand trust and profitable marketing tactics to drive gross profit.
- **Superstore** - develop and acquire product to unlock new customer interactions (eg. rebooking) and new segments (eg. Oneflare small businesses).



US & UK: Building new marketplaces

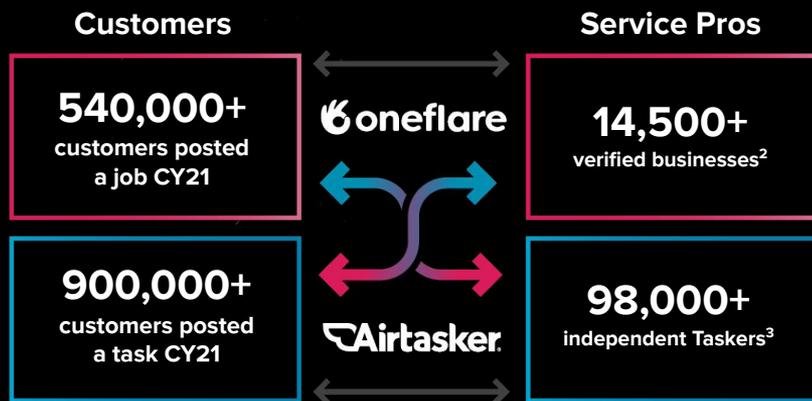
Invest cashflows generated by scaled marketplaces in Australia to develop network effects in new marketplaces in US and UK.

- **Zero to one** - drive Tasker engagement by building a growing stream of job opportunities (posted tasks).
- **One to 100** - balance supply and demand to drive marketplace activity and grow GMV.

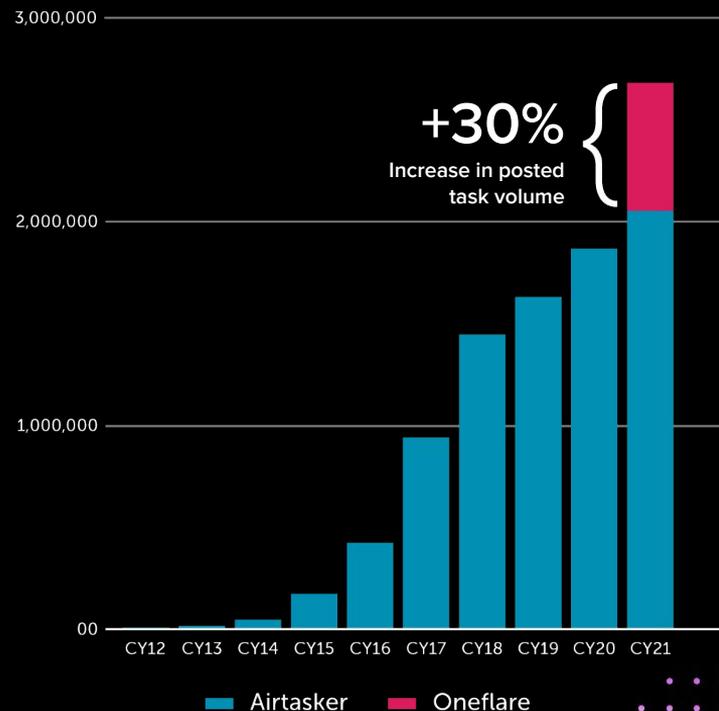
Successfully completed acquisition of Oneflare

Airtasker successfully completed the acquisition of Oneflare for \$9.2m¹ on 25 May 2022. The acquisition:

- **Strengthens network effects** - better matching, faster response times, more job opportunities.
- **Unlocks high value trades opportunity** - significant user base and pricing/features to expand into trades segment.
- **Single technology platform** - Airtasker “one-stop-shop” integration delivers technology, brand and financial synergies.



Combined posted jobs per annum⁴



1. Difference between \$9.8 million purchase price announced on 4 May 2022 and final purchase price of \$9.2 million is due to: (i) working capital adjustment mechanism (reducing purchase price by \$0.2 million); and (ii) adjustment to equity consideration due to change in share price between announcement date and date of completion (reducing purchase price by \$0.4 million).
2. 14,502 unique verified businesses submitted a quote via Oneflare in CY21.
3. 98,568 independent Taskers made an offer on Airtasker in CY21.
4. Airtasker posted tasks by calendar year and Oneflare 2021 calendar year posted shown to illustrate scale of Oneflare incremental posted tasks contribution.

Oneflare performance ahead of expectations with integration process tracking to plan:

Take over Oneflare platform and enable combined network effects

0-12 months (CY22-23)

- ✓ Take over platform and integrate operations
- ⋯ Deliver cost efficiency synergies
 - Extract cross-platform network effects

Integrate Oneflare features/pricing to expand into trades segment

6-18 months (CY23) target

- Refine Airtasker business value proposition (working title: Airtasker Pro).
- Integrate Oneflare pricing and features into Airtasker Pro feature set.

Retire Oneflare platform and realise “single platform” synergies

18-24 months (CY24) target

- Migrate Oneflare user base into single technology platform.
- Retire Oneflare platform and focus team on a single technology stack and brand.

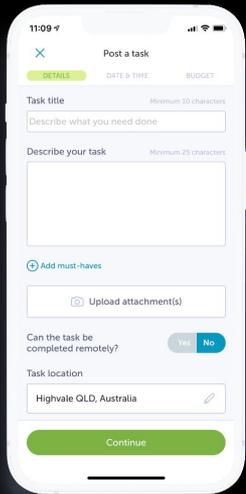
We continued to optimise our core product to create a frictionless, trusted marketplace experience...

Continuous investment in core product reduces friction and improves reliability

Continuous optimisation of core product drives ease of use, improved reliability, improved moderation, less leakage and lowered friction leading to improved customer satisfaction.

All-new mobile native experiences and verticalisation of core categories simplifies user experience

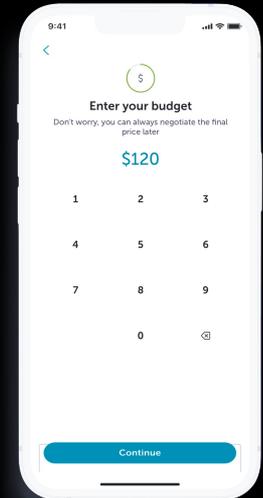
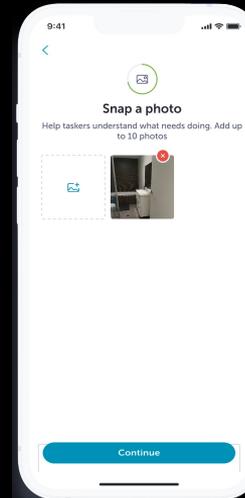
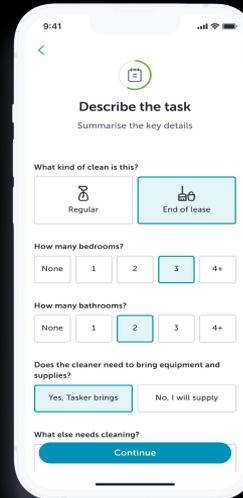
Posting a task is simpler than ever before. The task posting experience is now customised in specific verticals like Cleaning, Gardening and Moving with more to come.



Before



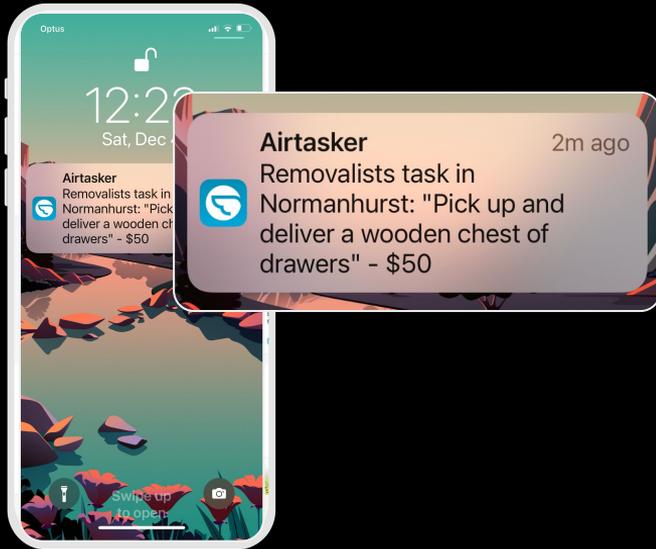
After



We created new experiences to enable repeat purchase and invested in data products to enhance matching...

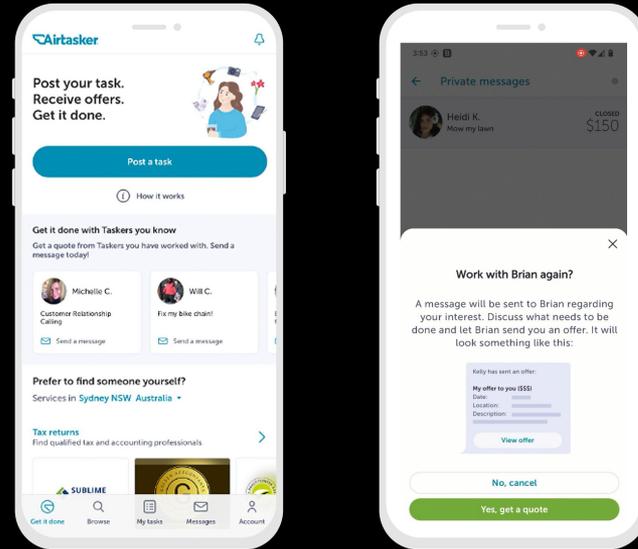
Smart Task Alerts help Taskers find more work

In April 2022 we re-launched Smart Task Alerts, driven by advanced AI, to help Taskers find more relevant tasks. Taskers receive alerts of tasks they should make an offer on.



Contacts inspires and enables repeat purchase

Contacts feature launched in February 2022 to facilitate repeat relationship between customer and tasker. Usage more than doubled quarter on quarter¹.



1. Usage has more than doubled from 69 offers accepted in the week commencing 28 March 2022 to 167 offers accepted in the week commencing 26 June 2022.

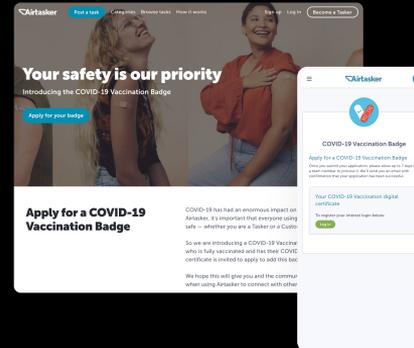
We invested in the Airtasker community and brand loyalty with awareness up 15% in Australia and 21% in the UK

- Following onboarding of Airtasker's first ever CMO in FY22, we completed a number of key senior marketing executive hires across brand, CRM as well as product and growth marketing.
- 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)
- In FY22, we also invested into a significant program of marketing infrastructure investment (research, strategy and creative production) culminating in the roll out of a global "Joy of Done" above-the-line campaign which resulted in an increase in prompted brand awareness of 15% in Australia and 21% in the UK.

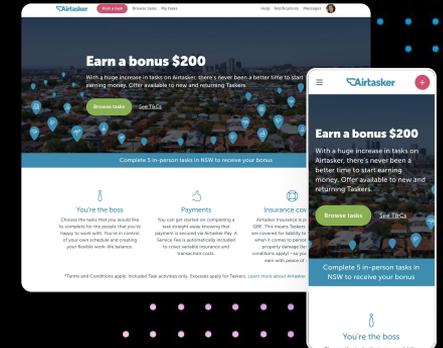
Joy of Done campaign



Covid badges



Supply rejuvenation



We efficiently scaled marketplace growth by both absorbing existing demand and creating new demand...

In FY22, we continued to drive marketplace growth by “capturing existing demand” for jobs in core verticals and “creating new demand” in the long tail of services to inspire customers to post a task.

Capturing existing demand in core job verticals with a focus on efficient ROI

In FY22, we continued to optimise paid and organic marketing channels to efficiently capture demand for jobs that are considered more native to the Airtasker marketplace and that people are familiar with paying someone to complete (eg. cleaning, gardening, moving homes):

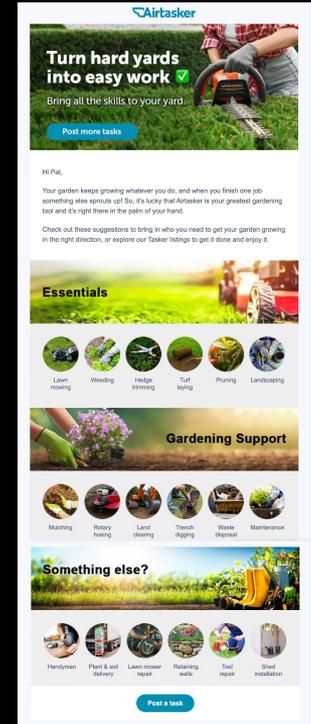
- Continue to optimise SEO to capture customers with high intent
- Focus on ROI for paid performance across core task verticals
- Drive LTV of our existing database through CRM initiatives



Creating high quality social content in-house, leveraged with paid marketing



Identifying opportunities to absorb existing demand through email and push notification marketing (CRM)

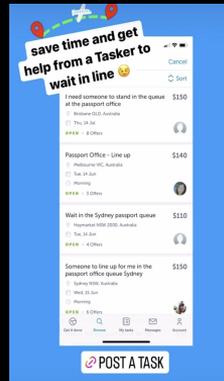


We efficiently scaled marketplace growth by both absorbing existing demand and creating new demand...

Creating and inspiring new demand in the “long tail” of services

During the year, we leveraged cultural moments and conversations to inspire people to use Airtasker for jobs they may not necessarily consider posting...

- PR: We stayed top of mind for users by turning broader news stories into Airtasker stories through “newsjacking” opportunities (eg. we turned long queues for passport applications into a story about hiring Taskers to line up)
- Social: We reshared user-generated task content via our organic social channels to inspire customers about what they can achieve on Airtasker
- Real-time/seasonal creative: We leveraged user generated content and combined them with timely and relevant creative to drive new customer use cases eg. “mould removal” and “dehumidifier delivery” following heavy rainfall



“Newsjacking” socially relevant moments



Re-sharing UGC to inspire our community



Amplifying UGC with paid performance marketing



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Thank you





AIRTASKER WAGE PRICE INDEX

AWPI Update

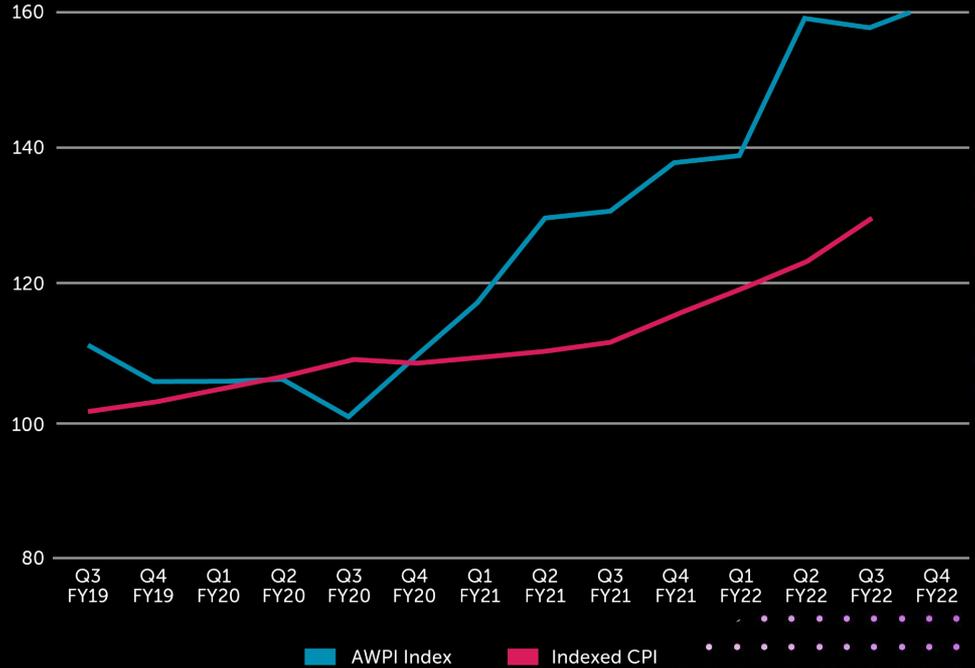
The Airtasker Wage Price Index (AWPI) is based on actual data generated by completed task transactions in the Airtasker marketplace.

In Q4 FY22, the AWPI remained elevated following a sharp increase in Q2 and continued to grow albeit at a more stable rate indicating that there has been fair wage growth alongside a rise in cost of services and inflation.

AWPI data will be released quarterly and is available [here](#).

Note: AWPI Data is research data from the Airtasker Platform and is provided at Airtasker's discretion. This data has not been verified, is provided for information purposes only and may not be relied upon by any third party. Airtasker disclaims any liability arising from any such reliance on this data.

AWPI to June 2022





AIRTASKER WAGE PRICE INDEX

Comparative growth by category

