

## ASX Announcement Airtasker Limited (ASX Code: ART)

### 4 Ventures to invest \$6.5m for 20% stake in Airtasker UK

**Sydney, 8 June 2023** - Airtasker announced today that 4 Ventures, the venture arm of the UK's Channel Four Television and Britain's leading media-for-equity partner, will invest \$6.5m (£3.5m) for a 20% stake in Airtasker UK, the company's UK subsidiary. The investment will enable Airtasker to accelerate its UK marketplace growth through access to the UK's biggest free streaming service (with over 1.2 billion views per year) and Channel 4's monthly reach of more than 47 million people (78% of the UK population).

"We are super excited to welcome 4 Ventures as a strategic partner in Airtasker UK," said Airtasker Founder and CEO, Tim Fung. "In Australia, we were able to leverage the power of television to make Airtasker a household brand and achieve 20x revenue growth over 5 years together with Seven West Media - and we believe we can do even better with Channel 4 in the UK!"

Vinay Solanki, Head of 4 Ventures, expressed excitement about the partnership and the opportunity to work with Airtasker: "We're looking forward to partnering with Airtasker to help support the launch of this unique marketplace in the UK. A key strength of Airtasker is that it enables people to earn additional income through flexible working on their own terms which will no doubt be a benefit to audiences during the current economic climate. We hope that Airtasker's brand will quickly realise the significant reach and awareness that is only possible through the powerful medium of TV advertising."

To drive this and other media partnership opportunities, Airtasker recently announced that Cass O'Connor will be joining as the new Chair of its Board, effective 1 July 2023. Cass is an accomplished leader with extensive experience in strategy, technology, and digital media, through a number of board and executive positions at some of Australia's most successful technology companies.

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### About Airtasker

Airtasker (ASX: ART) is Australia's leading online marketplace for local services, connecting people and businesses who need work done with people who want to work. With a mission to **empower people to realise the full value of their skills**, Airtasker aims to have a positive impact on the future of work by creating truly flexible opportunities to work and earn income. Since launching in 2012, Airtasker has put more than \$450 million into the pockets of workers (payments made after all fee revenue is deducted) and served more than 1.3 million unique paying customers across the world. For more information visit: [investor.airtasker.com](http://investor.airtasker.com).

### About Channel 4 Ventures

Channel 4 Ventures is an innovative corporate venture activity for Channel 4, which invests in high potential, early-stage companies using a media-for-equity model. This model enables companies to use high quality TV advertising slots to drive significant awareness of their products within the UK population. Since inception in 2015, Channel 4 Ventures has completed 40+ investments in consumer and SME-focused brands, including Pinterest, Carwow, Impress, what3words, Strike, Meatless Farm, Vitl, Getagent, Boomin, Crowdcube and Rated People, working alongside leading institutional investors.

*This announcement was approved for release by the Board of Directors of Airtasker Limited.*