

Freelancer Limited | 26 February 2025

FY24 Business Update

Financial Highlights

- **Group GMV: \$948.6 million (-7.1% vs. FY23)**
 - Freelancer: \$130.5 million (-1.3%)
 - Escrow.com: \$818.2 million (-7.9%)
- **Group Revenue: \$53.1 million (-4.2%)**
 - Freelancer: \$40.6 million (-8.2%)
 - Escrow.com: \$10.4 million (+14.5%)
- **Net Profit After Tax (NPAT): \$(0.8m) vs \$0.2m in pcip**
- **Operating Profit (excl. FX losses): \$0.8m vs. \$0.6m in pcip**
 - 1H24: \$(1.0) million; 2H24: \$1.8 million
- **Operating Cash Flow (excl. FX losses): \$5.8m vs. \$1.9m in pcip**
- **Cash Flow: \$0.8m vs. \$(2.4)m in pcip**
- **Cash & Equivalents: \$23.2 million (+9.5% on 1H24)**

Freelancer Limited (ASX: FLN) (OTCQX: FLNCF) in FY24 delivered Gross Marketplace Value (GMV) of \$948.6 million (down 7.1% from FY23) and revenue of \$53.1 million (down 4.2%). Despite a modest revenue decline largely tied to non-core engineering services, 2H24 profitability improved significantly (2H24 NPAT: +\$0.2m), supported by cost efficiencies and strong cash generation.

In FY24 Freelancer achieved a dramatic turnaround in customer acquisition, with new client deposits up 18.6% year-on-year in 4Q24, set to flow through the funnel and drive future growth. Strategic AI integration delivered tangible benefits—elevating skills, liquidity, quality, and value in the marketplace; positioning AI development as the next major wave of projects after web and mobile; and enhancing features that boosted retention by 5% and conversion rates. With positive cash flow of \$0.8 million (vs. a \$2.4 million deficit in FY23) and cash reserves of \$23.2 million (up 9.5% from 1H24), the Group is primed for expansion in FY25.

The Group reduced operating costs by 5.8% compared to FY23, reflecting ongoing efforts to enhance efficiency and establish a sustainable cost base for future profitability.

All figures in \$Am	Fourth quarter				Year to date			
	4Q24	4Q23	% pcp	% in USD	YTD24	YTD23	% pcp	% in USD
GMV*								
Freelancer	33.0	32.8	0.5%	1.4%	130.5	132.1	(1.3)%	(1.8)%
Escrow.com	186.1	215.8	(13.8)%	(14.6)%	818.2	888.6	(7.9)%	(8.7)%
Total	219.0	248.6	(11.9)%	(12.5)%	948.6	1020.7	(7.1)%	(7.8)%
Net revenue								
Freelancer	9.9	10.6	(6.4)%	(5.4)%	40.6	44.2	(8.2)%	(8.6)%
Escrow.com	2.7	2.1	27.8%	18.2%	10.4	9.1	14.5%	11.9%
Total	12.6	12.7	(0.8)%	(1.4)%	51.0	53.3	(4.3)%	(5.1)%
Operating profit **	n.a.	n.a.	n.a.	n.a.	0.8	0.6	19.3%	n.a.
Operating cash flow	1.7	(0.4)	490.0%	n.a.	5.8	1.9	211.9%	n.a.
Cash flow	0.3	(1.6)	116.7%	n.a.	0.8	(2.4)	133.5%	n.a.
Cash and cash equivalents	23.2	21.2	9.5%	n.a.	23.2	21.2	9.5%	n.a.

* Represents the underlying transaction value between third parties which is the basis for Freelancer's revenue, i.e. the value of services performed (Freelancer); goods shipped (Loadshift) or goods / services exchanged (Escrow).

** Operating profit adjusted for non-cash unrealized FX losses, non-AASB16 depreciation and share-based payments expenses

Freelancer Limited is a mini Amazon of services, connecting over 79 million registered users to a seamless ecosystem of labor, payments, and freight solutions through its core businesses: Freelancer, the largest cloud workforce in the world; Escrow.com, the world's largest online escrow company, which facilitates and secures large value payments; and Loadshift, Australia's leading heavy haulage freight marketplace. These services meet the everyday needs of consumers to large enterprises alike.

Freelancer



Summary

Freelancer's FY24 revenue of \$40.6 million and GMV of \$130.5 million saw declines of 8.2% and 1.3%, respectively, influenced by non-core engineering services. In 4Q24, however, GMV stabilized at \$32.5 million (down 0.8%) and revenue at \$9.9 million (down 6.4%), buoyed by a 18.6% surge in new client deposits, a 24.4% to 60.7% leap in supply liquidity and a 29.3% increase in average project size to \$334, driven by in a mix of higher-value engagements, AI and retention improvements.

Marketplace

In 4Q24 Freelancer added 1.69 million new users and 173k new projects to the marketplace. The average project size jumped substantially in 4Q24 to US\$334, representing a lift of 29.3% on pcp. This average project size includes all enterprise customers and the Loadshift division.

A contributor was a pause in a specific Global Fleet engagement, which included a high volume of low-value projects while we moved to a new operating model with a client. These projects had a dilutive effect on average project size, which when removed has led to the observed jump upwards. Figure 1 shows the average project size overall and excluding this engagement. It can be seen clearly that there is a strong lift in value driven by the increase in sophistication and complexity of jobs, AI and retention efforts, outside of this engagement.

Marketplace liquidity improved substantially in 4Q24, indicating an extremely healthy supply side for the marketplace. The average number of bids per project is now at 51 (up 24.4% on pcg). Average entries per contest continues to grow sharply, now at an astonishing 527 (up 60.7% on pcg).

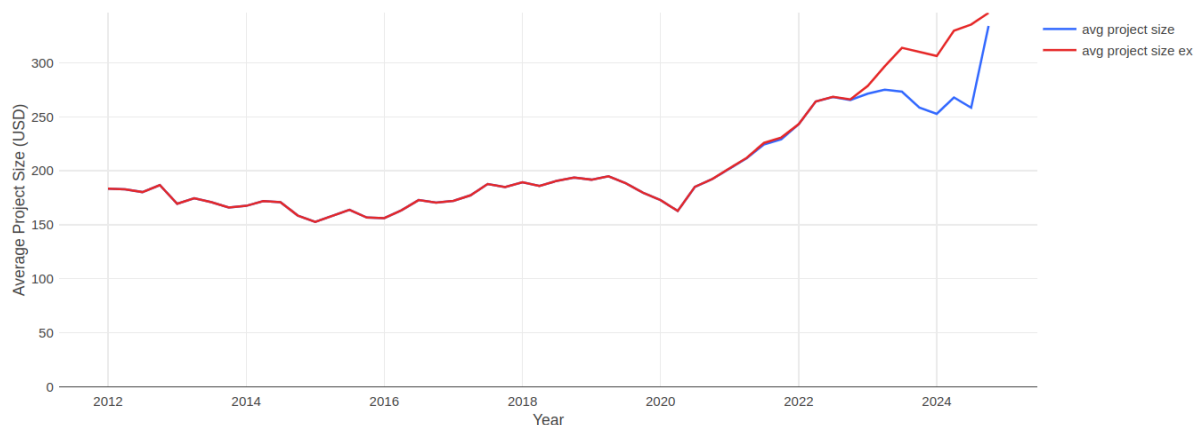


Figure 1: Average project size (US\$) incl. Enterprise & Loadshift

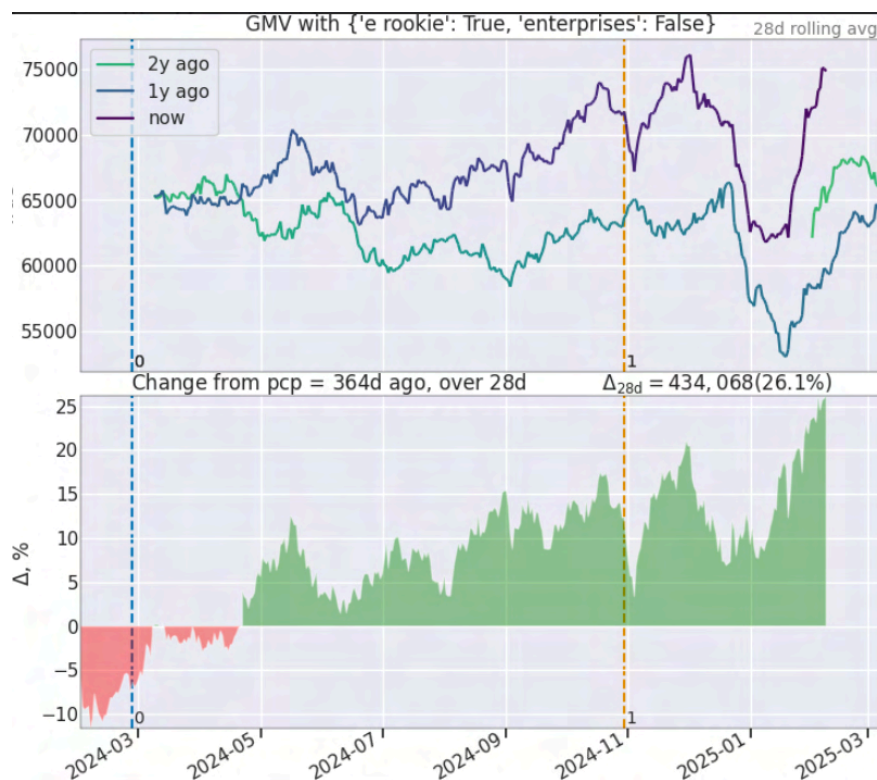
User acquisition was a standout in FY24 with new client deposits (measured by value in the first 30 days after signup) up 18.6% year-on-year in USD terms in 4Q24, and currently sitting at 17.7% on a rolling 30-day basis. In the previous corresponding period, these results were both negative (-4.6% and 0.0% respectively), showing the substantial turn-around achieved in 2024. The trendline can clearly be seen in Figure 2.

As these stronger, more valuable user cohorts replace earlier groups, Gross Marketplace Value (GMV) is rising, with USD GMV growth positive at 1.4% in Q4, and currently sitting at +7.8% on a rolling 4 week basis as of writing this report. Combined with a retention improvement of approximately 5% in 2024, we believe that our marketplace metrics are well positioned leading into FY25.



Figure 2: YoY growth in new client deposits (USD)

The following two graphs show GMV from “rookies” (new clients) and GMV overall, and their ongoing improvement over FY24, with rookie GMV now beating both FY23 (up 26.1% on a 28 day rolling basis on pcp) and FY22 (Figure 3). In FY25 our primary focus will be on driving substantial, double-digit YoY growth across both new (rookie) and existing client (non-rookie) segments.



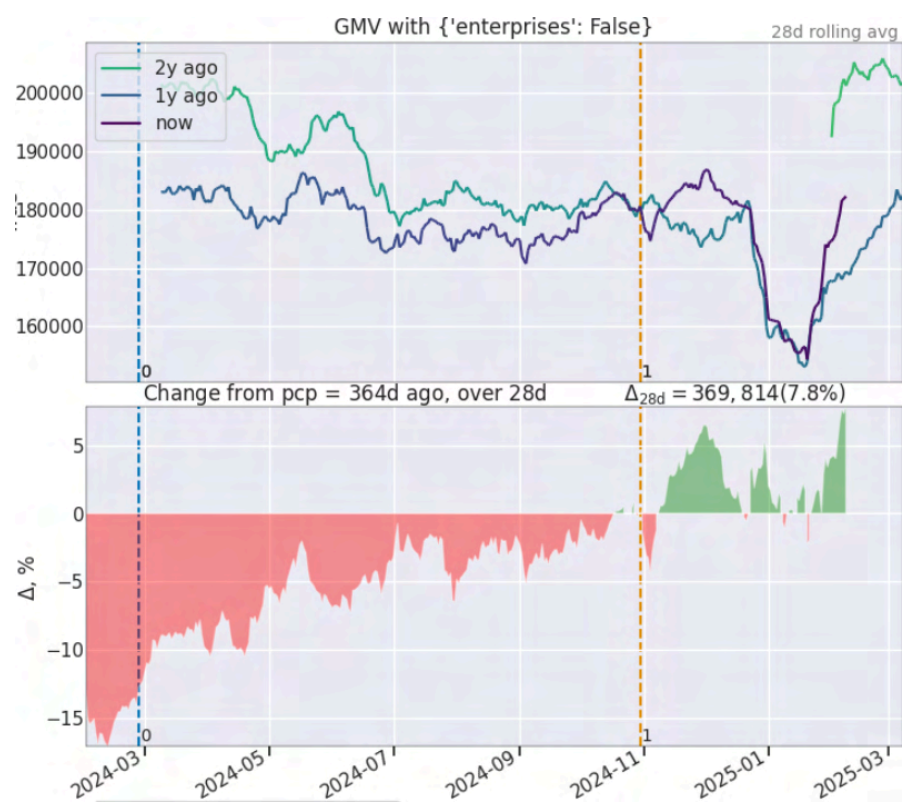


Figure 3: YoY performance in key statistics.

We also believe that FY25 will be a strong year from a macro perspective, with AI technologies going mainstream. We aim to position ourselves at the forefront of this AI revolution, and in combination with the US entering into a “golden age” for building and an improved funding environment, we expect that the number and quality of startups, one of our primary customer segments, will rise accordingly. Furthermore, as AI becomes increasingly prevalent, we believe we will see an increase in demand for AI integration and customisation services coming from small businesses, our dominant customer segment.



Marketplace Product

In 2024, our product goals were:

- 1. Turn Freelancer from a painkiller into a narcotic**
Ensuring our clients come back time and time again, making regular repeat purchases from our huge base of freelance talent.
- 2. Reinvent the world of work in the AI revolution**
The economic landscape made a major paradigm shift in 2024, with generative AI products increasingly going mainstream. In 2025, we will focus on ensuring our freelancers stay at the forefront of this revolution, substantially enhancing their productivity and quality of output.
- 3. Rethink client acquisition in a world without Google**
With the introduction of generative AI, existing organic acquisition channels will change substantially in nature, and new channels will rise. Our focus in 2025 will be on ensuring we take full advantage of this changing landscape.
- 4. World leading UX and design that wins awards**
Our UI/UX improved significantly in FY24, and our focus in FY25 is to move towards a position of leadership in this space.

We believe that we made substantial progress against each of these goals, detailed below.

Turn Freelancer from a painkiller into a narcotic

Lifting retention is key to the long term success of the marketplace. Whilst many clients have an exceptional experience hiring freelancers from our marketplace, the marketplace is currently quite transactional in nature. Moving from a transactional to an engaging, retentive experience was a key focus for us in 2024.

Throughout FY24 we made a number of key releases in this area, including but not limited to:

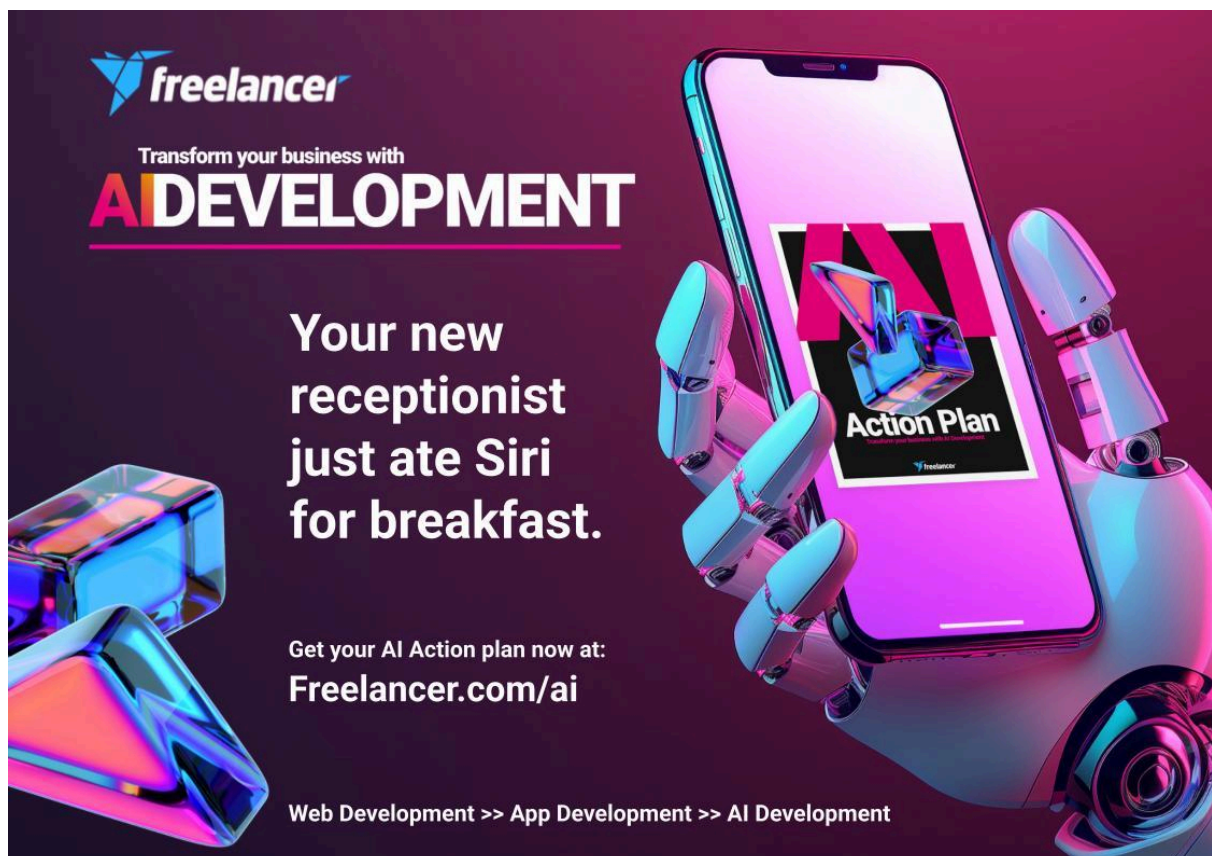
- **Subscriptions:** A new product allowing freelancers to bill their clients monthly, similar to common SaaS products such as Netflix. Aimed at lifting retention through encouraging long-term, ongoing work.
- **Project updates:** A simple way of reminding freelancers to update their clients on the status of their projects and foster communication. Aimed to achieve a retention increase directly through pushing relevant notifications reminding clients about their work, and indirectly by lifting the quality of communication and thus job completion in the marketplace.
- **Workspaces:** A collaborative space that brings together all of our various collaborative tooling into a single product, aimed at engaging clients on longer and larger projects, thus lifting retention.

- **Audio & video calling via Zoom:** Aimed at substantially lifting the quality of the digital calling functionality, improving communication and retention, by switching the underlying technology used to Zoom. This was released into Beta testing in 4Q24 and will be imminently released to all customers. The Beta test received overwhelmingly positive feedback on improved call quality and reliability.

User retention remains a critical focus, with sophisticated measurement across multiple cohorts and timeframes. Our key performance indicator for 2024 - the 1-week active-user survival rate - demonstrated meaningful improvement with a 5% increase year-over-year. This lift is particularly significant in the context of global freelance marketplaces, where user behavior is inherently transactional and project-based. Many users naturally cycle through periods of high and low activity based on their project needs, making sustained improvements in short-term retention metrics both challenging to achieve and valuable as indicators of platform stickiness and user satisfaction.

Continuing to lift this retention metric and the subsequent term structures will be a key focus of FY25.

Reinvent the world of work in the AI revolution

A promotional graphic for Freelancer's AI services. The background is a dark purple gradient. On the left, the Freelancer logo is at the top, followed by the text 'Transform your business with AI DEVELOPMENT' where 'AI' is in large, bold, white letters with a red outline. Below this, the headline 'Your new receptionist just ate Siri for breakfast.' is written in white. Further down, it says 'Get your AI Action plan now at: Freelancer.com/ai'. At the bottom left, there's a navigation path: 'Web Development >> App Development >> AI Development'. On the right side, a futuristic, metallic robot hand holds a smartphone. The phone screen displays a document titled 'AI Action Plan' with a large 'AI' graphic and the Freelancer logo at the bottom. The overall aesthetic is high-tech and futuristic, using a color palette of purples, blues, and metallic textures.

FY24 was a pivotal year for AI, as enterprises globally shifted to mass adoption of this game changing technology. With the world's largest online *human* labour force, we believe we are uniquely positioned to take advantage of this seismic shift in the way services are delivered. As with every prior industrial revolution, this fifth industrial revolution is creating many more

jobs than it is destroying, as people look to adopt, integrate, configure and innovate in a changing AI landscape.

FY24 was a pivotal year which saw broad AI adoption, marking a transformative period in how work is delivered through our platform. Our strategic focus on AI integration yielded significant results across four key areas:

1. Marketplace AI Integration

We observed substantial growth in AI-related projects, with a strong uptick towards the latter half of 2024. Our internal innovations included:

- A new personalised AI posting flow that delivered multiple wins throughout the year
- Enhanced conversion rates across key platform metrics
- Development of specialized AI tools and integrations for freelancers

In 2024, OpenAI introduced the SWE-Lancer benchmark, featuring over 1,400 freelance software engineering tasks with a total value of \$1 million USD in real-world payouts. This development represents a significant opportunity for the advancement of freelancers on our platform. Similar to how tools like ChatGPT and Claude have enhanced the capabilities of copywriters, and Midjourney and Stable Diffusion have elevated illustrators, the optimization of foundational models for this benchmark—integrated into tools such as Cursor and VSCode—has the potential to meaningfully improve the skills of software engineers. This advancement is expected to increase productivity and provide greater value to clients. Beyond technical enhancement, the adoption of AI tools is enabling individuals to expand their expertise across disciplines, contributing not only to skill development but also to broader improvements in professional opportunities and quality of life, while lifting skill liquidity across many categories.

This lift in productivity, liquidity and quality can clearly be seen through our contests platform, where the entries per contest has lifted to an astonishing 527 (up 60.7% on pcp). It has been observed that many freelancers now are taking advantage of design orientated AI tooling, which is leading to faster delivery times.

For example, in a recent logo contest posted by the company on the platform we observed distinct trends in the submissions. Entries fell into clear waves of delivery: first, there were extremely rapid AI-only results, which generally had a high level of graphics quality but generally failed to adhere to the brief. These were followed some time later by iterations that utilised AI tooling but were refined by designers, and lastly, purely human-designed submissions. The highest quality and most relevant entries were typically human-created or a blend of AI and human input. AI-only designs, while graphically consistent, often did not meet the brief or the presentability requirements of a corporate logo, and could be easily identified. In this particular case, the winning design was verified to be entirely human-generated.

Example:

<https://www.freelancer.com/contest/Logo-Design-for-Moonshot-Innovation-Challenges-2498754/entries>

Highest rated designs (followed brief):

The screenshot shows the 'Logo Design for Moonshot Innovation Challenges' contest page on Freelancer. The page has a dark theme. At the top, it says 'Prize: \$250 AUD' and 'Entries Received: 1110'. Below this is a navigation bar with 'Overview', 'Entries' (selected), 'Files', 'Handover', and 'Share'. A banner at the top right says 'Congratulations on completing your contest' and includes social media sharing icons. Below the banner is a filter bar with 'All', 'Active', 'Top', 'No Feedback', 'Rejected', and 'Withdrawn'. A 'Sort by: Default' dropdown and a search bar are also present. The main area displays a grid of logo designs. The first design, by @vicky1009, is highlighted with a pink border and a trophy icon, indicating it is the winner. It features the text 'freelancer MOONSHOT INNOVATION CHALLENGES' on a dark blue background. Other designs include variations of the logo with different colors and fonts, such as 'freelancer MOONSHOT INNOVATION CHALLENGES' on a white background or 'freelancer moonshot INNOVATION CHALLENGES' on a dark background. Each design is accompanied by its ID, the designer's name, and a star rating.

Design ID	Designer	Prize	Rating
#867	@vicky1009	\$250 AUD	5 stars
#1094	@jmvnbreda	\$70 AUD	5 stars
#1082	@pickydesigner	\$250 AUD	5 stars
#1081	@pickydesigner	\$250 AUD	5 stars
#1058	@manzoor955	\$250 AUD	5 stars
#1037	@signx19	\$250 AUD	5 stars
#999	@fahadkhan0612	\$250 AUD	5 stars
#990	@MaheshNagdive	\$250 AUD	5 stars

Purely AI Generated:

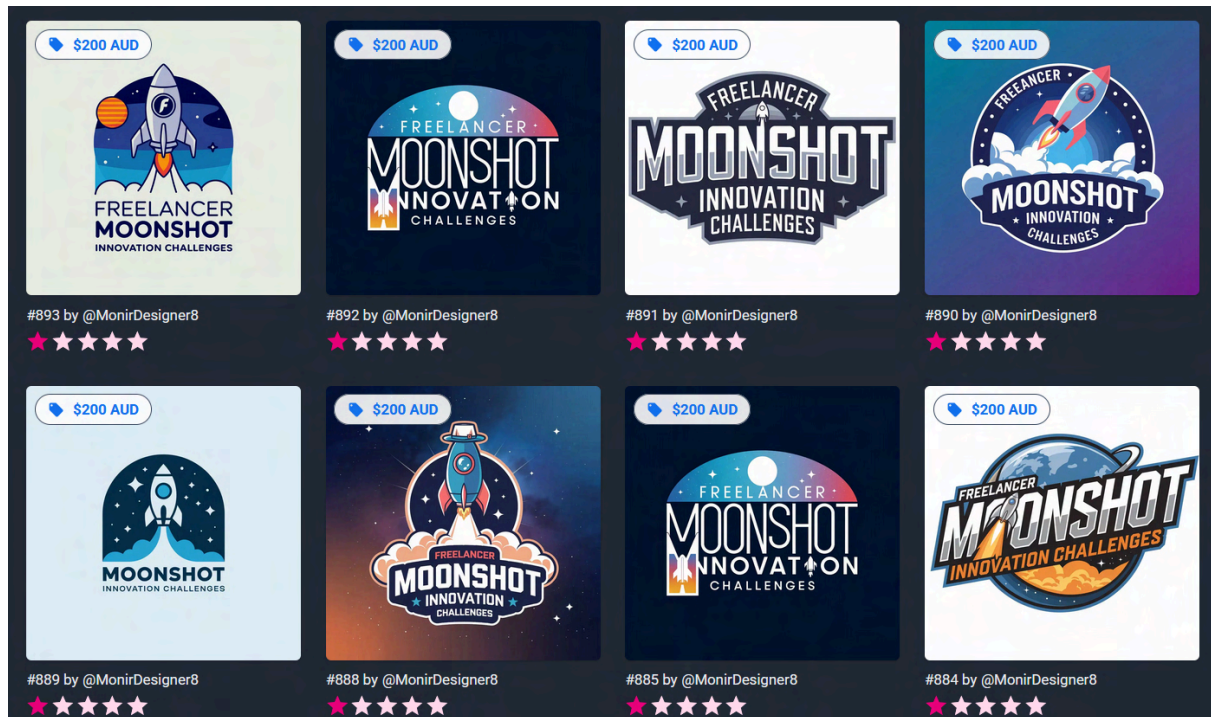


Figure 4: Highest rated designs for a logo contest & purely AI generated

For 15 years, Freelancer offered the widest range at the lowest cost. With AI tooling for freelancers becoming widespread, we are not achieving what was thought impossible - widest range, lowest cost, *and* highest quality.

The most exciting part about this is that we are seeing people leap across skill boundaries. AI isn't just a tool - it's a skill multiplier. It's not just lifting skills - it's lifting living standards.

2. Positioning Freelancer as the place for AI Agent development

In terms of demand, we can see a strong uptick towards the latter half of 2024. We will continue to support, market, and build out this emerging category of work in 2025.

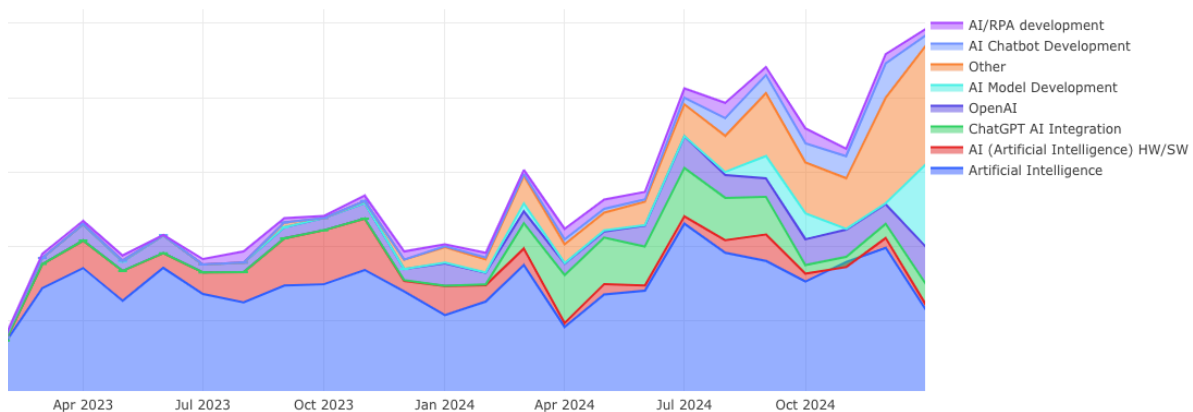


Figure 5: Growth in GMV from AI-related jobs

3. Enterprise AI Services

Our Generative AI program emerged as a standout achievement in 2024, highlighted by our partnership with a major global technology company for training their foundational Large Language Model. This initiative showcased Freelancer's unique capability to rapidly mobilize and deploy a diverse global workforce, successfully onboarding over 130,000 freelancers from more than 60 distinct language groups.

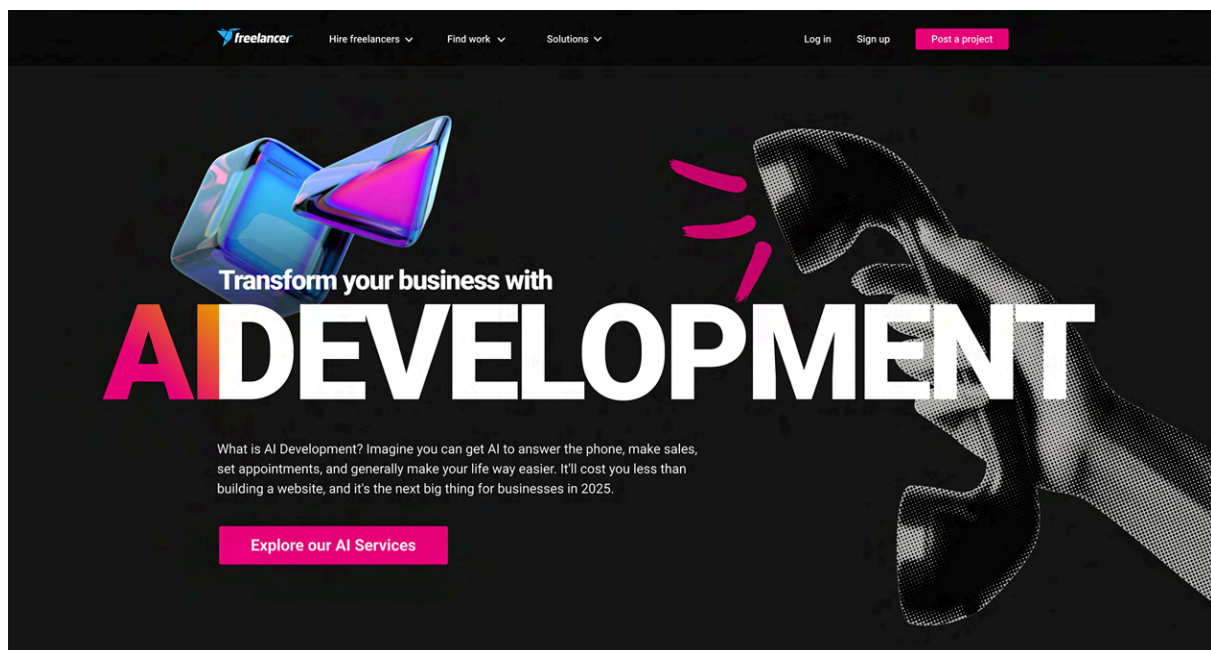
The program expanded in 4Q24 to include:

- Speech data collection
- Technical writing services
- Translation services
- Point of interest data collection

Our marquee partnership demonstrated the platform's unique capabilities, where we mobilized over 25,000 freelancers for AI training within 24 hours - a feat we believe no other platform could easily replicate.

4. We strengthened our position in the AI ecosystem

Finally, we have partnered with leading AI technology companies such as Retell.ai, using our freelance workforce to help distribute, integrate and deliver their game changing technology. An example of this partnership can be found here: <https://www.freelancer.com/ai>



Rethink client acquisition in a world without Google

Our client acquisition team had an exceptional year in 2024, delivering strong year-on-year growth in our headline acquisition metric, new deposits from clients within the first 30 days. Since March 2024, this metric has been steadily climbing from -13% up to +27% year on year, a 40% absolute turn around in performance. We ended the year with 4Q24 up 18.6% on pcp for 30-day client deposits, and that has flowed through into GMV for these new (rookie) users (Figure 2 & 3). This will flow through to repeat clients (non-rookie) and overall GMV as those users age, so 2025 looks like it will be a significantly better year than FY24 and possibly FY23, where we were turning around the business from post-Covid “withdrawal” macro conditions.

This was driven by a variety of channels, including SEO (30-day revenue in 4Q24 up 21.2% on pcp), non-brand Google SEM (30-day revenue in 4Q24 up 7.7% on pcp), and non-brand Bing SEM (30-day revenue in 4Q24 up 39.5% on pcp). We also saw substantial increases in direct traffic (30-day revenue in 4Q24 up 13.4% on pcp).

One major driver of this cross-channel success was funnel conversion optimisation that we repeatedly iterated on and improved throughout FY24. Multiple successful AB tests lifted conversion repeatedly leading to improved acquisition results across the board.

Another major driver was our new IRIS system, which we used to catch poor behaviour in the marketplace - especially among new or inexperienced users - much more quickly. This led to earlier interventions and increased revenues from new customers.

In FY24 we also experimented with multiple new acquisition channels to drive client signups which we intend to continue iterating on, improving conversion rates with the goal of developing completely new, long-term sustainable and scalable client acquisition channels.

Finally, in 4Q24 we launched a first version of our new, highly-curated marketplace of fixed-scope services, called Freemarket. We believe that in time this will be a crucial part of our acquisition strategy, as it allows for 1-click, ecommerce-style purchase of services. This is strategically important for acquiring new customers, as the reduced friction could potentially lead to big conversion improvements.

World leading UX and design that wins awards

Design and UX are key to the execution of our product plans, and help form a differentiating factor between us and the competition.

In 2024 we achieved a number of key milestones in this effort, including the highly-requested launch of a dark-mode variant of the website in the middle of the year. This effort was the culmination of many months of work on our design system to make it world-class and scalable for the long term future, and we will be further investing in this in 2025.



In addition, we launched a new iPad app, allowing for a tablet-focused experience. Previously customers on tablets were served a mobile or desktop variant of the site depending on the exact tablet used.

Behind the scenes, we drove substantial app performance improvements, as we continue our effort to ensure our mobile app performs well across a variety of devices and conditions.

Finally, we hired a new head of brand marketing, and built out a formal brand strategy, leading to a substantial overhaul in the way we present and market Freelancer.com to the world. We look forward to showing this off to both our customers and investors throughout 2025.

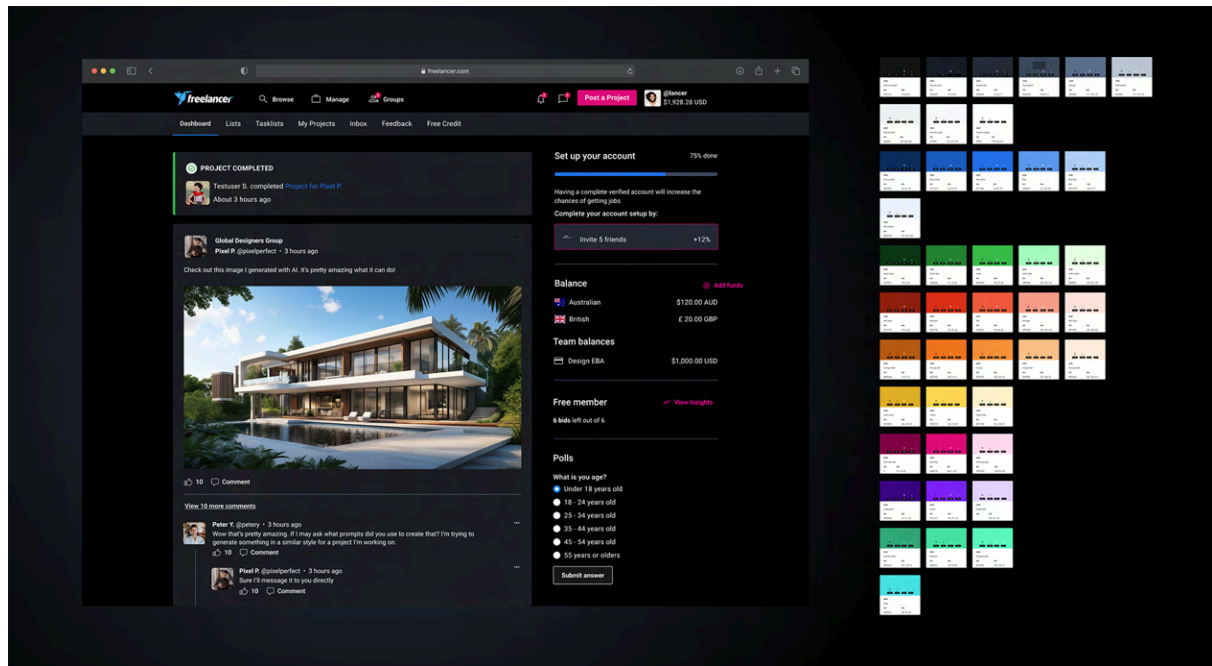


Figure 6: Dark mode

Trust & Safety

On the trust and safety front, we continued our efforts to crush the spammers, reducing project spam a further ~30% through the introduction of various T&S initiatives. We will also be releasing new, more secure ways for our customers to login and two-factor authentication, alongside more general improvements to our anti-fraud system, real-time IRIS detection software, and human intelligence processes.

The Industry's Most Trusted Talent Platform

Freelancer outranks all major competitors globally for customer satisfaction, earning:

- **4.5 "Excellent"** rating on Trustpilot from 15,440+ verified reviews
- **4.8 out of 5** on SiteJabber across 18,659+ customer ratings
- **#1 position** consistently maintained among freelancing platforms worldwide

When you partner with Freelancer, you're choosing the platform that businesses trust most.

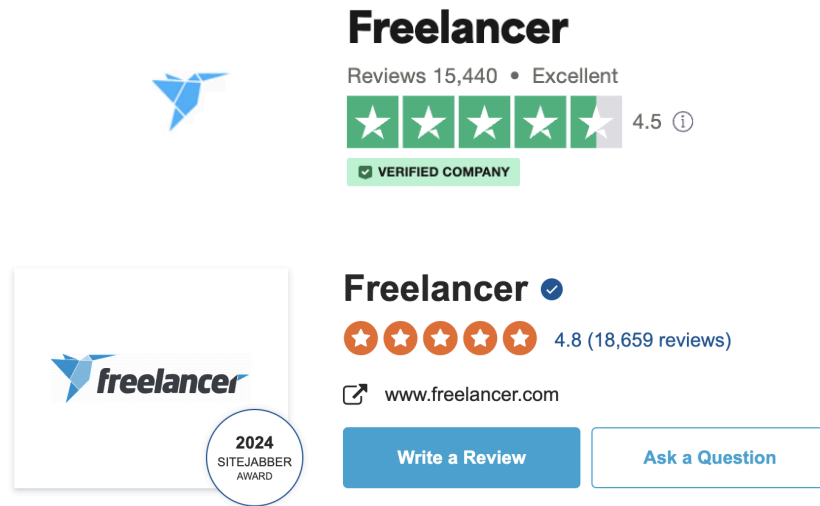


Figure 7: Freelancer Ratings

Enterprise



The Freelancer Enterprise division diversified into AI and emerging technologies in FY24, establishing new revenue streams while expanding its core service capabilities.

Global Fleet: Generative AI

The rapid growth of AI technologies in 2024 opened significant new opportunities for our Global Fleet division. Working with a major technology partner, we demonstrated our ability to mobilize large-scale, specialized workforces for AI model training and development. The successful deployment of over 130,000 freelancers across 60 language groups underscored our unique capability to rapidly scale complex technical projects.

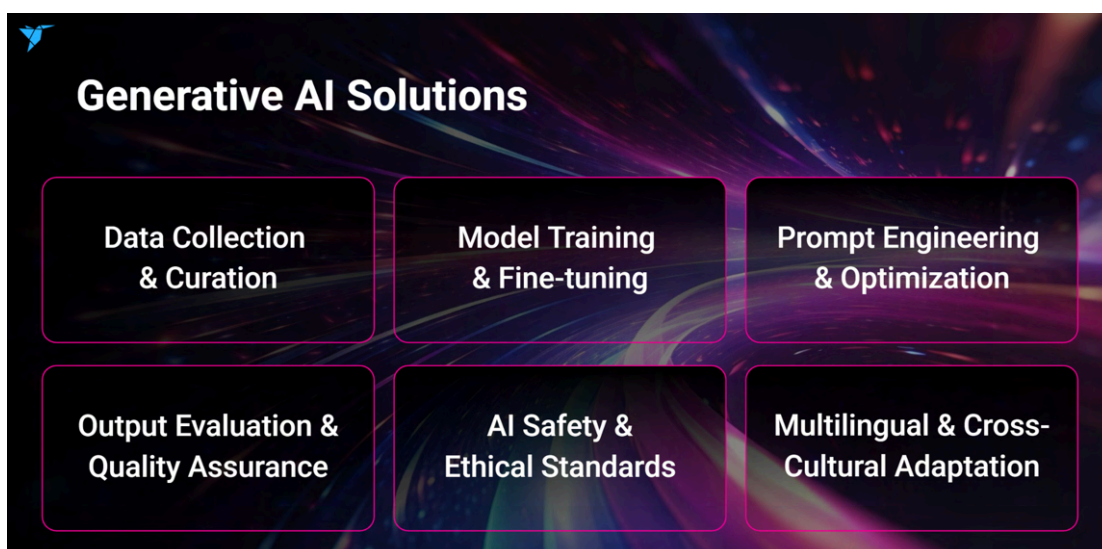


Figure 8: Global Fleet Generative AI Solutions

Building on this success, we expanded our service offerings in 4Q24 to encompass comprehensive AI development support, including specialized data collection, translation, technical documentation, and geospatial services. This expansion has attracted attention from leading technology companies, resulting in multiple new partnership opportunities as we enter 2025. These emerging relationships position our Global Fleet division to capture a significant share of the growing AI development services market.

Global Fleet: Field Services

Our operations span 48 cities across five countries, delivering comprehensive technical support services – from monitor replacements and laptop repairs to printer installations. With a proven track record of over 90,000 successfully completed service requests, we continue to expand both our geographical reach and technical capabilities.

Our demonstrated ability to scale operations during peak demand periods while effectively serving underserved markets sets us apart in the IT services industry. We are currently in advanced negotiations with multiple companies to extend our technical support network to various Fortune 500 technology clients.

During the quarter, we evolved our relationship with a major global computer & printer company by moving to integrate into their established service provider network, aligning our delivery model with their strategic partners. We are in the process of closing a Master Services Agreement. This has already improved the profitability of the engagement. We are also closing a MSA and working through the onboarding process with another large service provider for a new field services engagement.

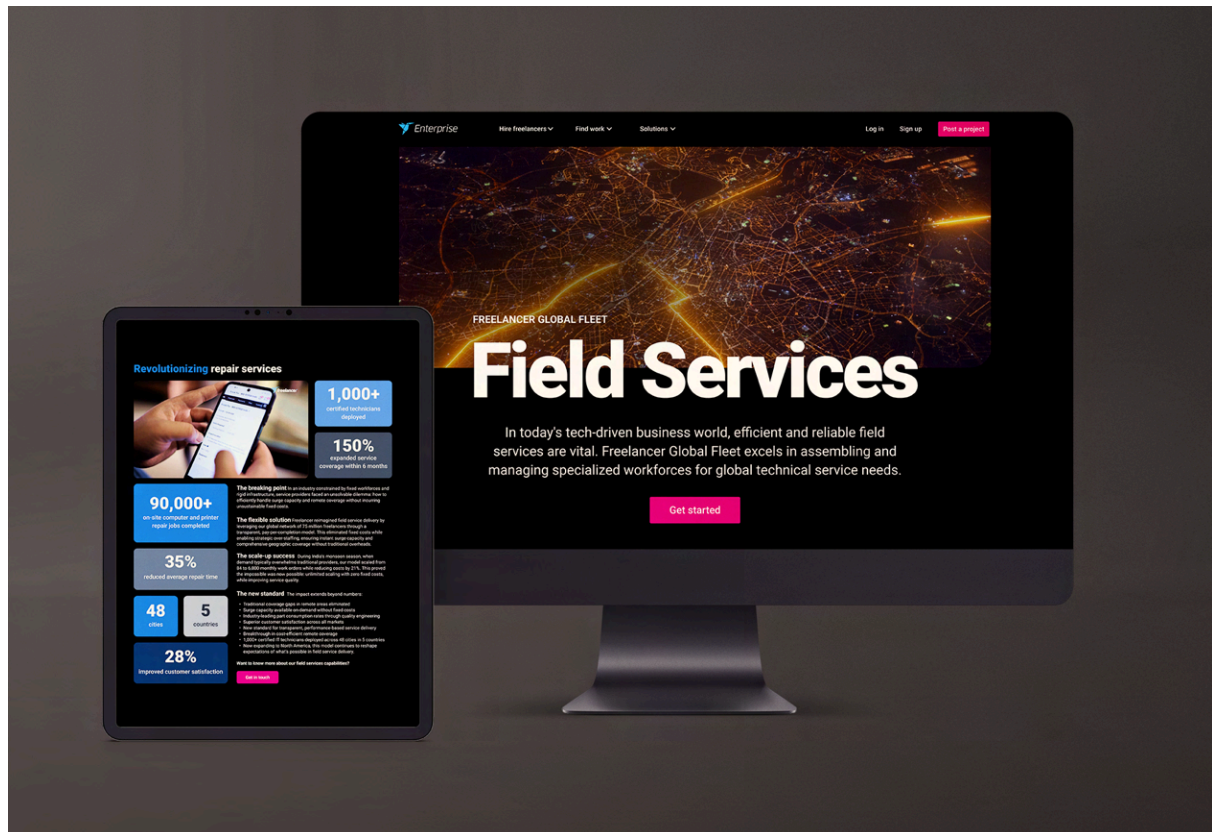


Figure 9: Freelancer Global Fleet Field Services

NASA & Government

Freelancer maintained its position as a leader in Innovation Challenges, on behalf of NASA, NIH, CDC, and other federal agencies through key collaborators including LMI, Blue Clarity LLC, Ibility LLC, Ensemble Consultancy, CrowdPlat, and yet2. In FY24, the company managed 15 major initiatives spanning space exploration, healthcare, climate action, and emerging technologies, with total value exceeding \$18 million.

FY24 marked significant expansion of Freelancer's space technology initiatives, with particular focus on lunar exploration, space debris management, and advanced robotics. Key achievements included:

Space Technology Development:

- Hosted the NASA' Space ROS Sim Summer Sprint Challenge, growing the Space ROS community 70-fold with participants from 13 countries with Ibility LLC
- Delivered breakthrough solutions through the Space Debris Challenge addressing detection and remediation of orbital debris working with Ensemble Consultancy
- Advanced spacecraft refueling capabilities through the Tank Venting Challenge

Lunar Exploration Initiatives:

- Launched the Find Me on the Moon: NASA Lunar Navigation Challenge developing critical navigation solutions for Artemis missions
- Advanced Australia's lunar capabilities through the ELO2 Big Dipper Challenge for regolith collection
- Initiated the Zero Gravity Indicator design competition for Artemis II, NASA's first crewed mission to the Moon since Apollo



Figure 10: Find me on the Moon: NASA Lunar Navigation Challenge

Beyond Space: Cross-Sector Innovation

- Healthcare: Administered NIH's US\$6 million TARGETED Challenge advancing genome editing delivery technologies, attracting elite research teams from institutions like MIT, Harvard, and Yale
- Public Health: Managed groundbreaking CDC research analyzing network science of opioid-involved overdose data across 42 states, leading to first nationwide study of its kind working with LMI
- Research Excellence: Launched the Data Sharing Index Challenge to develop new metrics for research data sharing excellence, promoting transparency in science with yet2
- Climate Action: Began work on the NASA Sustainable Business Model Challenge to leverage Earth observation data for climate solutions partnering with Ensemble Consultancy
- Urban Air Mobility: Developed VR research tools for NASA's passenger experience studies in urban air taxis in partnership with Blue Clarity LLC
- Water Quality: Pioneered innovations in environmental monitoring through the Counting Every Drop Challenge, which drew 109 teams from 36 countries to

revolutionize precipitation measurement, and initiated the US\$1.5 million PFAS Innovation Competition for improved detection methods in partnership with CrowdPlat



Figure 11: NIH TARGETED Genome Editor Delivery Challenge

Looking ahead, Freelancer continues to expand its role as a key partner in NASA's innovation ecosystem while broadening its impact across critical global priorities in healthcare, climate, and emerging technologies.

Government Partnerships

In the government sector, we achieved a significant milestone with the launch of an innovative collaboration with the Bahrain Labor Fund (Tamkeen). This partnership focuses on training and mentoring Bahraini citizens to ensure their success as service providers on the Freelancer platform. The initial training program commenced in 4Q24, establishing a framework that will pave the way for expansion to other government agencies globally in 2025.



Figure 12: Freelancer x Brightdock Bahrain Freelancer Accelerator

Enterprise Client Growth

Looking ahead to 2025, the Enterprise division is well-positioned for growth, with a strong focus on expanding our AI services offering, scaling our field services capabilities, and deepening government partnerships globally.

We maintain a robust pipeline of opportunities with leading global enterprises and government agencies, and we have recently strengthened our enterprise sales and operations teams to accelerate deal conversion and delivery.

Escrow.com



Escrow.com Gross Payment Volume (GPV) in 4Q24 was \$188.7 million (down 13% on pcp).

Maintaining the long term trend, Escrow.com delivered a full-year 2024 Gross Payment Volume (GPV) of \$828.6 million (down 7.7% on pcp).

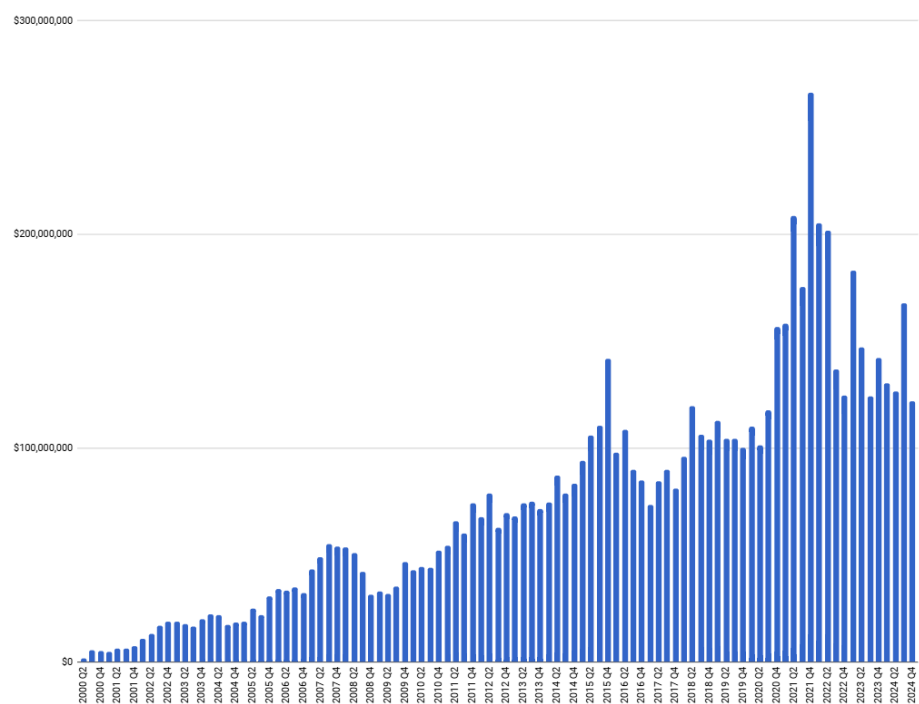


Figure 13: Escrow Gross Payment Volume (USD) by quarter since inception

Despite this, 2024 marked several significant achievements including a record-breaking single transaction value, substantial improvements to gross margins, and the successful rollout of enhanced customer experience initiatives. Escrow has also been profitable for the last four and a half years.

For 2025, we are executing a focused growth strategy centered on expanding our core product capabilities, deepening strategic partnerships, and broadening our presence across key industry verticals. We have implemented a comprehensive support framework to increase wallet share among major accounts, while simultaneously optimizing our conversion funnel to better serve all customer segments. Our sustained investment in product development, combined with our targeted vertical expansion, creates a strong foundation for accelerated growth in the coming year.

E-Commerce

Merchant activation continued in 4Q24, including enhancements to the integration offering with a major e-Commerce platform. The trial will continue into the first half 2025.

Escrow.com has also been holding discussions with a physical goods marketplace in the Americas for secure payments integration.

This wraps up a year of strategic engagement with key e-Commerce platforms and product marketplaces. e-Commerce will continue being a priority for the business in 2025 as we diversify into more verticals..

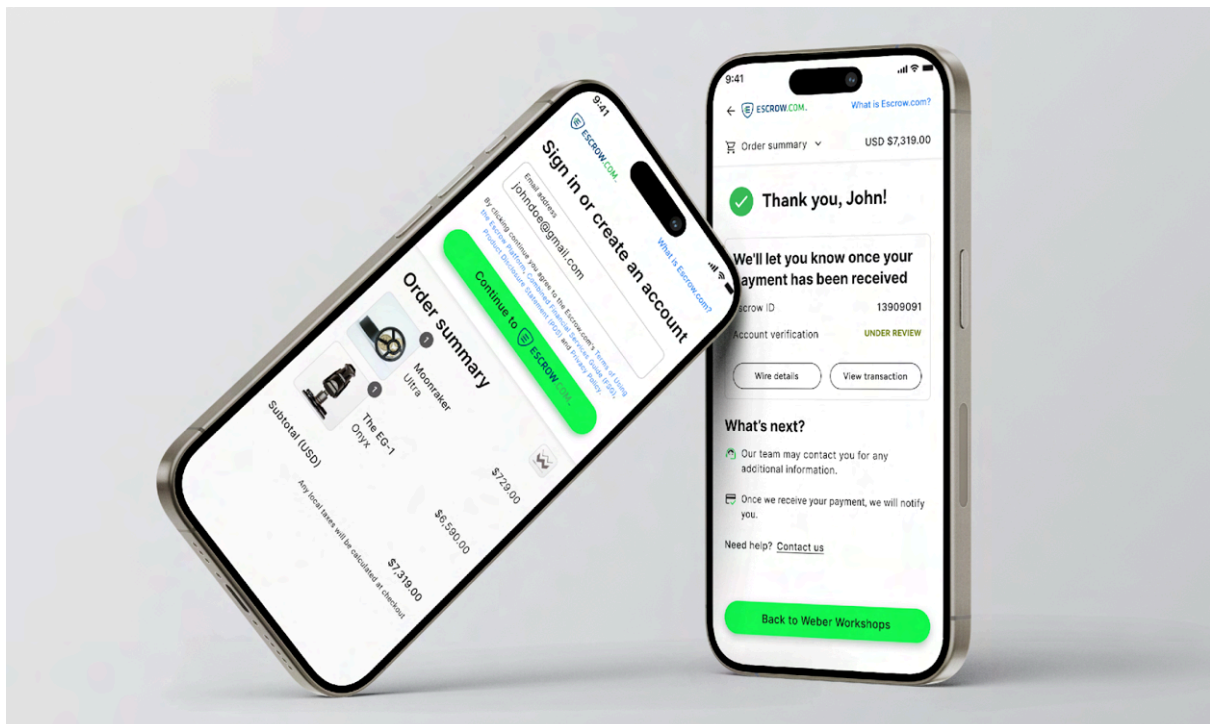


Figure 14: New Escrow.com Checkout Experience

Automotive

In 4Q24 Escrow.com progressed engagements with a marketplace with significant presence across the European continent. This represents a significant partnership opportunity with a global brand.

Escrow.com has also been in discussion with marketplaces in the maritime industry to integrate our product offerings. This further demonstrates market-fit for Escrow.com's services across broad industry verticals and alignment with marketplace priorities of trust and security.

2024 saw numerous engagements with marketplaces in the US, APAC and Europe. This opens many opportunities for partnerships in 2025, where Escrow.com will further develop industry specific features to strengthen our value proposition across this vertical.

IPv4

We continued to see growth in this vertical in 2024, underpinned by a record breaking US\$50 million transaction in 3Q24. This remains an important category, where we plan to expand our service offering and further develop partnerships in 2025.

Domain Names

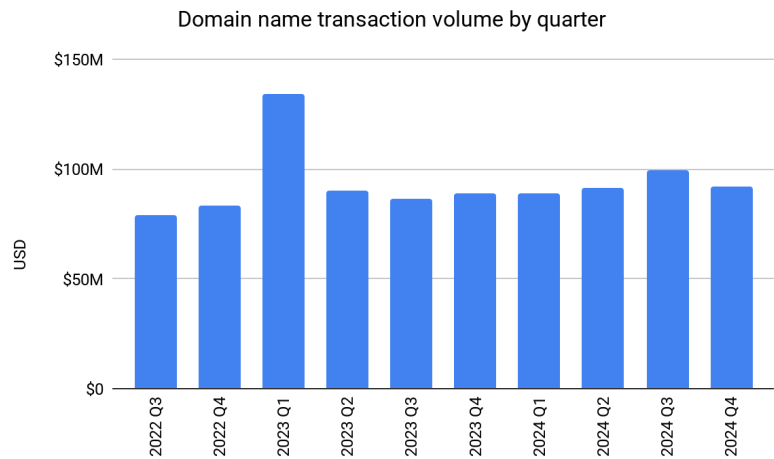


Figure 15: Total domain name sales by quarter (Escrow.com)

In 4Q24, total Domain name sales facilitated through Escrow.com closed at US\$92 million. Escrow.com remains committed to supporting this industry and its participants. The year 2025 will see a continuation of our strategy of improving our industry specific products, reinforcing our brand and creating strong partnerships within the industry to remain the most trusted platform for conducting domain name transactions globally.

Service Improvement

Escrow.com continued to invest in service improvements through 4Q24 focusing on platform resilience, compliance and simplification to ensure our services remain competitive, trusted and secure.

This underscores many service improvements in 2024 including customer experience enhancements for enabling more self-service and streamlining onboarding. Continued investment in the digital customer experience will remain a key focus for product development going forward.

2024 also saw an upgrade to our card processing capabilities to improve payment services, which is an area we continuously improve. Finally, we increased our support hours in 2024 and will continue to expand these in 2025 to better service our global customer base.

Loadshift



Figure 16: Cat 336 Next Gen excavator transported from Tomago NSW to Bibra Lake WA

Job Postings for the quarter totaled remained stable at 11,284 loads. The platform engagement remained consistent with the number of quotes per job increasing by 12.5% from 5.4 quotes per job to 6.3 and a total number of jobs quoted totalling at 71089.

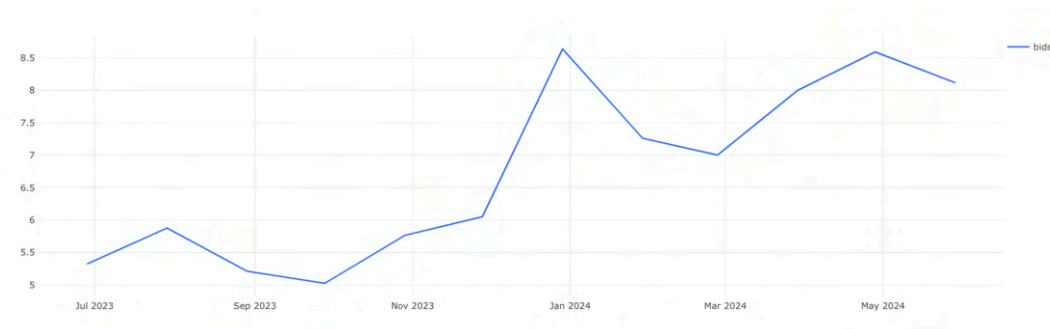


Figure 17: Bids per job up 50% from 5.4 in 2023 peak to 8.2 in 2024 peak

Awarded loads remained relatively stable at 3,087 (up 4.9% on pcp). The award rate saw a notable improvement, reaching 33.2% at the end of 4Q24 which is a 35% relative increase on pcp. Delivered loads also demonstrated positive momentum, increasing by 9.5% on pcp to 2,661. The delivered rate showed particularly strong growth, improving by 26.2% on pcp to reach 23.6%.



Figure 18: Peak Weekly Award Rate up ~27% from 2023 to 2024

Overall we've seen many metrics steadily lift over 2024, with an increase in our award rate, delivery rate, and number of quotes being driven by consistent product and operational improvements.

Strategic Leadership Appointments

Loadshift is pleased to announce key leadership appointments made in late 2024, positioning the business for strong momentum in the year ahead. James Malone, formerly GM of Appliances Online Commercial, 3PL Commercial Manager and Senior Partner Relationship Manager of the Winning Group and National Sales Manager at Shirio Holdings, has been appointed to run Loadshift sales, bringing extensive industry expertise to drive enterprise growth. Mas Mohammed, previously with NBNC Co and also in charge of Freelancer Global Fleet Field Services, now leads operations, enhancing operational efficiency and scalability. Jason Liang now leads product development, leveraging his four years of experience with the core Freelancer marketplace to drive innovative product advancements. These strategic appointments reinforce our leadership team, energising the business and establishing a strong foundation for sustained growth in 2025.

Loadshift Product

We've also launched a new posting experience for shippers. Based on a recent carrier survey, a lot of carriers expressed their frustration in not having enough project details upfront to be able to quote on loads. Similarly, our operational team needed to do extra work to clarify missing details with shippers.

This redesign has made sweeping changes across the design and interface of the main job posting flow in the bid to reduce friction across the project lifecycle. The result of our changes this year is a streamlined shipper experience that asks for comprehensive and more relevant information in smarter ways.

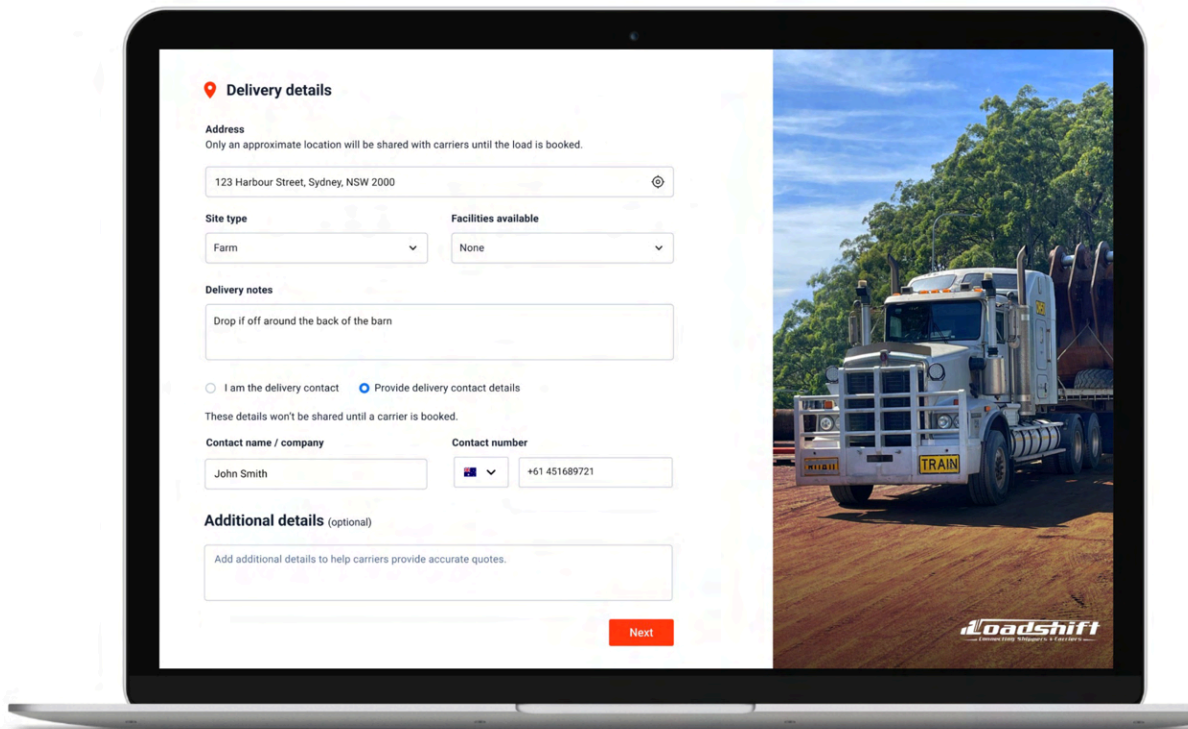


Figure 19: New simplified redesign of the post load page for shippers

Beyond this the team has worked on:

- Improvements to our price estimator tool - a deployable widget to our partners which allows shippers to estimate the cost needed to move their load. This is planned to be a key selling point to future enterprise customers.
- Load Tracking - a highly requested feature allowing end-to-end visibility on shipments. This was something that was sorely missed on our platform and brings our load management offerings to a competitive level.

Forward Looking

The big product improvement for Loadshift was the recent deployment of in-app audio and video calling. With the underlying communications platform provided by Zoom, it is set to replace using the telephone network over the coming months and provides much more advanced functionality and reliability.

This is a key deliverable and should provide the next leg up in award rate, GMV and revenue, as the predominant method of communication, unlike Freelancer, is by phone. In the next quarter, we will focus on making the calling functionality robust and the user experience exceptional.

Group Profitability

The Company reported NPAT of \$(0.8) million in FY24 versus FY23 of \$0.2 million. In 2H24, NPAT was \$0.2 million, which is inclusive of a \$1.7 million unrealised foreign exchange (FX) loss, primarily driven by the revaluation of foreign denominated assets and liabilities following a 7% depreciation in the AUD/USD during 2H24.

Excluding these FX losses, the Company achieved a significant improvement in profitability in 2H24 compared to 1H24. Operating profit (excluding unrealised FX losses) for the full year increased to \$0.8m in FY24 from \$0.6m in FY23, with the first half at 1H24 negative $-\$(1.0)$ million and 2H24 at positive \$1.8 million.

The Company continues to drive cost efficiencies across all functions, with operating costs 5.8% lower than FY23. As a result, the Group now operates with a structurally lower cost base, positioning it well to achieve sustainable profitability in FY25 and beyond.

The Company generated positive cash flow of \$0.8 million in FY24, versus a loss of \$(2.4) million in FY23. Operating cash flow was \$5.8 million in FY24 versus \$1.9 million in FY23 and \$(4.2) million in FY22.

Financing cash outflows of \$5.0 million (FY23: \$4.2 million) primarily relate to lease payments for office premises, classified as finance costs under AASB 16 Leases. To optimise occupancy costs, the company generates sublease income (reported under Other Income) of \$1.6 million from a sublease arrangement established in 2020. Overall lease costs in the P&L, inclusive of rent recovery, decreased by \$200k in FY24.

Freelancer Limited is in the process of establishing a Sponsored Level 1 American Depositary Receipt (ADR) with Deutsche Bank as the Depository Bank.

Conclusion

As at 31 December 2024, the Company held cash and equivalents of \$23.2 million and no net debt, up 9.5% on FY23.

For more information please contact:

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Forward-looking statements

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 FY25 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. Freelancer cannot give any assurance or guarantee that the assumptions upon which management based its forward-looking statements will prove to be correct or exhaustive beyond the date of its making, or that Freelancer's business and operations will not be affected by other factors not currently foreseeable by management or beyond its control. Such forward-looking statements only speak as at the date of this announcement and Freelancer assumes no obligation to update such information. The release, publication or distribution of this document in jurisdictions outside Australia may be restricted by law. Any failure to comply with such restrictions may constitute a violation of applicable securities laws.

About Freelancer

Twelve-time Webby award-winning Freelancer is the world's largest freelancing and crowdsourcing marketplace by total number of users and projects posted. More than 79 million registered users have posted over 24 million projects and contests to date in over 3,000 areas as diverse as website development, logo design, marketing, copywriting, astrophysics, aerospace engineering and manufacturing. Freelancer owns Escrow.com, the leading provider of secure online payments and online transaction management for consumers and businesses on the Internet with over US\$8 billion in transactions secured. Freelancer also owns Loadshift, Australia's largest heavy haulage freight marketplace with over 800 million kilometres of freight posted since inception. Freelancer Limited is listed on the Australian Securities Exchange under the ticker ASX:FLN and is quoted on OTCQX Best Market DTC under the ticker FLNCF.