

ASX [Announcement](#) | 20 April 2015

Freelancer Launches Local Jobs: You can now hire plumbers, cleaners, and other local workers on demand.

Monday, 20th April 2015 - Freelancer Limited (ASX: FLN), the world's largest freelancing and crowdsourcing marketplace¹, today announced the launch of Freelancer Local Jobs™ - increasing Freelancer.com's Total Addressable Market to several hundred billion dollars per annum.

Leveraging Freelancer's existing 15 million strong user base, entry into the brand new market of local services will use location specific data and matching to further broaden the world's largest and most flexible online services marketplace into local jobs.



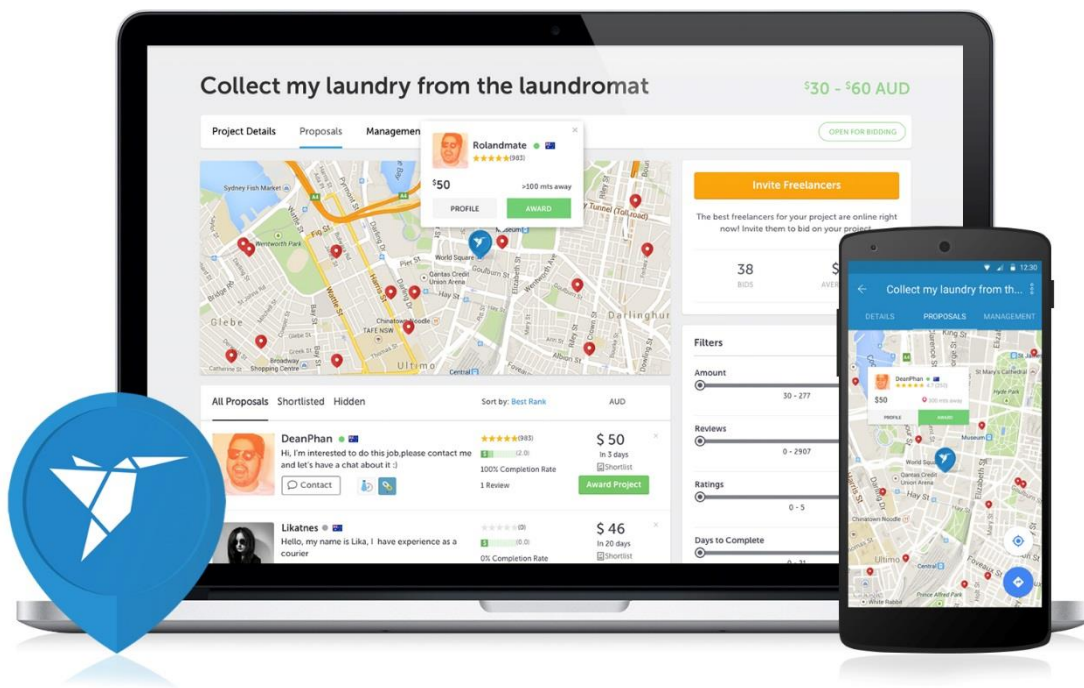
[Click to watch Freelancer Local Jobs TV Commercial available](#)

After selecting "hire" on the homepage, users will now be prompted to choose if their job is location specific or can be done anywhere in the world. Location specific jobs will be matched only with freelancers in the local area.

¹ by total number of users and projects posted

This will expand the Freelancer.com marketplace into over 100 new location specific skills, related to location-based tasks (*pick up & delivery*), trades (*electrician, plumber, builder*), and professions (*event management, catering*) - expanding Freelancer's Total Addressable Market from \$75 billion per annum in Gross Payment Volume to several hundred billion dollars per annum.

"When you have the largest and most liquid online services marketplace in the world with over 15 million registered users, it is natural for us to expand our business to encompass location-specific tasks." Freelancer.com CEO and Chairman Matt Barrie announced. "Now, a family in Delhi can hire a local electrician to fix the wiring in their bathroom, a business in London can hire a local events specialist to run their product launch, and a young professional in Sydney can hire a removalist to move houses - all utilising our existing marketplace and products, such as our *Milestone Payment* system."



Online services is already a huge market, with enormous future potential. McKinsey Global Institute has estimated that "160 million jobs, or about 11% of the projected 1.46 billion services jobs worldwide, could in theory be carried out remotely, barring any constraints in supply". This has been calculated by Freelancer.com to represent at least \$75 billion per annum in gross payments.

With the addition of local jobs, the Total Addressable Market (TAM) for the company is estimated to increase from \$75 billion in GPV per annum to hundreds of billions per annum. In the US alone, the temporary labour market is estimated to be on the order of \$100 billion². MBO Partners also found that in 2013 in the US there were 17.7 million independent workers which generated \$1.2 trillion in total income per annum³. Angie's List estimates the home services industry, which includes electricians, plumbers, dog walkers and other manual labour, alone is worth \$400 billion per annum, while others put it at \$800 billion per annum^{4,5}.

The offering will be progressively rolled out market by market over Q2 2015.



² <http://www.theverge.com/2012/7/23/3177860/taskrabbit-13-million-funding-peer-to-peer-labor-market-zaarly-done-exec>

³ http://info.mbopartners.com/rs/mbo/images/2013-MBO_Partners_State_of_Independence_Report.pdf

⁴ <http://www.fool.com/investing/general/2015/04/03/does-a-market-exist-for-amazoncom-incs-home-servic.aspx>

⁵ http://www.nytimes.com/2015/04/13/technology/amazon-google-and-more-are-drawn-to-home-services-market.html?_r=0



About Freelancer

Quadruple Webby award-winning Freelancer.com is the world's largest freelancing and crowdsourcing marketplace by total number of users and projects posted. Over 15 million registered users have posted more than 7 million projects and contests to date in over 850 areas as diverse as website development, logo design, marketing, copywriting, astrophysics, aerospace engineering and manufacturing. Freelancer Limited is listed on the Australian Securities Exchange under the ticker ASX:FLN.

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 FY15 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.



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