



20 December 2017

# Freelancer launches API

Task Humans from Software

Matt Barrie

Chief Executive Officer

**Freelancer.com is changing  
the global dynamics in the  
marketplace for people**





Use the **Freelancer API** to access a cloud workforce of skilled freelancers from your website, app or software



# The Singularity is Near

Futurists hypothesize about a coming singularity; a time in the future where machine intelligence will explode, accelerating technological progress at a rate so quickly that the future will be radically different from today. The human brain cannot even begin to comprehend the sophistication of this future.

With the release of the Freelancer API brings this connection between man and machine even closer. For over 80 years, humans have programmed computers through software and for the first time a sophisticated programming interface exists for humans.



**Hire in any profession you can think of using our API, on demand—developers, designers, photographers, copywriters, delivery people, manufacturers and more.**



**James C.**  
PRODUCT MANAGER



**Andrew W.**  
APP DEVELOPER



**Diane S.**  
COPYWRITER



**Simone P.**  
SEO SPECIALIST



**Simon K.**  
SOFTWARE ENGINEER



**James D.**  
SOFTWARE ENGINEER



**Russel P.**  
WEBSITE DEVELOPER



**James D.**  
UI/UX DESIGNER



**Andrew F.**  
SOFTWARE ENGINEER



**Carla B.**  
ILLUSTRATOR

Blue dots indicate location of freelancer users

# Access freelancers with over 1,000 skills anywhere in the world

Hire in any profession you can think of using our API, on-demand developers, designers, delivery people & more.



## Websites, IT & Software

PHP, HTML, Software Architecture, WordPress, Javascript...



## Mobile Phones & Computing

Mobile App Development, Android, iPhone, iPad, Amazon Kindle...



## Design, Media & Architecture

Graphic Design, Website Design, Logo Design, Photoshop, CSS...



## Writing & Content

Article Writing, Content Writing, Copywriting, Research Writing, Ghostwriting...



## Data Entry & Admin

Excel, Data Entry, Data Processing, Web Search, Virtual Assistant...



## Sales & Marketing

Internet Marketing, Marketing, Sales, Social Media Marketing, Facebook Marketing...



## Product Sourcing & Manufacturing

Supplier Sourcing, Product Design, Manufacturing, Product Sourcing, Buyer Sourcing...



## Translation & Languages

English (US), English (UK), German, English Grammar, Spanish...



## Engineering & Science

Engineering, Electrical Engineering, AutoCAD, Electronics, CAD/CAM...



## Business Services

Business Plans, Business Analysis, Accounting, Finance, Project Management...



## Local Jobs & Services

General Labor, Computer Help, Delivery, Drafting, Pickup...



## Other

Anything Goes, Freelance, Testing / QA, XXX, Education & Tutoring...

# Unprecedented Flexibility

Choose between projects, contests or services, and pay a fixed price or on an hourly basis, we have you covered for all kinds of ways to work.



Hourly



Fixed Price



Projects



Contests



Services





# Benefits of integrating the Freelancer API

---

No other freelance marketplace has the global reach and liquidity of Freelancer.com

---



## Global Workforce

Over 80% of online jobs get a bid within 60 seconds. Jobs in a specific location with a specific skill set get bid on average within 25 minutes. No other freelance marketplace is as liquid as Freelancer.com.



## Unmatched Liquidity

Over 80% of online jobs get a bid within 60 seconds. Jobs in a specific location with a specific skill set get bid on average within 25 minutes. No other freelance marketplace is as liquid as Freelancer.com.

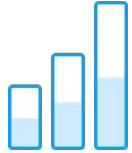


# Benefits of integrating the Freelancer API

---

The Freelancer API allows you to automate your workforce and scale on-demand.

---



## On demand & scalable

With the largest online workforce in history, Freelancer scales to your needs instantly. Task people at scale in an instant.



## Automate your workforce

The Freelancer API allows you to automate your business processes at scale across the globe. Wherever you need talent and skills, we have it- instantly.

# Benefits of integrating the Freelancer API

---

Let the Freelancer API find the best cloud talent for you, and dramatically strip costs out of your business.

---



## Dramatically cut costs

Why hire full time staff when you can simply make an API call to the cloud? You'll never fire freelancers, because you only pay as you task them.



## Sophisticated Matching

Using artificial intelligence, Freelancer's reputation system automatically ranks the best freelancers for the job based upon sophisticated algorithms.

# Benefits of integrating the Freelancer API

---

The Freelancer API is enterprise grade, and open source SDKs help you get going fast.

---



## Enterprise

A perfect companion for Freelancer Enterprise customers, the Freelancer API is perfect for large organizations doing big things.



## Open source SDKs

With existing SDKs for Python and Android, you can get started with the Freelancer API today. More SDKs and expanded support coming soon.

# Benefits of integrating the Freelancer API

---

The Freelancer API offers unprecedented flexibility in how freelancers can be tasked, in a safe and secure way.

---



## Pay only when satisfied

With our milestone payments system, your payment is safe until you are 100% satisfied with the work done.



## Unprecedented flexibility

Choose between projects, contests or services, and pay a fixed price or on an hourly basis, we have you covered for all kinds of ways to work.



# developers.freelancer.com

## Built by developers, for developers

Documentation

Help

PRODUCTION MODE  
Sandbox | Live

API Overview

Making a Request

Errors and Responses

Rate Limiting

Versioning

Sandbox Environment

Authentication

Authentication With OAuth

Creating a Client

Generating Access Tokens

Advanced Scopes

Using Access Tokens

Use Cases

Creating a Project

Creating a Bid

Performing a Bid Action

Messaging

Creating a Milestone

Requesting a Milestone

Milestone Actions

Milestone Request Actions

Posting a Review

Users

Users

Authenticated Users

Authenticated Users Jobs

Reputations

Portfolio

### Contests // Contests

Crowdsourcing allows you to tap into a huge talent pool of freelancers from all over the world. People from all areas of expertise can contribute to your contest, allowing you to get tons of choices to fit your needs. You can crowdsource all of your ideas in a wide variety of areas such as logo and website design, video creation, T-Shirt design and many more.

Our platform has a variety of features to help you get the most from your contest. You can select any of these features when you start your contest:

Guaranteed	Guarantee freelancers that a winner will be chosen and awarded the prize. This will attract better entries from more freelancers.
Featured	Featured contests attract more, higher-quality entries and are displayed prominently in the 'Featured Jobs and Contests' page.
Top Contest	Get high quality entries! Top freelancers will be automatically invited to join your contest.
Highlight	Make your contest visually stand out from the rest by highlighting your listing.
Sealed	Only you can see all the entries. Each freelancer can only see their own entry. It ensures you get unique ideas.
Private	Keep your contest confidential. Private contests are hidden from search engines and public users.

### Create a Contest

POST

/contests/0.1/contests/

Creates a new contest.

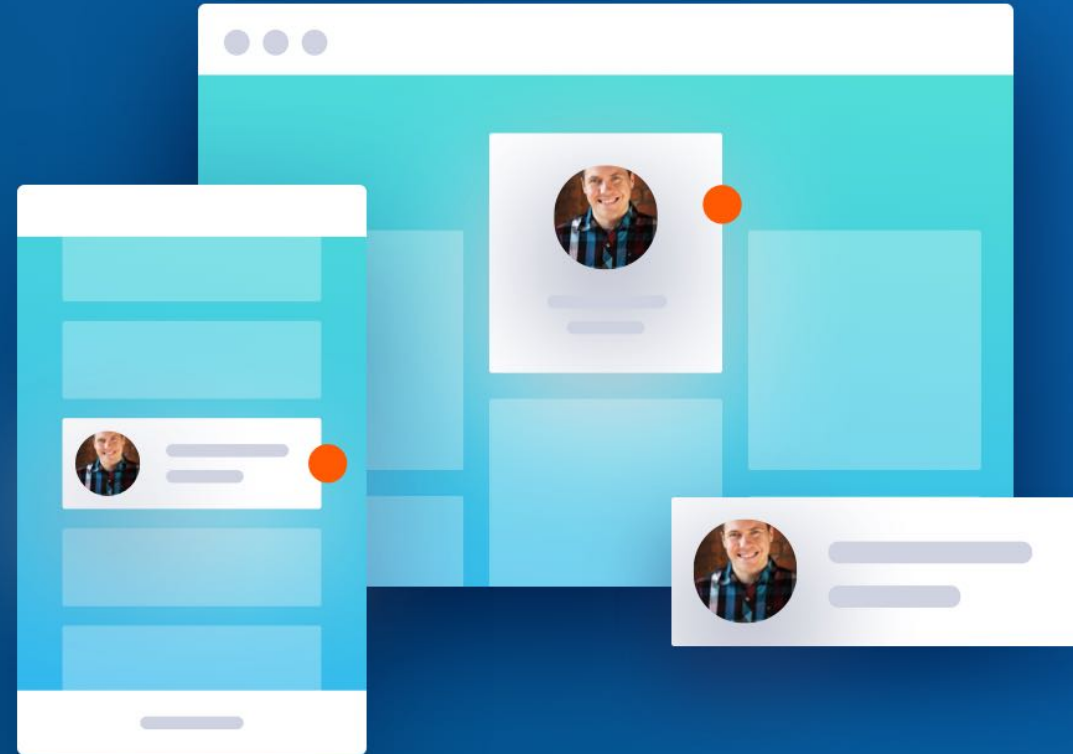
#### Authentication

This endpoint requires an OAuth token with the following scopes:



We engineered our API to let you spend more time running your business and less time worrying about fulfillment of services. It is your opportunity to create applications that leverage the Freelancer platform, and the army of freelancers that use the site!

You can build entire businesses- desktop apps, mobile apps and anything you can think of- all powered by our technology and marketplace. The possibilities are endless.



# Built by developers, for developers

---

We engineered out API to let you spend more time running your business and less time worrying about hiring.

---



## Beautiful Documentation

Our API reference documentation and step by step guides allow you to focus on building awesome apps.



## Versioning

With our versioning system, you can be sure your apps will work consistently as we add new and exciting features.



## Sandbox Environment

The Freelancer.com sandbox allows you to test your applications without touching production data. Explore the API in our developer friendly sandbox environment before you go live.



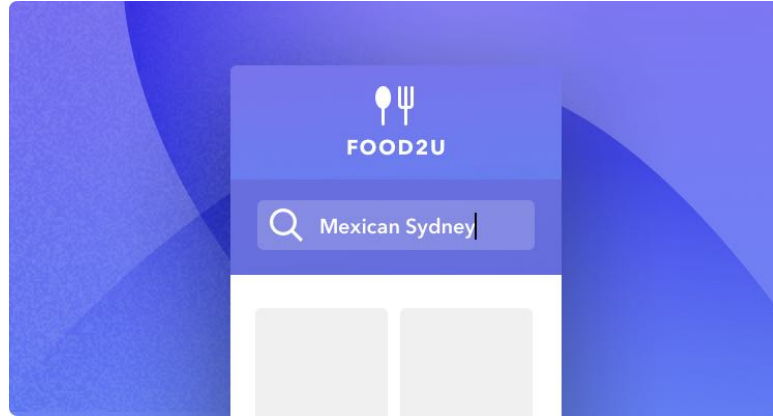
## Developers First

With our interactive documentation and support helplines, we're always making it easier for you to build awesome stuff!



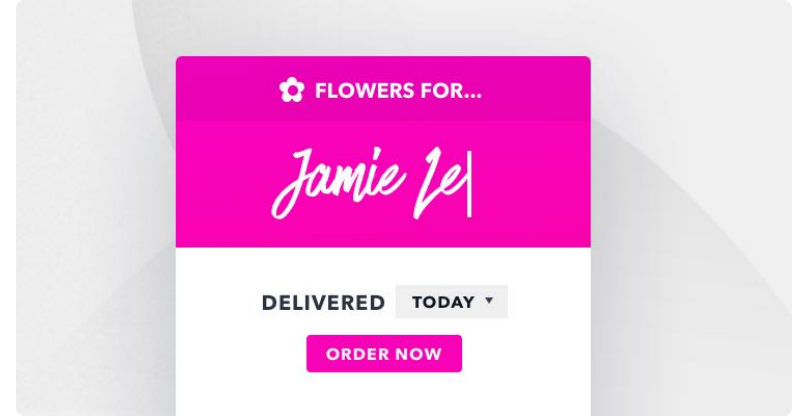
# Disrupt the Disruptors

Uber built the largest taxi company in the world without owning any cars, can you build a bigger one without any staff?



## Food Delivery

Why hire full time staff when you can simply make an API call to the cloud? You'll never fire freelancers, because you only pay as you task them.



## Button for everything

Using artificial intelligence, Freelancer's reputation system automatically ranks the best freelancers for the job based upon sophisticated algorithms.

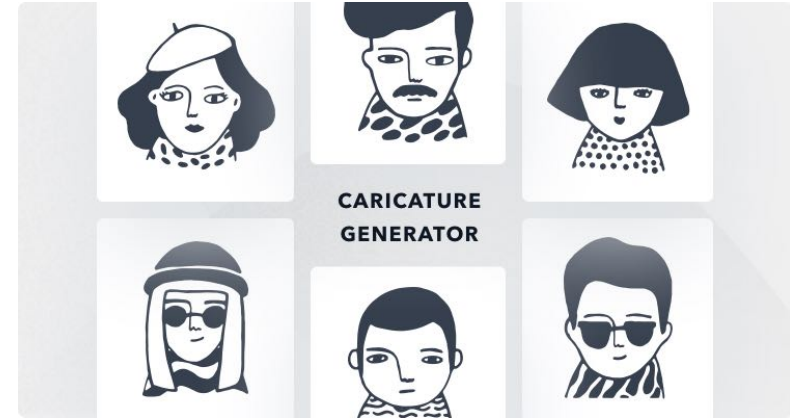
# Disrupt the Disruptors

You are only limited by your imagination with what you can do with our virtual workforce of 26 million.



## Charity done right

A perfect companion for Freelancer Enterprise customers, the Freelancer API is perfect for large organizations doing big things.

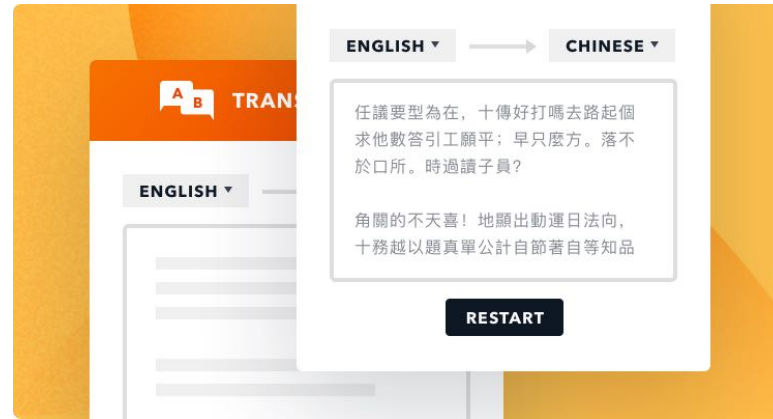


## Services in an app

With existing SDKs for Python and Android, you can get started with the Freelancer API today. More SDKs and expanded support coming soon.

# Disrupt the Disruptors

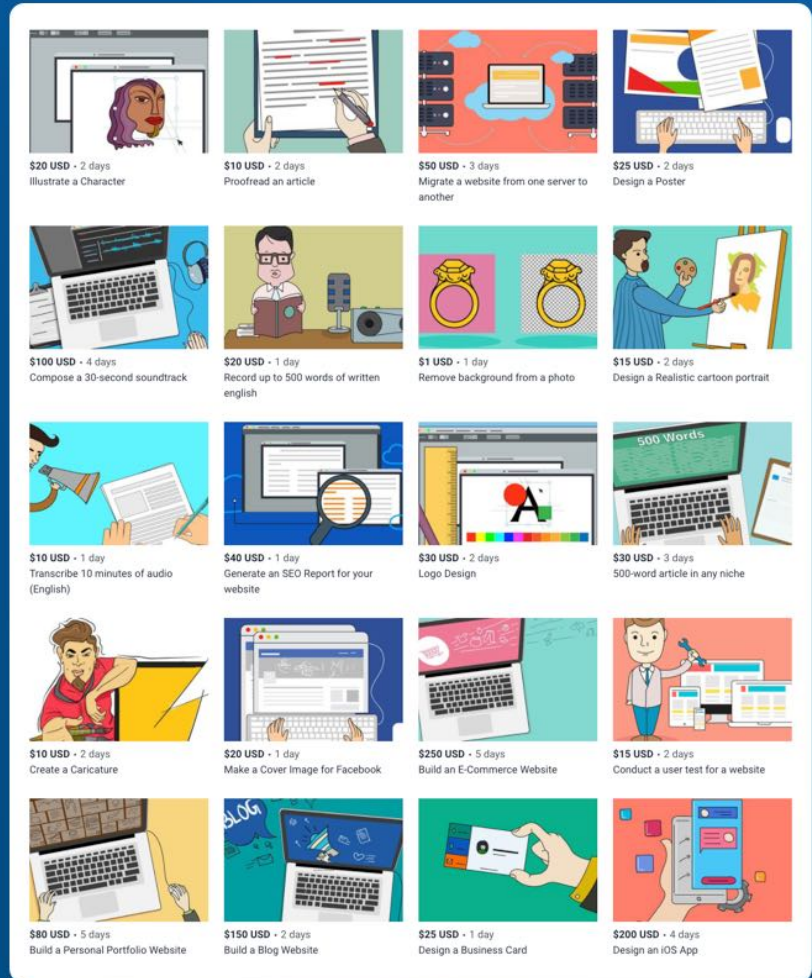
Why hire people when you can make an API call to the cloud?



## Automate something

A perfect companion for Freelancer Enterprise customers, the Freelancer API is perfect for large organizations doing big things.

We wanted to make  
getting stuff done  
even easier- so  
we've created some  
**predefined services**  
accessible by API





# Use the Freelancer API to build apps of the future

Assetio by Flobox combines the power of the Freelancer API with Artificial Intelligence and Data Science to automatically cycle creatives to avoid advertising fatigue.



The Assetio app interface is displayed, showing a creative brief outline and a performance summary. The creative brief includes fields for Industry (Wine/Spirits), Business Name (Handpicked Vines), Website (http://www.handpickedvines.com.au), Business Location (Chippendale, NSW), Audience Countries (Australia, Korea, Singapore), and Fans by Age/Gender (Female 25-34). The performance summary shows data for the last 30 days, including a spend of \$948.53, a link click value of \$0, and a cost per link click of \$2.19. The interface also features a 'Creative Brief Outline' section with a 'Relevance Score: 6' and a 'Performance Summary' section with a line graph showing trends over time.

Assetio

← BACK

These are the best performing ad creatives

Select the creatives that you would like the new creative asset to be base off

Creative Brief Outline

- Industry: Wine/Spirits
- Business Name: Handpicked Vines
- Website: http://www.handpickedvines.com.au
- Business Location: Chippendale, NSW
- Audience Countries: Australia, Korea, Singapore
- Fans by Age/Gender: Female 25-34

Relevance Score: 6

Handpicked Wines

Sponsored · 1/1

Frock up for your special day and come and celebrate the holy union of wine and you. Join us for the ultimate wedding celebration with all of the good parts (wine, cheese, cake, dancing) and none of the boring bits (speeches, expensive presents, your second aunt Mildred).

Wine Wedding

la, la la! Get into the festive spirit with a Christmas wreath making workshop with an Aussie twist at the Urban Cellar Door.

SUN, DEC 3  
Christmas Wreath and Wine Workshop

INTERESTED

Performance Summary

Last 30 days

\$948.53 spend

\$0 link click value

\$2.19 cost per link click

433.00 link clicks

0.71% click through rate

15.56 cost per impression

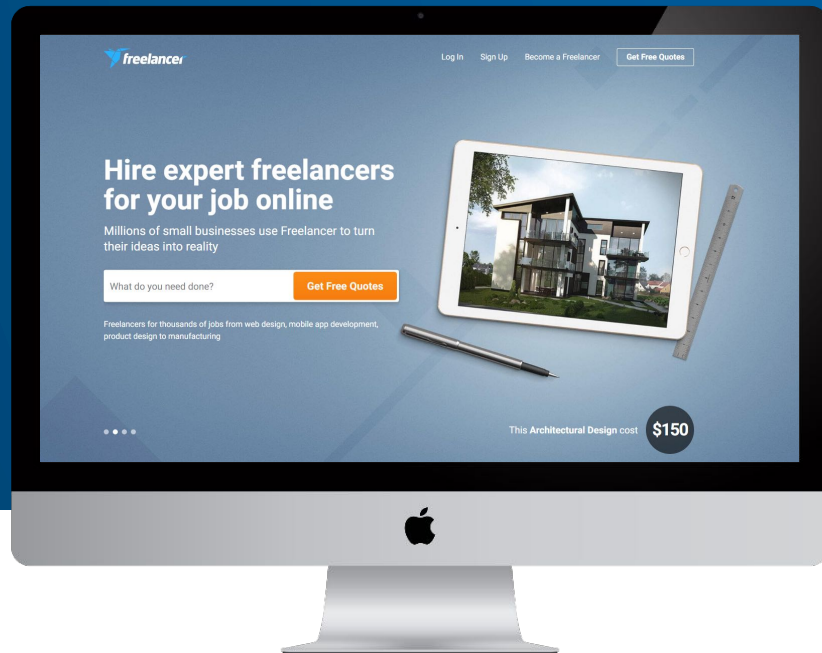
# SDKs

Android and Python SDKs  
<https://github.com/freelancer>

*More languages coming soon..*

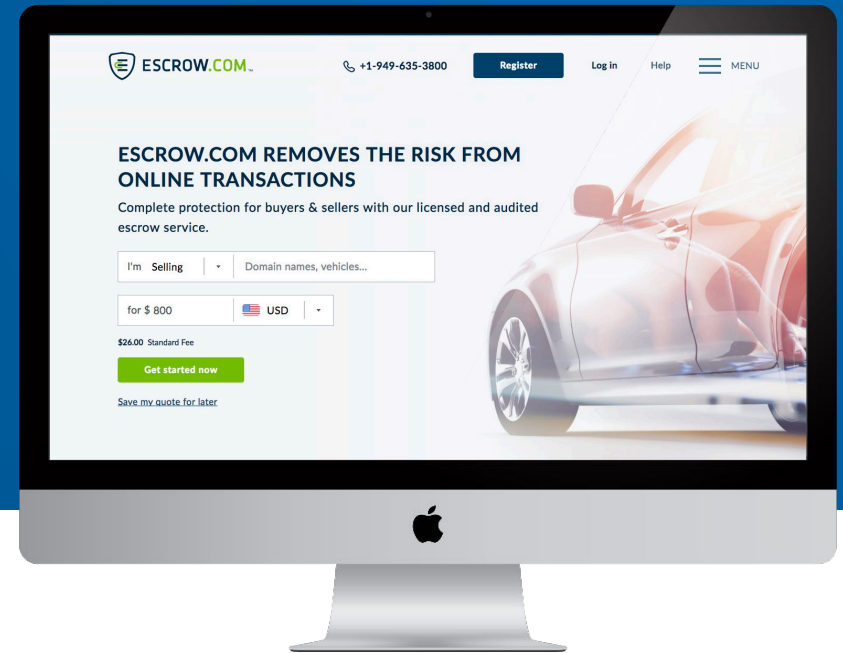


# Freelancer.com



**Freelancer.com**  
#1 Online Services Marketplace  
Over **US\$3 billion** in  
projects posted

# Escrow.com

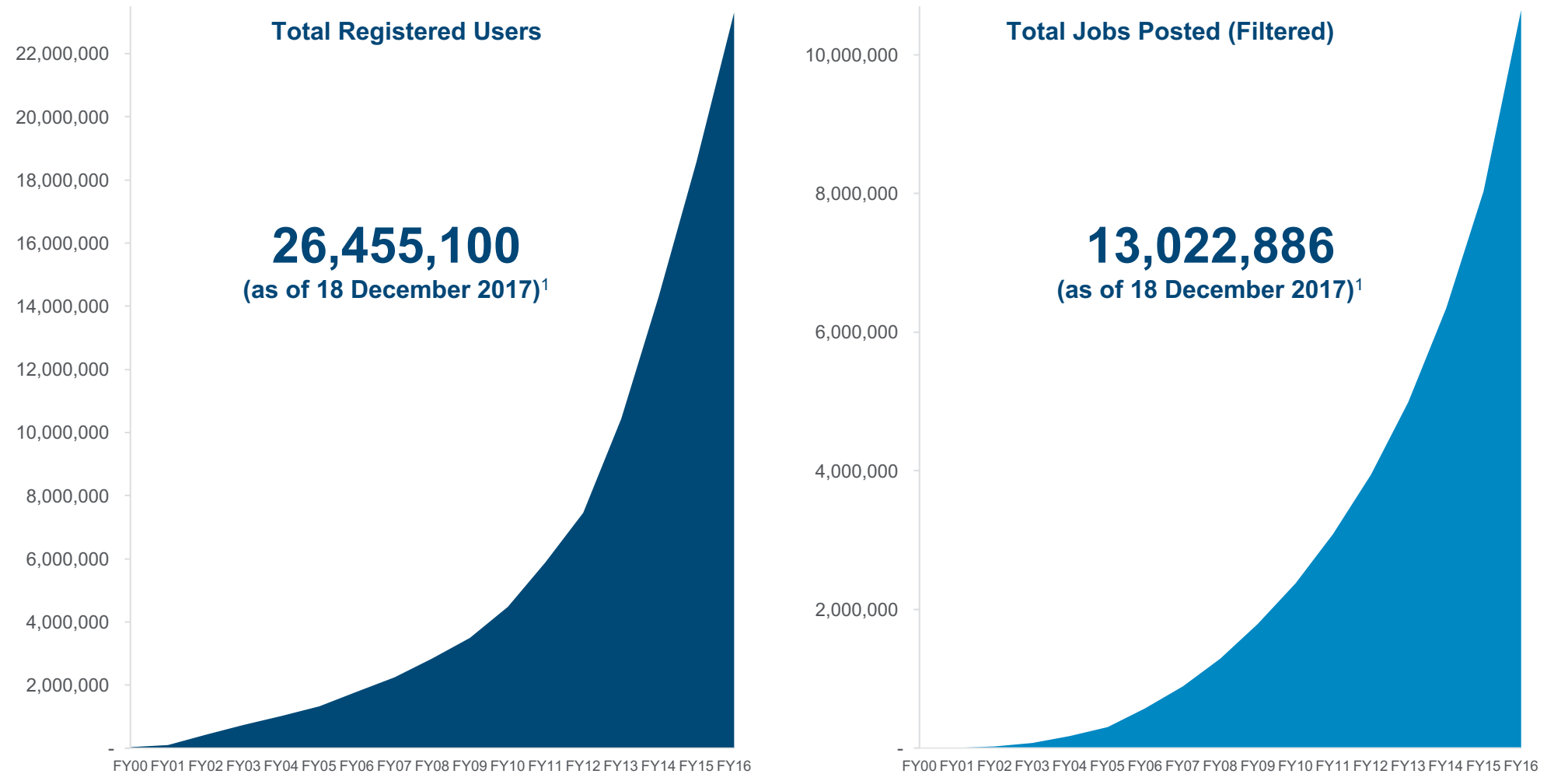


**Escrow.com**  
#1 for Secure Online Payments  
Over **US\$3 billion** in  
escrow transactions



# 26 million+ users and 13 million+ projects

1.4 million new projects and contests posted in 1H17, with 1.4 million new users



1. Number of user accounts, and projects/contests posted in the Freelancer marketplace as at 30 June 2017. User, project and contest data includes all users and projects from acquired marketplaces. Prior to 2009, all data is from acquired marketplaces. Jobs Posted (Filtered) is defined as the sum of Total Posted Projects and Total Posted Contests, filtered for spam, advertising, test projects, unawardable or otherwise projects that are deemed bad and unable to be fulfilled. Includes Escrow.com unique users.













First Floor

Ground Floor

Garage



This Architectural Design cost

**\$1613**





# We are changing lives in the developing world by providing opportunity and income.

"Thanks to Freelancer.com, I am able to work from home, which allows me to spend quality time with my family while making money to meet household needs."

## Kelvin Otieno

Graphic Designer  
Nairobi, Kenya



4.9 / 5.0 rating, 44 reviews.



**api@freelancer.com**

**We'd love to help you get your  
ideas off the ground**





# Important notice and disclaimer

This presentation has been prepared by Freelancer Limited (ACN 141 959 042) (**Freelancer** or the **Company**). The information contained in this presentation is current at the date of this presentation. The information is a summary overview of the current activities of the Company and does not purport to be all inclusive or to contain all the information that a prospective investor may require in evaluating a possible investment. This presentation is for general information purposes and is not intended to be and does not constitute a prospectus, product disclosure statement, pathfinder document or other disclosure document for the purposes of the Corporations Act 2001 (Cth) (**Corporations Act**) and has not been, and is not required to be, lodged with the Australian Securities & Investments Commission. The material contained in this presentation is not, and should not be considered as, financial product or investment advice. This presentation is not (and nothing in it should be construed as) an offer, invitation, solicitation or recommendation with respect to the subscription for, purchase or sale of any security in any jurisdiction, and neither this document nor anything in it shall form the basis of any contract or commitment. This presentation is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor which need to be considered, with or without professional advice, when deciding whether or not an investment is appropriate.

This presentation contains information as to past performance of the Company. Such information is given for illustrative purposes only, and is not – and should not be relied upon as – an indication of future performance of the Company. The historical information in this presentation is, or is based upon, information contained in previous announcements made by the Company to the market.

## 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 FY17 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 presentation in jurisdictions outside Australia may be restricted by law. Any failure to comply with such restrictions may constitute a violation of applicable securities laws.

## Non-IFRS information

This presentation includes certain financial measures that are not recognised under Australian Accounting Standards (**AAS**) or International Financial Reporting Standards (**IFRS**). Such non-IFRS financial measures do not have a standardised meaning prescribed by AAS or IFRS and may not be comparable to similarly titled measures presented by other entities, and should not be construed as an alternative to other financial measures determined in accordance with AAS or IFRS. The information is presented to assist in making appropriate comparisons with prior periods and to assess the operating performance of the business. Freelancer uses these measures to assess the performance of the business and believes that information is useful to investors. Gross Payment Volume, EBITDA, and EBIT have not been audited or reviewed. Recipients are cautioned not to place undue reliance on any non-IFRS financial measures included in this presentation.

All references to dollars are to Australian currency unless otherwise stated.

To the maximum extent permitted by law, Freelancer makes no representation or warranty (express or implied) as to the accuracy, reliability or completeness of any information contained in this document. To the maximum extent permitted by law, Freelancer shall have no liability (including liability to any person by reason of negligence or negligent misrepresentation) for any statements, opinions or information (express or implied), arising out of, contained in or derived from, or for any omissions from this document, except liability under statute that cannot be excluded.