



Building the world's most trusted marketplace to buy and sell local services

We connect people who need work done,
with people who want to work.



Our mission:

To empower people to realise the full value of their skills

Creating jobs isn't a by-product of the work that we do: it's our core purpose.

\$450m

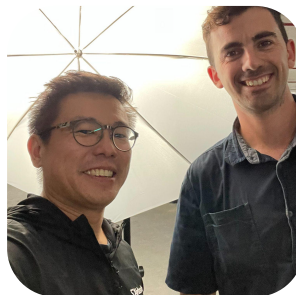
In the pockets of our Taskers
(excluding all fee revenue)¹

1. Cumulative net Tasker earnings in Australia from inception to 3Q23.



"This has helped me see my value and my self worth."

Tess K



"This gives you the chance to help people and at the same time, feel appreciated for what you do."

Maico L

Airtasker's partnership with Channel 4 provides \$6.5m¹ in media advertising power for a 20% stake in Airtasker UK

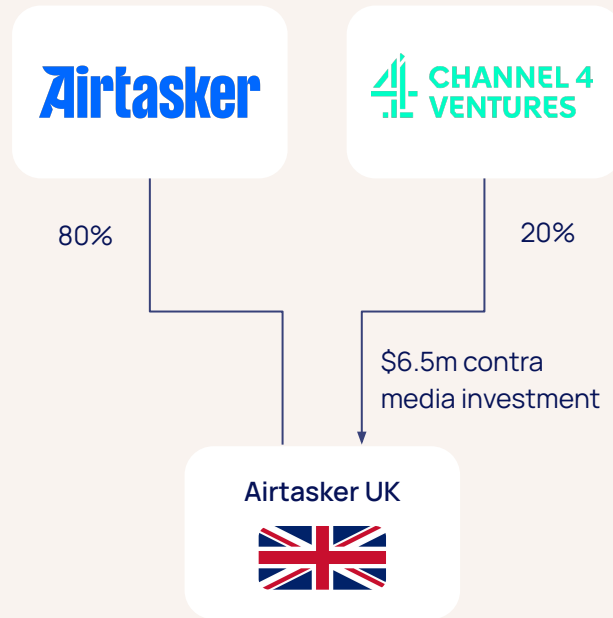
Channel 4 is a commercially-funded, publicly-owned free-to-air television network in the UK.

47 million people

Channel 4 reaches 47m people (78% of all UK individuals) each month.²

1.2 billion streams

Channel 4 owns the UK's biggest free streaming service with more than 1.2bn views every year.²



1. £3.5m in contra media advertising

2. <https://www.channel4.com/corporate/about-4/who-we-are/channels-and-platforms>

We've built the largest local services marketplace in Australia

26m

population (2022)

112,000

Active Taskers²

200,000+

Peak posted tasks per month¹

\$450m

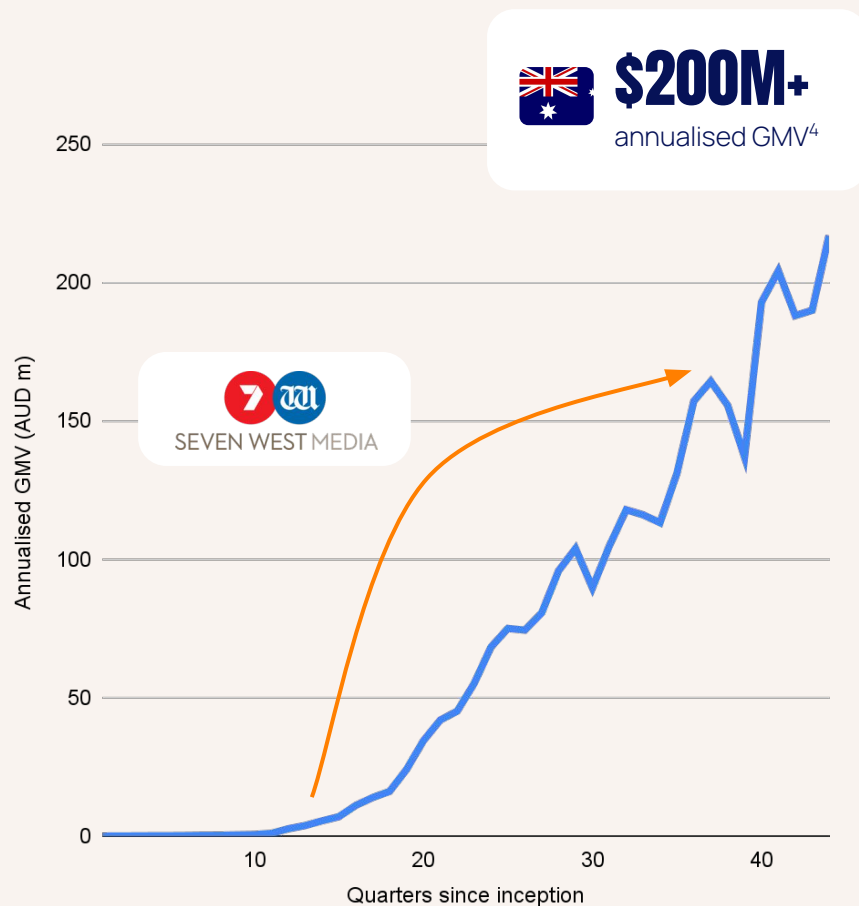
In the pockets of our Taskers
(excluding all fee revenue)³

1. In November 2022.

2. Total Offer Active Taskers in Australia in 2022.

3. Cumulative net Tasker earnings in Australia from inception to 3Q23.

4. Gross marketplace volume.



A powerful media partnership was key to successfully scaling

A media-for-equity partnership with the leading Australian television network enabled Airtasker to build a trusted household brand name and scale network effects rapidly.

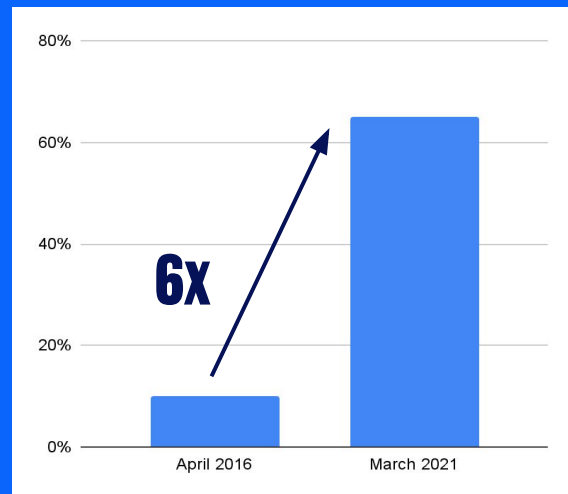
In FY16, Channel 7 reported an average weekly audience of 14.6 million people.

Following a successful 5-year partnership, Airtasker enabled Seven West Media to exit their investment position via an IPO, generating a 5x investment multiple².

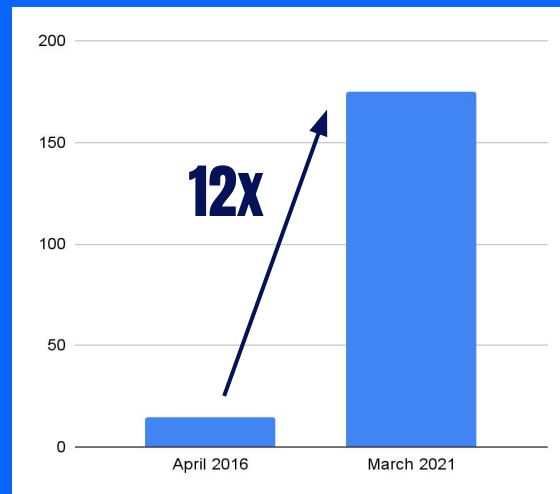


SEVEN WEST MEDIA

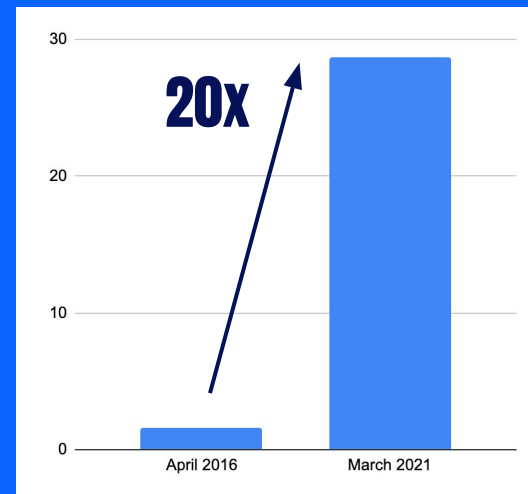
Brand Awareness (%)



Gross Marketplace Volume (annualised \$m)



Revenue (annualised \$m)



1. Seven West Media Annual Report 2016
2. Cash-on-cash return

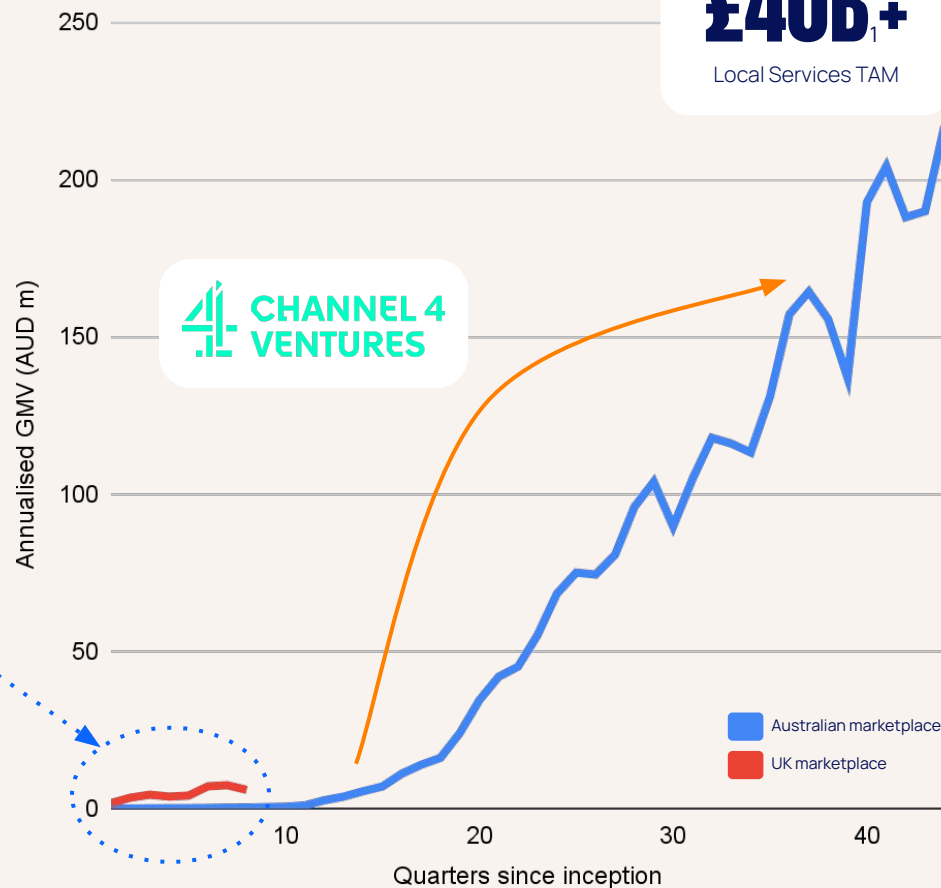
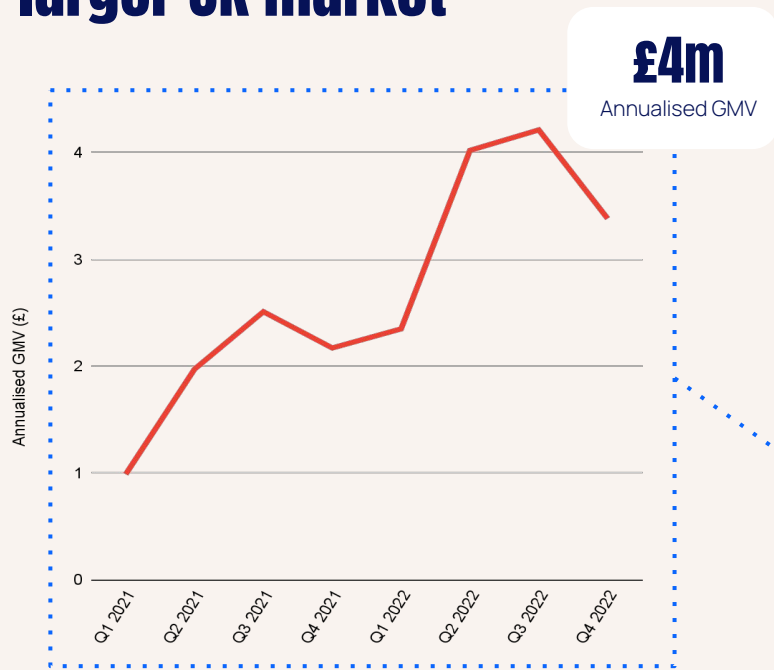
TV was a super effective media platform for Airtasker

Building a trusted brand and rapidly growing network effects are critical. Television is effective because:

- It creates brand authority and trust
- It reaches an enormous audience, fast
- Is relatively cost effective for building a mainstream audience



Channel 4 partnership enables Airtasker to repeat a proven playbook in a 2.5x larger UK market

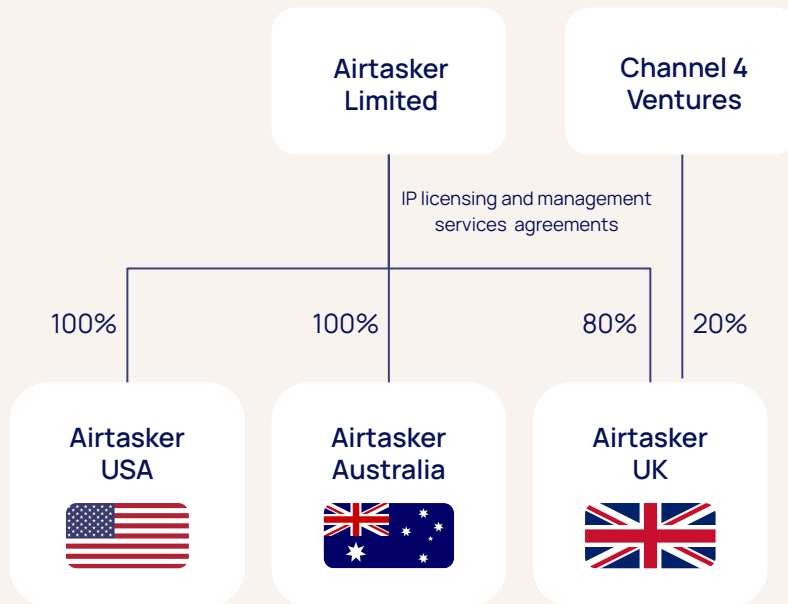


Scalable deal structure aligns interests of both parties and enables repurchase of Airtasker UK shares in 5 years

- Channel 4 to own 20% stake in Airtasker UK for £3.5m (\$6.5m) in contra media advertising.
- Airtasker Limited to repurchase Channel 4's stake at the end of FY28 for scrip or cash (at Airtasker Limited's option) on the following valuation basis:

$$\text{Airtasker UK Valuation} = \text{Airtasker UK TTM Revenue} \times \text{Airtasker Limited Revenue Multiple}$$

- FY28 share purchase agreement aligns Channel 4 with Airtasker's UK growth and global expansion plans and mitigates risk of excessive shareholder dilution.
- Airtasker Limited has established commercial IP licensing and management agreements with Airtasker UK.



Our mission:

EMPOWER PEOPLE TO REALISE THE FULL VALUE OF THEIR SKILLS





LET'S DO THIS!

 CHANNEL 4 VENTURES + **Airtasker**

8 June 2023

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