



30 July 2015

Freelancer Limited

Half Year Results Presentation 2015

Matt Barrie

Executive Chairman, Chief Executive Officer

Freelancer Limited (ASX: FLN)

Key market statistics

ASX code	FLN
Listing price (15 November 2013)	A\$0.50
Share price (29 July 2015)	A\$1.32
Market capitalisation (29 July 2015)	A\$592 million

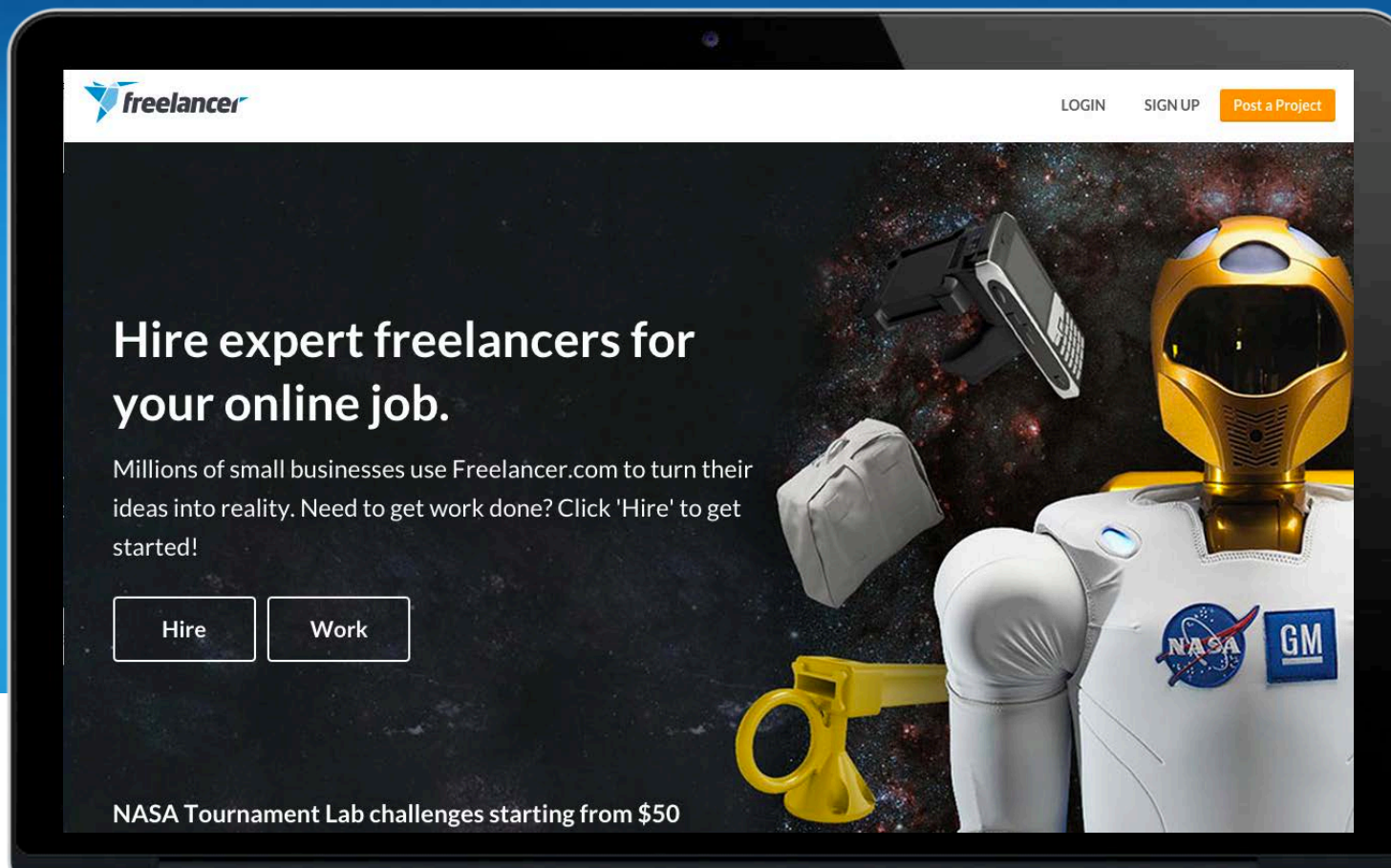
Share Price Chart (2015 YTD)



ASX
FREELANCER LIMITED

1. Source: Bloomberg. Market data as at 29 July 2015.





8,168,489

Projects & Contests Posted

16,181,611

Registered Users

\$2,558,748,000 USD

All time Projects & Contests Posted Value



Design a Wireless Music Headset

tsiamboulas \$300.00



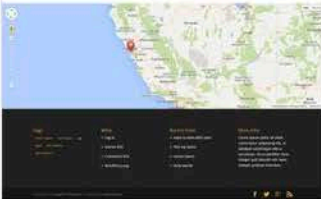
Featured Products



Recent Products



What Our Customers are Saying



Need my website and html design

codeunderground \$440.00



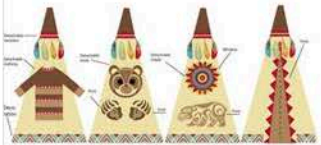
Logo Design for Energy/Mineral Drink

carodevchi5 \$390.00



I need a Flying lizard CGI

jorgeromero3d \$579.00



Design for Children Role-Play Tent

WendyRV \$450.00



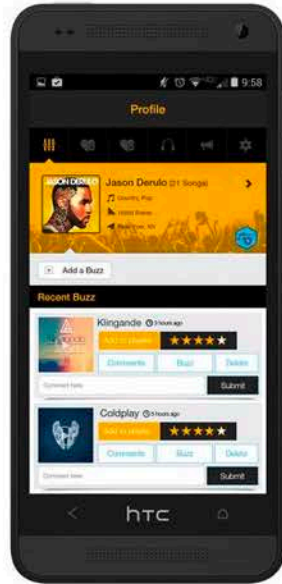
Design a Responsive Website Mockup for Tourism (Wire-frame Provided)

tania06 \$750.00



HIGH FASHION LUXURY COMB DESIGN

dimitarstoykov \$1,202.00



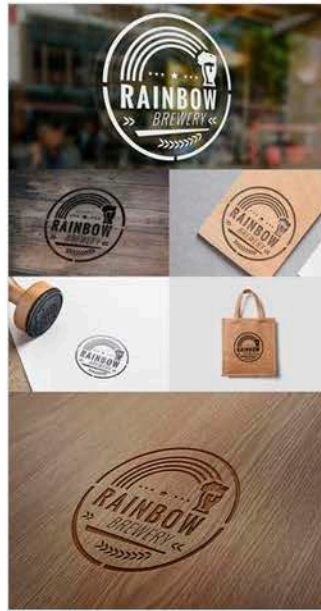
Design an App Mockup

herick05 \$400.00



Develop options for a Corporate Identity for an Architectural firm.

BrandCreativ3 \$538.00



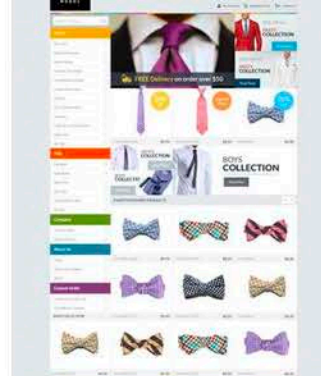
Design a Logo for Rainbow Brewery

planarstudio \$190.00



Design a Car Wrap Advertisement on the BMW i3 Vehicle

Jun01 \$220.00



site redo !!

uniqueclick \$640.00



Print & Packaging Design for food supplement in capsules



Design an Inflatable Pool Toy! :-)

tsiamboulas \$452.00



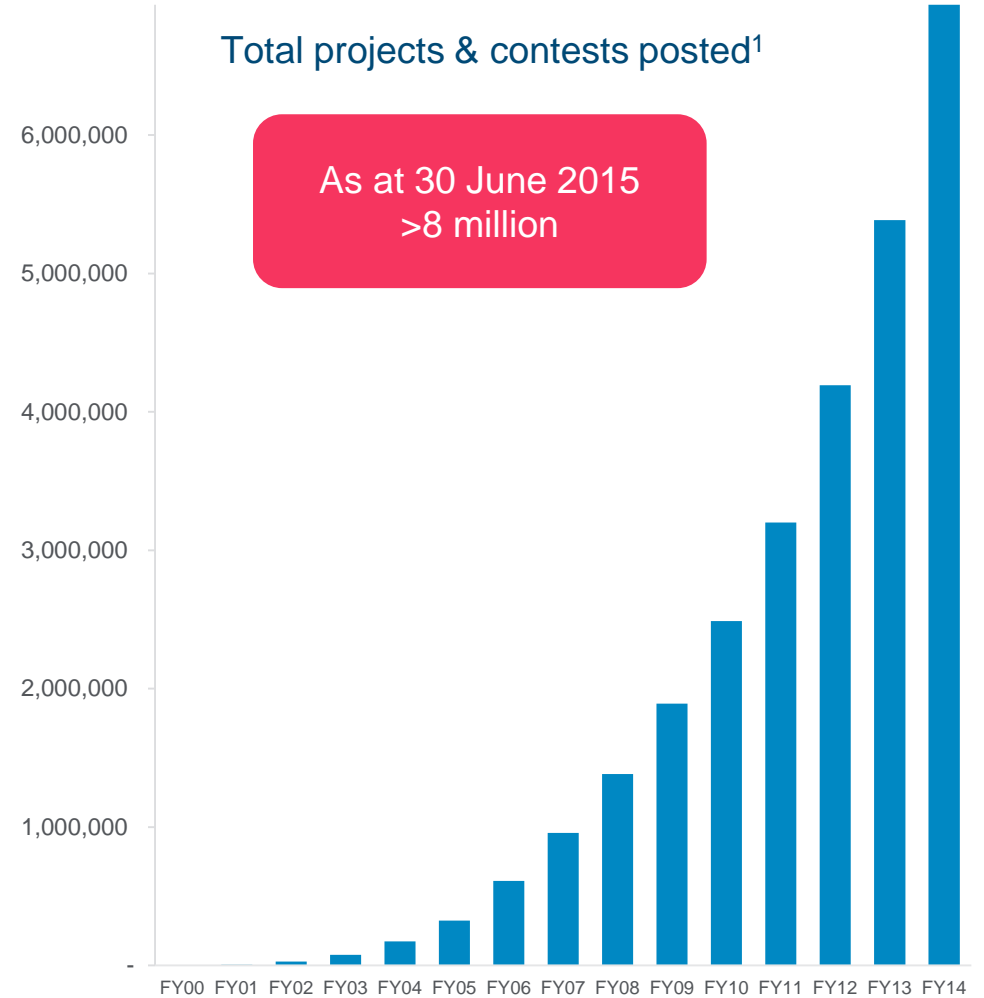
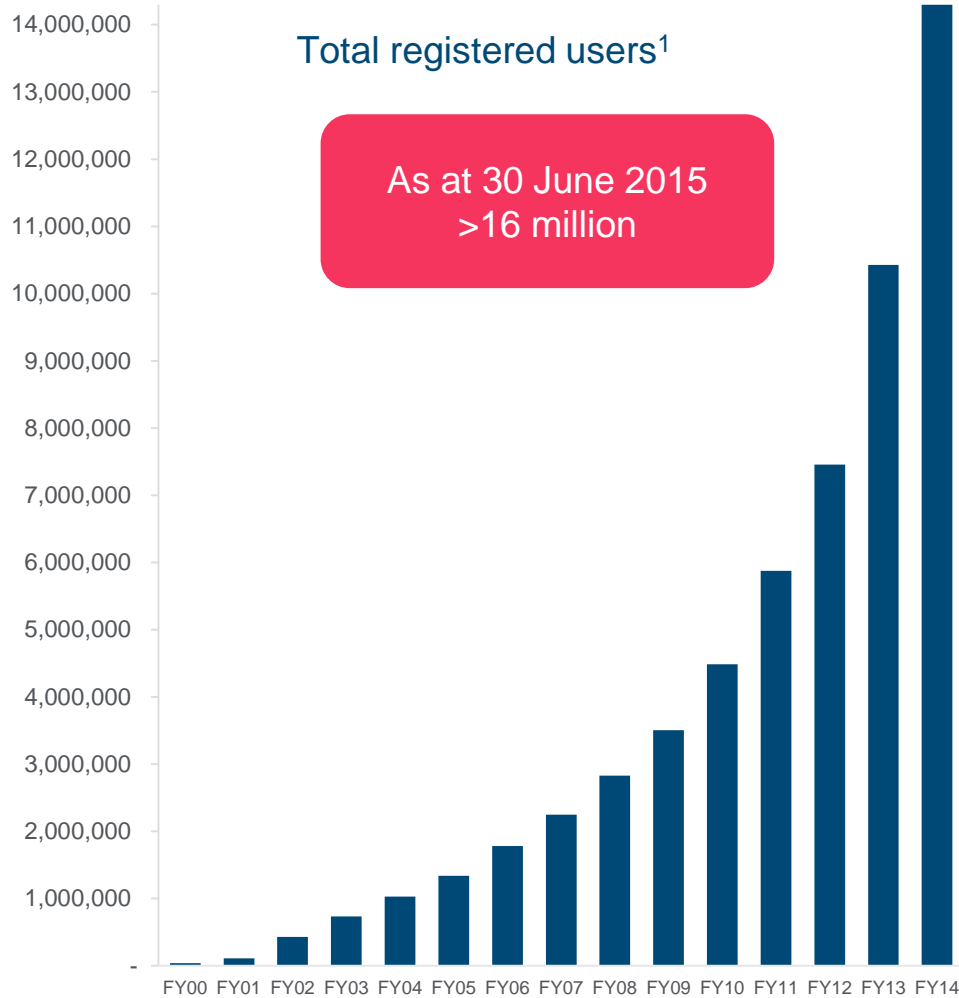
Création image de marque : logo / brand image, logo

Freelancer Limited

FINANCIAL RESULTS

Continued exceptional marketplace growth (demand)

Exceptional growth in registered users, and significant acceleration of growth in projects and contests posted



1. Number of user accounts, and projects/contests posted in the Freelancer marketplace as at 30 June 2015. User, project and contest data includes all users and projects from acquired marketplaces. Prior to 2009, all data is from acquired marketplaces.



Financial highlights 1H15

Freelancer delivers another record result with accelerating revenue growth, GPV and positive operating cashflow

- Record Net Revenue of \$16.8m in 1H15 (up 41% on pcp)
 - Acceleration from FY14 growth of 39% year on year
- Record Gross Payment Volume¹ in 1H15 of \$64.1m (up 30% on pcp)
 - Acceleration from FY14 growth of 23% year on year
- Continued improvement in take rate² to 26.2% (1H14: 24.0%)
- Gross margin of 88%, in line with prior periods
- Operating³ NPAT of \$(0.8)m and operating³ EBITDA of \$(1.0)m
- Positive operating cashflow of \$1.1m
- Successful capital raising of \$10 million of new shares, priced at a premium to last close
- As at 30 June 2015, cash and cash equivalents of \$31.1 million (up 54% on pcp)

1. Gross Payment Volume (GPV) is calculated as the total payments to Freelancer users for products and services transacted through the Freelancer website plus total Freelancer revenue.

2. Take rate is calculated as Net Revenue divided by Gross Payment Volume.

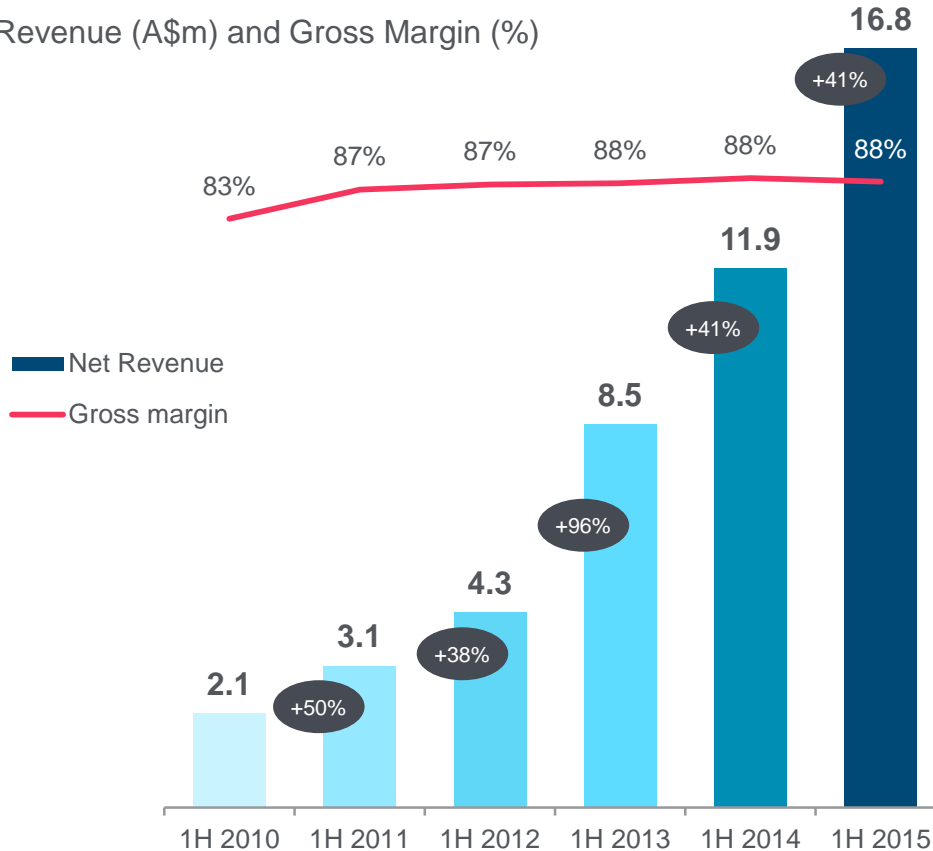
3. Exclusive of 1H15 non-cash share based payments expense of \$466k (1H14 \$125k).



Revenue growth

Record 1H15 net revenue of \$16.8m, up 41% on prior corresponding period

Net Revenue (A\$m) and Gross Margin (%)



- Record 1H15 Net Revenue of \$16.8m, up +41% on 1H14
- Acceleration from +39% FY14 year on year
- Consistently high gross margin, 88% in 1H15, in line with 88% in 1H14
- Key revenue growth drivers
 - increased user, project & contest acquisition
 - increased marketplace efficiency and conversion rate optimisation
 - product development & increased take up of value-added services
 - increased take-up and optimisation of memberships

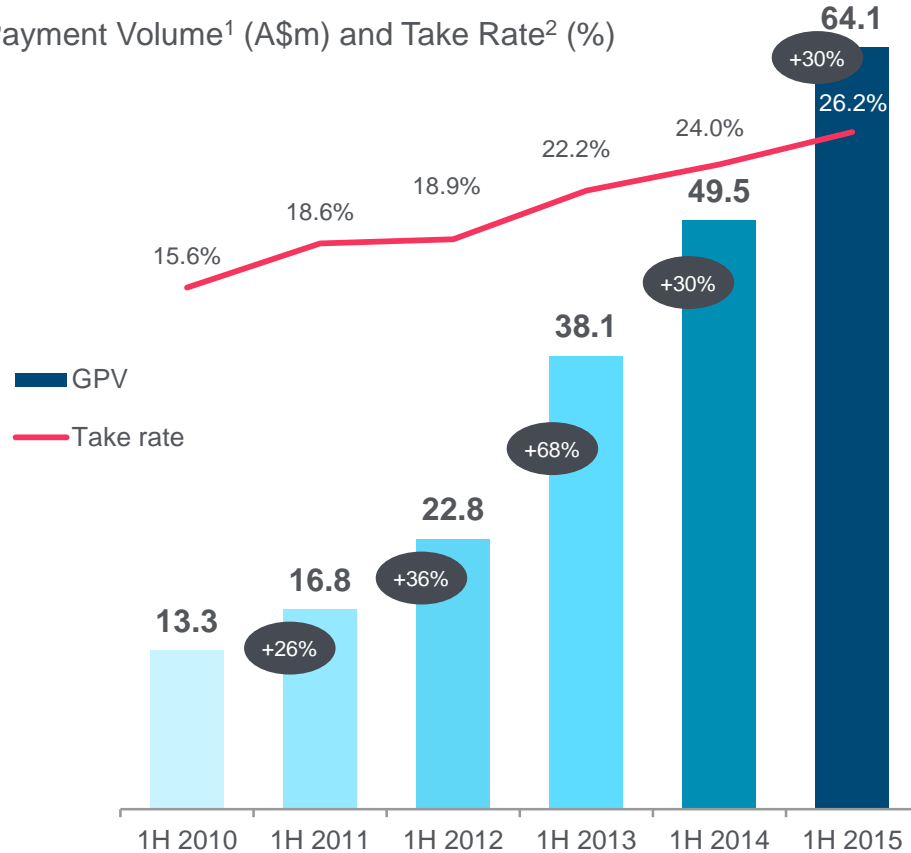
Revenue (A\$m)	2.1	3.1	4.3	8.5	11.9	16.8
Growth on pcp	-	50.4%	37.7%	96.3%	40.8%	40.8%
Gross margin	82.6%	86.7%	87.4%	87.6%	88.3%	87.8%



Gross payment volume

Record Gross Payment Volume¹ (GPV) of \$64.1m (up 30% on pcp) and continued improvement in take rate² in 1H 2015

Gross Payment Volume¹ (A\$m) and Take Rate² (%)



- Record GPV of \$64.1m up 30% on 1H14
 - Acceleration from +23% FY14 year on year
- Key GPV growth drivers
 - user, project and contest acquisition
 - conversion rate optimisation
- Continued take rate improvement to 26.2%
 - efficiency in monetisation of marketplace (still with huge upside)
 - take up of value-added services
 - memberships, membership optimisation and project upgrades
 - other non-commission based revenue streams (including Warrior Forum)

GPV (A\$m)	13.3	16.8	22.8	38.1	49.5	64.1
Growth on pcp	-	26.0%	35.5%	67.5%	29.9%	29.7%
Take rate ²	15.6%	18.6%	18.9%	22.2%	24.0%	26.2%

1. Gross Payment Volume (GPV) is calculated as the total payments to Freelancer users for products and services transacted through the Freelancer website plus total Freelancer Revenue.

2. Take rate is calculated as Net Revenue divided by Gross Payment Volume. GPV and take rate numbers are based on Freelancer's unaudited management accounts which have not been subject to an auditors review.



Marketplace highlights 1H15

Freelancer continues to hit record milestones

- Passed key milestones of 16 million users and 8 million projects posted
 - added 1.8 million users in 1H15
- Passed US\$2.5 billion of all time posted project value
- Significant acceleration in the growth of posted projects and contests
 - added 1.0 million project and contest listings, up 43% on 1H14
 - acceleration from 32% FY14 year on year
- Strengthening marketplace dynamics
 - the widest range at the lowest cost – seeing the continued benefits of a reduced minimum project size implemented in late 2013
 - average project size of US\$159 (down 13% from 1H14) driving greater project volumes
- Significant increase in the number of users on membership plans
- Strategic focus remains on increasing revenue growth through conversion optimisation & marketplace efficiency



Operational highlights 1H15

Acquisition of a strong cornerstone for entering the payments space, and development of key products

- Acquisition of Escrow.com
 - the leading provider of secure online payments on the Internet
 - 2014 gross payment volume of US\$265 million, net revenue of US\$5 million, US\$1.2 million in EBITDA and over US\$2.2 billion in transactions to date
- Local jobs launched
 - over 100 categories of location specific work
 - expanding Freelancer’s total addressable market from \$122 billion in GPV to several hundred billion dollars per annum
- Showcase website & app launched
 - a cross-platform design gallery of millions of easily browsable portfolio items
- Webby Awards
 - won four awards including Best Employment Website, Best Professional Services Website and the People’s Voice in both categories
- Continued focus on the development of Freelancer’s mobile apps



Operational highlights 1H15

Successful capital raising priced at a premium, bolt-on acquisitions and key new hires

- Placement
 - \$10 million placement of new ordinary shares completed in April
 - priced at a premium to the last traded price
- Smaller bolt-on acquisitions of DoNanza and Projectlinkr marketplaces
- Key new hires include:
 - Deputy Chief Financial Officer (ex UBS Investment Bank, Macquarie Bank)



Summary profit & loss statement

Continued focus on re-investment in product development, user experience, user/project acquisition and customer service

(A\$m) Half-year to 30 Jun	1H 2014 Actual	1H 2015 Actual	Change (%)
Net Revenue	11.9	16.8	40.8
Gross Profit	10.5	14.7	40.0
<i>margin (%)</i>	88.3%	87.8%	
Employee expenses	(6.7)	(8.3)	24.0
Administrative expenses	(2.3)	(3.6)	59.0
Marketing related expenses	(1.4)	(2.4)	77.7
Occupancy costs	(0.8)	(1.3)	51.9
FX gains / (losses)	(0.1)	(0.1)	-
Share based payments expense	(0.1)	(0.5)	nm
EBITDA	(0.9)	(1.5)	nm
EBIT	(1.1)	(1.7)	nm
NPAT	(0.7)	(1.3)	nm
Excluding share based payments expenses ¹			
Operating EBITDA	(0.8)	(1.0)	nm
Operating EBIT	(0.9)	(1.2)	nm
Operating NPAT	(0.6)	(0.8)	nm

- Record 1H15 net revenue of \$16.8m
– up 41% on 1H14
- Gross margins in line with prior period
- Continued investment in talent: product development, engineering & customer service
- Increased marketing expense as a percentage of net revenue to c.15% (1H14: c.12%)
- FX gains/(losses) includes unrealised changes in AUD value of cash and user obligations
- Includes c.\$250k of costs relating to the acquisition of Escrow.com which were expensed in 1H15
- Non-cash share based payments expense of \$466k (1H14: \$125k)

1. Exclusive of 1H15 non-cash share based payments expense of \$466k (1H14 \$125k).



Summary balance sheet

Strong balance sheet and no net debt

(A\$m) Half-year to 30 Jun	1H 2014 Actual	1H 2015 Actual	Change (%)
Cash and cash equivalents	19.7	31.1	58.1
Trade and other receivables	2.5	3.8	50.8
Other assets	1.2	1.9	65.2
Plant and equipment	1.0	1.3	18.7
Intangibles	12.8	13.0	1.1
Deferred tax assets	1.2	2.3	100.3
Total assets	38.4	53.4	39.0
Trade and other payables	19.8	25.7	29.7
Other liabilities	0.9	1.8	nm
Total liabilities	20.7	27.5	32.7
Net assets	17.7	25.9	46.3
Contributed equity	17.5	27.4	56.8
Reserves	(0.1)	0.6	nm
Retained earnings	0.3	(2.1)	nm
Total equity	17.7	25.9	46.3

- Total cash at period end of \$31.1m
 - no net debt
- \$10 million of capital raised in April 2015 through an issue of new shares
 - issued at a premium to last traded price at the time
- Acquisition of Escrow.com expected to reach financial close in 2H 2015
- Trade and other receivables inclusive of receivables from various payment gateways
 - gateway receivables have increased due to transaction volume increases



Outlook statement

Exceptional growth is expected to continue. Escrow.com in 2H15 expected to be an inflection point for the business.

- Freelancer continues its exceptional growth, with record net revenue, registered users and posted projects
- We expect that this exceptional growth will continue for the full 2015 financial year as it has each year for the last six years since the company was founded
- The acquisition of Escrow.com is expected to contribute to 2H15 results
- This acquisition will be a strategic and operational inflection point for Freelancer

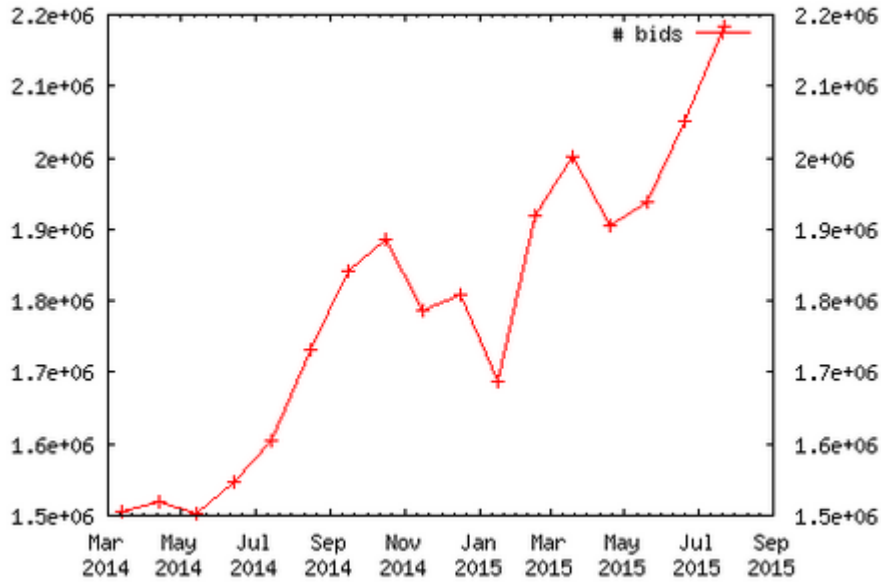


Freelancer Limited

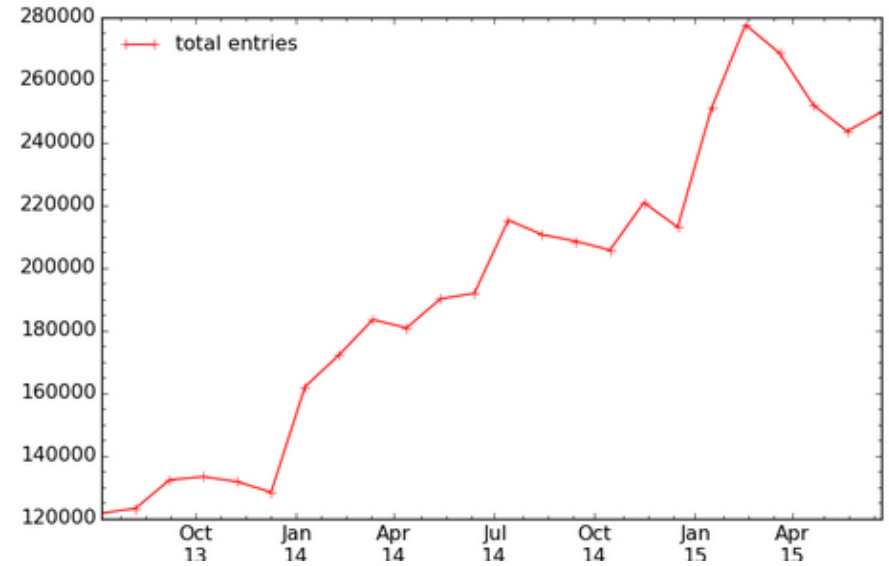
OPERATIONAL UPDATE

Outstanding growth in marketplace liquidity (supply)

Number of bids on projects



Number of entries in contests



Actual completed projects



3D House Render

beehive3dworks

\$200.00



3D HUD design

alki71

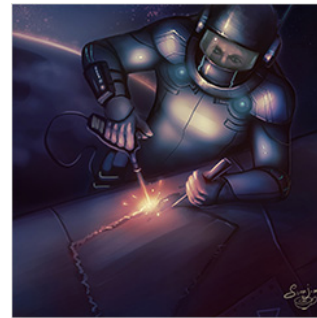
\$500.00



Best 3D Massage Chair

Fadeecg1

\$124.00



Design 1 Sci-Fi Character Art

simjim91

\$50.00



Design an App Mockup for social app

jarasaleem

\$97.00



Create Print and Packaging Designs for Vegetable Juices

chubbycreations

£100.00



Global, and growing

44 Regional Websites

North America

-  United States
-  Canada
-  Jamaica

Latin America

-  Argentina
-  Brazil
-  Chile
-  Colombia
-  Ecuador
-  Mexico
-  Peru
-  Uruguay




Africa

-  South Africa

Europe

-  United Kingdom
-  European Union
-  France
-  Germany
-  Greece
-  Portugal
-  Spain
-  Czech Republic
-  Sweden
-  Iceland
-  Italy
-  Netherlands
-  Turkey
-  Poland
-  Romania
-  Russia
-  Ukraine
-  Norway

Asia Pacific

-  Australia
-  New Zealand
-  Hong Kong
-  Bangladesh
-  India
-  Indonesia
-  Japan
-  Malaysia
-  Pakistan
-  Phillipines
-  P.R. China
-  Singapore
-  Thailand
-  South Korea

33 Supported Languages

Languages

- | | |
|------------------|-----------------|
| Afrikaans | 한국어 |
| বাংলা | Bahasa Malaysia |
| Català | Norsk-Bokmål |
| Čeština | Nederlands |
| Dansk | Polskia |
| Deutsch | Português |
| ελληνικά | Română |
| English | русский язык |
| Español | Shqip |
| Suomi | Svenska |
| Filipino | Kiswahili |
| Français | Thai |
| হিন্দ | Türkçe |
| Magyar | Tiếng Việt |
| Bahasa Indonesia | українська мова |
| Italiano | 中文(简体) |
| 日本語 | |

19 Supported Currencies

Currencies

- | | | |
|-----|-----|-----|
| USD | INR | SEK |
| AUD | CLP | JPY |
| CAD | JMD | MYR |
| EUR | IDR | NZD |
| GBP | MXN | PHP |
| HKD | IDR | PLN |
| INR | MXN | SGD |

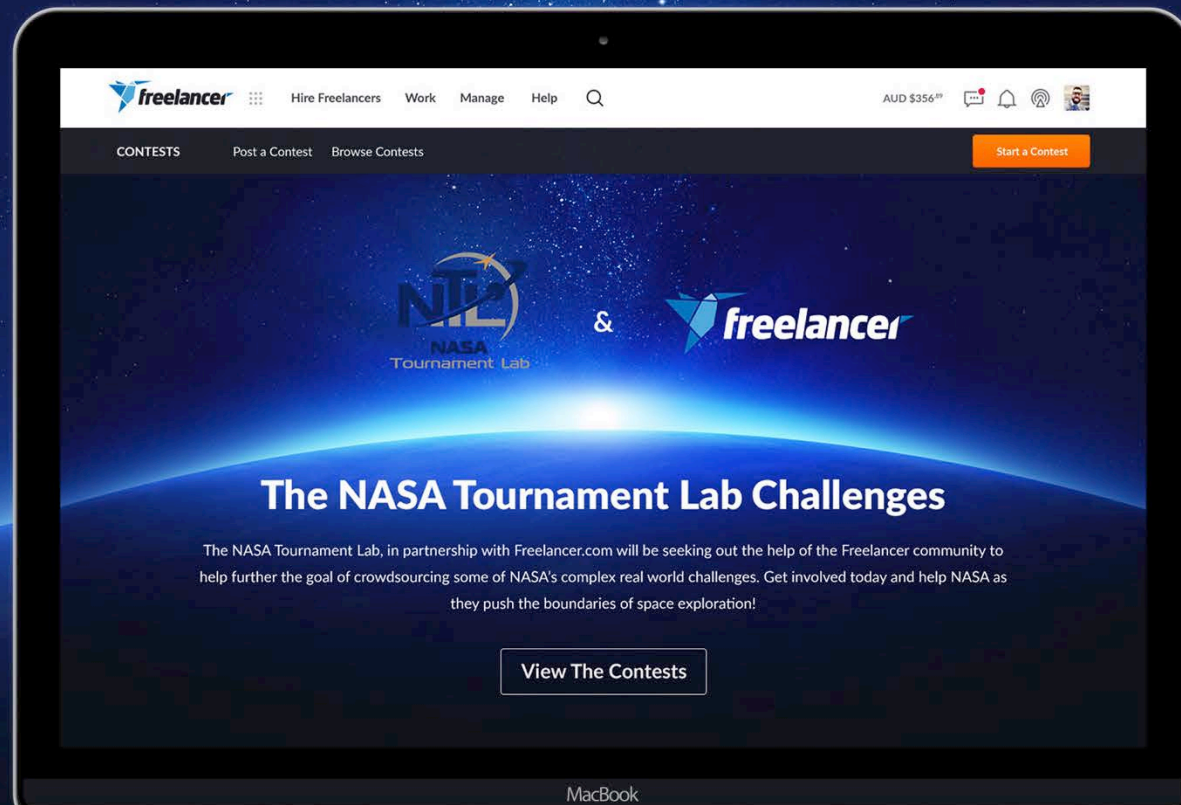
24x7x365 Multilingual Support Team





NASA partners with Freelancer

Crowdsourcing solutions to complex problems faced by the astronauts on the International Space Station

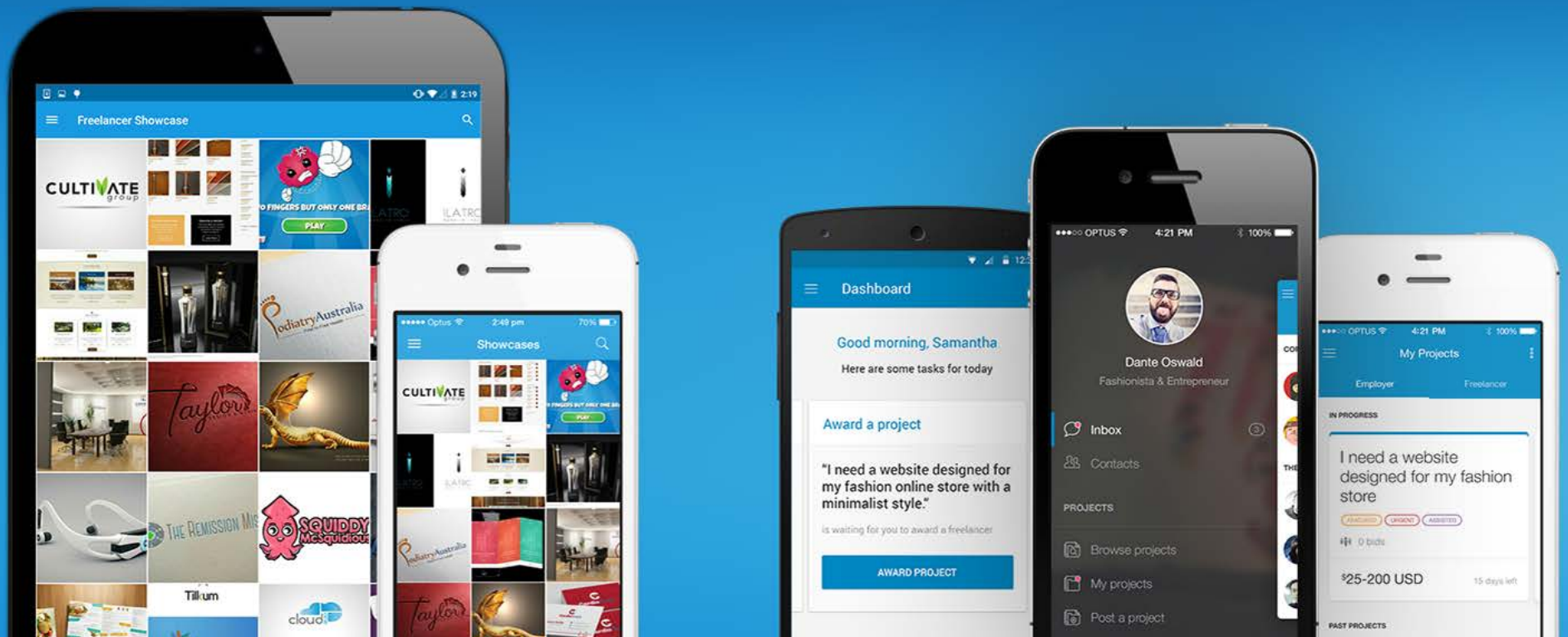


3D model of flashlight for NASA: \$50 To be used by robotic astronaut on the International Space Station



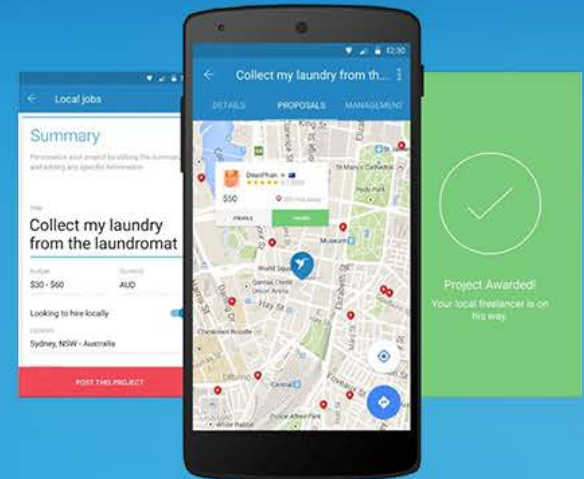
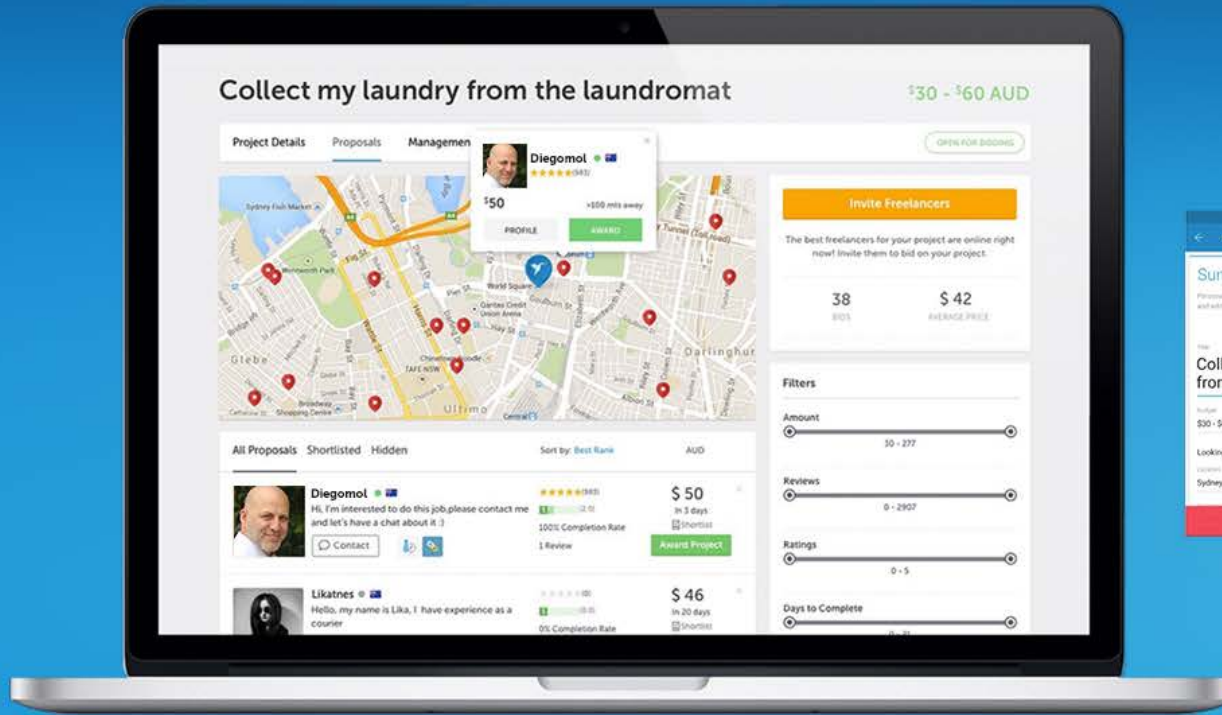
Continued developments in Mobile

Beautiful apps across Android and iOS
Freelancer & Showcase apps



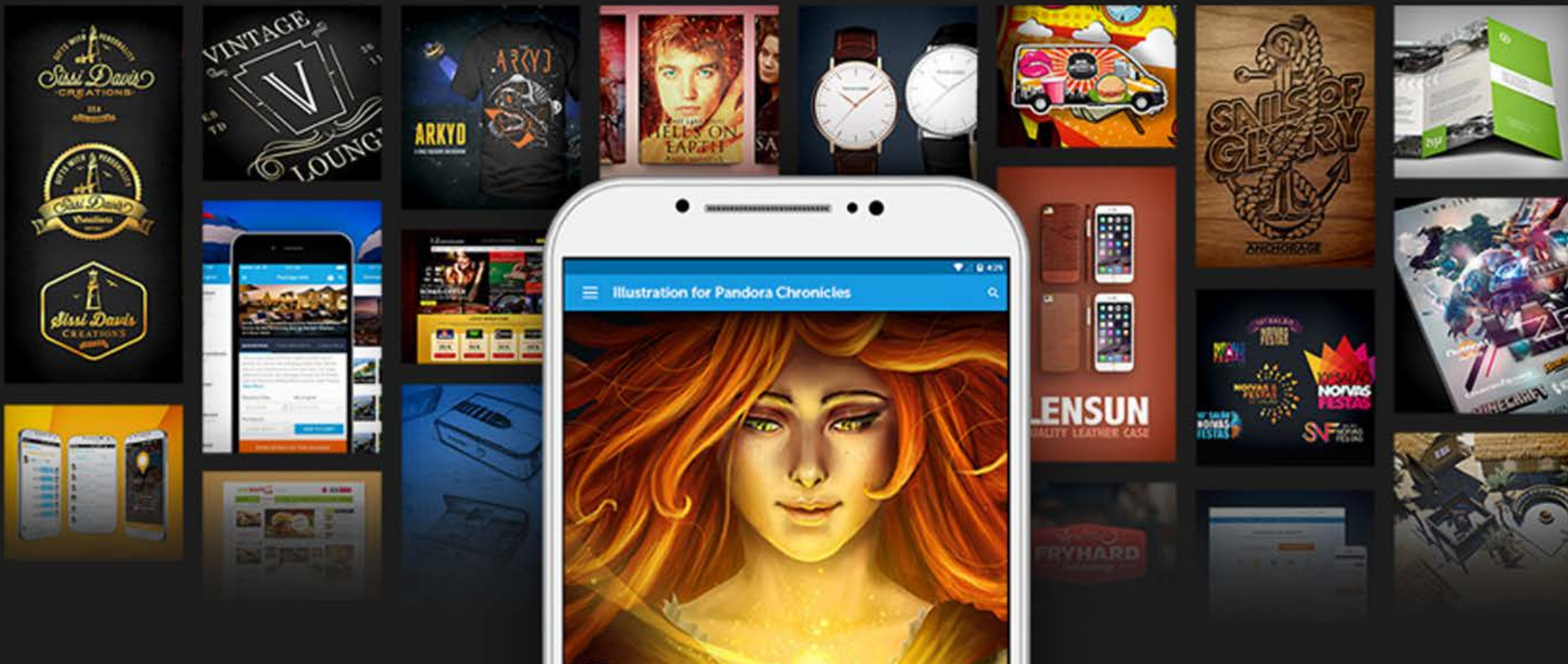
Launch of Local Jobs

Expands total addressable market to several hundred billion dollars per annum



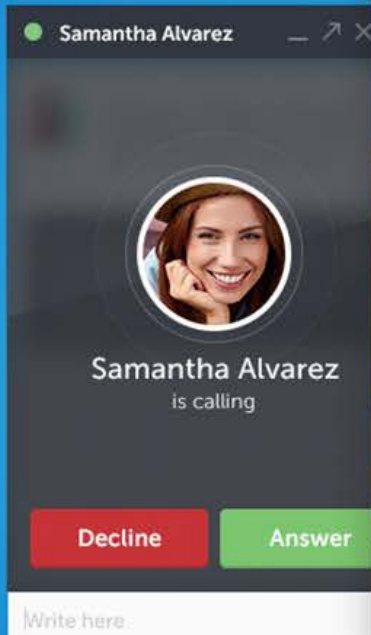
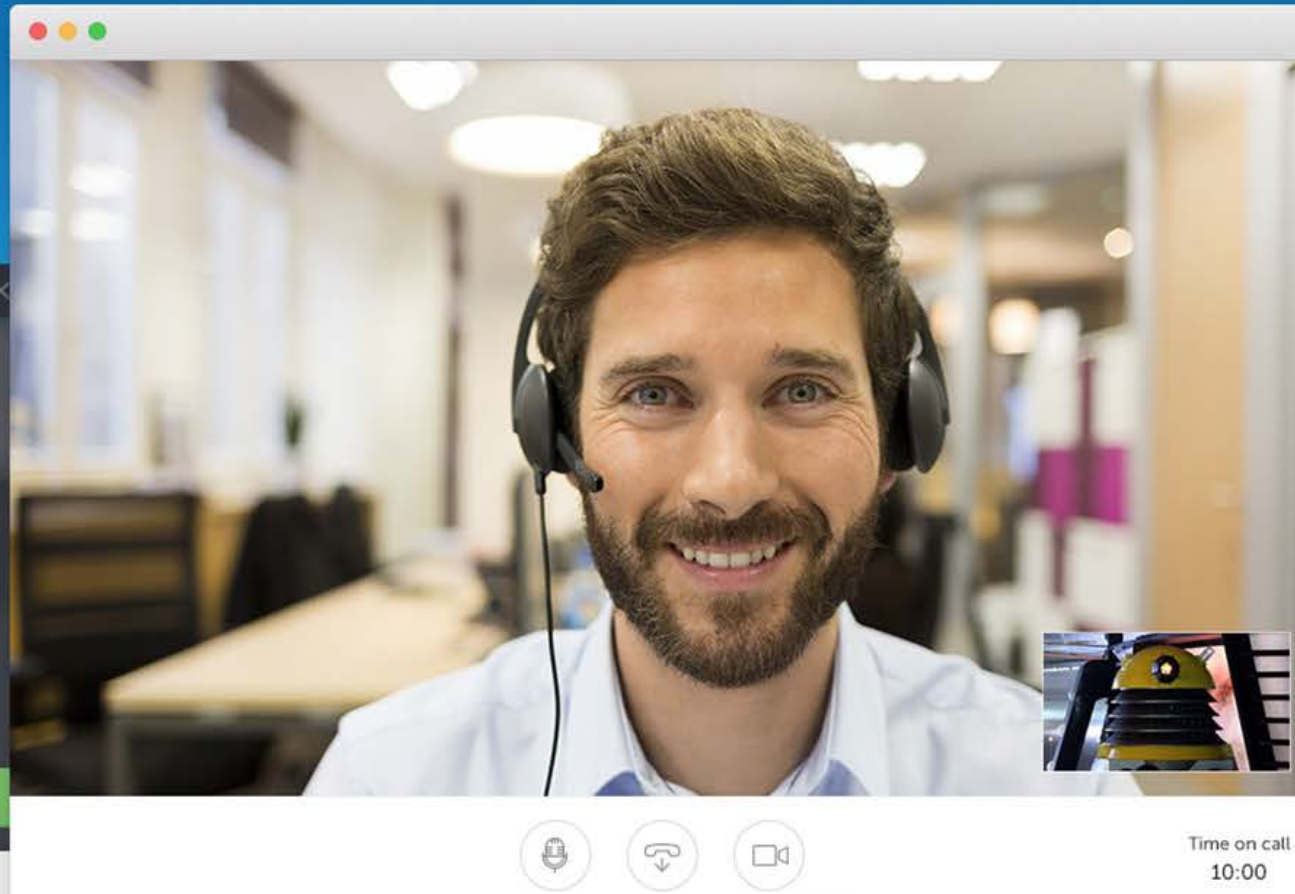
Launch of Freelancer Showcase

A place for freelancers to exhibit their work and get hired, and for employers to browse and be inspired



Launch of Video Chat

Helping entrepreneurs connect and collaborate
with freelancers worldwide



Freelancer Limited

ACQUISITION OF ESCROW.COM

Escrow.com

- Escrow.com is the leading provider of secure online payments and online transaction management for consumers and businesses on the Internet
- 2014 gross payment volume US\$265 million, net revenue US\$5 million, and EBITDA \$1.2 million
- Over US\$2.2 billion in secured transactions to date
- Founded in 1999 by Fidelity National Financial, a Fortune 500 company and the United States' largest provider of commercial and residential mortgage and diversified services
- Headquartered in California
- Licensed, bonded & certified
- Definitive acquisition agreement signed in April 2015
- Final regulatory approval to close in 2H 2015 (only one state remaining to approve)

Operating Strategy

- Run as a stand alone business
- Large opportunity for growth and synergies with Freelancer's core offerings

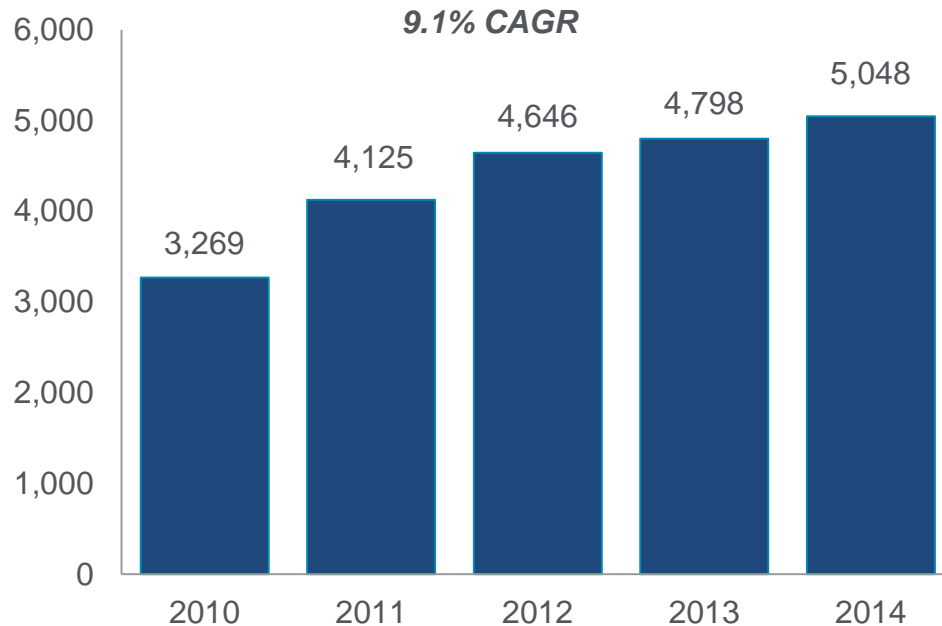
Strategic Rationale

- All major global marketplaces have captive payment systems
- Escrow.com is the world's #1 company for secure online payments
- Exceptional network effects with the Freelancer group
- Enhances ability to capture more of the value chain and provide value-added services



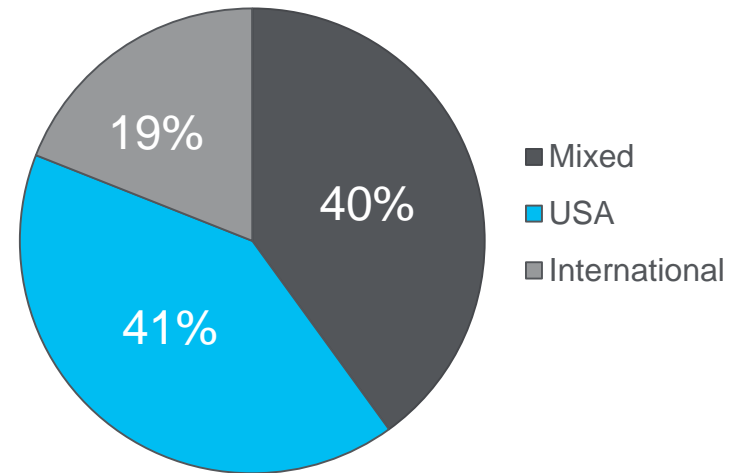
- Provides online escrow services that facilitate and accelerate e-commerce by assuring secure settlement
- Escrow.com is the world's #1 company for secure online payments

Revenue Growth from 2010-2014 (USD,000)



Note: calendar year financial years

Revenue Mix



Note: 'mixed' revenue is where one side of a transaction is in the USA



Escrow.com is the only licensed, bonded & audited secure online solution that protects both the buyer and the seller with a simple, 5-step trust process



Buyer and seller agree to terms

Both parties agree to terms of the transaction, which includes a description of the merchandise, sale price, number of days for the buyers inspection, and any shipping information



Buyer pays Escrow.com

The buyer submits funds via available payment options. Escrow.com verifies the payment. Processing time varies by payment method.



Seller ships merchandise

Upon payment verification, the seller is authorized to ship merchandise to the buyer and submit tracking information. Escrow.com verifies that the buyer receives the shipment.



Buyer accepts the merchandise

The buyer has set a number of days for merchandise inspection and the option to accept or reject the merchandise;



Escrow.com pays the seller

Upon buyer's approval of merchandise or expiration of inspection period, Escrow.com pays the seller by the method selected by the seller. The transaction is then complete.

Escrow.com is used to secure a wide range of transactions types



Domains



Antiques



Computer Equipment



Jewelry



Motorcycles



Consultants



Boats



Classic Cars



Contractors



Refurbished Equipment



Websites



Heavy Equipment



IT Services



Copyrights



Electronics



Legal Services



RVs



Wholesale Goods



Musical Instruments



Auction Items

WARRIOR **F O R U M** was bought using **Escrow.com**

Notable Partners

Escrow.com has become the recommended transaction settlement service of many of the top names in eCommerce



Ebay Inc.



FedEx.com



Cars.com



GoDaddy



Auto Trader



Flippa



UShip.com



Trucker.com



Reverb.com



RV Search.com

and over 60+ High Volume Partners

“Important: Only use Escrow.com”

ebay.com

The screenshot shows the eBay website interface. At the top, there is the eBay logo, a search bar with the text "Search...", and a "Search" button. Below the search bar, there is a breadcrumb trail: "Home > Help Topics > Payment & shipping > Paying for items > Using escrow services". The main heading is "Help". On the left, there is a "Browse help" section with a list of categories: "Searching & researching", "Bidding & buying", "Selling & seller fees", "Payment & shipping" (which is expanded to show "Paying for items", "Receiving payment", and "Packing & shipping items"), "Feedback", and "Membership & account". Below this list are links for "eBay glossary", "eBay acronyms", and "A-Z index". The main content area has a search bar for help pages with the text "Search the Help pages (Does not search for items or products)" and an example "Example: 'payment methods'". Below this is a section titled "Using escrow services for eBay Motors vehicle purchases" which includes an icon of a document and a list of links: "Use caution when considering an escrow service", "Adding escrow to a vehicle listing", "The escrow process", and "International escrow services approved by eBay". Below this list is a bolded heading "Important: Only use Escrow.com." followed by a paragraph explaining that Escrow.com helps keep buyers and sellers safe from fraud. To the right of the main content area, there is a "Contact us" section with the text "Have a question? We can help." and a "Contact us" button. Below that is an "Ask eBay members" section with the text "Get help from other eBay members. Visit the Answer Centre to post a question." and a "Related Help topics" section.

Home > Help Topics > Payment & shipping > Paying for items > Using escrow services

Help


Browse help

- ▶ Searching & researching
- ▶ Bidding & buying
- ▶ Selling & seller fees
- ▼ Payment & shipping
 - Paying for items
 - Receiving payment
 - Packing & shipping items
- ▶ Feedback
- ▶ Membership & account

[eBay glossary](#)
[eBay acronyms](#)
[A-Z index](#)

Search the Help pages
(Does not search for items or products) Example: 'payment methods' [Search](#) [Tips](#)

Using escrow services for eBay Motors vehicle purchases



- [Use caution when considering an escrow service](#)
- [Adding escrow to a vehicle listing](#)
- [The escrow process](#)
- [International escrow services approved by eBay](#)

Important: Only use Escrow.com.

Using [Escrow.com](#) can help keep buyers and sellers safe from fraud. When you use Escrow.com, they collect the money from the buyer and hold it until the buyer and seller agree that the terms of the sale have been met. Once both parties are satisfied, Escrow.com sends the payment to the seller. Escrow.com is licensed and regulated company, and the only escrow service that can be used for eBay transactions.

Escrow is available for any purchase, but typically is used for eBay Motors

Contact us

Have a question? We can help.

[Contact us](#)

Ask eBay members

Get help from other eBay members. Visit the [Answer Centre](#) to post a question.

Related Help topics

U.S. Commercial Service

Escrow.com is a strategic partner with U.S. Commercial Service (USCS) in support of President Obama's National Export Initiative designed to significantly grow US export volume. The USCS Strategic Partnership Program is an innovative public-private partnership that communicates to millions of U.S. businesses about global business opportunities via the 250 U.S. Commercial Service offices worldwide.



Freelancer Limited

COMPANY OVERVIEW

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

**“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” ***

**We help small
businesses,
startups and
entrepreneurs
turn that
spark of an idea
into reality.**



**Industrial design of a
water kettle for \$240**

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



After two years I've been doing really well on Freelancer.com. The earnings are very good and now I have a lot of respect among my friends and family members. Thanks Freelancer for everything!

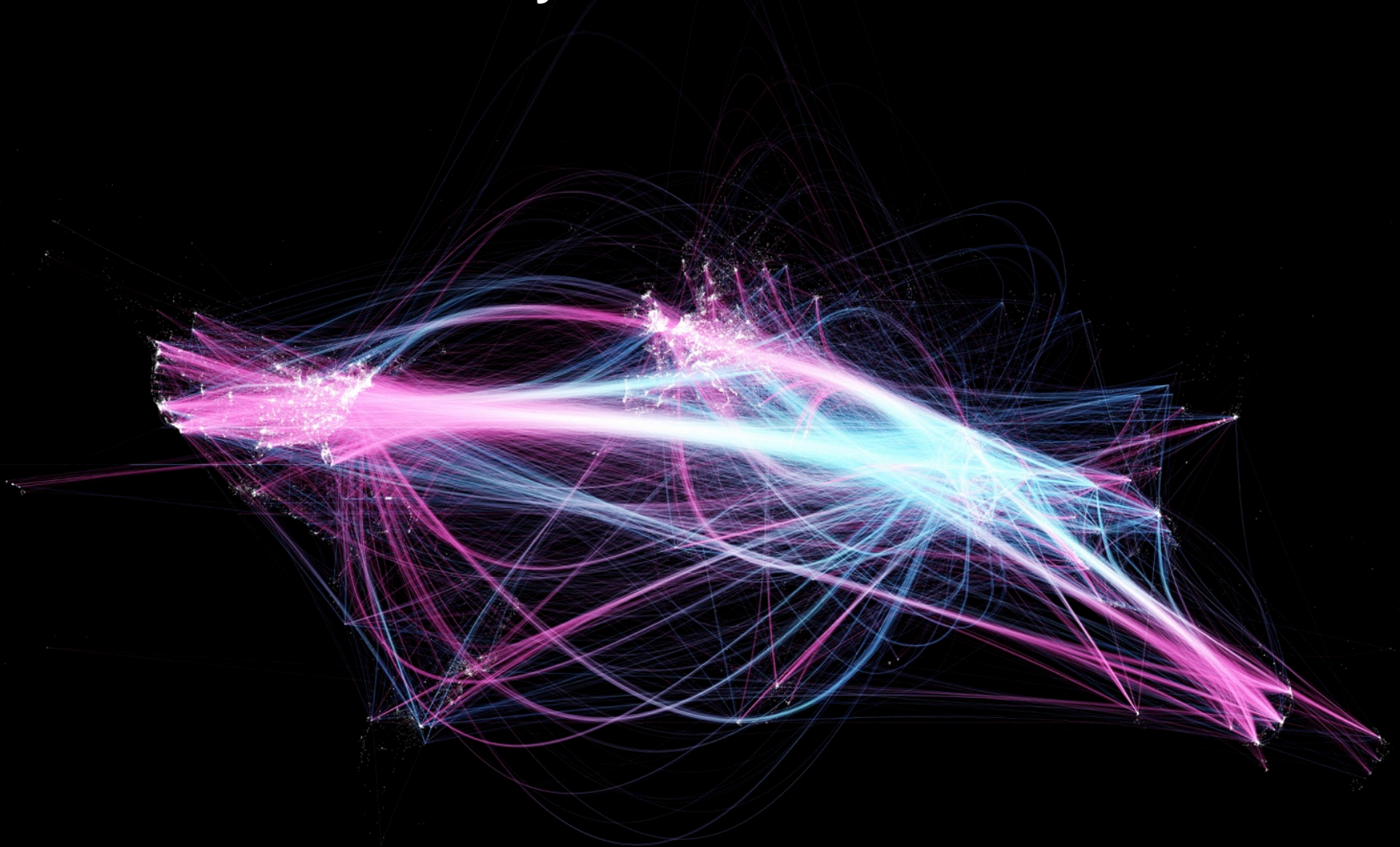
Shahzaib S.
Graphic Designer
Karachi, Pakistan



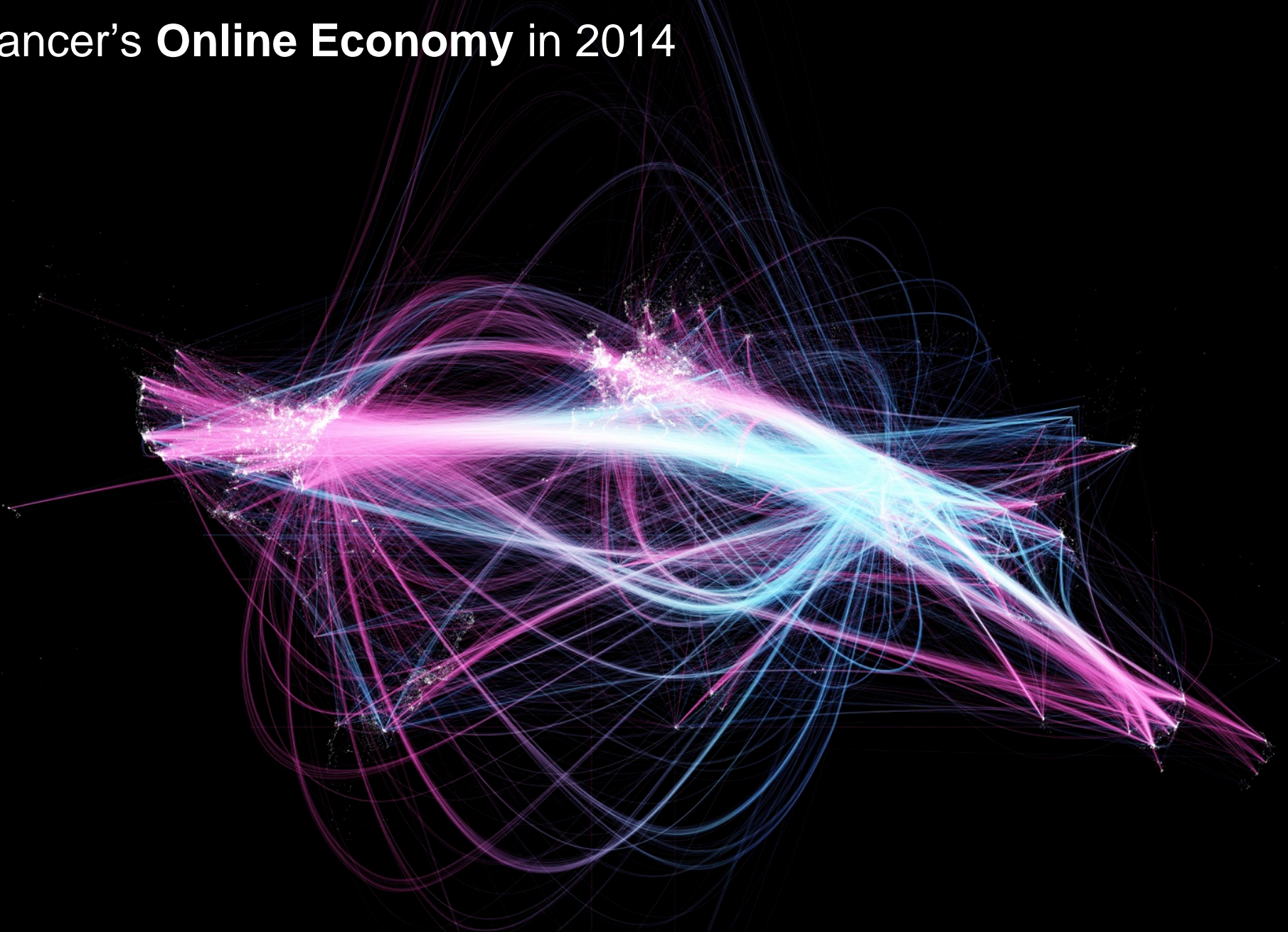
4.9 / 5.0 rating, 67 reviews



Freelancer's Online Economy in 2013



Freelancer's Online Economy in 2014



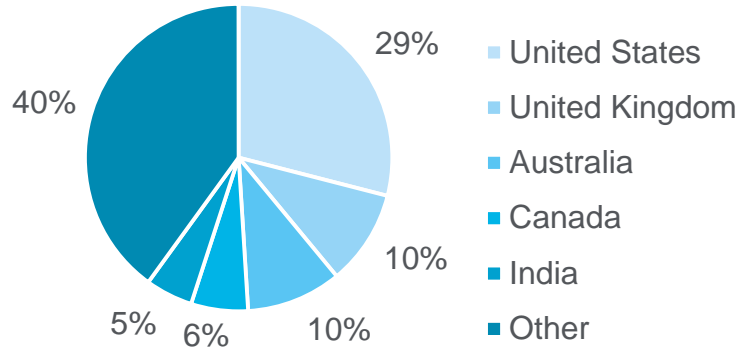
Freelancer's Online Economy in 2015



Marketplace dynamics

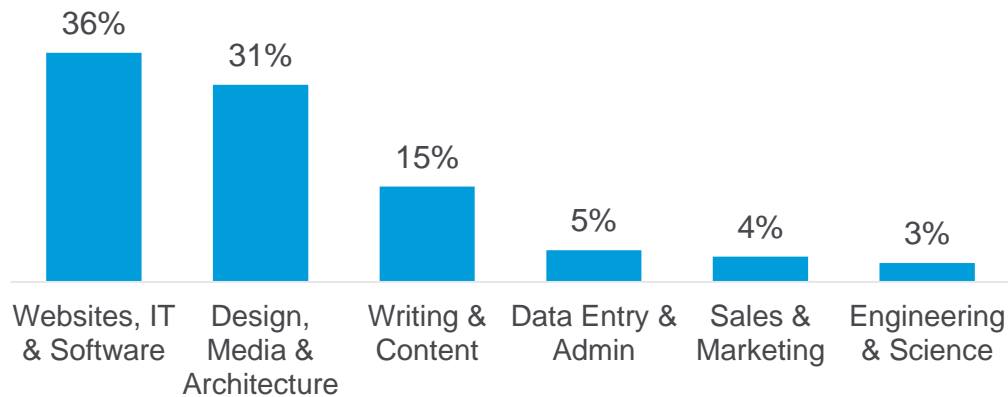
“Every job, every country, every language, every currency, at any time”

Top country sources for completed projects in 1H15¹

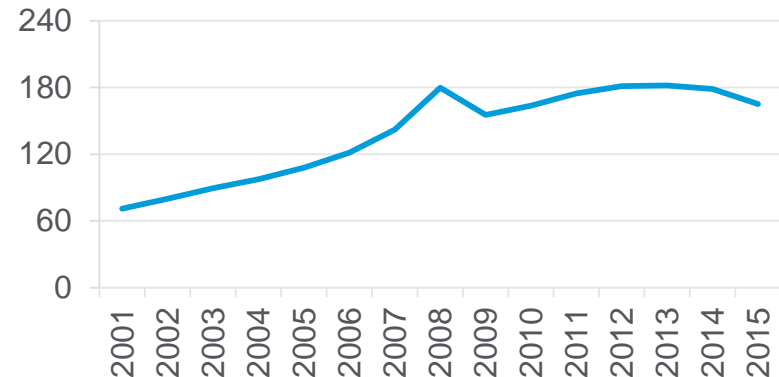


- c.850 job categories as diverse as Aerospace Engineering, Biotechnology, Sales, Manufacturing, Mechanical Engineering, etc.
- c.100 categories of local jobs launched in 1H15
- Complexity & sophistication growing year by year
- Average completed project US\$159 in 1H15³

Top completed project categories by volume 1H15²



Average Completed Project Value (US\$)



1. Based on the number of good projects posted (a subset of total projects posted) in the Freelancer Marketplace in 1H15.

2. Based on the value of project payments in the Freelancer Marketplace in 1H15.

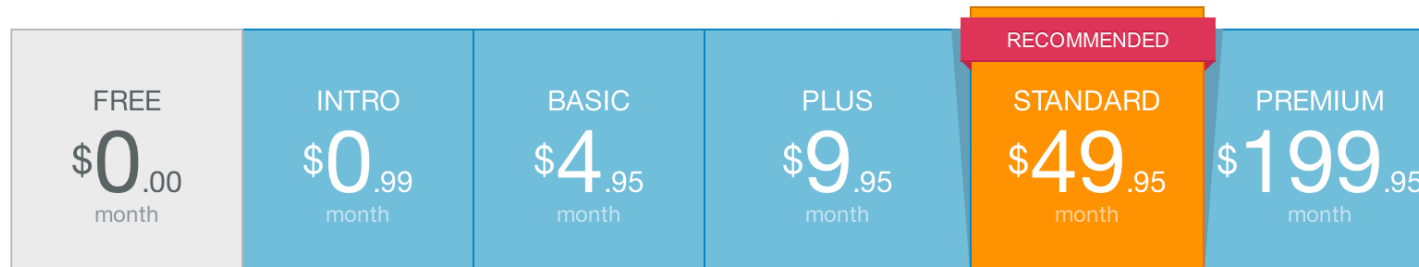
3. Value is better described as “average completed budget value” as over payments are not included in this calculation and this figure is an under estimate of true average project value.



Revenue model

Freelancer's revenue is generated from users posting jobs – as a project (outsourcing) or a contest (crowdsourcing)

- For employers it's **free** to post a project, **free** to review bids, **free** to talk and review samples – **0-3%** project commissions paid by employers when a project is awarded and accepted
- For freelancers it's **free** to view projects posted, **free** to bid on projects, **free** to talk to employers and provide samples of work – **3-10%** project commissions paid by freelancers when a project is awarded and accepted
- Membership plans range from US\$0.99 to US\$199.95 a month, and provide additional features and benefits in addition to varied commission rates



- Other value added services include project upgrades, crowdsourcing contests and upgrades, bid upgrades, transaction fees, certification fees and advertising



Freelancer Limited

INDUSTRY DRIVERS

The other

60%

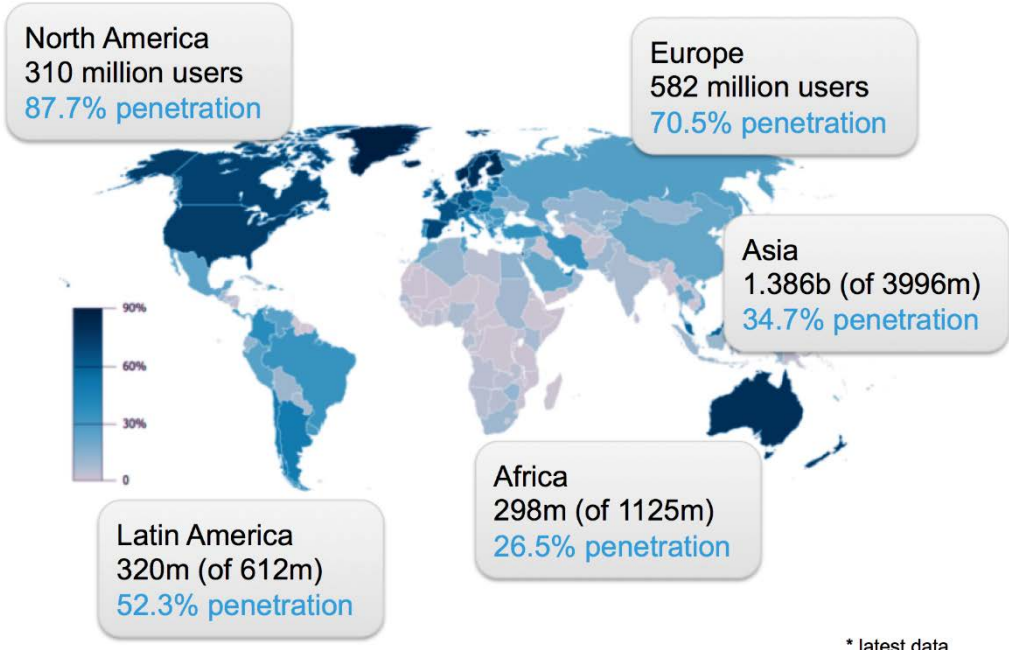
**of the world's
population are
about to join
the Internet.**



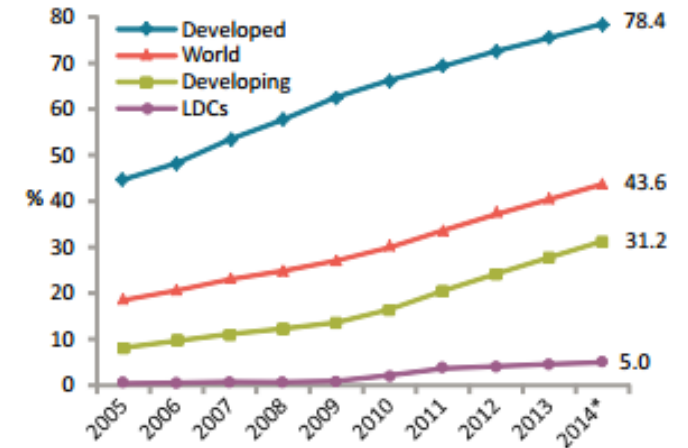
It's 2015

The other four billion are connecting at a tremendous pace

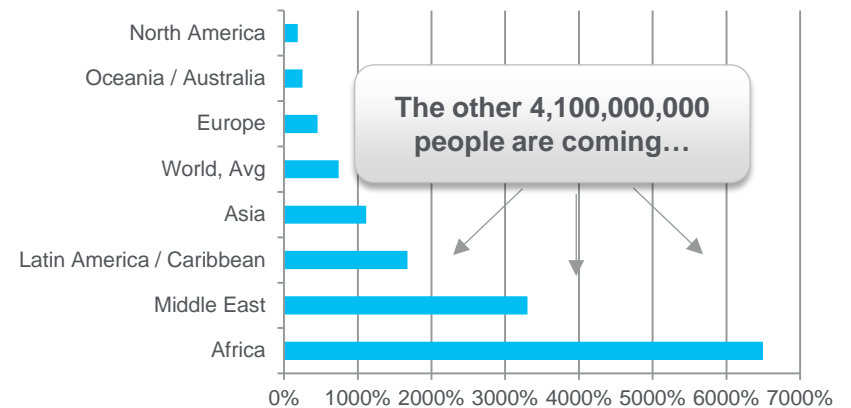
- World population¹: **7,144,000,000**
Number on the Internet²: 3,035,749,340 (42.3%)



Internet Users by Development Level 2005-2014E



Worldwide Internet Growth 2000-14²



1. Source: United Nations
2. Source: Internet World Stats (June 2014)



Developing world self-educating to raise socio-economic status

The wealth of human knowledge is available online

- The other 4 billion people live on \$10 a day or less

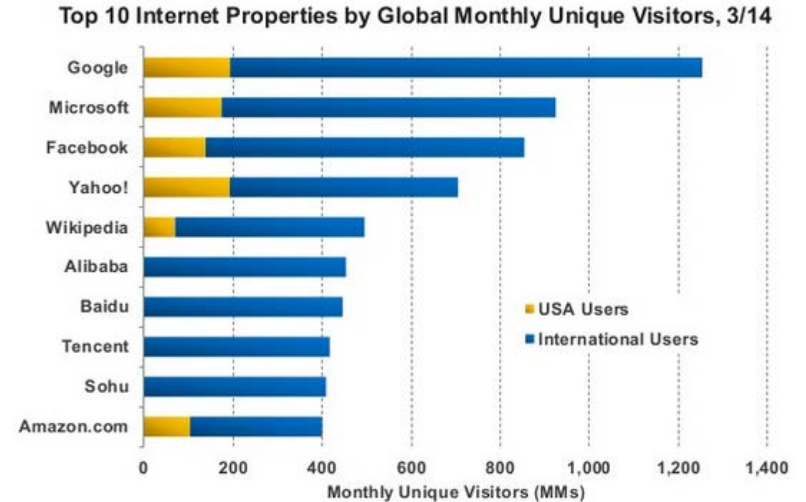


- The first thing they are looking to do online is raise their socio-economic status
- But it's never been easier to learn a trade
 - The wealth of human knowledge is available online
 - A revolution is also occurring in online education: Coursera, Udacity, Khan Academy, edX



- The other 4 billion are rapidly self educating
- \$10 per day to \$10 an hour+

86% of users of top 10 US sites are already foreign¹



Twice as many Chinese on the Internet as Americans²

Rank	Country	2008-2012 Internet User Adds (MMs)	2012 Internet Users (MMs)	Y/Y Growth	Population Penetration
1	China	264	564	10%	42%
2	India	88	137	26	11
3	Indonesia	39	55	58	23
4	Iran	35	42	205	55
5	Russia	33	70	6	49
6	Nigeria	31	48	15	30
7	Philippines	28	34	32	35
8	Brazil	27	88	6	45
9	Mexico	19	42	9	37
10	USA	18	244	3	78
11	Argentina	17	28	57	68
12	Egypt	17	30	11	38
13	Colombia	14	25	39	54
14	Turkey	13	35	17	47
15	Vietnam	12	31	7	35
Top 15 World		654	1,473	15%	34%
		902	2,406	8%	34%

1. Source: comScore Global, 8/11.

2. Source: International Telecommunications Union, ICT Facts and Figures 2013; CNNIC, 31 December 2012.





maraz2013

Logo Design, Website Design, Graphics Design, Banner Design, Character Design

US\$ 10 per hour

Hire Me

Follow

13

Invite to project

Dhaka, Bangladesh

It's currently 2 am ● I'm Offline



Member since July, 2013

Welcome to my profile.

My name is Maraz and I'm full time graphic designer. I act as a freelancer offering the highest of quality in creative and effective design and marketing solutions. To assess quality of the services I provide, please take a look through my portfolio. All my clients from were satisfied with the services I provided and recommended my services to others. I hope you or your company becomes the next 100% satisfied customer.

4.9 / 5



(114 Reviews)

5.9 / 10



Earnings

84%

Jobs Completed

100%

On Budget

100%

On Time

13%

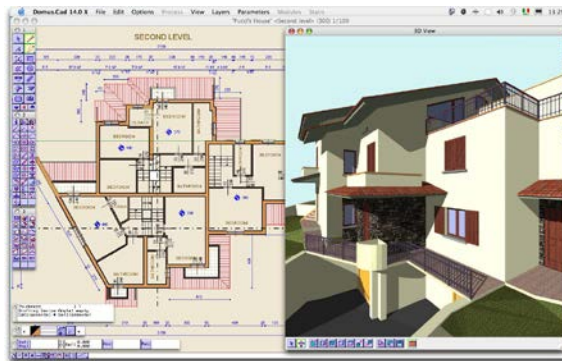
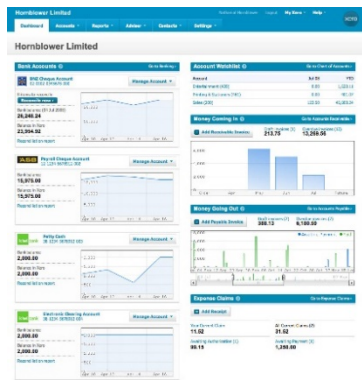
Repeat Hire Rate

[Report violation](#)

Software is eating the world

“We are in the middle of a dramatic and broad technological and economic shift in which software companies are poised to take over large swathes of the economy”¹

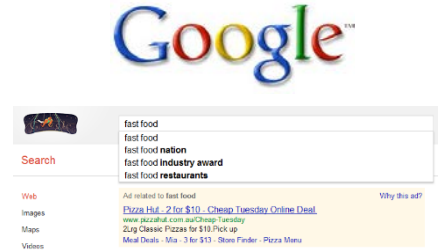
- Every industry is being disrupted rapidly, and becoming dominated by software companies
- White collar job functions are all headed to software, and moving into the cloud



Advertising



Physical



Software

Telecommunications



Physical



Software

1. Marc Andreessen, Wall Street Journal, Why Software is Eating the World, 20 August 2011.



The world is repeating itself 20 years later



DEVELOPED
WORLD



DEVELOPING
WORLD

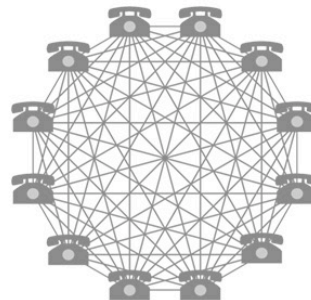
amazon.co.uk[®]

ebay



freelancer[®]

PRODUCTS

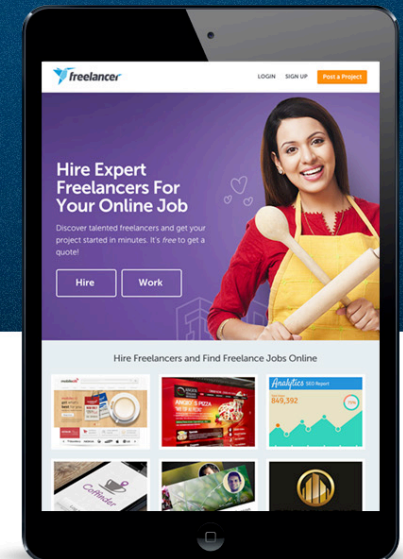
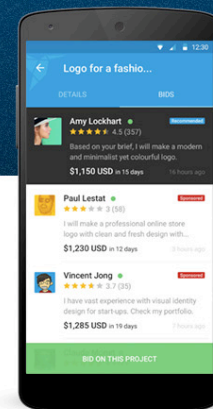
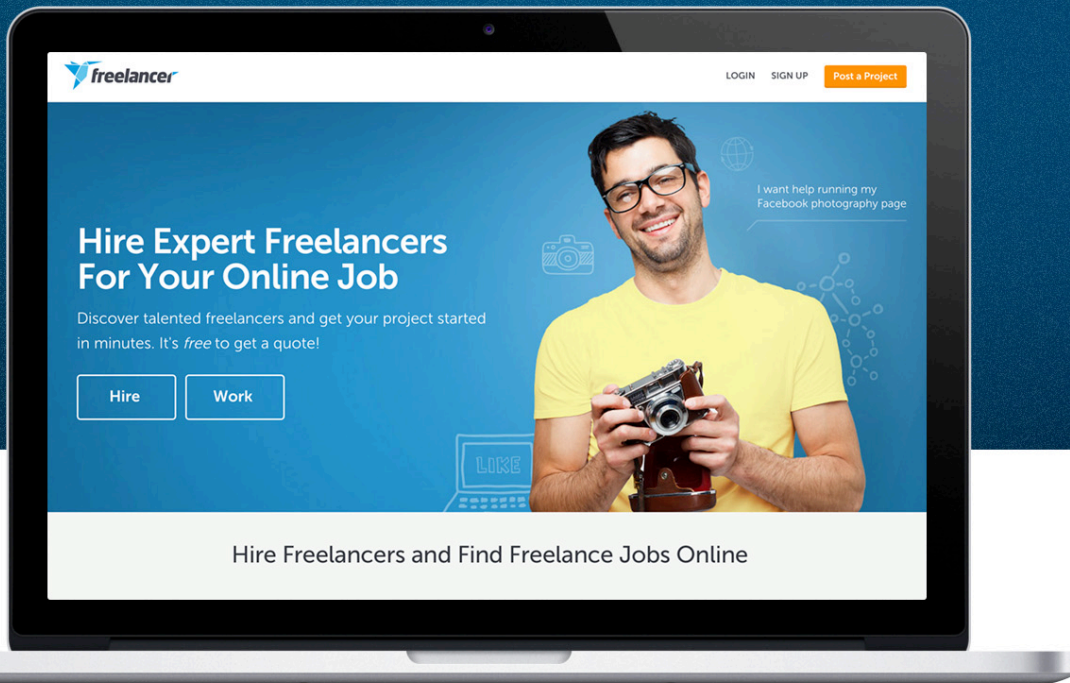


SERVICES

Freelancer Limited

BEAUTIFUL PRODUCT

BEAUTIFUL PRODUCT





Yggdrasil full color tattoo

satherghoee1

\$50.00



I need some Graphic Design for choosing color for studio design

Sahir75

\$300.00



Architectural design and 3d renders of Hotels and Shopping Center

headplate

\$538.00



Design a Website Mockup for a stylish bespoke fashion brand

succinct

\$500.00



Create a packaging design and label for fruit company

madartboard

\$120.00



DESIGN A FLYER AND WINNER GETS ONGOING WORK

LuisEduarte

\$300.00



Create Print and Packaging Designs for Hazelnut chocolate spreads

midget

\$1,000.00



Design me a Product for the Next Evolution in Smoke Alarm Design

xolas

\$490.00



Design a Logo for a Nightclub Event

MyPrints

\$147.00



Design a Logo for Safe Harbor Finance & Insurance

gustavosaffo

\$50.00



Design a Box for my Skin Care product

mediatenerife

\$200.00



Identity Logo for Kuenchenfinder.ch

kimuchan

\$150.00



Design Sublimation Shirt for our



Hot labels

madlabcreative

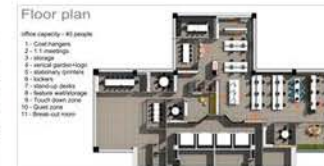
£100.00



Logo and full company identity package for supertaxi

Habitus

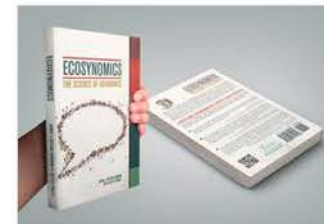
\$490.00



Do some 3D Modelling for an office refurbishment for a dynamic small non-profit

lauraburlea

\$312.00



New Book Cover for Ecosynomics: The Science of Abundance!

FSDesignStudio

\$200.00



Create Print and Packaging Designs for Eliquid Bottle & Label

HallidayBooks

\$150.00



Album Tango Electronic

Design a Brochure for Car Wash

jauger78

\$100.00



Sliding Puzzle App Design for \$40

Bids	Avg Bid (AUD)	Project Budget (AUD)
19	\$95	\$10 - \$30

Project Description:

I have a simple iPhone puzzle app that I need to redesign. To start with, I am looking for a re-design for the main two scenes of the app.

The game is called 15 sliding puzzle, it is a simple puzzle where the player slide blocks until they finish the game. The two screens that need to be re-designed are attached.

- Deliverables should be in psd file format compatible with Photoshop CS5
- Resolution should be: 1080x1920 pixels.
- All screen ui components should be in separate layers, and easy to extract.
- Additional image resources can also be included separately (e.g. background image, etc.).
- Also all art work should be your of your own creation or you have the right to re-distribute them, otherwise I'll not be able to accept it.
- Creative work will be rewarded.

Experience with photoshop and mobile apps design is required for this simple project. If you can provide evidence for previous similar experience that will be an advantage.

Skills required:

Graphic Design, Photoshop, User Experience Design, User Interface / IA

Additional Files:  screen2.png  screen1.png



The image shows a collection of design mockups for a sliding puzzle app. At the top, there is a logo for 'SLIDING PUZZLE' featuring a green square with a white '15' and a puzzle piece icon. Below the logo are three smartphone screens displaying different stages of the game: a puzzle grid, a 'Well Done!' screen with a 'SLIDING PUZZLE' logo and 'BEST TIME 02:11', and a 'BEST MOVES 126' screen. At the bottom, a white iPhone is shown displaying the puzzle grid. The text 'designed by Adelita © Emad Nashed' is visible in the bottom right corner of the design area.

Sliding Puzzle App design
By adelita27 US\$40

1.9k views 1 share 14 likes



Website for Fresh Futures for \$200

Bids	Avg Bid (AUD)	Project Budget (AUD)
36	\$174	\$30 - \$250

COMPLETED

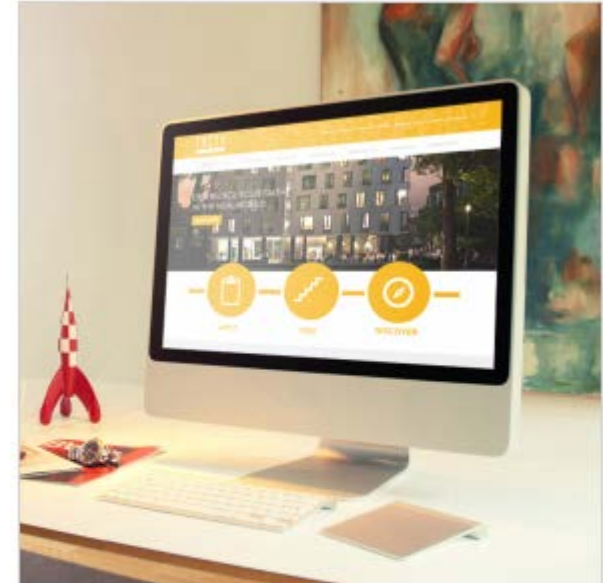
Project Description:

Fresh Futures requires a website design of its existing page. We need only 3 - 5 pages to be created and designed. All colours and decisions have been made. You will be required to provide us with all files and photos at the end of the project and work with us until your images have been uploaded and design has finished.

Skills required:

Graphic Design, User Interface / IA, Website Design

Post a Project like this



Website for Fresh Futures

By Only1Design

US\$203

3.6k

1

50



Design of a Travel Pouch for \$166

Bids	Avg Bid (USD)	Project Budget (USD)	COMPLETED
44	\$77	\$30 - \$250	

Project Description:

I need to have an existing product redesigned aesthetically. Some product details:

Material: Nylon diamond fabric + mesh

Size:

- Large: 17.5"W*12.75"H*3.25"D

- Medium: 13.75"W*9.75"H*3"D

- Small: 11"W*6.75"H*3"D

Handles: PP webbing, 2.5W*20L CM

Closure: #5 nylon zipper with two pullers

See the attached photos for examples. Please include your experience as it relates to product design, CAD, and original pieces you've created.

Skills required:

CAD/CAM, Illustration, Photoshop, Product Design

Additional Files: pc2.JPG pc1.JPG pc3.JPG pc4.JPG

Post a Project like this

About the employer:

★★★★★ 5.0 (3 Reviews)

VERIFIED



Travel Pouch Design

By gane32810

US\$166

3.2k

0

5



Logo design for a clothing chain for \$50

View Brief ▾

Guaranteed

Entries
32

Prize (USD)
\$50



Winner

The logo is a circular emblem with a crown at the top. Inside the circle, the words "BRITISH SWAG" are written in a serif font, with "CLOTHING CO." in a smaller font below it. The logo is shown on a light-colored tag with a string.

ricardosan... ★★★★★

1 Like

A dark-colored t-shirt with the circular logo from the previous entry printed on it.

TahominaS... ★★★★★

1 Like

A white t-shirt with the circular logo printed on it.

Carlitacro ★★★★★

0 Likes

A black t-shirt featuring a Union Jack flag at the top, followed by the text "british swag" in a bold, lowercase sans-serif font, and "clothing co." in a smaller font below it.

erinschnitt... ★★☆☆☆

0 Likes

A dark t-shirt with the circular logo printed on it.

murtalawork ★★★★★

1 Like

A dark t-shirt with the circular logo printed on it.

murtalawork ★★★★★

1 Like

A dark t-shirt with the circular logo printed on it.

ralfgwapo ★★★★★

1 Like

A light-colored t-shirt with the circular logo printed on it.

avtoringUK ★★★★★

0 Likes



Ambient 3D Modelling of a Wardrobe for \$90

[View Brief](#) Top Contest Guaranteed

Entries	Prize (USD)
69	\$90

All 42 Active 16 Top 1 Order By

Winner



VidiVisuals ★★★★★

0 Likes



oriean ★★★★★☆

2 Likes



ivanmihardi ★★★★★☆

2 Likes



ivanmihardi ★★★★★☆

1 Like



VidiVisuals ★★★★★☆

0 Likes



studiobacs ★★★★★☆

0 Likes



emrepak ★★★★★☆

0 Likes



beehive3d... ★★★★★☆

0 Likes






Design a contemporary (Bauhaus style) home for \$215

View Brief ▾

Sealed
Guaranteed


Entries **51** | Prize (USD) **\$215**

Winner




markoculibrk ★★★★★

0 Likes




maro1978 ★★★★★

1 Like




markoculibrk ★★★★★

1 Like




pladkani ★★★★★

0 Likes




pladkani ★★★★★

0 Likes




pladkani ★★★★★

0 Likes



dfpizanoarq... ★★★★★

1 Like



cveki ★★★★★

1 Like



Floor plans & rendering for \$215



1. Entrance lobby	15.35 m ²
2. Living room	43.70 m ²
3. Kitchen + Dining room	48.37 m ²
4. Staircase	9.36 m ²
5. Housekeeping room	2.25 m ²
6. Laundry and ironing room	8.35 m ²
7. Guest toilet-WC	1.96 m ²
8. Storage room	4.48 m ²
9. Guest master bedroom	20.65 m ²
10. Guest master bathroom	11.95 m ²
11. Guest walk in closet	5.30 m ²
12. Office room 1	8.90 m ²
13. Office room 2	8.90 m ²
14. Server room with a small kitchen	15.56 m ²
15. WC	3.10 m ²
16. Play room/Party room	23.24 m ²
17. Swimming pool	32.00 m ²
18. Garage 1	34.32 m ²
19. Garage 2	50.64 m ²
20. Place for bicycles	5.31m ² area included in garage 2
21. Waste	3.68 m ²
22. Place for the gardening furniture and gardening tools	13.35 m ²
23. House connection room	4.57 m ²
24. Covered porch	40.38 m ²
25. Covered area for dry get in/ get out of the car	51.77 m ² + 41.90 m ²

Ground floor rooms total net area 235.99m²

Ground floor hallways 14.02 m²

Ground floor total living area 250.01 m²

Ground floor total living gross area 288.22 m²

Ground floor total area (covered porch and covered area for cars not included) 402.13 m²

Drawing Name	Contemporary house
Drawing Status	Staggered floor
Drawing Scale	1:100

Industrial Design of a Water Kettle for \$240

View Brief ▾

Sealed
Guaranteed
Featured

Entries 26 | Prize (USD) \$240

Winner



victorjoha... ★★★★★

0 Likes



adamco ★★★★★

1 Like



victorjoha... ★★★★★

1 Like



rmissin ★★★★★

0 Likes



ctaborda ★★★★★

0 Likes



rmissin ★★★★★

0 Likes



didiSudar... ★★★★★

0 Likes

TEA BREWING MACHINE



varsha18r ★★★★★

0 Likes





3D Model of a Handrail for an EVA Spacewalk for NASA for \$50

View Brief ▾ Launch Poll Upgrade Contest ▾

Top Contest Sealed

Entries 93 Prize (USD) \$50



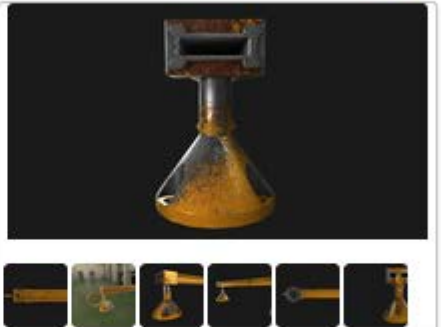
nicogiudiche ★★★★★

2 Likes



lenstone ★★★★★

1 Like




Electrojesus ★★★★★

1 Like



seifodias ★★★★★

1 Like



speedmaste... ★★★★★

1 Like



TimurSurin... ★★★★★

1 Like



seifodias ★★★★★

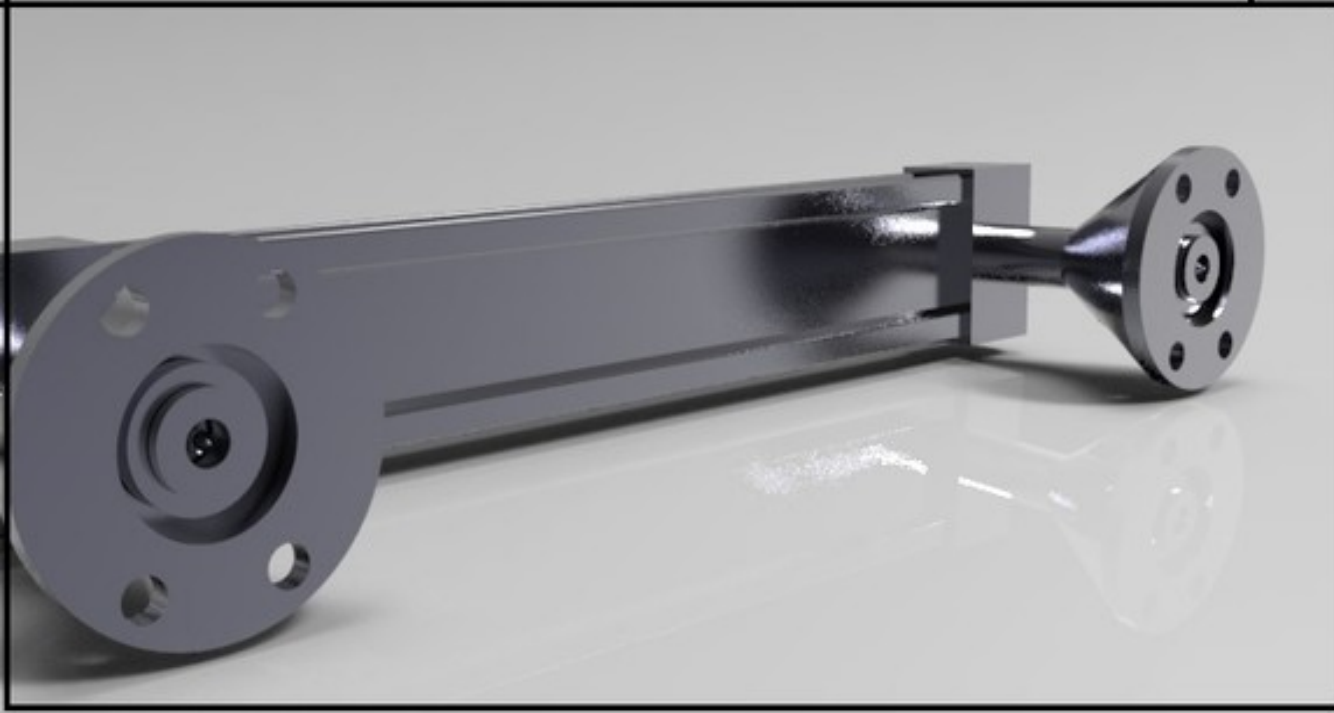
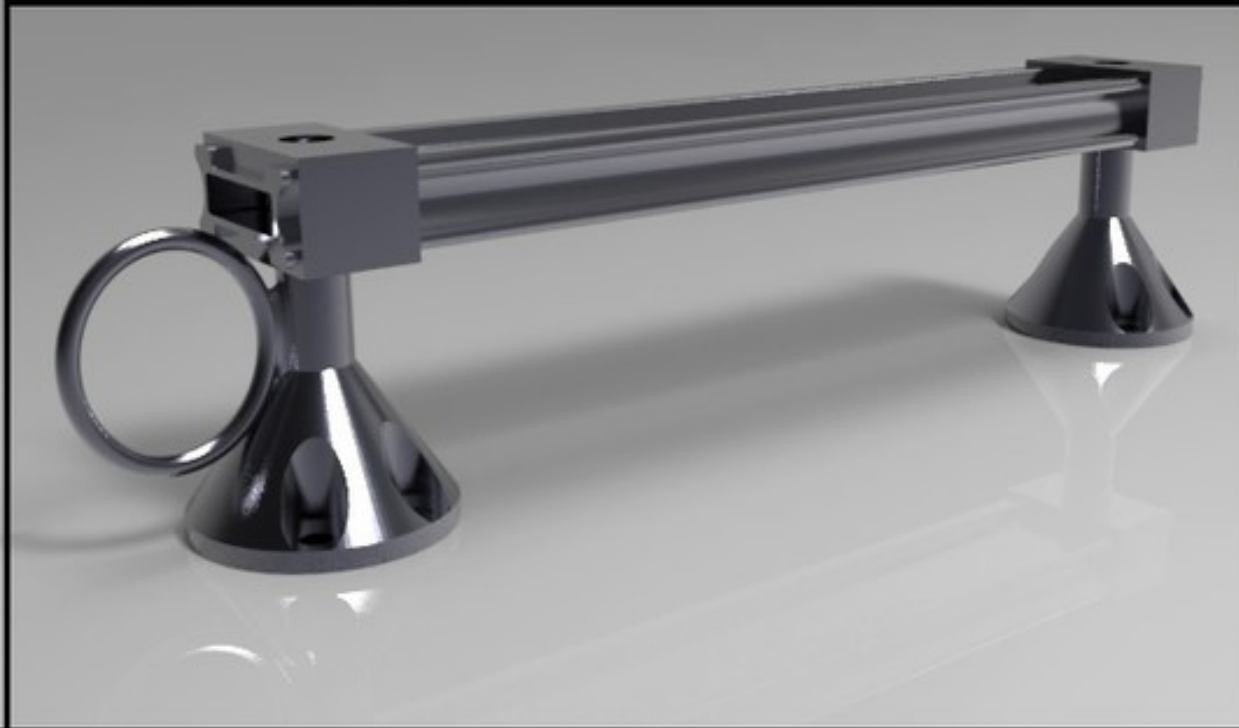
1 Like

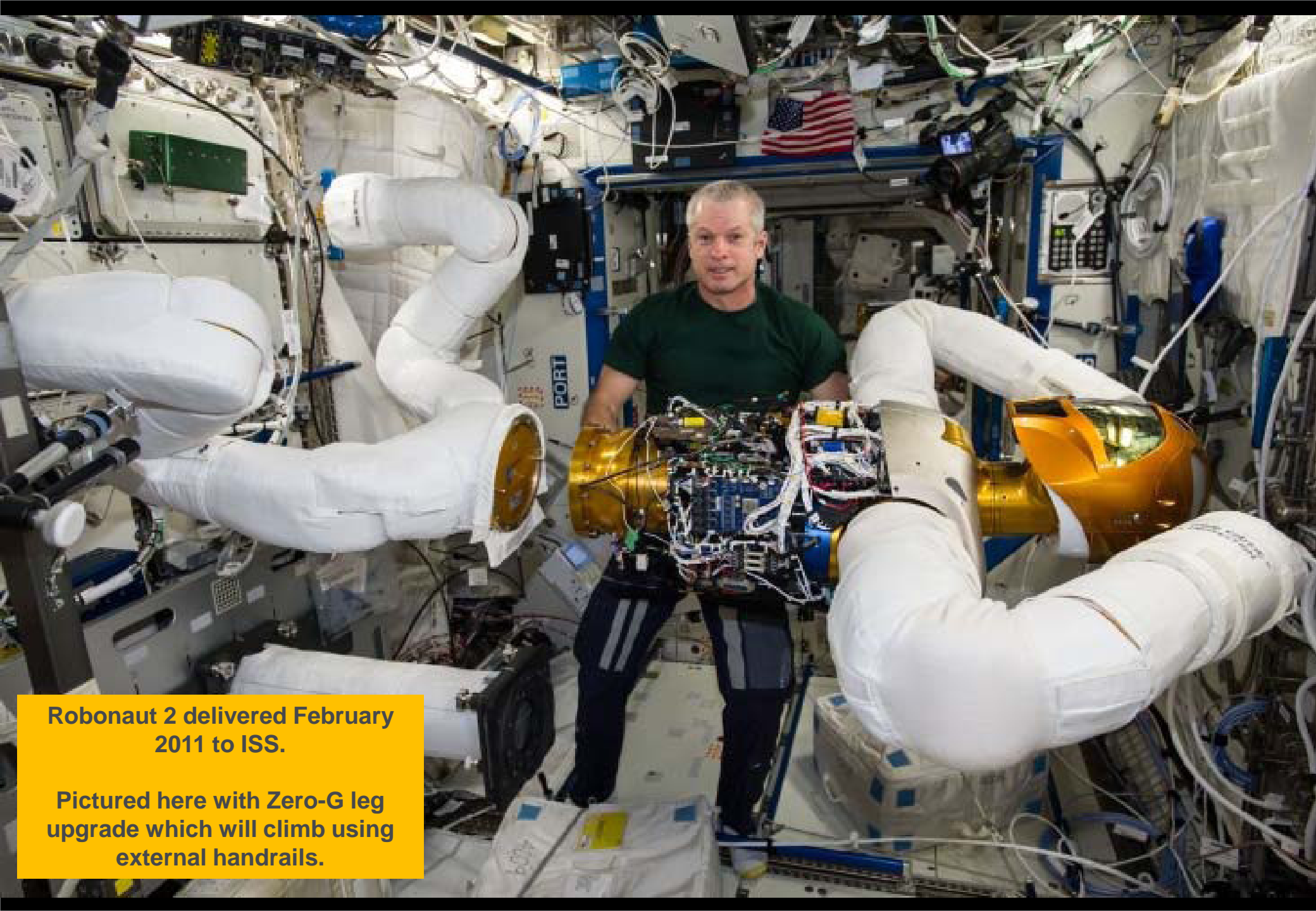


miguel3d ★★★★★

1 Like

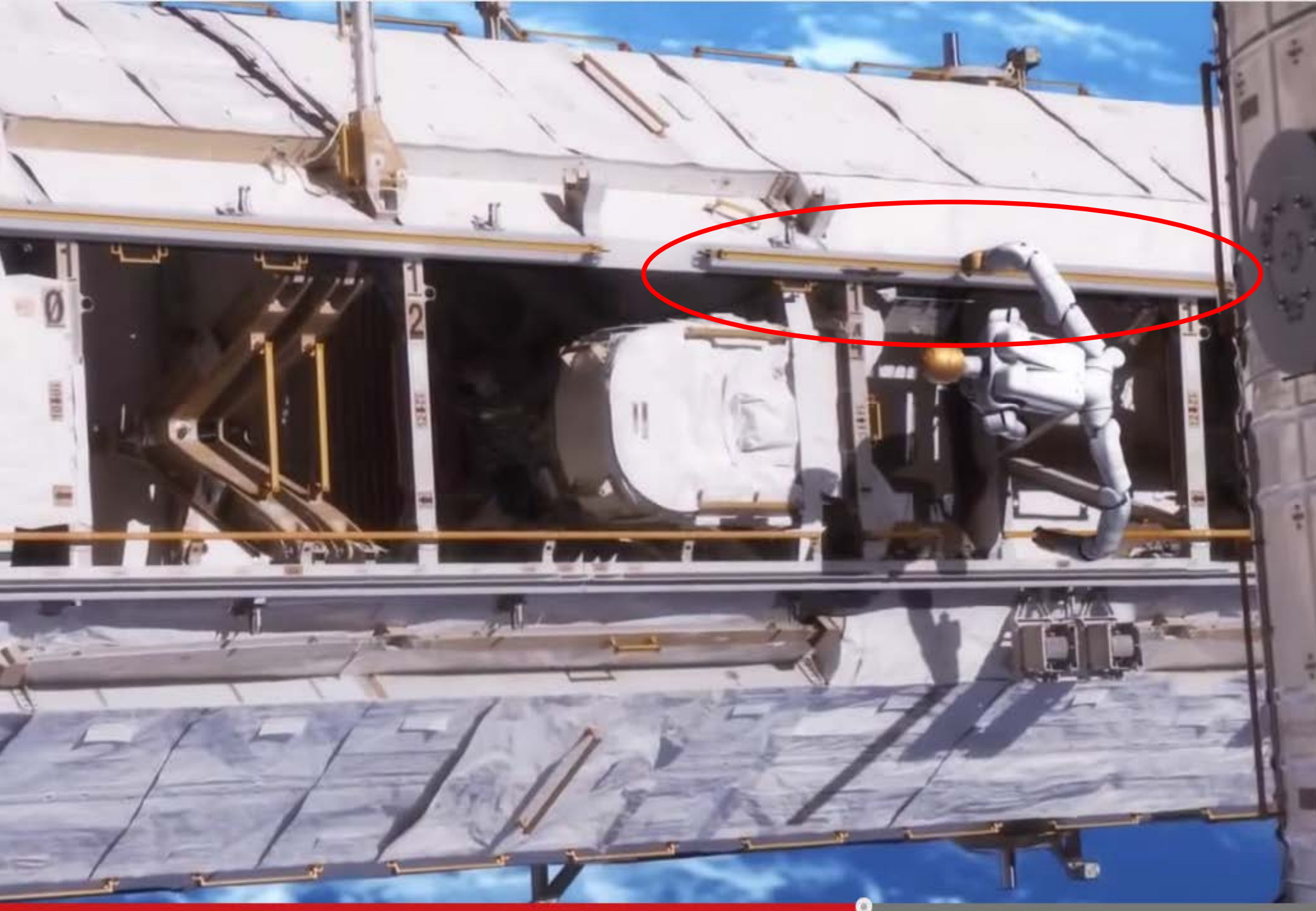






Robonaut 2 delivered February 2011 to ISS.

Pictured here with Zero-G leg upgrade which will climb using external handrails.



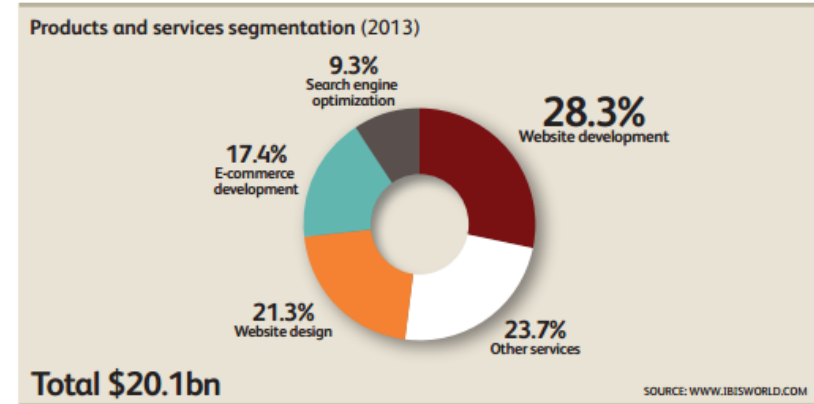
Freelancer Limited

HOW BIG IS THE MARKET?

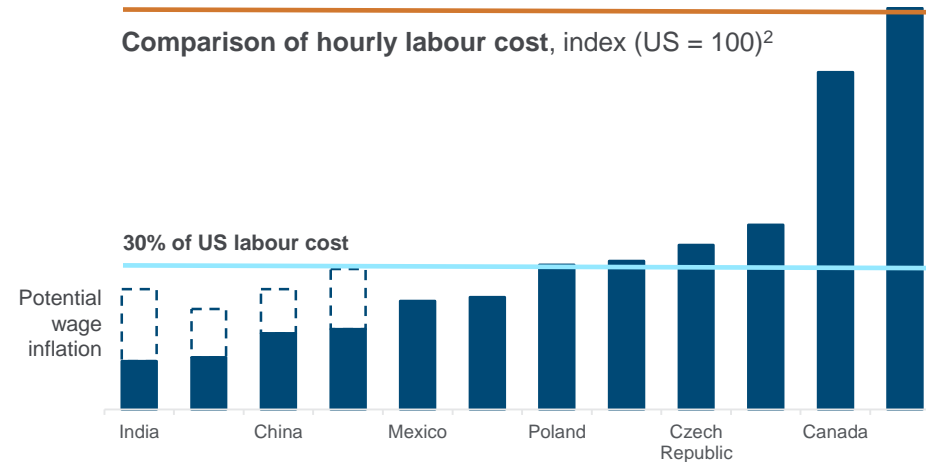
Estimated demand for Web Design services alone

Freelancer's global web design revenue opportunity estimated as \$2.7 billion per annum (\$10.5b GPV)

- Freelancer's estimated global web design revenue opportunity at c.\$2.7 billion (\$10.5b GPV)
- This is as a replacement of existing business only and there is potential upside from opening up of new demand from lower cost labour services globally
 - e.g. for the first time, a café can get a website for c.\$100
- Indicative calculation:
 - web design in the US alone is US\$20 billion + industry¹
 - wages constitute US\$12 billion of this
 - more than 50% of software engineering jobs can be outsourced at 30% of US wages²
 - US\$1.74 billion in wages outsourced @ 26% take rate = c.A\$620 million revenue opportunity for Freelancer in the US (Total Available Market)⁴
 - there are 28 million small businesses in the US, but at least 96 million more in other mid-high income OECD countries³
 - from this we estimate the global opportunity is $(96+28)/28 = c.4.4x$ larger than the US market



Comparison of hourly labour cost, index (US = 100)²



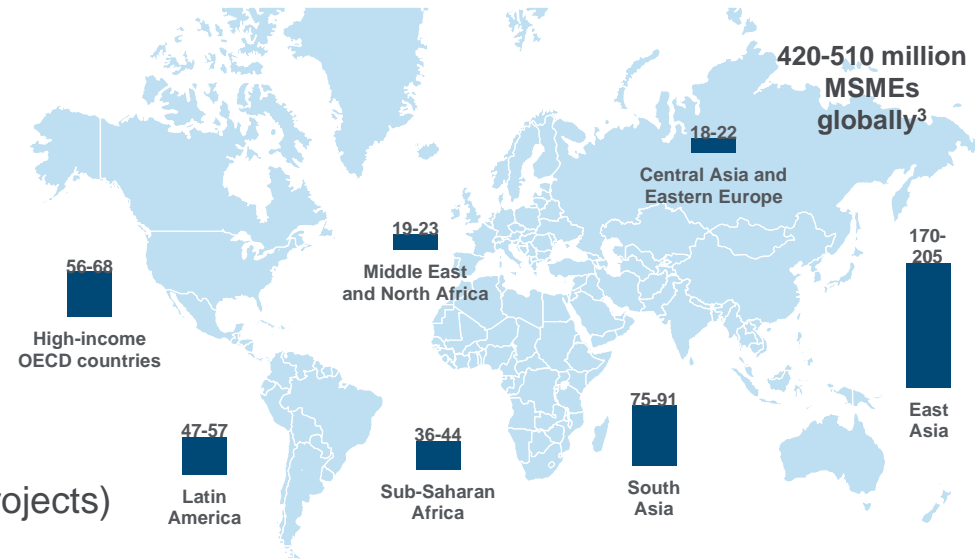
1. IBISWorld, "Web Design Services in the US" (August, 2013).
 2. McKinsey Global Institute, "The Emerging Global Labor Market: Part III: How Supply and Demand for Offshore Talent Meet" (June, 2005).
 3. Based on 28m SMEs in the US, 96m MSMEs outside the US in mid-high income OECD countries.
 4. Based on AUD/USD exchange rate of 0.73.



Estimated demand from Small Businesses

Global small business revenue opportunity estimated as \$31.9 billion per annum (571 million projects, \$122 billion GPV)

- There are about 28 million small businesses in the US
 - 22 million of these are informal non-employers (yet generate >\$1 trillion per annum in revenue)¹
- US job posters who posted more than one project posted on average 3.13 projects in 2013²
 - then this same cohort posted 4.6 projects in 2014
- Average project size in 1H15 was US\$159 (A\$217) generating revenue of A\$56 to Freelancer (26% take rate)²
 - Implies A\$7.2 billion TAM (A\$28 billion GPV, 129 million projects) from US SMEs
- But there are 420 – 510 million micro, small and medium enterprises (MSMEs) globally³
- 96 million are formal employer MSMEs outside the US in mid-high income nations⁴
 - Additional A\$24.7 billion TAM (A\$95 billion GPV, 442 million projects)
- **Estimated global TAM from MSME market of c.\$31.9 billion (\$122 billion GPV, 571 million projects)**
- This excludes another 100m+ informal (unregistered) MSMEs in high income nations globally including non-employer firms, sole proprietors and partnerships which could add materially to Freelancer's revenue opportunities



1. US Government, Small Business Administration Office of Advocacy.

2. Based on Freelancer internal statistics. Average paid value of completed project was A\$194 in 1H15 (based on AUD/USD exchange rate of 0.73 converted spot at 29 July 2015).

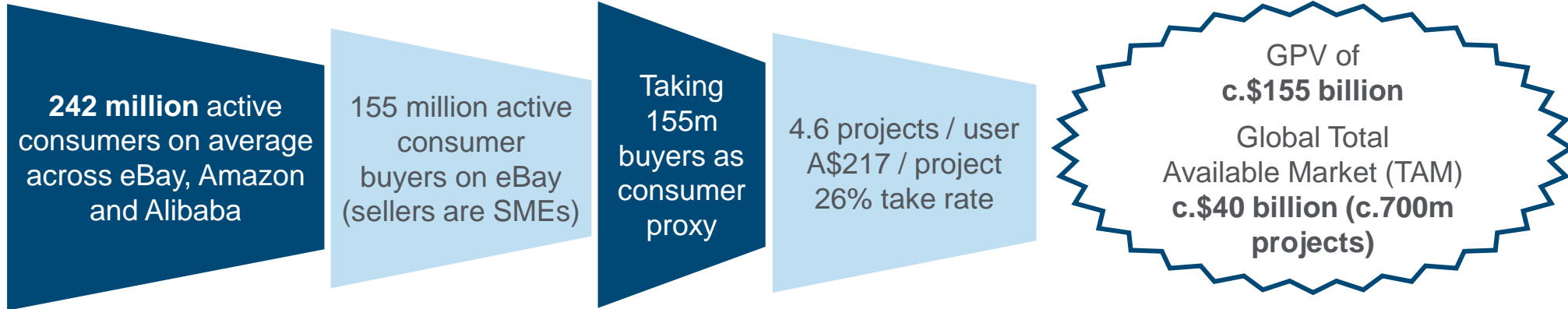
3. McKinsey Global Institute, "Two trillion and counting: Assessing the credit gap for micro, small, and medium-size enterprises in the developing world" (October, 2010).

4. World Bank Statistics, International Finance Corporation. Excludes informal MSMEs including non-employer firms, sole proprietors and unincorporated partnerships.



Estimated demand from Consumers

Engaged active users on major product marketplaces are low hanging fruit for online services. Major product marketplaces as a proxy of consumer demand indicates TAM of c.\$40 billion (700 million projects, \$155 billion GPV)



2014 Revenue	US\$8.8 billion ¹	US\$89 billion	c.US\$22.7 billion	A\$26.1 million
2014 GMV/GPV	US\$83 billion	c.US\$111 billion ²	c.US\$248 billion	A\$103.7 million
	US\$228 billion ECV (with Paypal)			
2014 Users	155 million active buyers	c.237 million active buyers	c.334 million active buyers	14.3 million total registered users
Geography	Global	Global	Predominately China	Global

Source: Company reports.

1. Marketplaces revenue.

2. Based on analyst estimates.



Estimated supply of professional labour in the developing world

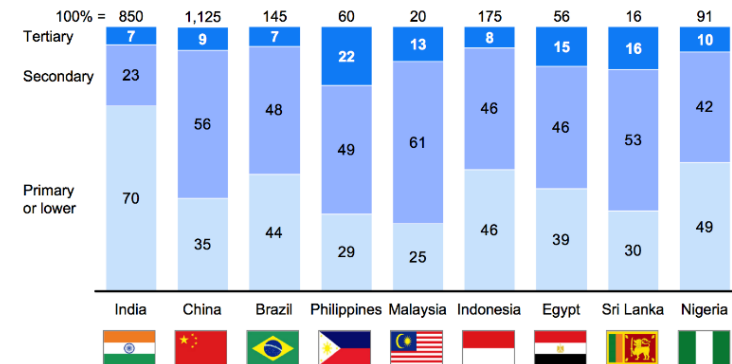
370 million people, or 10% of the 3.7 billion working age population in the developing world have a tertiary qualification

- 2010 global working age population: 3.7 billion, labour force: 2.9 billion¹

Cluster	Young Developing	Young Middle-Income	India	China	Young Advanced	Russia & CEE	Southern Europe	Aging Advanced
Workers Million	322	640	469	783	290	141	60	145
GDP per capita \$	<3,000 ²	3,000–20,000 ³	3,000	7,000	25,000–50,000 ⁴	10,000–20,000 ⁵	20,000–30,000	30,000–45,000

- 2030 predicted global labour force: 3.5 billion¹
- Of the 3.7 billion working age in the developing world in 2010:
 - 1.7 billion (46%) have a secondary education
 - 370 million (10%) have a tertiary education
- There are 220 million people with a tertiary degree between India, China, Brazil, Philippines, Malaysia, Indonesia, Egypt, Sri Lanka and Nigeria
- In the Philippines, tertiary education rose from 9% to 22% (13m) 1980-2010
 - Brazil, China, India @ 7 to 9%, yet produce c.5m STEM grads per annum³
- c.5 billion people to join the Internet over next decade that earn <\$10/day
- They have very little assets however are educated and can sell their services
- Freelancer.com is the first stop on the Internet for these people to raise their wages from \$10/day to \$10/hour +

Educational attainment (2010)
% working age population; million people¹



NOTE: Numbers may not sum due to rounding.
SOURCE: United Nations Population Division (2010 revision); IIASA; ILO; local statistics for India and China; McKinsey Global Institute analysis

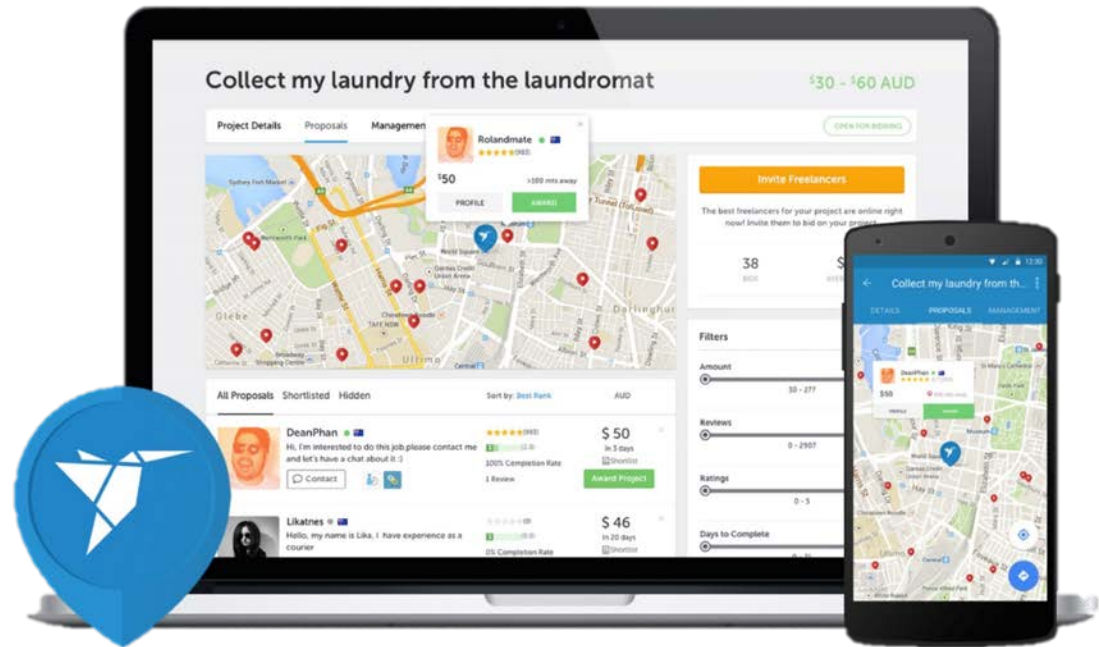
1. McKinsey Global Institute: The World at Work: Jobs, Pay and Skills for 3.5 Billion People (June 2012)
2. McKinsey Global Institute, The Emerging Global Labor Market 2005, Part I: The Demand for Offshore Talent in Services
3. Accenture Institute for High Performance: Where will all the STEM talent come from? (May 2012)



Estimated demand from Local Jobs

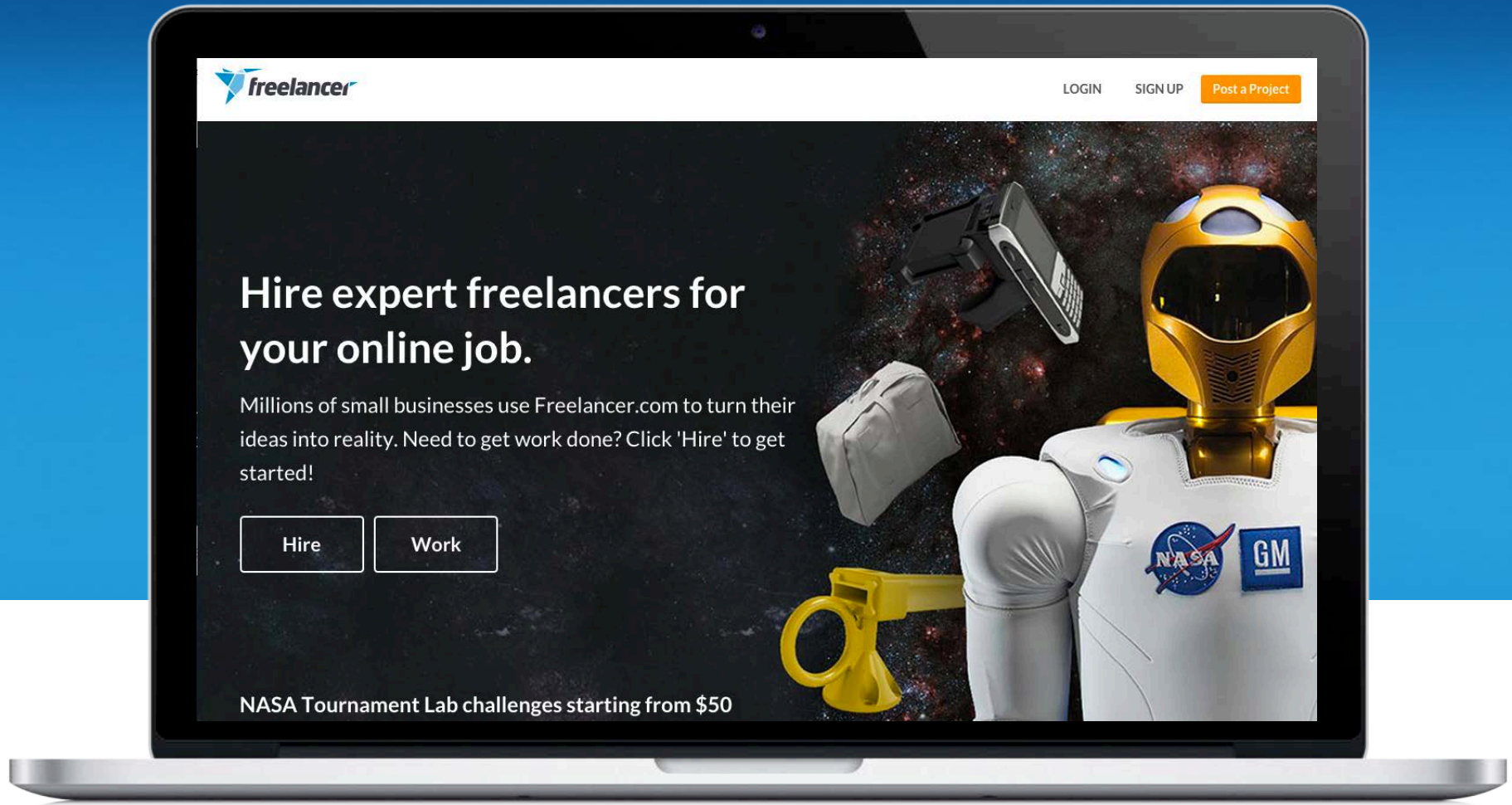
Freelancer's expansion into 100 categories of Local Jobs expands the total addressable market by up to \$800 billion

- 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”
- In the US alone, the temporary labour market is estimated to be on the order of \$100 billion¹
 - MBO Partners² also found that in 2013 in the US there were 17.7 million independent workers
 - these generated \$1.2 trillion in total income per annum
 - 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
 - others put it at \$800 billion per annum^{4,5}



1. <http://www.theverge.com/2012/7/23/3177860/taskrabbit-13-million-funding-peer-to-peer-labor-market-zaarly-done-exec>
2. http://info.mbopartners.com/rs/mbo/images/2013-MBO_Partners_State_of_Independence_Report.pdf
3. <http://www.fool.com/investing/general/2015/04/03/does-a-market-exist-for-amazoncom-incs-home-servic.asp>
4. http://www.nytimes.com/2015/04/13/technology/amazon-google-and-more-are-drawn-to-home-services-market.html?_r=0





c.A\$72 billion

Potential Net Revenue from SMBs and consumers

1.3 billion

Potential projects / contests

\$800 billion plus

Potential through Local Jobs

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