



2 December 2015

Freelancer Limited

UK Roadshow Presentation

Matt Barrie

Chief Executive Officer

Freelancer Limited (ASX: FLN)

Key market statistics

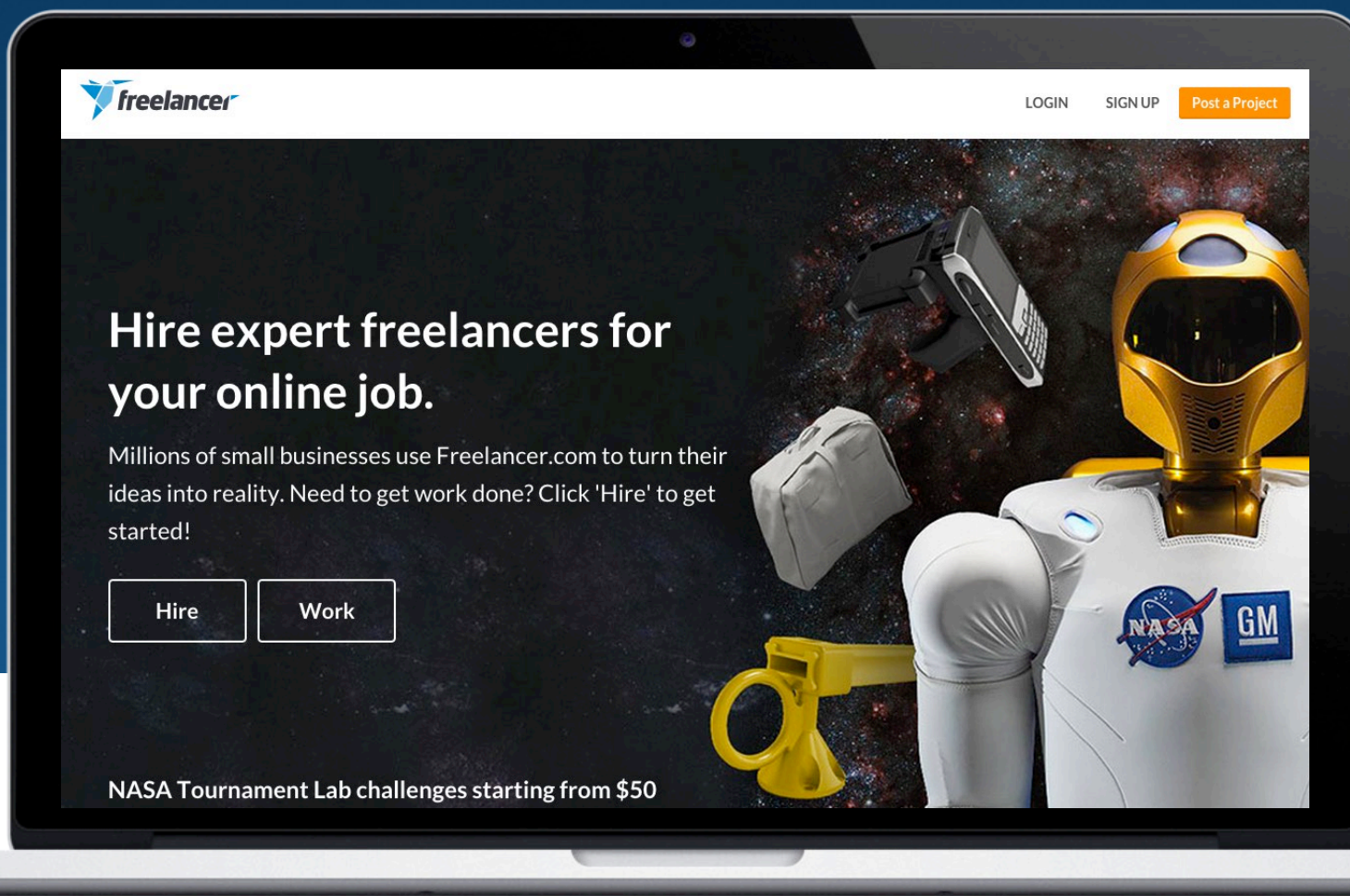
ASX code	FLN
Listing price (15 November 2013)	A\$0.50
Share price (1 December 2015)	A\$1.73
Market capitalisation (1 December 2015)	A\$781 million

Share Price Chart (2015 YTD)



ASX
FREELANCER LIMITED





9,016,279

Projects & Contests Posted

17,369,201

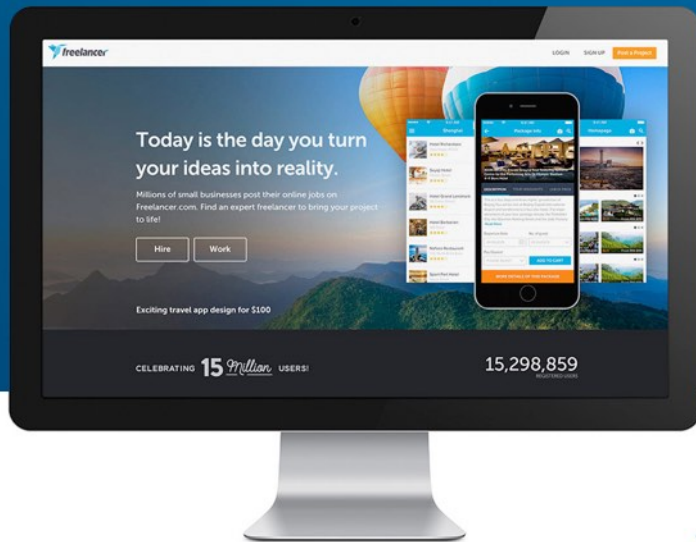
Registered Users

\$2,984,068,875 USD

All time Projects & Contests Posted Value

Freelancer owns Escrow.com

The world's #1 company for secure online payments



Freelancer.com

#1 Online Services Marketplace
Over **US\$2.9 billion** in projects posted



Escrow.com

#1 for Secure Online Payments
Over **US\$2.7 billion** in secured transactions



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.**



**Design of a digital counting
wristband for \$220**

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

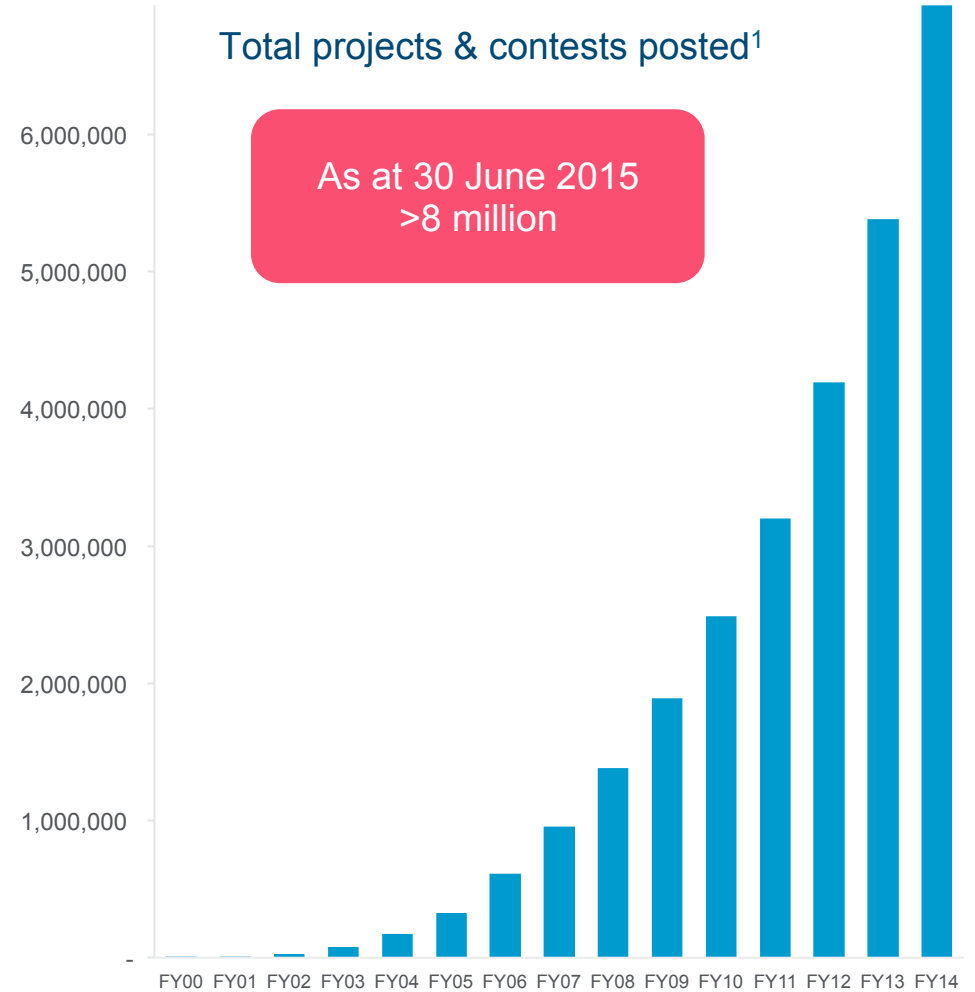
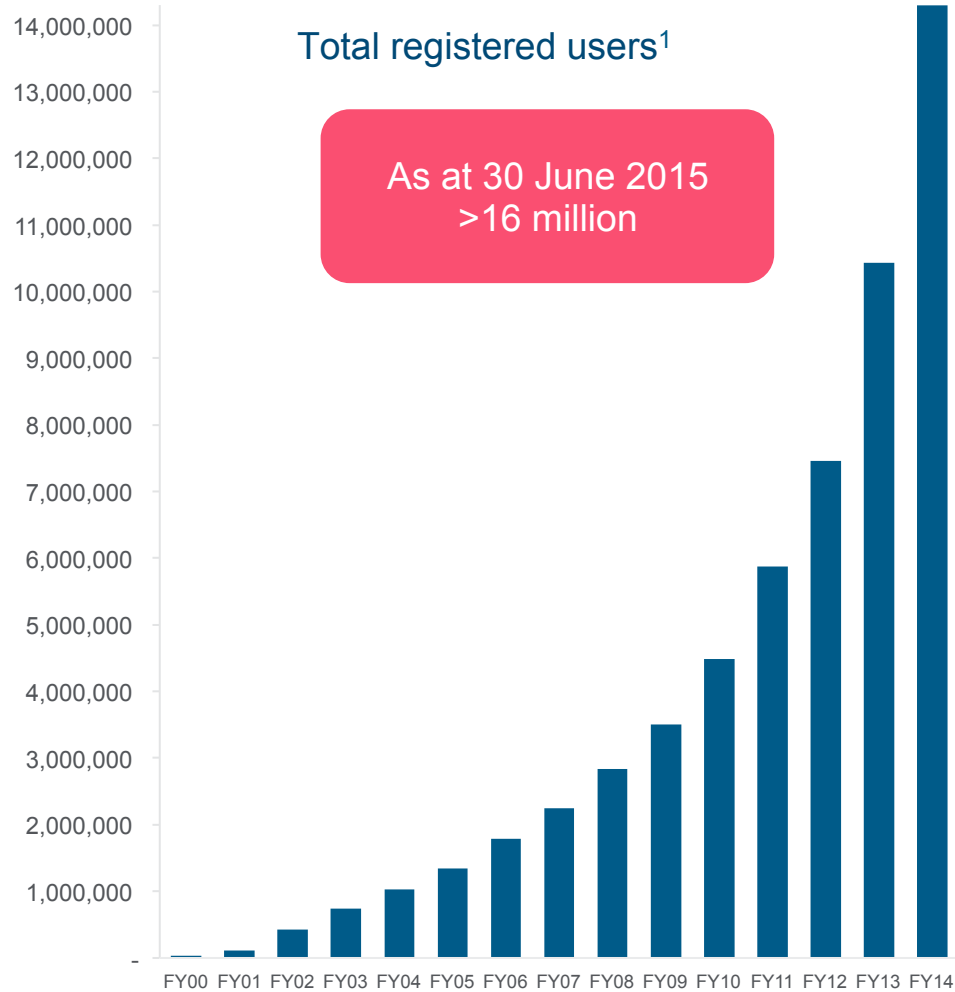


4.9 / 5.0 rating, 67 reviews



Continued exceptional marketplace growth (demand)

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

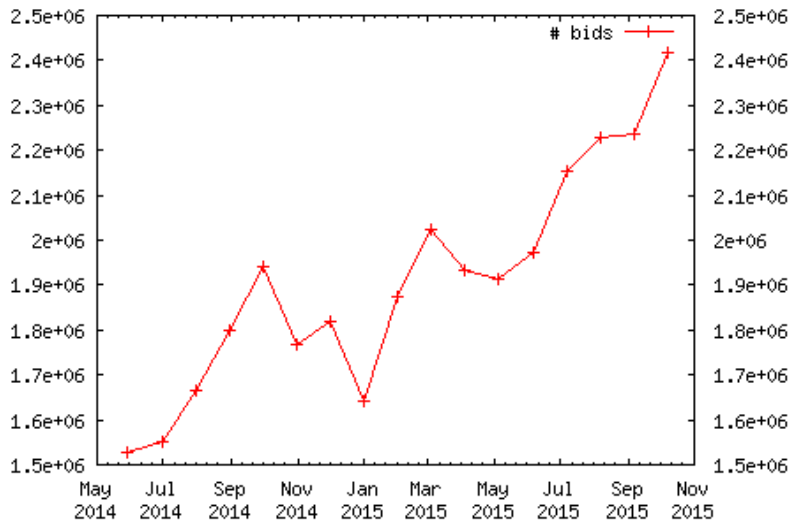


1. Number of user accounts, and projects/contests posted in the Freelancer marketplace as at 30 June 2015. User, project and contest data includes all users and projects from acquired marketplaces. Prior to 2009, all data is from acquired marketplaces.

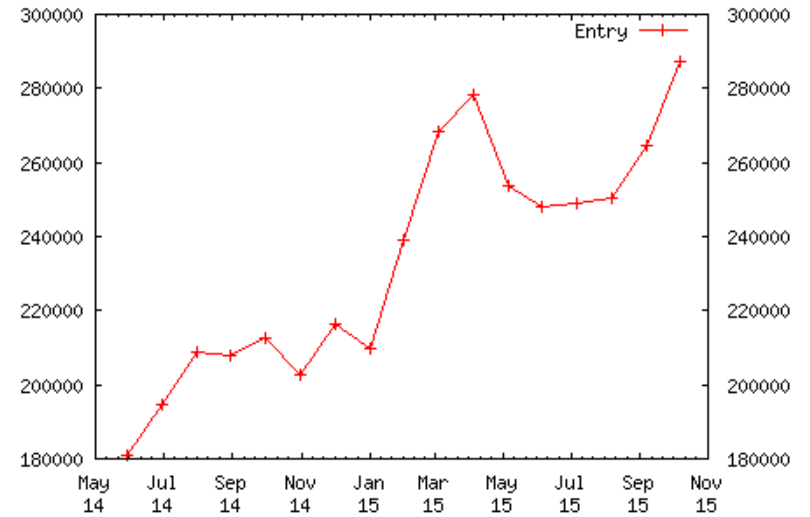


Outstanding growth in marketplace liquidity (supply)

Number of bids on projects



Number of entries in contests



Actual completed projects



3D House Render

beehive3dworks

\$200.00



3D HUD design

alki71

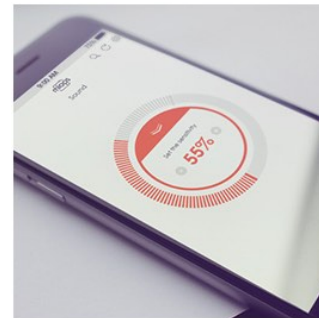
\$500.00



Best 3D Massage Chair

Fadecg1

\$124.00



Design a Mobile Application

arakelian

\$500.00



Lion roaring in water colour

xunedaryl

\$100.00



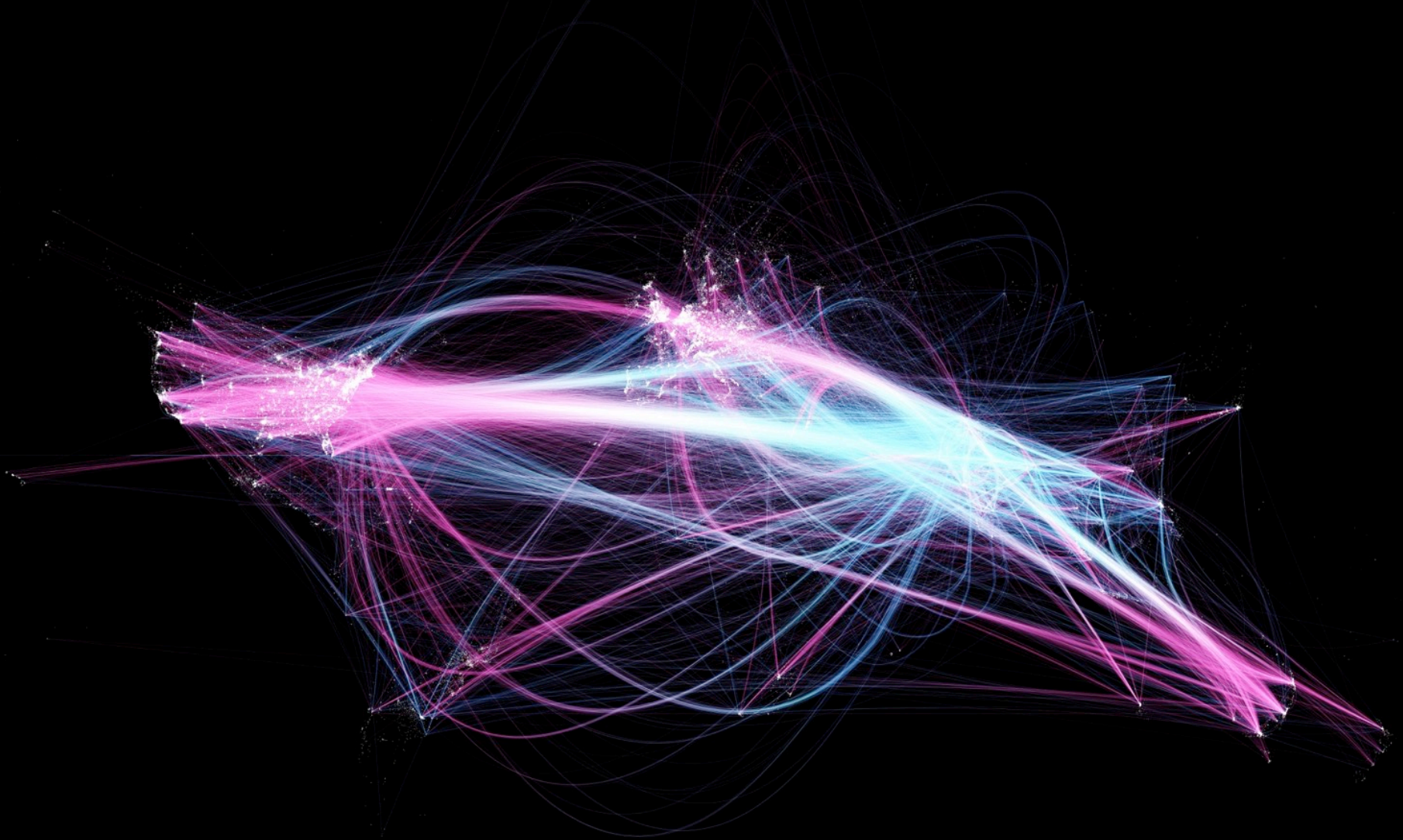
Create Print and Packaging Designs for Vegetable Juices

chubbycreations

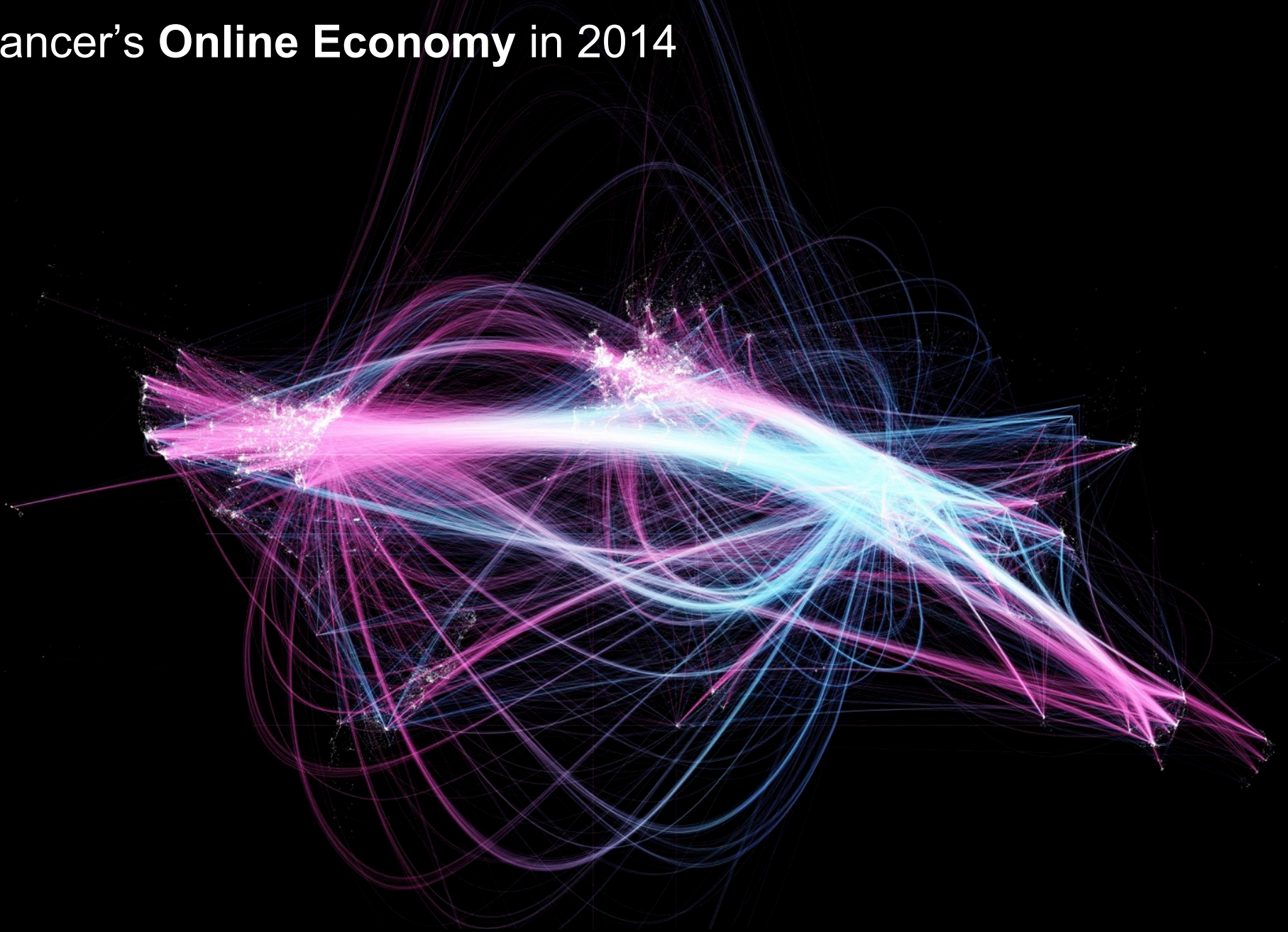
£100.00



Freelancer's Online Economy in 2013



Freelancer's Online Economy in 2014



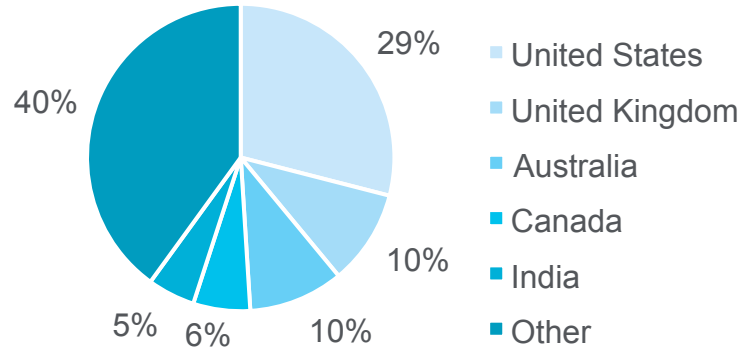
Freelancer's Online Economy in 2015



Marketplace dynamics

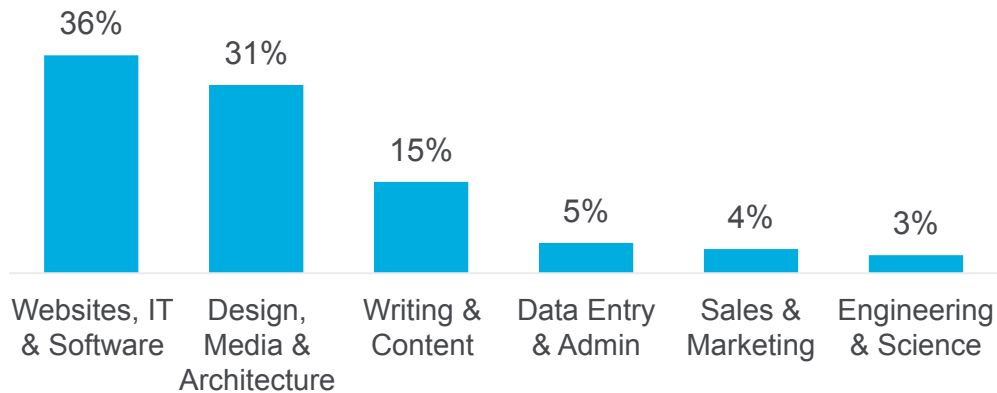
“Every job, every country, every language, every currency, at any time”

Top country sources for completed projects in 1H15¹

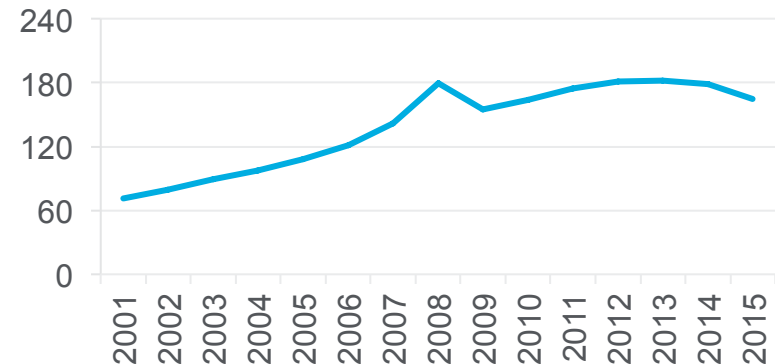


- c.850 job categories as diverse as Aerospace Engineering, Biotechnology, Sales, Manufacturing, Mechanical Engineering, etc.
- c.100 categories of local jobs launched in 1H15
- Complexity & sophistication growing year by year
- Average completed project US\$159 in 1H15³

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.



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

34 Supported Languages

Languages

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

20 Supported Currencies

Currencies

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

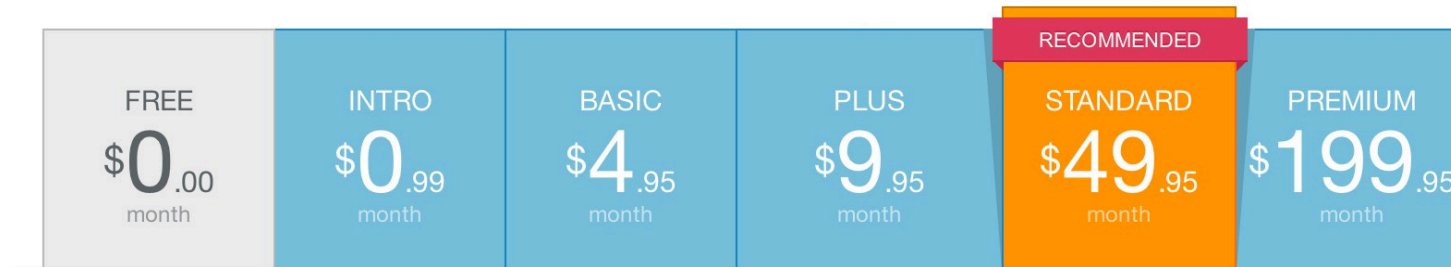
24x7x365 Multilingual Support Team



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%

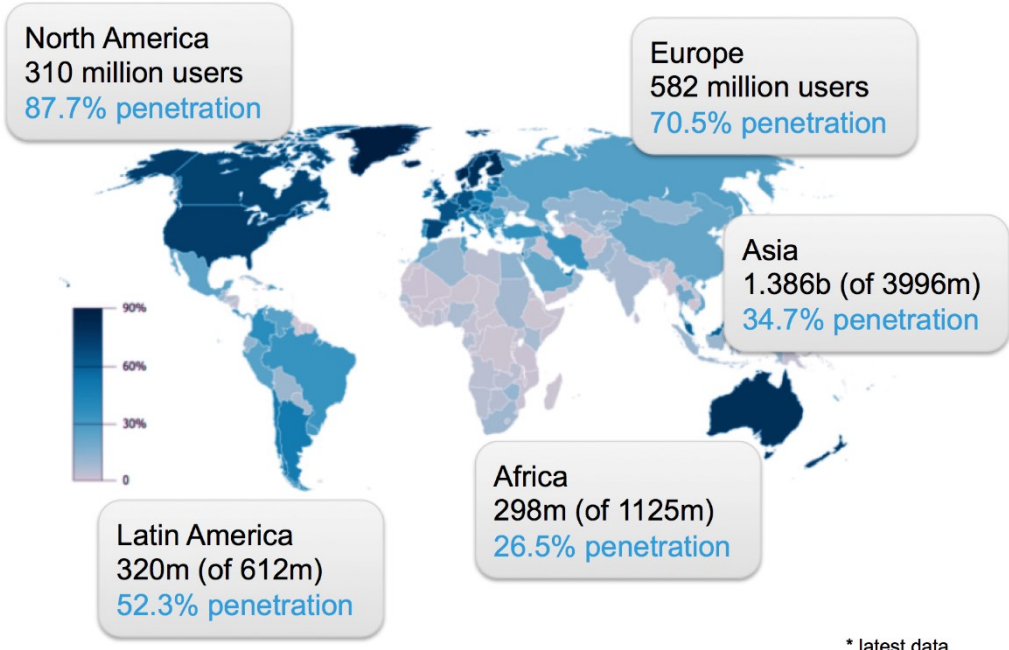
**of the world's
population are
about to join
the Internet.**



It's 2015

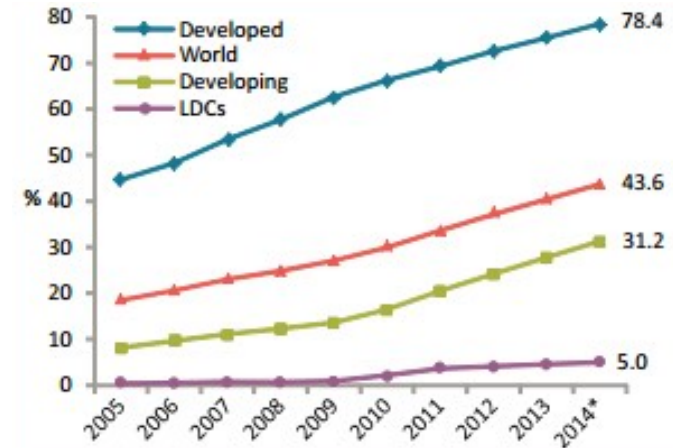
The other four billion are connecting at a tremendous pace

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

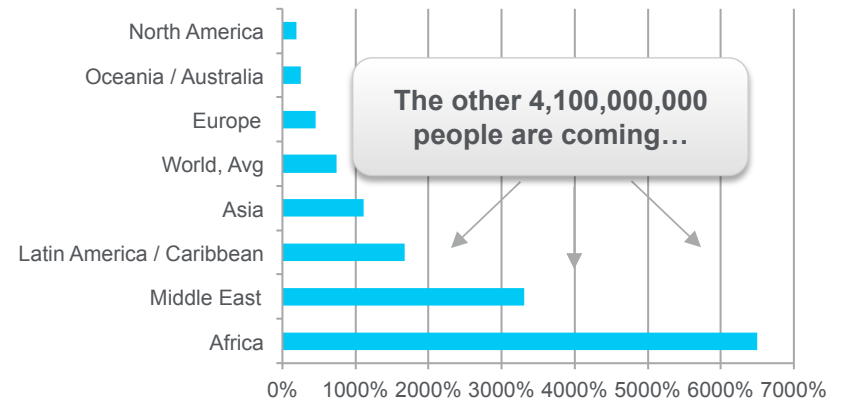


* latest data

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

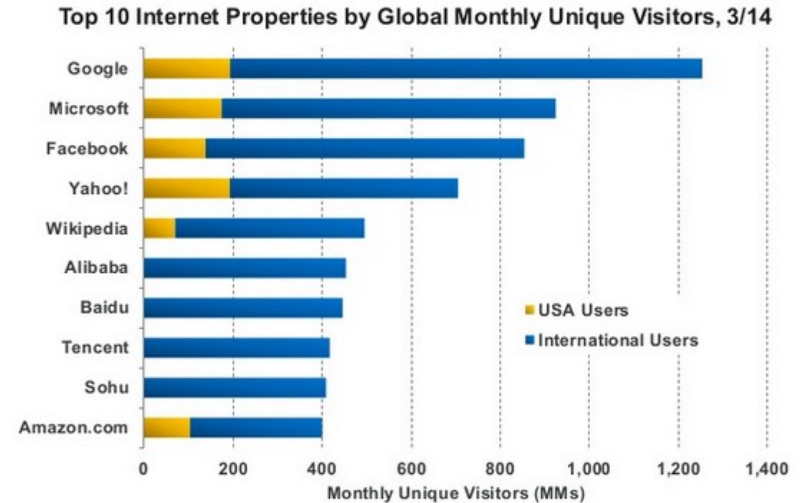


- The first thing they are looking to do online is raise their socio-economic status
- But it's never been easier to learn a trade
 - The wealth of human knowledge is available online
 - A revolution is also occurring in online education: Coursera, Udacity, Khan Academy, edX



- 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		654	1,473	15%	34%
World		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.





NEED AN AWESOME DESIGN? HIRE ME.



Crame Velasquez

Setting your brand on fire!

I'm first and foremost a follower of Jesus, a son, a husband, a father, and a graphic designer.

I've been providing services here in Freelancer since 2010 and it was here that I met great clients who kept on getting back to me. Some of them even hired me to be a regular employee even though we are not living in the same side of the world. I guess they love my work.

If you need an awesome design for your logo, website, mobile and web app, infographic, brochure, flyer, business cards, etc., I'm more than happy to work with you.

[Read more](#)

[Hire Me](#)

\$ 25 USD/hr

4.9 ★★★★★ 75 Reviews

7.4

81% Jobs Completed

100% On Budget

98% On Time

22% Repeat Hire Rate



@firethreedesigns



Villasis, Philippines - 1 pm

Member since October, 2010

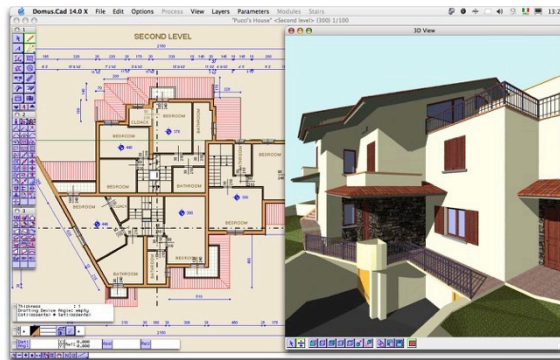
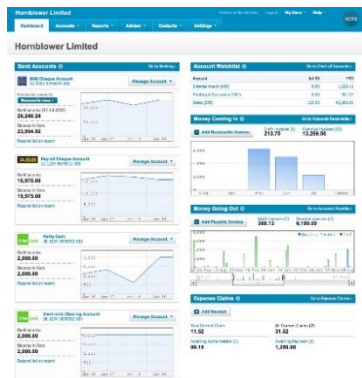
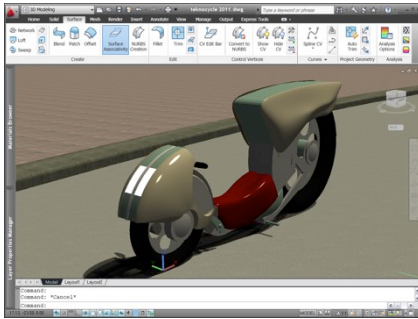
1 Recommendations



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

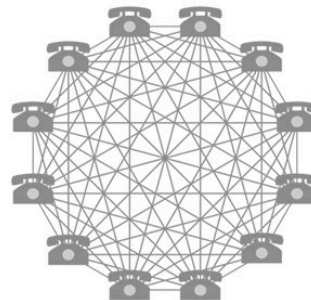
amazon.co.uk[®]

ebay



freelancer[®]

PRODUCTS

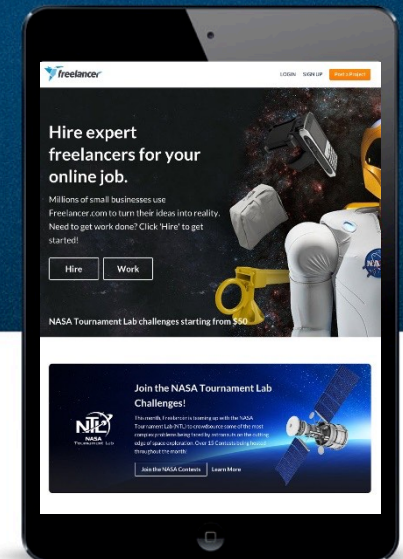
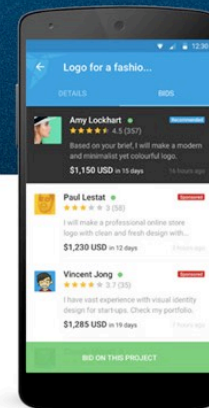
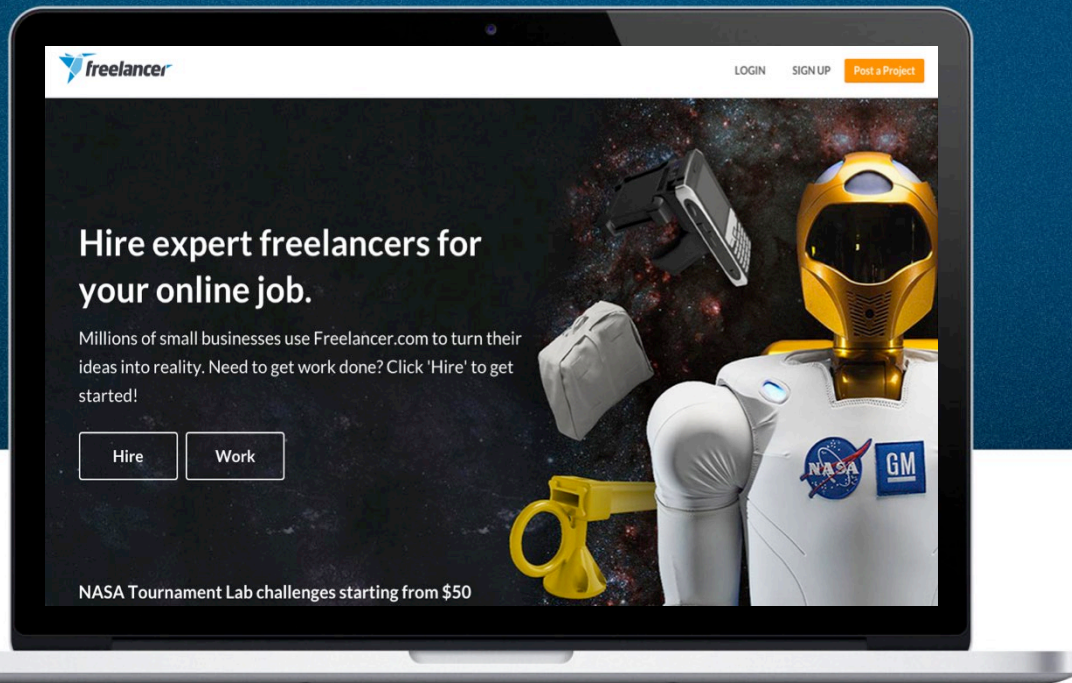


SERVICES

Freelancer Limited

BEAUTIFUL PRODUCT

BEAUTIFUL PRODUCT

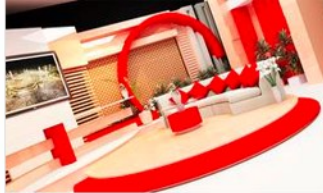




Yggdrasil full color tattoo

satherghoes1

\$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



selfe

selfe \$5.50 selfe \$6.50

selfe

mango smoothie

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



Floor plan

- 1. Office capacity - 40 people
- 2. 2 - 3 meeting rooms
- 3. Storage
- 4. vertical garden/wall
- 5. reception area
- 6. lockers
- 7. technical studio
- 8. break-out room
- 9. break-out room
- 10. break-out room
- 11. Break-out room

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

lauraburlea

\$312.00



Design a Brochure for Car Wash

jauger78

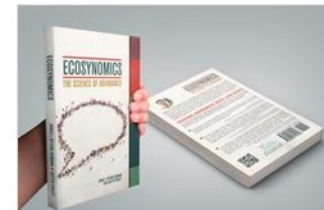
\$100.00



Create Print and Packaging Designs for Eliquid Bottle & Label

HallidayBooks

\$150.00



New Book Cover for Ecosynomics: The Science of Abundance!

F5DesignStudio

\$200.00



Album Tango Electronic



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.

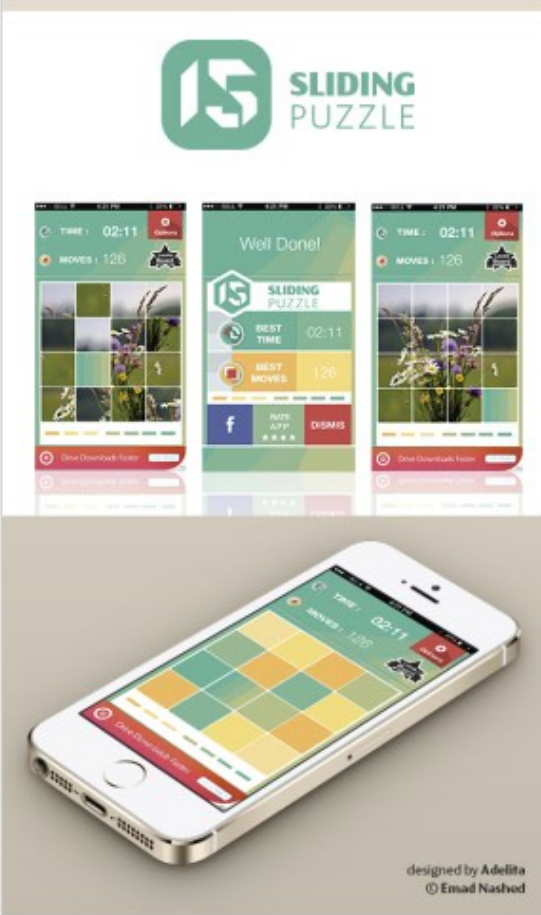
- Deliverables should be in psd file format compatible with Photoshop CS5
- Resolution should be: 1080x1920 pixels.
- All screen ui components should be in separate layers, and easy to extract.
- Additional image resources can also be included separately (e.g. background image, etc.).
- Also all art 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 design for a sliding puzzle app. At the top, there is a logo consisting of a green square with a white puzzle piece icon and the text "SLIDING PUZZLE" in green. Below the logo are three smartphone screens displaying different stages of the game. The first screen shows a 3x3 grid of puzzle pieces with a timer at 02:11 and 126 moves. The second screen shows a "Well Done!" message, a timer of 02:11, and 126 moves. The third screen shows a 3x3 grid of puzzle pieces with a timer at 02:11 and 126 moves. Below the screens is a 3D rendering of a white iPhone displaying the game interface. In the bottom right corner of the design area, it says "designed by Adelita © Emad Nashed".

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

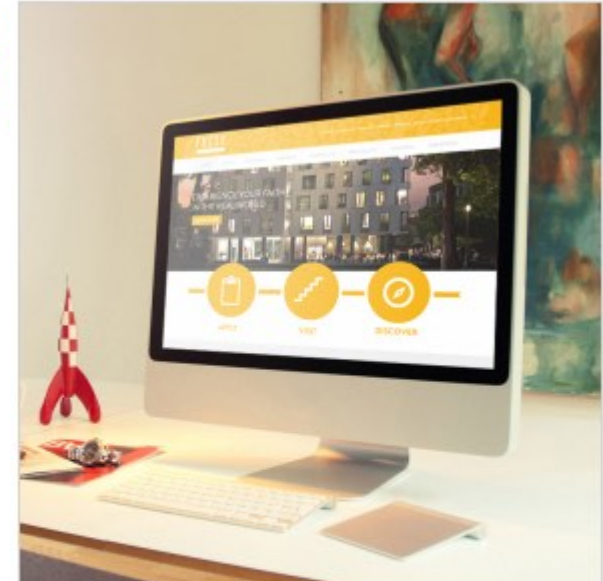
Project Description:

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 consulting firm for \$129

View Brief ▾

Top Contest
Guaranteed

Entries	Prize (USD)
81	\$129


+

57 Winner




belenpoyo ★★★★★

4 Likes



dalvaleriano ★★★★★

2 Likes



dianafernan... ★★★★★

1 Like



lunaim ★★★★★

0 Likes



lunaim ★★★★★

0 Likes




pittuk ★★★★★

0 Likes



Ealarcon68 ★★★★★

1 Like



dianafernan... ★★★★★

1 Like



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	Prize (USD)
51	\$215

+

Winner



markoculibrk ★★★★★



maro1978 ★★★★★



markoculibrk ★★★★★



pladkani ★★★★★

0 Likes

1 Like

1 Like

0 Likes



pladkani ★★★★★



pladkani ★★★★★



dfpizanoarq... ★★★★★



cveki ★★★★★

0 Likes

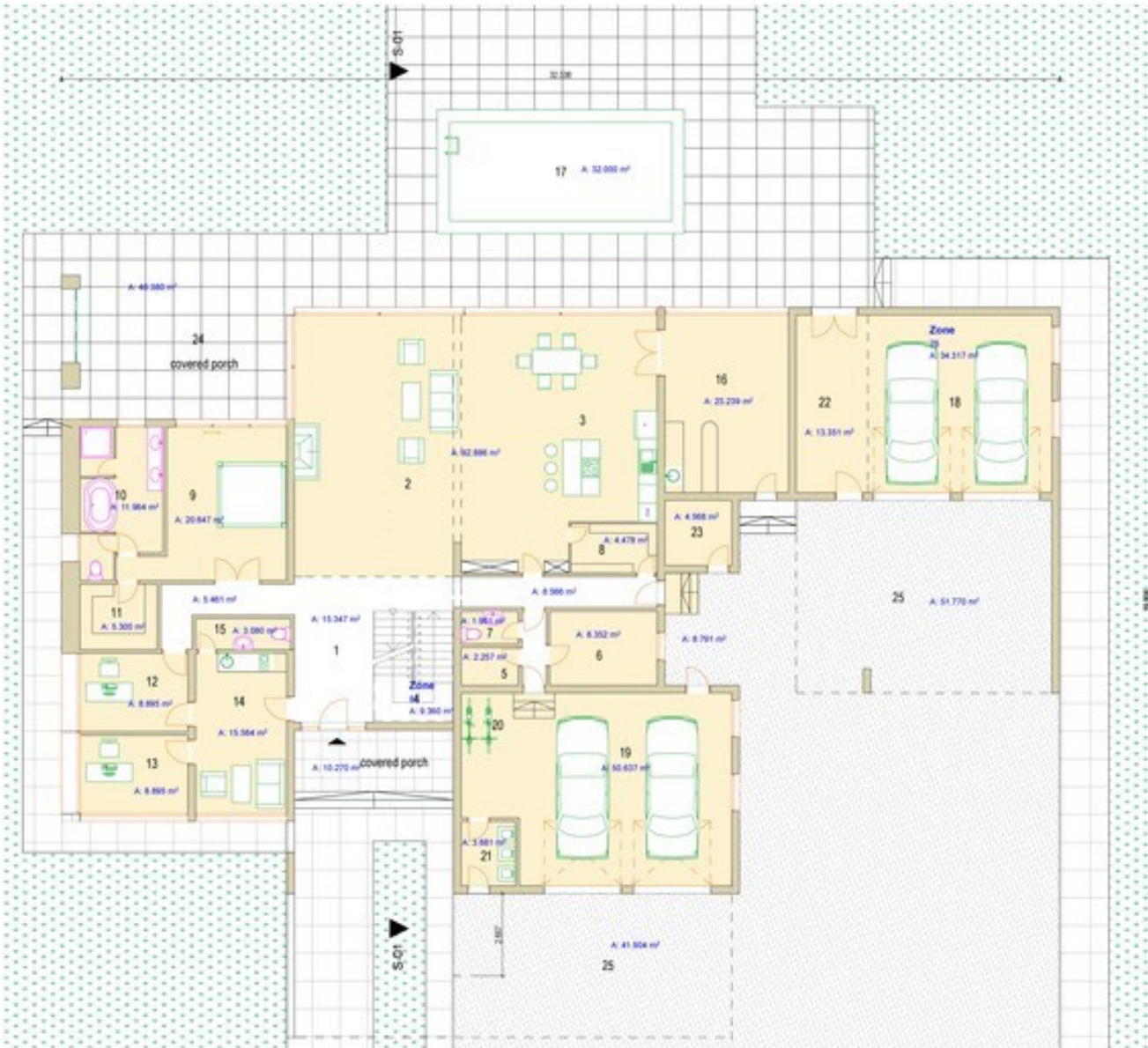
0 Likes

1 Like

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

Design Idea: To design a water kettle with a tea brewing feature.

Design Constraints: Modern, sleek and compact. Functional and easy to use.

Concept Highlights: A glass kettle with a digital display and a modern handle.



varsha18r ★★★★★

0 Likes



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

Design Idea: To design a water kettle with a tea brewing feature.

Design Constraints: Modern, sleek and compact. Functional and easy to use.

Concept Highlights: A glass kettle with a tea brewing feature. A digital display and a handle.

varsha18r ★★★★★

0 Likes

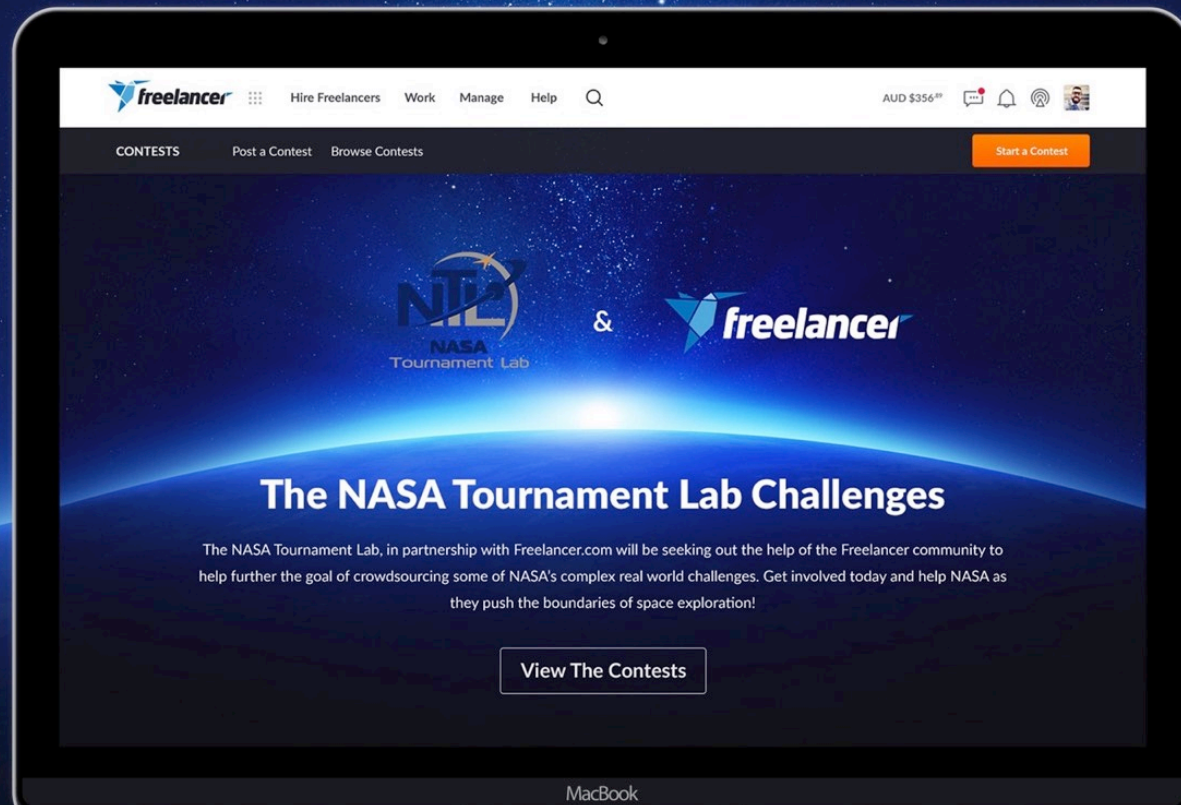






NASA partners with Freelancer

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



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 ★★★★★

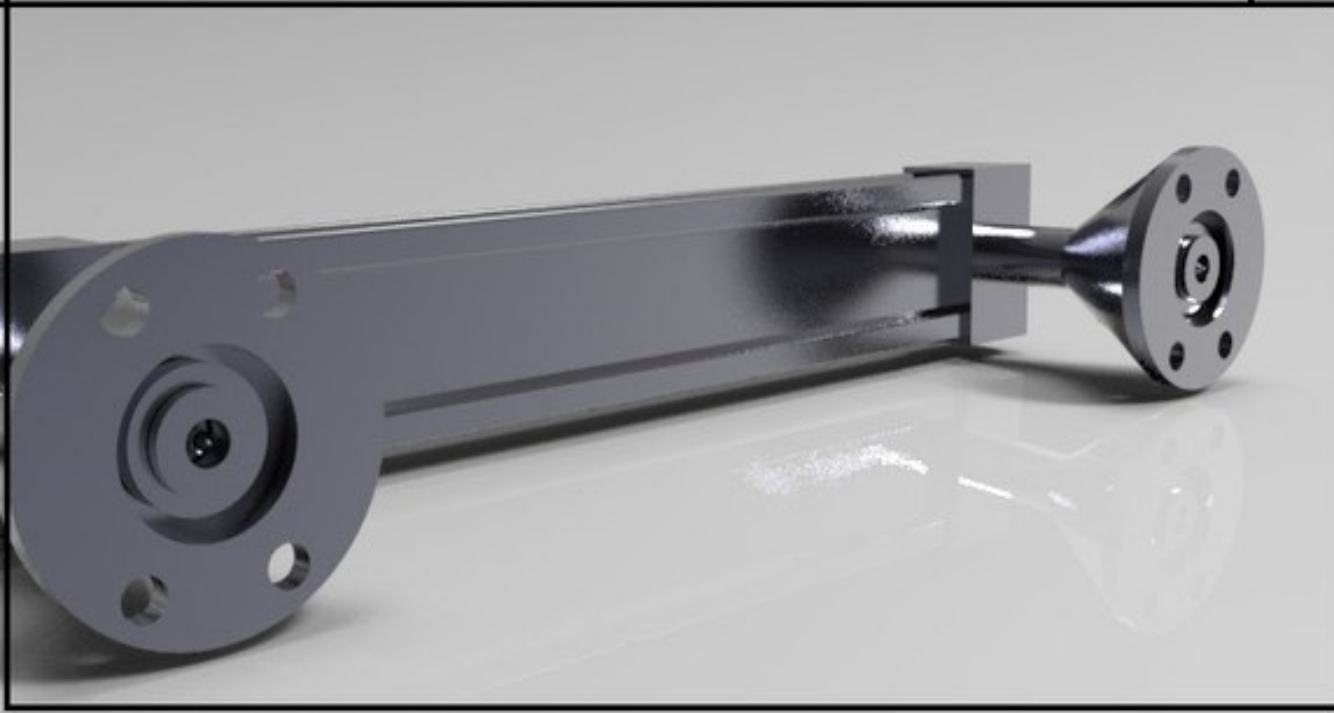
1 Like

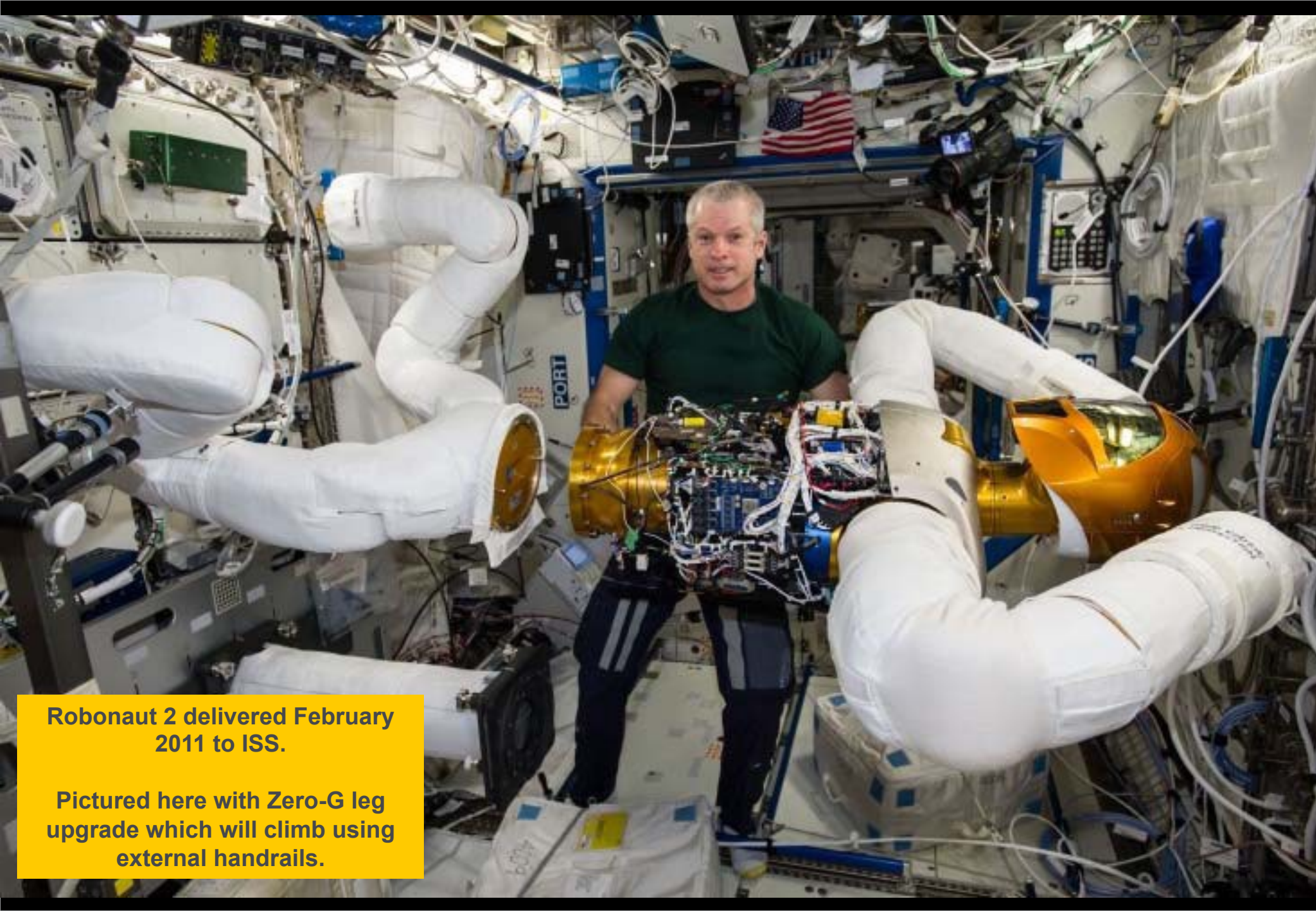


miguel3d ★★★★★

1 Like

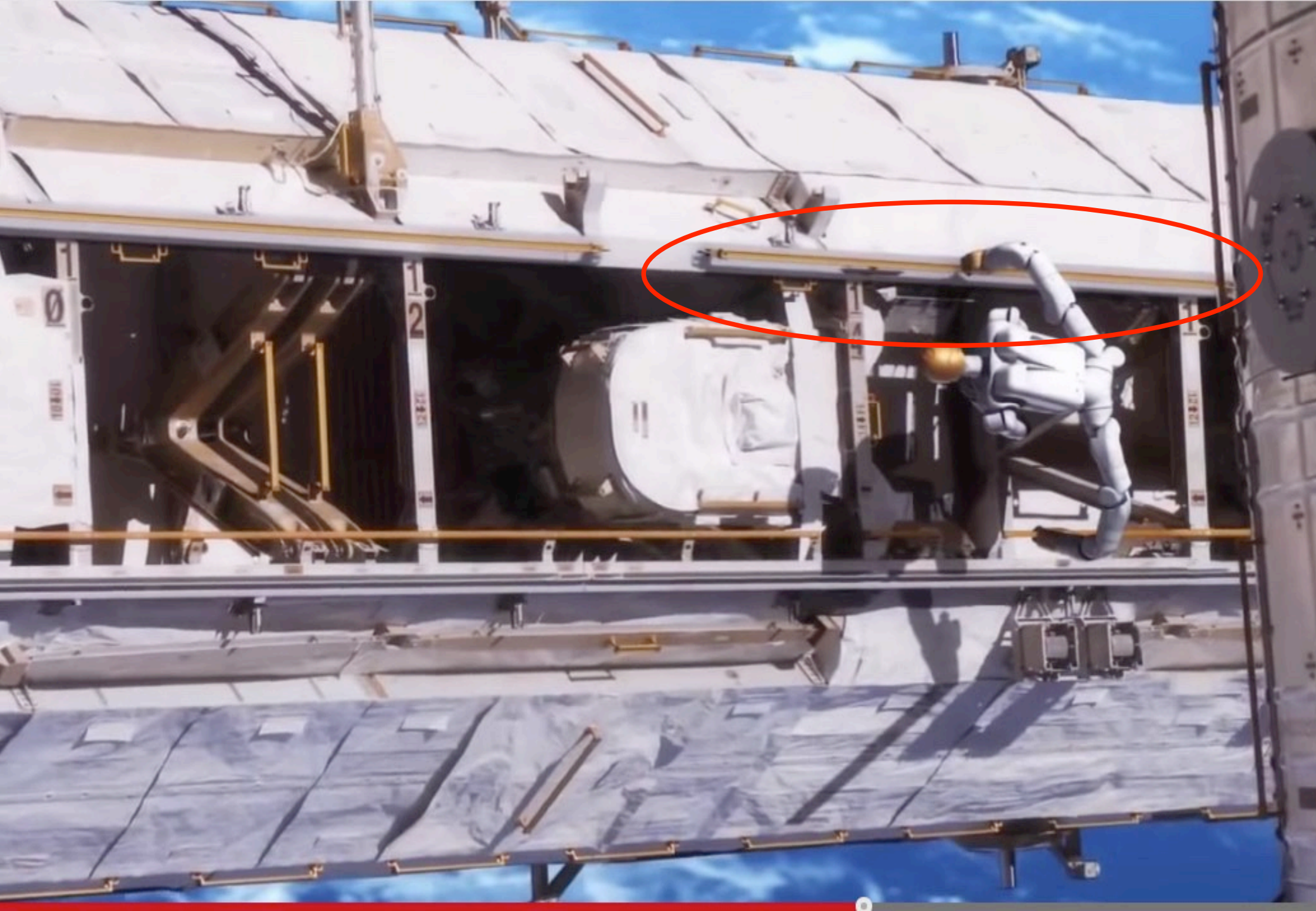






Robonaut 2 delivered February 2011 to ISS.

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



NASA Challenge: Astronaut Smartwatch App Interface Design

View Brief ▾

View Polls ▾

Top Contest

Sealed

Guaranteed

Featured

Entries

237

Prize (USD)

\$1500



Winner

igcalvo ★★★★★

8 Likes

layaweek ★★★★★

2 Likes

mail2vki ★★★★★

2 Likes

ingasandweg ★★★★★

1 Like

Overview

johnnyb128 ★★★★★

0 Likes

Lock Screen Dials

tommoran40 ★★★★★

2 Likes

mobicaux ★★★★★

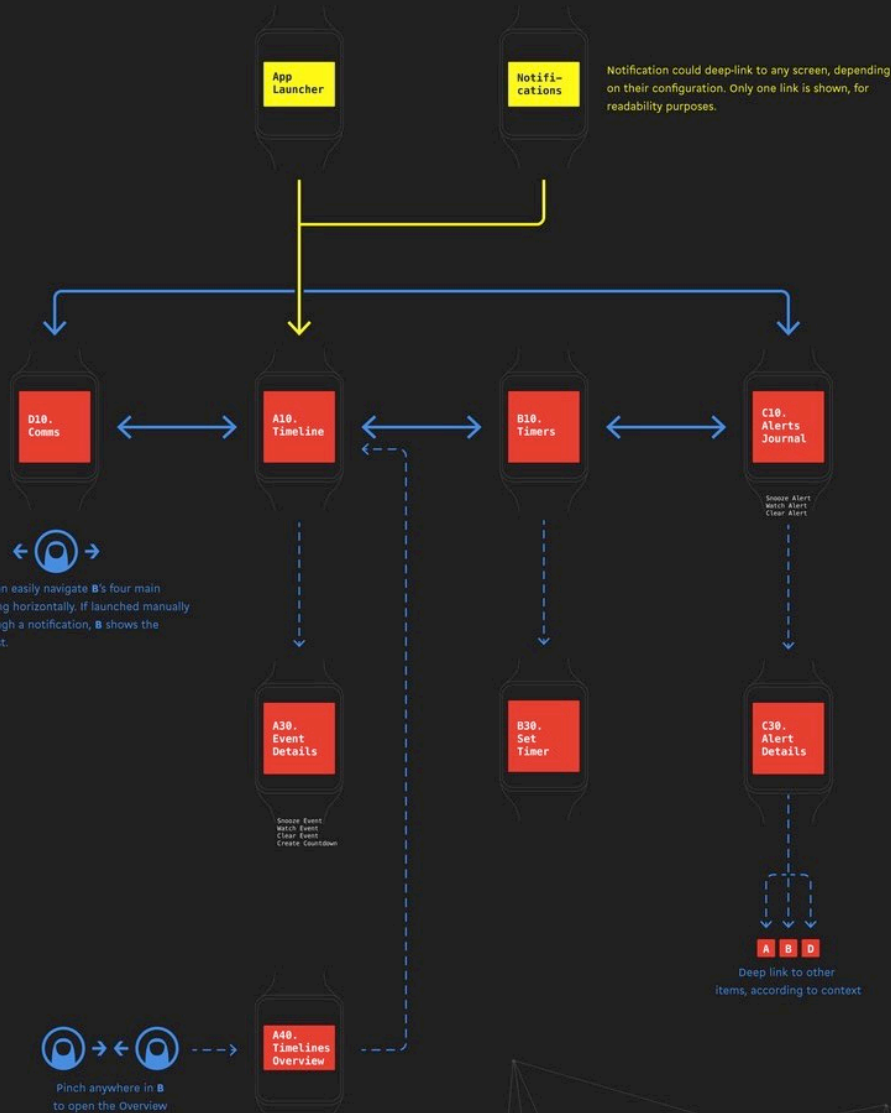
0 Likes

stenszky ★★★★★

0 Likes

START// Architecture

A simple, predictable information architecture



At any moment, a crewmember can pinch the display: This common zoom gesture maps to a high-level Timelines Overview. From there, they can see what other crewmembers are doing now and in the near future.

All crewmembers and ISS mission roles are listed in the Overview. Each one is associated to their immediate events, making it easy to see what everybody's doing at a glance.

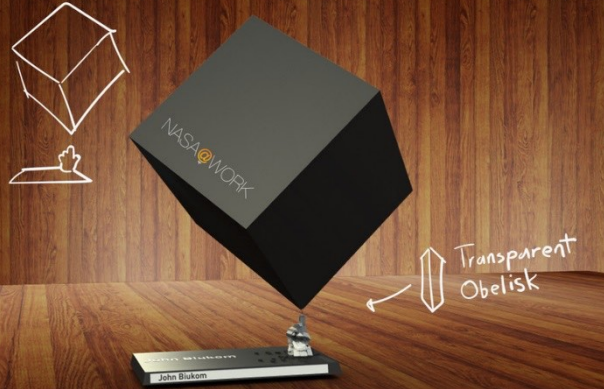
Tapping any role row will simply go back to the main Timeline view, loaded with the events of the selected role. Let's see what's in store for the MCC Coordinator today!



Scrolling events by dragging left allows the crewmember to peek further ahead if need be.

A40// Timelines Overview

THE LOW GRAVITY TROPHY



Trophy \$200

NASA's GONDOLA FOR HIGH ALTITUDE PLANETARY SCIENCE PROJECT



Logo \$200



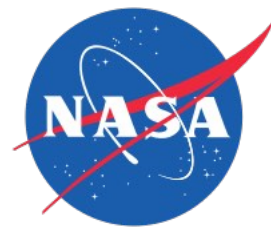
Logo \$150



Banner \$100



3D Model \$50



3D Model \$50

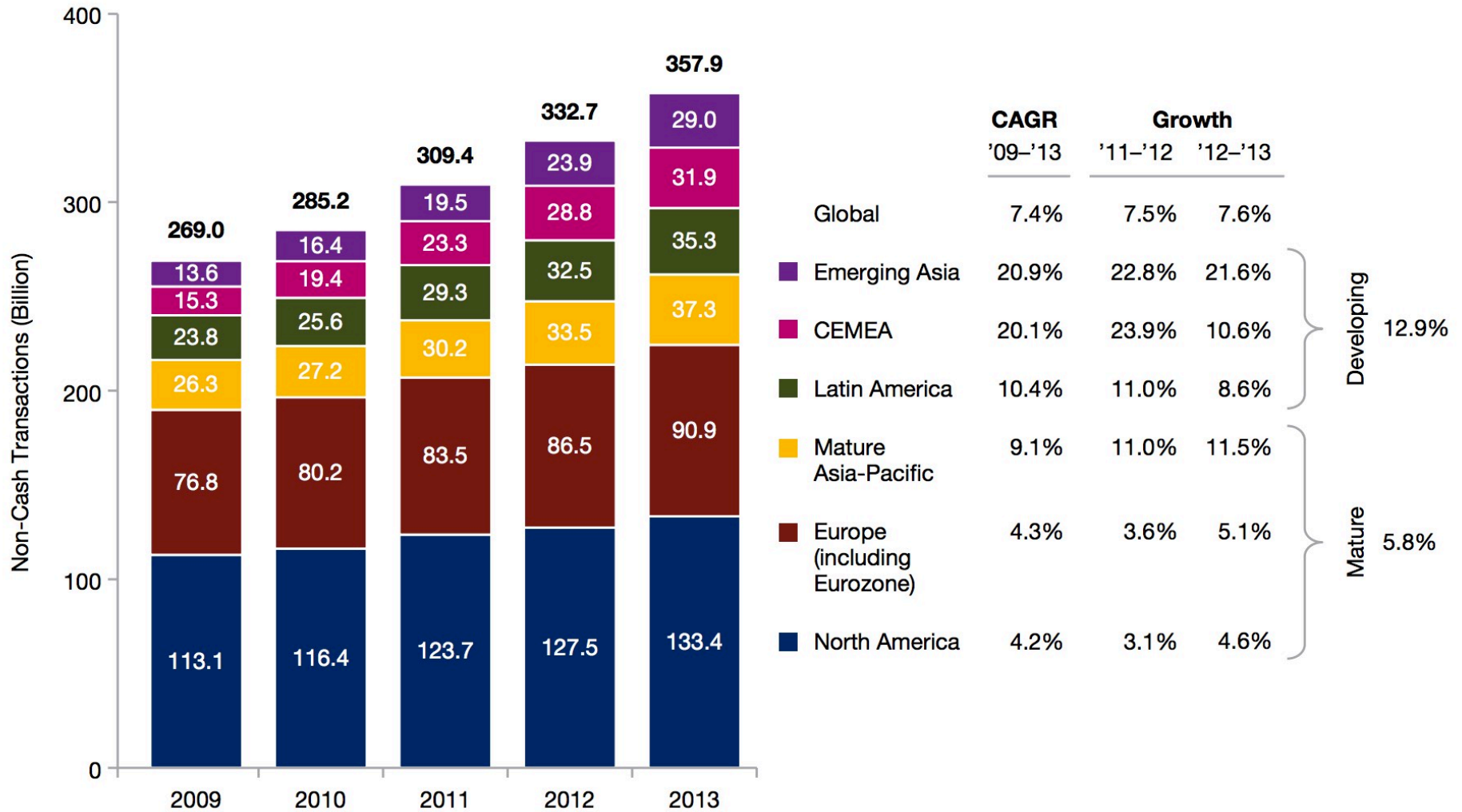


Freelancer Limited

ESCROW.COM

**The opportunity in global
non-cash payments is large**

357.9 billion non-cash payment transactions in 2013 (+7.6%)

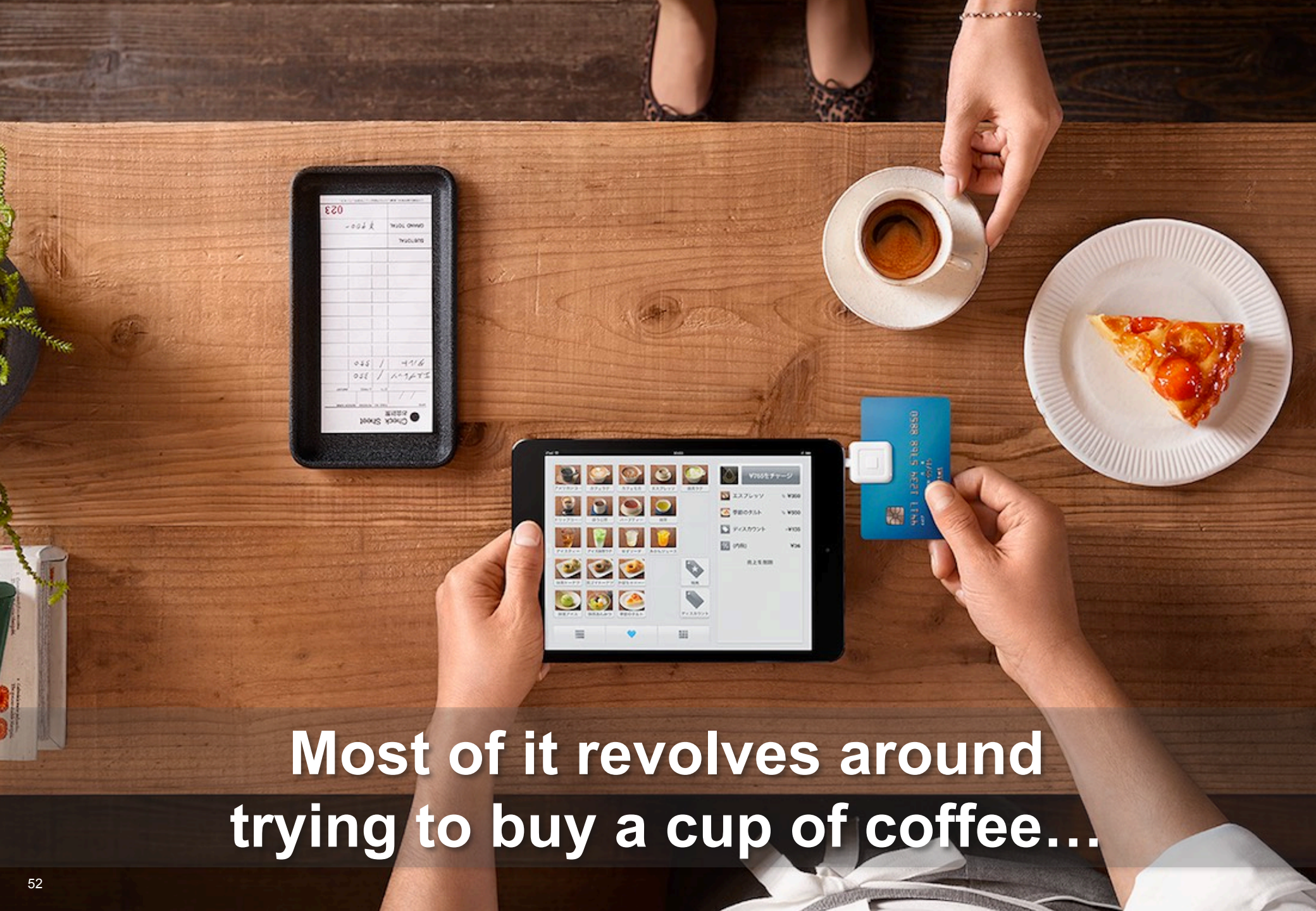


Source: World Payments Report 2015 (Capgemini, Royal Bank of Scotland - Capgemini Financial Services Analysis, 2015; ECB Statistical Data Warehouse, 2013 figures released September 2014; Bank for International Settlements Red Book, 2013 figures released December 2014; Country's Central Bank Annual Reports, 2013)



But while there is also a large amount of innovation in payments...





Most of it revolves around trying to buy a cup of coffee...



**Rather than selling anything
of real value, like a car.**


You wouldn't sell your car with PayPal

The screenshot shows a forum post on the PayPal Community Help Forum. The post is titled "Car Purchase Scam" and is dated 09-06-2013 04:13 PM. The author is "garden designer", a member with 2 posts, 6 kudos, and 0 accepted solutions. The post content describes a suspicious buyer on eBay named 'Jodie Williams' who requested payment via PayPal and a courier to collect the car without providing details or the full price. The author mentions finding related threads for a user named 'wjodie401' and advises caution. The post has 6 kudos and a "Reply" button. A red oval highlights the main text of the post. Below the main post is a reply titled "Re: Car Purchase Scam" dated 09-06-2013 04:21 PM. The forum interface includes a breadcrumb trail: "PayPal > UK Community > Managing my account > Access and security > Car Purchase Scam". The top navigation bar includes "PayPal Home", "PayPal Help", and a "Sign in" button. A "New Solutions" sidebar on the right lists related topics like "My Account Suddenly Became Chinese.. and locked !!" and "PLEASE HELP ME Access and security".

PayPal Community Help Forum

PayPal Home PayPal Help Sign in

PayPal > UK Community > Managing my account > Access and security > Car Purchase Scam


 **Car Purchase Scam**
on 09-06-2013 04:13 PM

garden designer Member
Posts: 2
Kudos: 6
Accepted Solutions: 0

I have become suspicious about a buyer for our car we had for sale on ebay 'Jodie Williams' is the email name requesting that the sale only be undertaken through paypal and that a courier would collect the car. They have asked no details about the car other than agreeing to pay the full price. Having become suspicious I searched the internet and found a few threads relating to this person 'wjodie401' . I think it is part of the same scam others have mentioned. so please beware

Everyone's Tags: [we have also been subje...](#) [which is supermans mi...](#) [View All \(2\)](#)

6 Kudos Options Reply

 **Re: Car Purchase Scam**
on 09-06-2013 04:21 PM
Car Scam

New Solutions

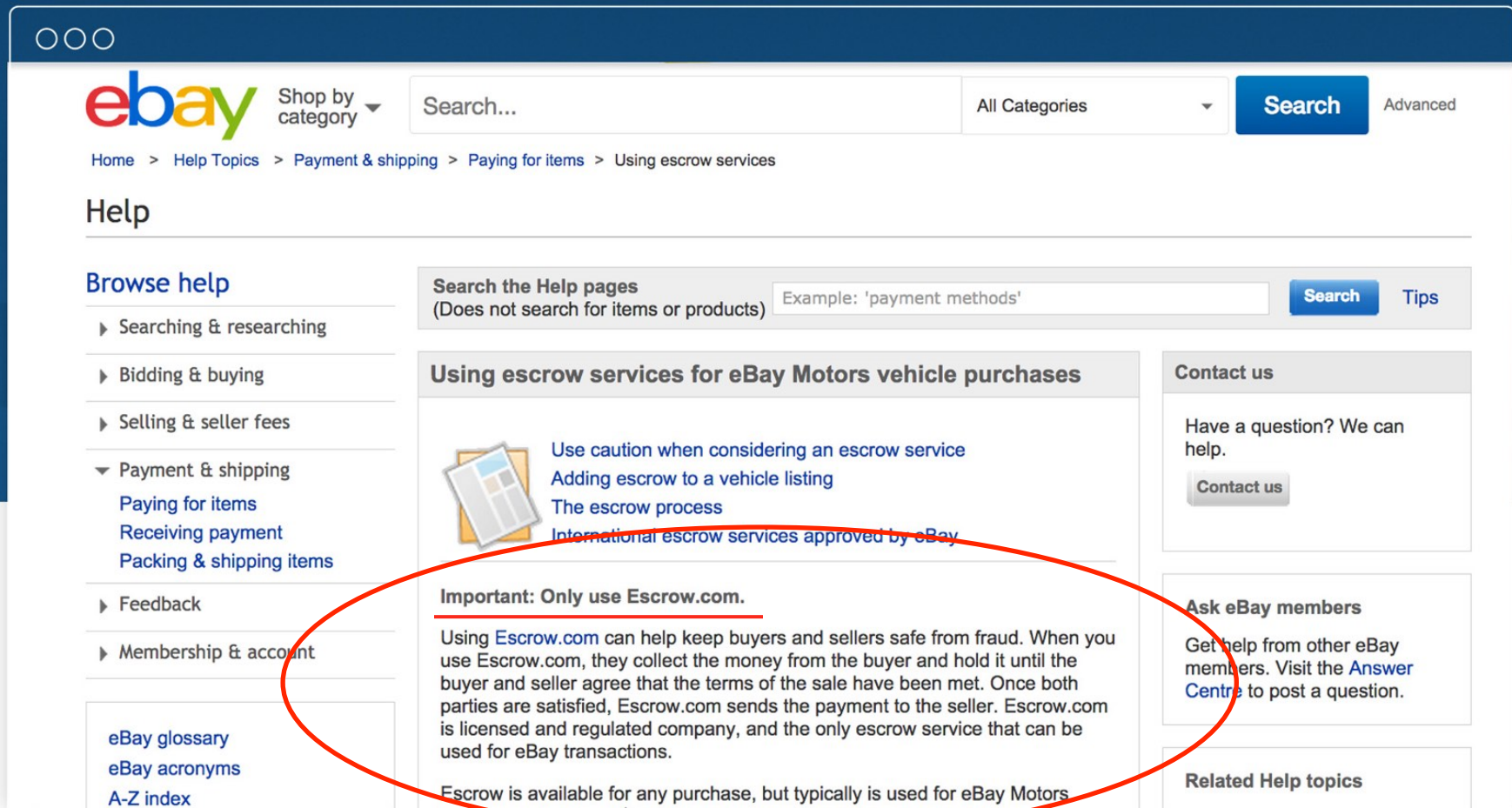
[My Account Suddenly Became Chinese.. and locked !!](#) Access and security Tsaggos

[PLEASE HELP ME Access and security](#) cheshiresean

[Find More Solutions](#)

Top Tags

In fact, eBay doesn't think so either: “Important: Only use Escrow.com”



The screenshot shows the eBay Help page for "Using escrow services". The breadcrumb trail is: Home > Help Topics > Payment & shipping > Paying for items > Using escrow services. The page title is "Using escrow services for eBay Motors vehicle purchases". A red circle highlights the following text:

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

The page also includes a search bar for help pages, a "Contact us" section, and a "Browse help" sidebar with categories like "Searching & researching", "Bidding & buying", "Selling & seller fees", "Payment & shipping", "Feedback", and "Membership & account".

Escrow.com – the world's #1 provider of secure online payments



SAFEGUARDING **YOUR**
ONLINE TRANSACTIONS

BEGIN YOUR ESCROW ►

More than US\$2,700,000,000 of
transactions protected

The world's #1 freelancing & crowdsourcing marketplace adds the world's #1 provider of online secure payments

Financials

- Licensed, bonded & certified, processed over US\$2.7 billion in secured transactions to date
- FY14 gross payment volume of US\$320 million, net revenue US\$5m and EBITDA of US\$1.2m^{1,2}
- As at 18 November 2015, Escrow.com's off-balance sheet trust accounts had balances >US\$30 million

History

- 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
- From 1999 to 2000 received US\$40m in investment from Softbank, The Chase Manhattan Group, Pacific Century Cyberworks (PCCW), VerticalNet, Inc., Micro General Corporation & Madison Securities
- In 2002, after the first dot-com crash, Fidelity exited the business, merging Escrow.com into iLumen
- In 2004, Escrow.com was purchased by a private investor
- In 2015, Freelancer.com acquired Escrow.com effective 1 November

Operating strategy

- Will continue to run as a stand alone business, aggressively reinvesting for growth
- Large synergies with Freelancer's core offerings

¹ Calendar year financial years, GPV defined as all cash inflows into Escrow.com bank accounts

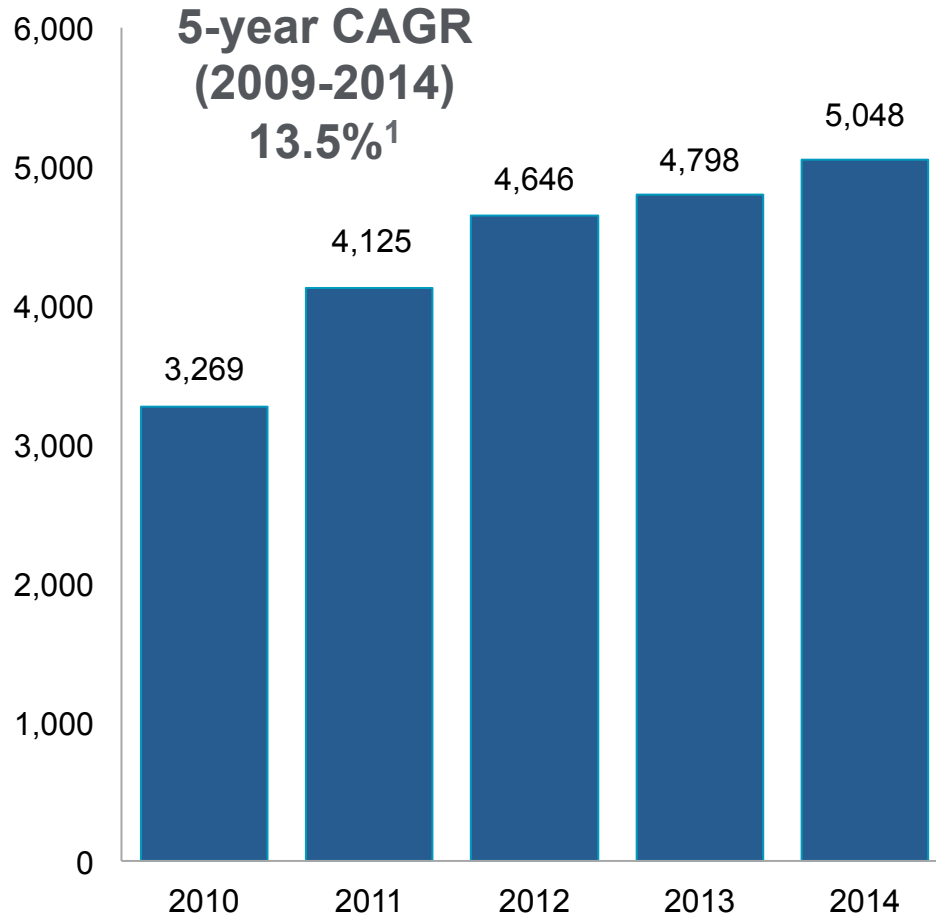
² After taking control, Freelancer has reviewed historical (unaudited) GPV volume and found that it was materially higher than the US\$265m disclosed prior to acquisition (actual: US\$320m). Revenue and EBITDA for FY14 are unchanged at US\$5.0m and US\$1.2m respectively.



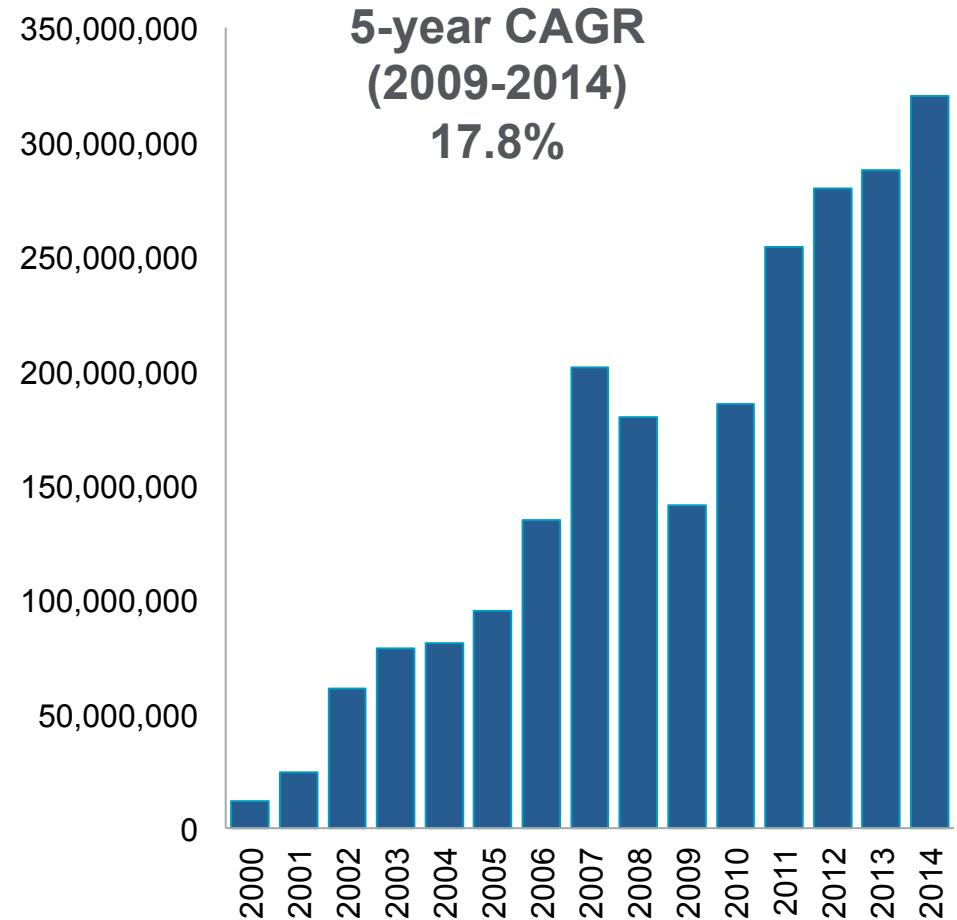
Escrow.com historical financial performance

Freelancer will be building on a sixteen year track record of growth in Gross Payment Volume and Revenue

Revenue (US\$ '000)



Gross Payment Volume (GPV) (US\$)



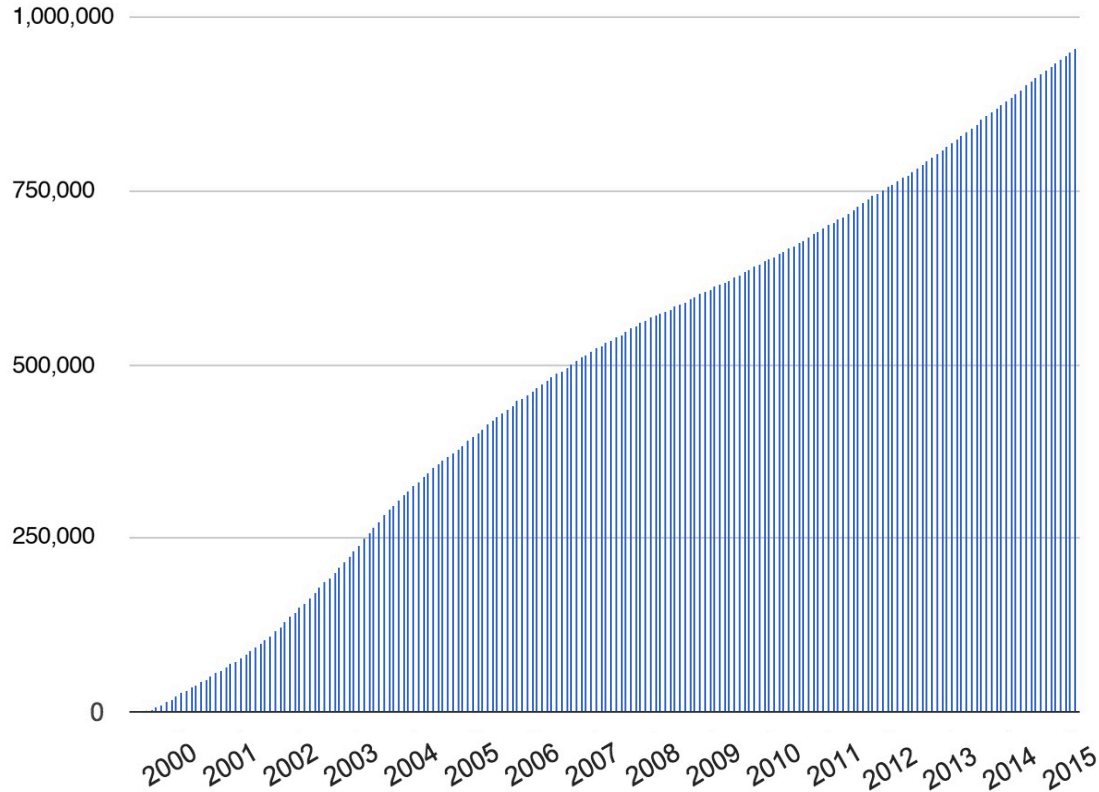
¹ The 5-year CAGR for revenue was previously incorrectly reported as 9.1% (which was erroneously calculated over four years of growth)



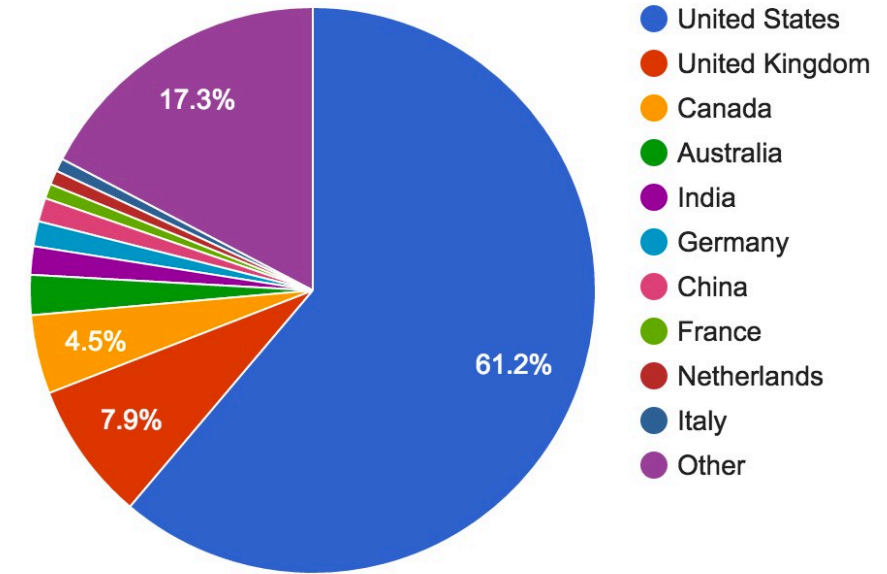
Escrow.com historical user growth

Almost 1 million users with solid demographics from mostly high income OECD nations

Total number of users



Users by country



- An exceptionally high quality user base of ~1 million users with high transaction value



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

1 — 2 — 3 — 4 — 5



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 them complete.

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



Domains



Antiques



Computer Equipment



Jewellery



Motorcycles



Consultants



Boats



Classic Cars



Contractors



Refurbished Equipment



Websites



Heavy Equipment



IT Services



Copyrights



Electronics



Legal Services



RVs



Wholesale Goods



Musical Instruments



Auction Items

Escrow.com is easy to use

The screenshot shows the 'For Dummies' website interface. At the top, there is a navigation bar with the 'For Dummies' logo, the tagline 'Making Everything Easier', and a search bar. Below the navigation bar, there are several article cards. The main article is titled 'How to Protect High-Cost eBay Transactions with Escrow.com'. The article text discusses the benefits of using Escrow.com for high-cost transactions on eBay, mentioning that it allows buyers to proceed with transactions over \$2000, which is beyond the limit of PayPal buyer protection. The article also notes that users must register to use the service.

FOR DUMMIES Making Everything Easier
A Wiley Brand

Shop for Books & More ▶

Search

See All Topics ▾ Internet & Social Media ▾ eBay ▾ Buy on eBay ▾ Protection

How Does eBay's Verified Rights Owner (VeRO) Program Protect Intellectual Property?

Avoid These eBay Trading Violations

What Does PayPal Buyer Protection Cover?

How to Protect High-Cost eBay Transactions with Escrow.com

Escrow.com, eBay's official escrow service, makes it more comfortable for an eBay buyer to proceed with transactions over \$2000, which is the upper limit for PayPal buyer protection. Buyers gain peace of mind by using escrow because they know the transaction will be completed securely and easily.

As a new user, you or your buyer must register to use the service. When you

Advertisement

**Escrow.com
secures
transactions from
\$100 to
\$10,000,000+

Transact in
US Dollars or Euros**



1975 Piper PA-23-250 securely sold through Escrow.com



2004 Fountain 38 LX securely sold through Escrow.com



2003 Ferrari Enzo securely sold through Escrow.com

**Escrow.com
makes import /
export simple**

**No more
expensive &
complicated
letters of credit**



Industrial & heavy equipment sold through Escrow.com



**2014 FANUC
Industrial Robot**



**2006 Caterpillar
D5N Dozer**

Where the Internet is Bought and Sold

Some domain names and businesses sold through Escrow.com



UBER

Uber.com



snapchat

Snapchat.com



SPACEX

SpaceX.com



Twitter.com



Instagram

Instagram.com



freelancer

Freelancer.com



Gmail

Gmail.com



foursquare

Foursquare.com



WeChat

WeChat.com



slack

Slack.com



Chrome.com



WARRIOR
FORUM

WarriorForum.com
& Business



WORDPRESS

Wordpress.com



Medicare.com

Medicare.com



LOTTO

Lotto.com



dating.com

Dating.com



California.com

California.com



Outlook.com

Outlook.com



FULL
TILT
POKER

FullTilt.com



ib Internet
Brands

InternetBrands.com



AMERICAN EXPRESS
CENTURION

Centurion.com



hulu

Hulu.com



ORBITZ

Orbitz.com



upwork

Upwork.com



Escrow.com protects the sale of jewellery and fine art including the purchase of Andy Warhol's Queen Elizabeth Suite

**Service contracts
such as holiday
rentals and repairing
a roof are also
facilitated by
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 many other high volume partners across a range of industries..



artprice™



PreOwned
WEDDING
DRESSES.com



RAPAPORT® | DIAMONDS.NET



Escrow.com protects all domain names auctioned on GoDaddy worth over \$5,000

○○○

GoDaddy Help HELLO ▾

[Help/ GoDaddy Auctions/ Understanding Go Daddy Auctions Payment Transactions](#) [Check system status](#)

GODADDY AUCTIONS HELP

Search GoDaddy Auctions 🔍

Payment transactions depend on the domain name's selling price and the company (registrar) where the domain name is currently registered. If the domain name sells for less than \$5,000 we process the transaction in-house through Transaction Assurance. We process domain names selling for \$5,000 or greater through Escrow.com, an escrow service that subtracts processing fees from the seller's proceeds.

- **Escrow.com** — The buyer completes a \$0 transaction on GoDaddy Auctions, and then Escrow.com emails the buyer and seller with instructions. After the buyer makes payment, Escrow.com verifies and holds the funds in a non-interest-bearing account. The verification time frame depends on the payment method. After verification, the account status displays as **Buyer's funds secured by Escrow.com**.

Next, the buyer contacts the seller. The seller initiates an account change (from one GoDaddy account to another). or the buyer initiates a domain name transfer (between

Escrow.com protects automotive transactions on Motorcycle.com

MOTORCYCLE.COM est. 1994

IN GOOD COMPANY

Watch Danny & Steve's story now


bankwest FOR BUSINESS

Brands ▾ | Types ▾ | Classifieds | Specs | Bike Reviews | News | Videos | Top 10 | Insurance

Products ▾ | Incentives | Dealers | Events | Safety | Babes | How-To | Forums

REGISTER LOGIN

Classifieds



1972 Triumph Trophy TR6C
SHOWROOM CONDITION TROPHY TR6C

Year : 1972

Color : blue

Mileage : 16,119 Miles

Location : Pinellas, FL, US


VIN : TR6CXG3954

Price : \$ 20,000

ESCROW.COM

Spotlight

The All-New 2014 Indian Chief® Classic
The American Icon is Back



Allstate Motorcycle Insurance

Get a free motorcycle insurance quote today

ZIP Code **GET A QUOTE**

Escrow.com is a strategic partner of U.S. Commercial Service and export.gov in support of President Obama's National Export Initiative, designed to significantly grow US export volume



NATIONAL EXPORT INITIATIVE
NEXT >>>

Find out what's
NEXT >>>



All major global marketplaces have captive payments businesses

A strong cornerstone for entering the payments space

amazon.com[®]

amazonpayments[™]

ebay[™]

(formerly)

PayPal

Alibaba.com[®]

支付宝[™]
Alipay.com

freelancer + ESCROW.COM[®]

Freelancer Limited

FINANCIAL RESULTS

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).



Q3 2015 another exceptional quarter with record cash receipts

Expects to deliver acceleration of revenue growth in FY15 over FY14

Record cash receipts for the quarter of \$9.7 million, up 42%

- In Q3 2015, the Company booked record cash receipts of \$9.7 million
- Up 42% over the prior corresponding period

Strong balance sheet

- As at 30 September 2015, the Company held cash and equivalents of \$42.6 million

Year to date positive operating cashflow

- For 2015 YTD, the Company has had positive operating cashflow of \$1.1 million

Exceptional growth in operating metrics to 16.8 million users and 8.6 million posted projects & contests

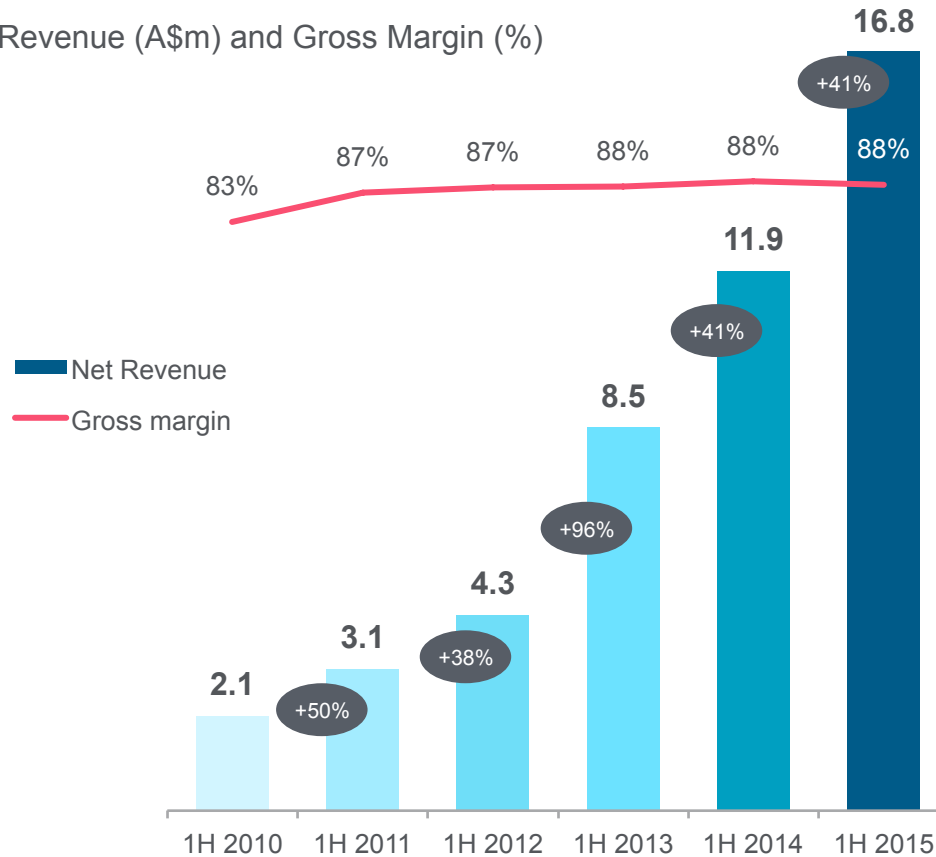
- Added over 850,000 users and 450,000 projects & contests
- A 39% YoY increase in users who post projects or contests with a 9% QoQ increase (41% annualised)
- All-time posted project value now AUD\$3.97 billion



Revenue growth

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

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



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%

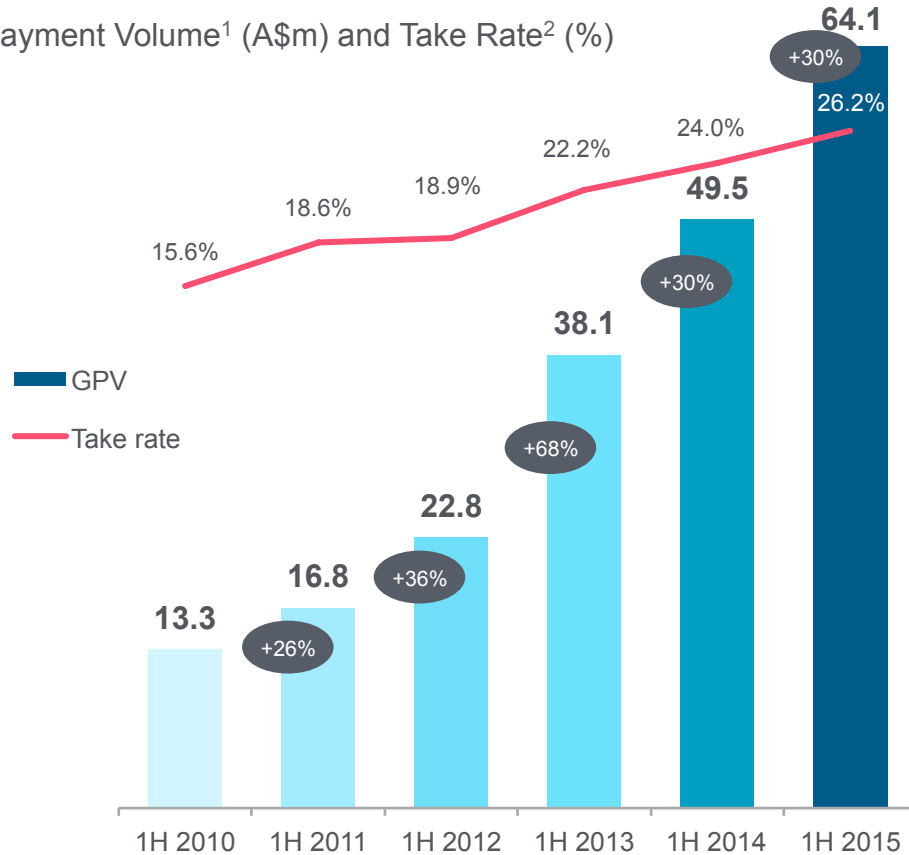
- Record 1H15 Net Revenue of \$16.8m, up +41% on 1H14
- Acceleration from +39% FY14 year on year
- Consistently high gross margin, 88% in 1H15, in line with 88% in 1H14
- Key revenue growth drivers
 - increased user, project & contest acquisition
 - increased marketplace efficiency and conversion rate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



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



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>	<i>88.3%</i>	<i>87.8%</i>	
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 will contribute to Freelancer's FY15 results from 1 November 2015 (i.e. a two month contribution)
- This acquisition will be a strategic and operational inflection point for Freelancer



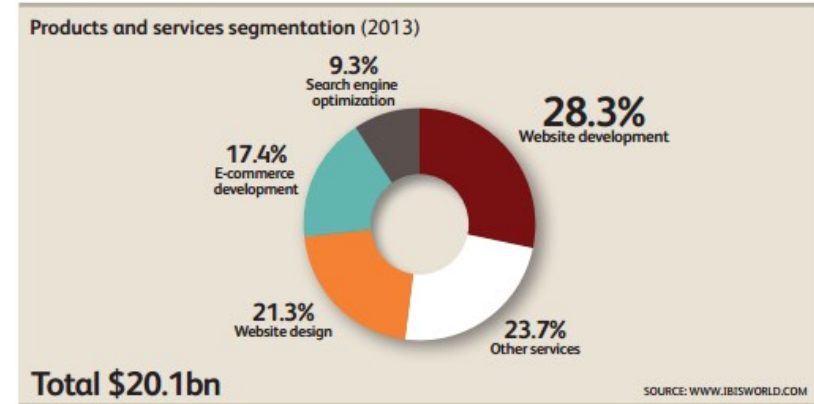
Freelancer Limited

HOW BIG IS THE MARKET?

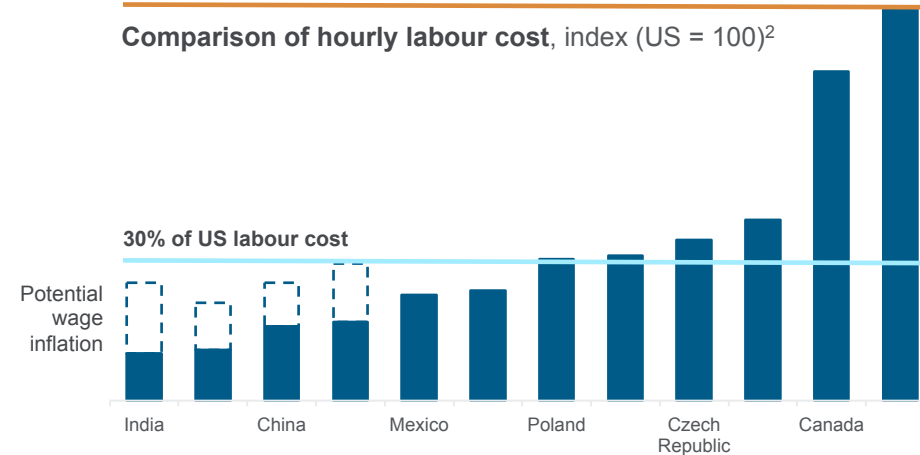
Estimated demand for Web Design services alone

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



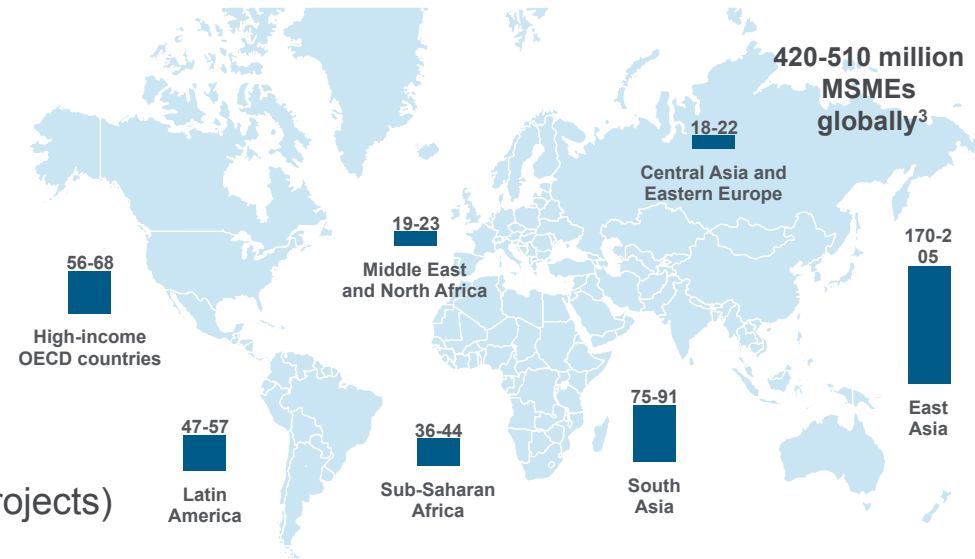
1. IBISWorld, "Web Design Services in the US" (August, 2013).
2. McKinsey Global Institute, "The Emerging Global Labor Market: Part III: How Supply and Demand for Offshore Talent Meet" (June, 2005).
3. Based on 28m SMEs in the US, 96m MSMEs outside the US in mid-high income OECD countries.
4. Based on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

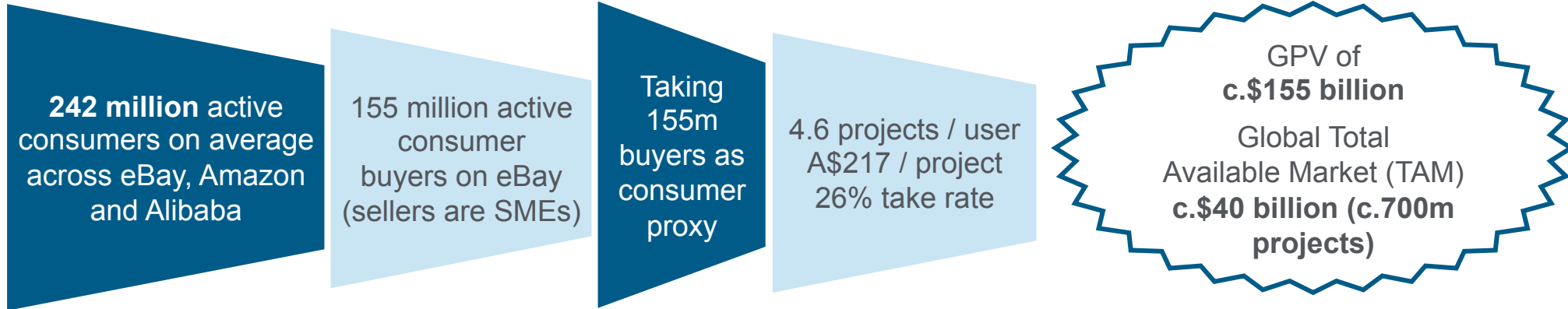
3. McKinsey Global Institute, "Two trillion and counting: Assessing the credit gap for micro, small, and medium-size enterprises in the developing world" (October, 2010).

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

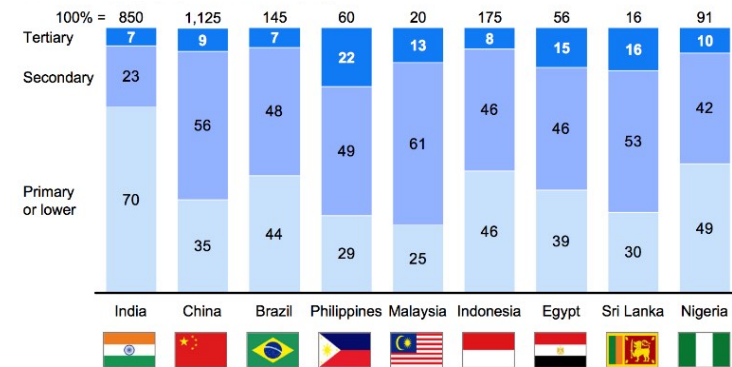
370 million people, or 10% of the 3.7 billion working age population in the developing world have a tertiary qualification

- 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

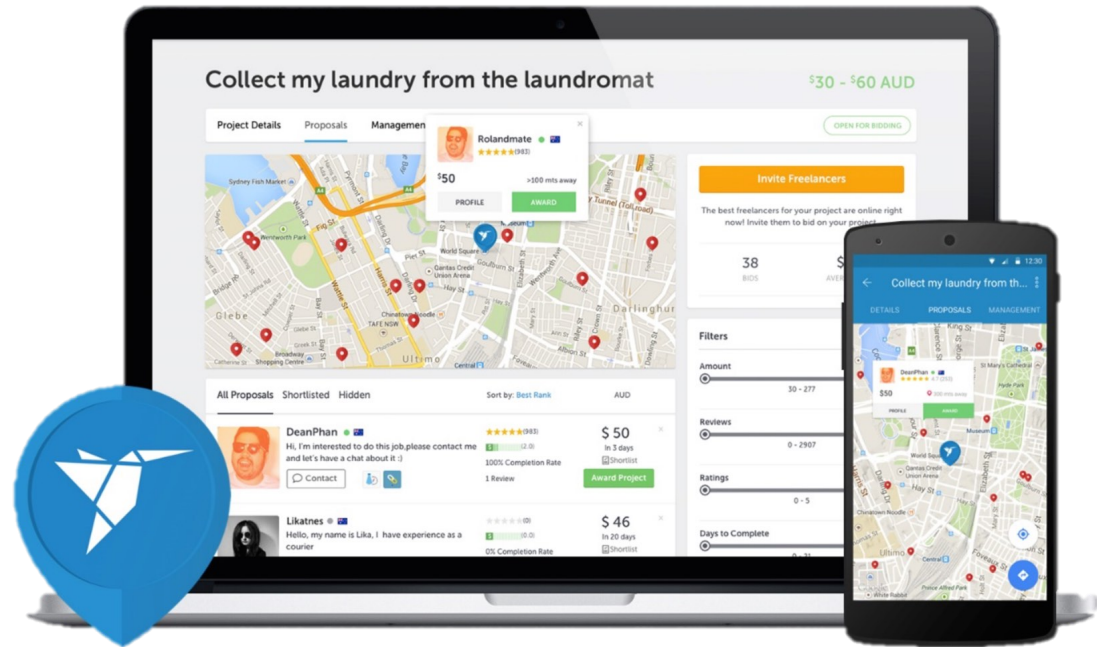
88 1. McKinsey Global Institute: The World at Work: Jobs, Pay and Skills for 3.5 Billion People (June 2012)
2. McKinsey Global Institute, The Emerging Global Labor Market 2005, Part I: The Demand for Offshore Talent in Services
3. Accenture Institute for High Performance: Where will all the STEM talent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



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