



18<sup>th</sup> April 2016

# Freelancer Limited

**1Q16 Results Presentation**

**Matt Barrie**

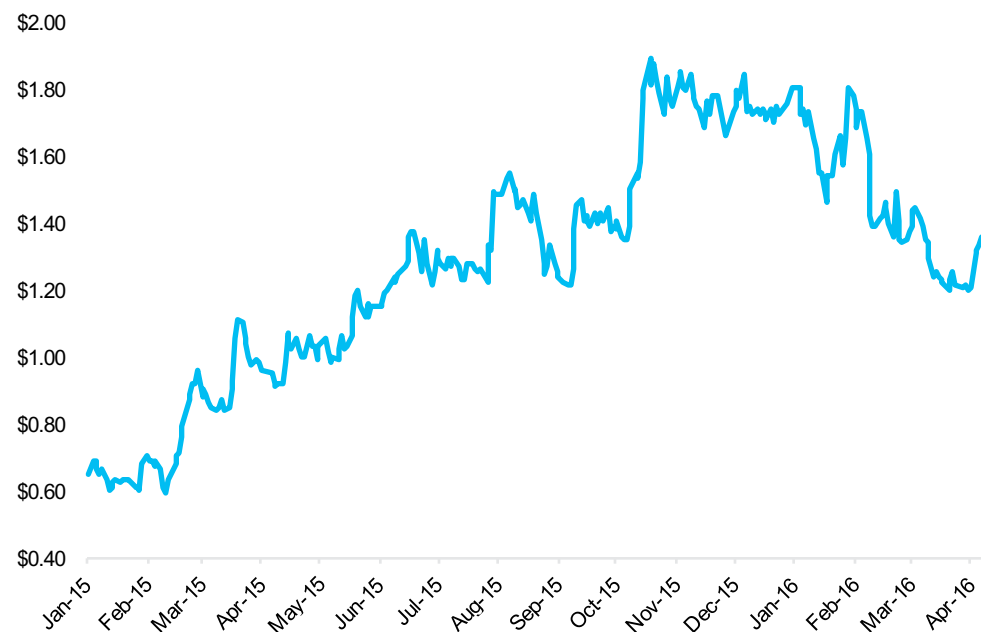
**Chief Executive Officer**

# Freelancer Limited (ASX: FLN)

## Key market statistics

|                       |                |
|-----------------------|----------------|
| ASX code              | FLN            |
| Share price           | A\$1.58        |
| Market capitalisation | A\$720 million |

## Share Price Chart



**ASX**  
FREELANCER LIMITED

1. Source: Bloomberg. Market data as at 15 April 2016.



# 1Q16 a brilliant quarter with record cash receipts

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Delivering large growth in cash receipts and in core volumes

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## **Record cash receipts for 1Q of \$12.8 million, up 60% over pcp**

- In Q1 2016, the Company booked record cash receipts of \$12.8 million, up 60% over the prior corresponding period.
- Escrow.com, standalone, grew 18% in constant currency (USD) terms over the prior corresponding period.

## **Strong Balance Sheet**

- As at 31 March 2016, the Company held cash and equivalents of \$33.1 million.
- Escrow.com also holds \$28.6 million in cash, in trust, off balance sheet.

## **Positive Operating Cashflow**

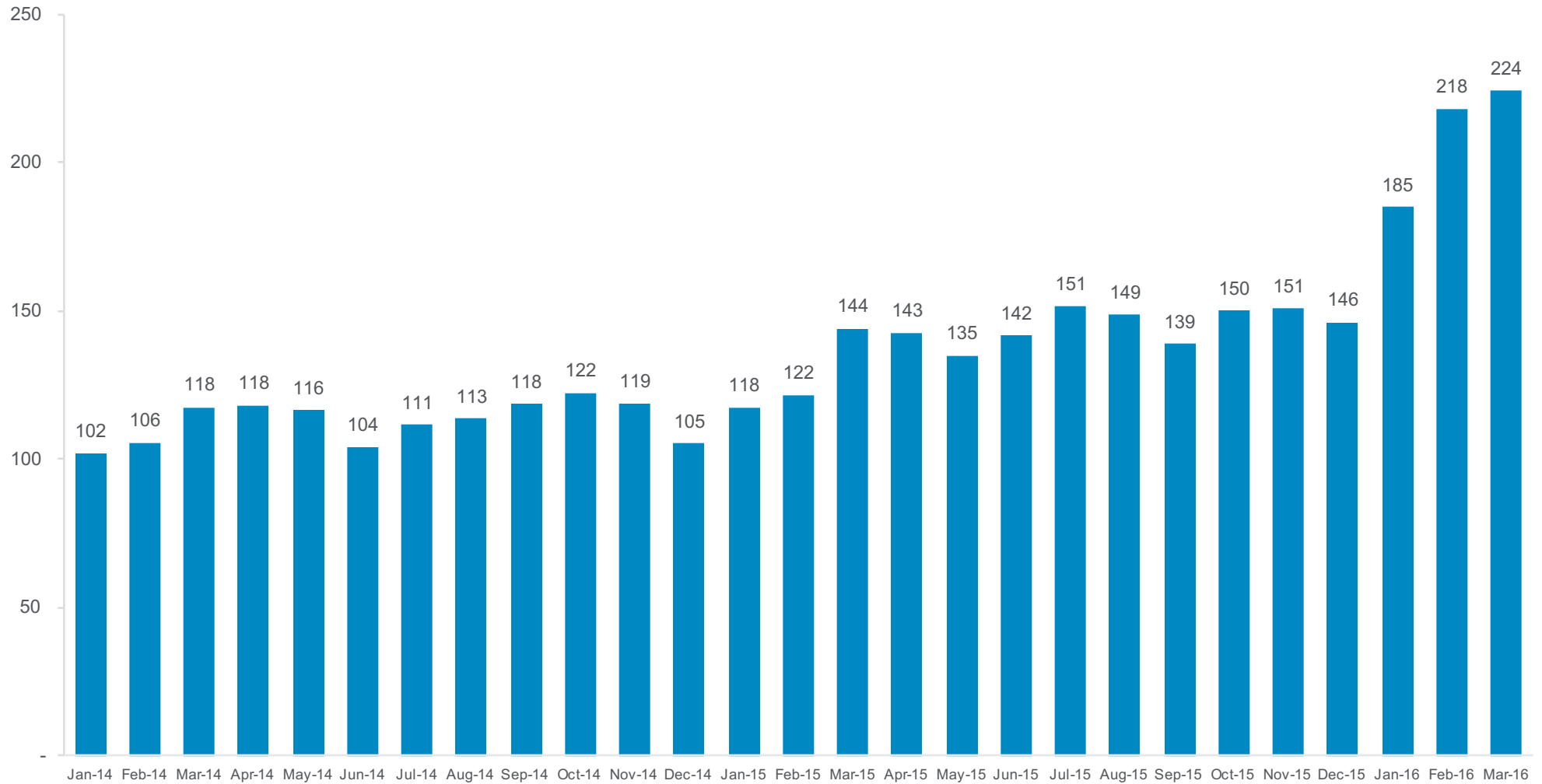
- In Q1 2016, the Company had positive operating cashflow of \$1.95 million.

**Exceptional quarter with over 626,000 job listings added in Q1 2016, driven by a focus on execution.**



# Total Jobs Posted per Month (Filtered), thousands<sup>1</sup>

Exceptional first quarter for project and contest listings in 2016

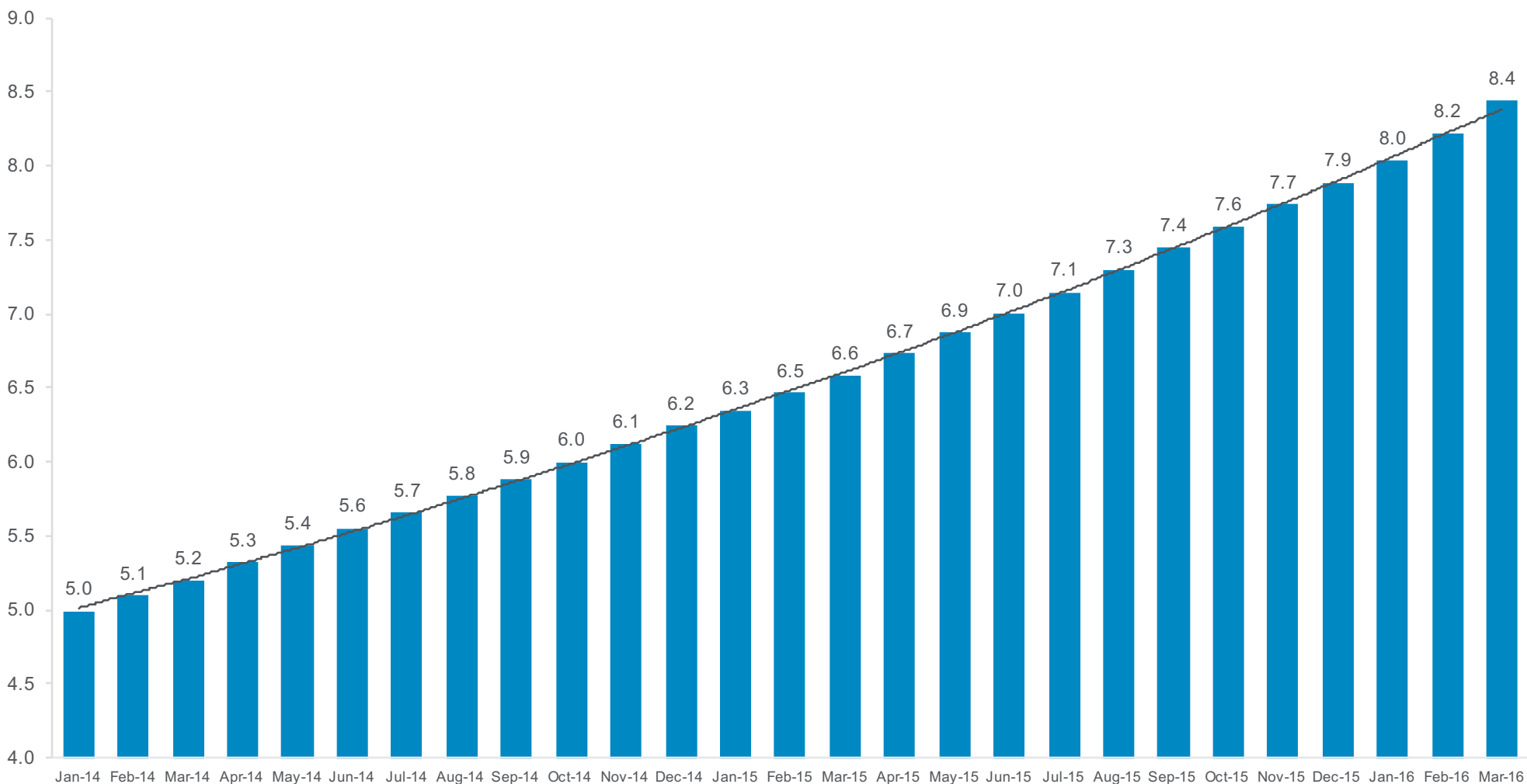


1. Total Projects and Contests Posted was redefined in January 2016 to Total Jobs Posted (filtered). Jobs Posted (Filtered) is defined as the sum of Total Posted Projects and Total Posted Contests, filtered for spam, advertising, test projects, unawardable or otherwise projects that are deemed bad and unable to be fulfilled.



# Cumulative Jobs Posted per Month (Filtered), millions<sup>1</sup>

Continues track record of strong growth in project and contest listings



1. Total Projects and Contests Posted was redefined in January 2016 to Total Jobs Posted (filtered). Jobs Posted (Filtered) is defined as the sum of Total Posted Projects and Total Posted Contests, filtered for spam, advertising, test projects, unawardable or otherwise projects that are deemed bad and unable to be fulfilled.



# Operational highlights during Q1

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Key product developments that shipped during the quarter

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## Key product highlights include

- Escrow.com released a new mobile responsive and multi-lingual front end, added new payment methods for international users, and added chat technical support.
- In contests, instant chat was released within contest entries, confidentiality agreements were added into contests as an option, and NASA completed several contests related to component, logo and engineering design.
- In mobile, payments were added into the apps, and a separate Local Jobs app was released across both iOS and Android.
- The memberships system was completely overhauled and re-deployed, together with other refinements including the launch of Professional and Premier memberships.

**Over 810 incremental changes were made to Freelancer.com and 200 for Escrow.com in Q1 2016.**

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# Corporate highlights during Q1

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Executive appointments and research initiation by UBS

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## **Escrow.com appoints Danny Raja as Vice President, Sales**

- Danny is an experienced Silicon Valley executive who brings 10+ years experience selling into Fortune 1000 companies in the U.S, EMEA and APAC.
- Prior to joining Escrow, Danny was a Regional Sales Director for Box and was an early employee at leading Enterprise SaaS companies including Yammer and Lithium Technologies.
- Danny will be based in California.



# Corporate highlights during Q1

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Freelancer.com continues to be nominated for global awards

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## Nomination for Best Employment Website in 20<sup>th</sup> Annual Webby Awards

- At the end of the quarter we were pleased to announce that we have been officially selected as a Nominee in the 20th Annual Webby Awards for Best Employment Website by the International Academy of Digital Arts & Sciences (IADAS).
- The Webby Awards is the leading international award honouring excellence on the Internet, similar to the Grammy, Oscar and Emmy Awards for music, film and television.







### 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



### 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



### 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



### 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 Kuechenfinder.ch

kimuchan

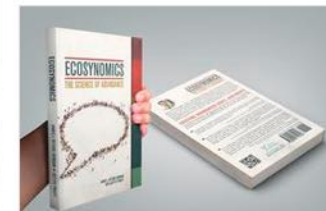
\$150.00



### Create Print and Packaging Designs for Eliquid Bottle & Label

HallidayBooks

\$150.00



### New Book Cover for Ecosynomics: The Science of Abundance!

F5DesignStudio

\$200.00



### Design Sublimation Shirt for our



### Hot labels

madlabcreative

£100.00



### Album Tango Electronic



# **Freelancer delivers yet another record full year result**

- **Record Net Revenue \$38.6m (up 48% on pcp)**
- **Record GPV \$229.3m (up 120% on pcp)**
- **Positive Operating Cashflow \$1.5m**
- **Cash & equiv. (31 Dec) \$32.2 million (up 59% on pcp)**
- **Contribution from Escrow.com from 1 November 2015**

# Key financial highlights FY15

Record Net Revenue \$38.6m (+48%), Record GPV \$229.3m (+120%), Operating cashflow positive \$1.5m

| A\$m, 31 December year end          | FY15     | FY14     | Change |
|-------------------------------------|----------|----------|--------|
| Net Revenue <sup>1</sup>            | \$38.6m  | \$26.1m  | 48%    |
| Gross Payment Volume <sup>1,2</sup> | \$229.3m | \$103.7m | 120%   |
| Take rate <sup>3</sup> (%)          | 26.6%    | 25.1%    | 6%     |
| Gross margin (%)                    | 87%      | 87%      | 0%     |
| Operating EBITDA <sup>4</sup>       | \$(2.0)m | \$(2.1)m | 5%     |
| Operating EBIT <sup>4</sup>         | \$(2.5)m | \$(2.4)m | (3%)   |
| Operating NPAT <sup>4</sup>         | \$(1.6)m | \$(1.5)m | (13%)  |
| Operating cashflow                  | \$1.5m   | \$(0.1)m | nm     |
| Cash balance                        | \$32.2m  | \$20.2m  | 59%    |

1. Net Revenue excluding Escrow.com for FY15 was \$36.8m (up 41% on pcp). GPV excluding Escrow.com for FY15 was \$138.2m (up 33% on pcp).

2. Gross Payment Volume (GPV) is calculated as the total payments to Freelancer and Escrow users for products and services transacted through the Freelancer and Escrow websites plus total Freelancer and Escrow revenue. Escrow.com contributed to the Company's results from 1 November 2015 to 31 December 2015.

3. Take rate is calculated as Net Revenue divided by Gross Payment Volume for the Online Marketplace Segment (excluding Escrow.com's GPV and Net Revenue)

4. Operating earnings are exclusive of non-cash share based payments expense of \$1,164k in FY15 and \$388k in FY14.



# Key financial highlights FY15

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Freelancer delivers yet another record full year result, with debut contribution from Escrow.com

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- Record Net Revenue and GPV, operating cashflow positive, contribution from Escrow.com
- Net Revenue of \$38.6m for FY15 (**up 48%** on pcp)<sup>1</sup>
- Gross Payment Volume (GPV)<sup>2</sup> of \$229.3m (**up 120%** on pcp)<sup>1</sup>
- Gross margin of 87% in line with prior year (FY14: 87%)
- Continued improvement in Freelancer take rate<sup>3</sup> to 26.6% (FY14: 25.1%)
- Operating NPAT<sup>4</sup> of \$(1.6)m in line with prior year (FY14: \$(1.5)m)
- Operating EBITDA<sup>4</sup> of \$(2.0)m in line with prior year (FY14: \$(2.1)m)
- Positive operating cashflow of \$1.5m in FY15 up from \$(0.1)m in FY14
- As at 31 December 2015, cash and cash equivalents of \$32.2 million

1. Escrow.com contributed to the Company's FY15 results from 1 November 2015 to 31 December 2015. Net Revenue excluding Escrow.com for FY15 was \$36.8m (up 41% on pcp). GPV excluding Escrow.com for FY15 was \$138.2m (up 33% on pcp).

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

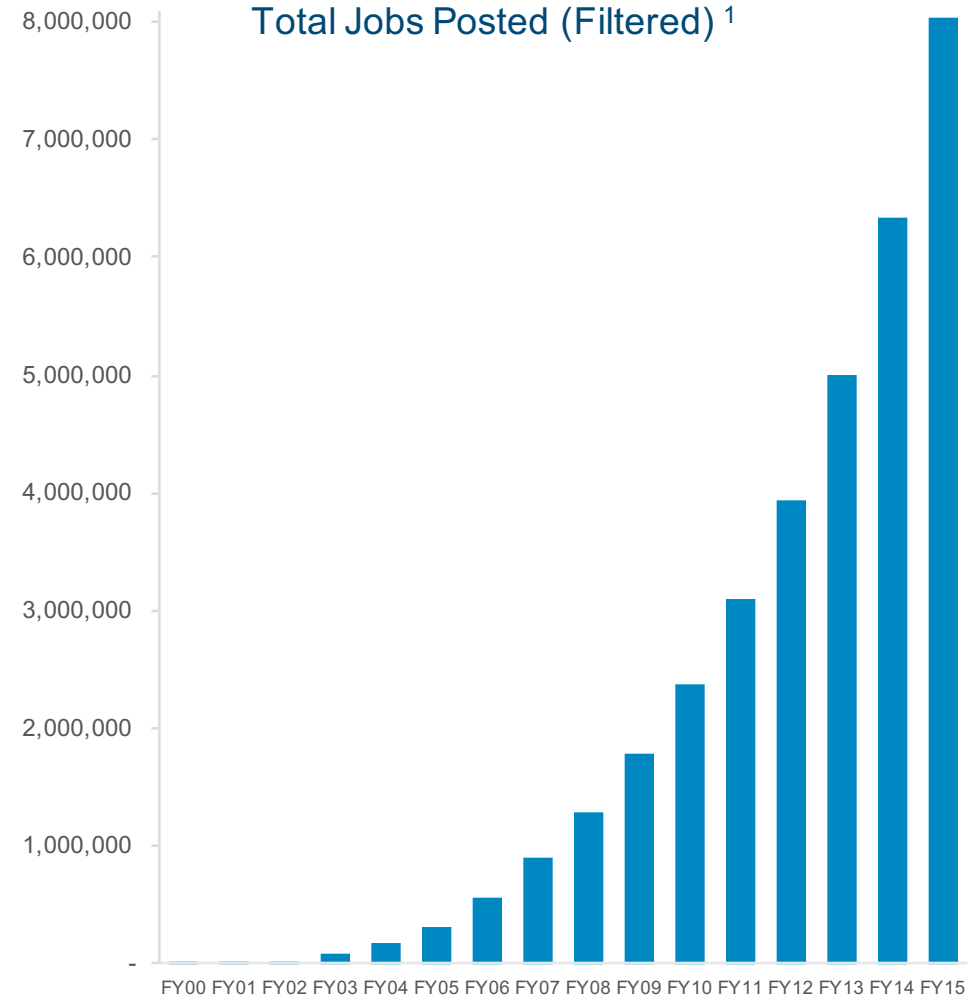
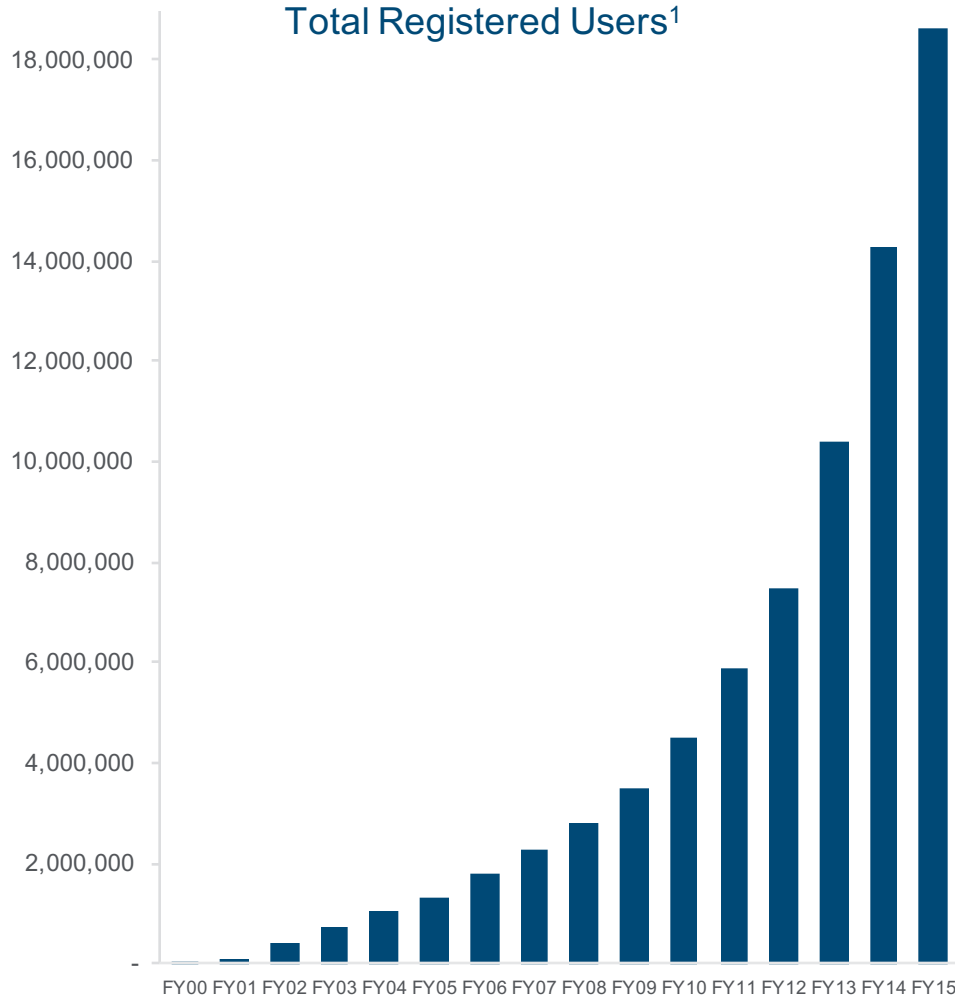
3. Take rate is calculated as Net Revenue divided by Gross Payment Volume for the Online Marketplace Segment (excluding Escrow.com's GPV and Net Revenue)

4. Exclusive of non-cash share based payments expense of \$1,164k.



# Continuation of outstanding marketplace growth

Continues to experience exceptional growth in users and total jobs posted



1. Number of user accounts, and projects/contests posted in the Freelancer marketplace as at 31 December 2015. User, project and contest data includes all users and projects from acquired marketplaces. Prior to 2009, all data is from acquired marketplaces. Total Projects and Contests Posted was redefined in January 2016 to Total Jobs Posted (filtered). Jobs Posted (Filtered) is defined as the sum of Total Posted Projects and Total Posted Contests, filtered for spam, advertising, test projects, unawardable or otherwise projects that are deemed bad and unable to be fulfilled. Includes Escrow.com unique users.



# Key marketplace highlights FY15

Freelancer delivers yet another record full year result

| 31 December year end                            | FY15                     | FY14         | Change %     |
|---|--------------------------|--------------|--------------|
| New Registered Users                            | 4.4m <sup>3</sup>        | 4.6m         |              |
| <b>Total Registered Users</b>                   | <b>18.7m<sup>3</sup></b> | <b>14.3m</b> | <b>30%</b>   |
| New Jobs in year <sup>1</sup>                   | 1.7m                     | 1.4m         |              |
| <b>Total Jobs Posted (Filtered)<sup>1</sup></b> | <b>8.0m</b>              | <b>6.3m</b>  | <b>27%</b>   |
| Average completed project size <sup>2</sup>     | US\$156                  | US\$179      | <b>(13%)</b> |

- Exceptional growth in registered users, projects and contests posted
- New metric of Jobs Posted (Filtered) to provide greater transparency on projects and contests

1. Total Projects and Contests Posted was redefined in January 2016 to Total Jobs Posted (filtered). Jobs Posted (Filtered) is defined as the sum of Total Posted Projects and Total Posted Contests, filtered for spam, advertising, test projects, unawardable or otherwise projects that are deemed bad and unable to be fulfilled.

2. Based on average AUD/USD exchange rates of 0.9015 for FY14 and 0.7522 for FY15.

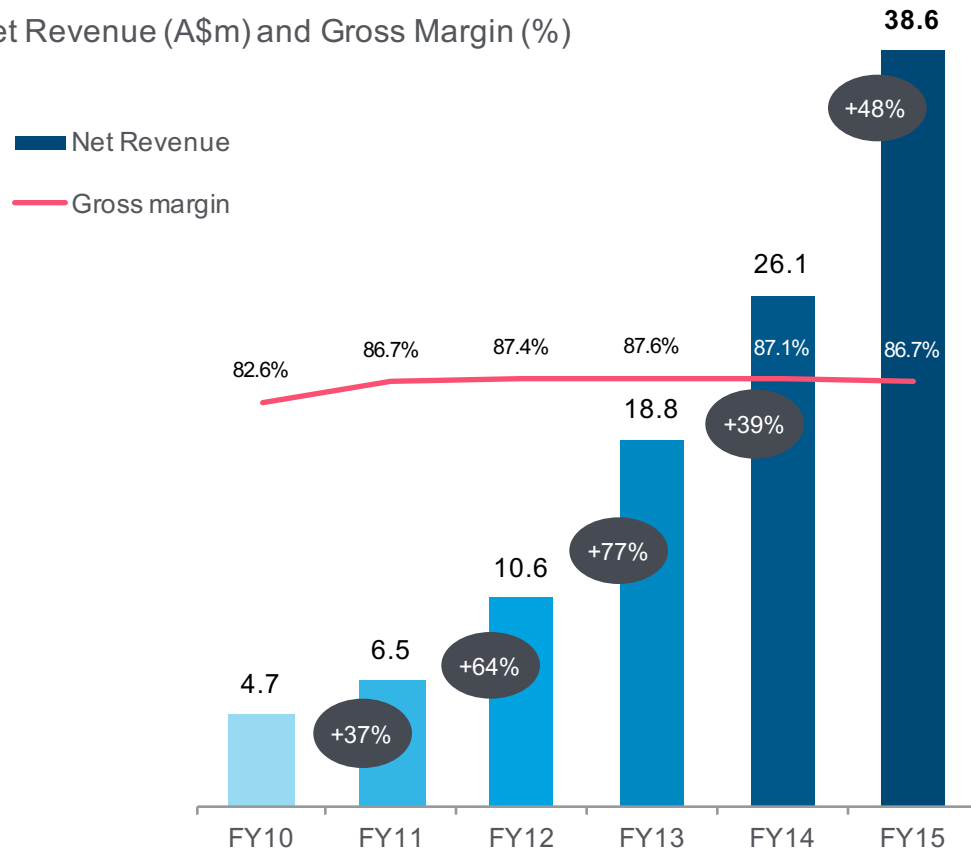
3. Includes 870,619 unique out of 961,387 Escrow.com users.



# Net Revenue

Record FY15 net revenue of \$38.6m, up +48% on prior corresponding period

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



|                |       |       |       |       |       |       |
|----------------|-------|-------|-------|-------|-------|-------|
| Revenue (A\$m) | 4.7   | 6.5   | 10.6  | 18.8  | 26.1  | 38.6  |
| Growth on pcp  | -     | 37%   | 64%   | 77%   | 39%   | 48%   |
| Gross margin   | 82.6% | 86.7% | 87.4% | 87.6% | 87.1% | 86.7% |

- Record net revenue of \$38.6m in FY15, up +48% on FY14
- Consistently high gross margins, 87% in FY15 in line with 87% in FY14
- Key revenue growth drivers
  - Increased marketplace efficiency and conversion rate improvements
  - Increased user, project & contest acquisition
  - Product development & increased take up of value-added services
  - Further take-up and optimisation of memberships
- Escrow.com contributed to the Company's Net Revenue from 1 November 2015
  - Net Revenue excluding Escrow.com for FY15 was \$36.8m (up 41% on pcp)
  - Escrow's revenue for full year FY15 was US\$6.1m (AUD\$8.1m)
  - Group pro-forma for full year Escrow FY15 ownership would be revenue of \$44.8m (up 72% on FY14)

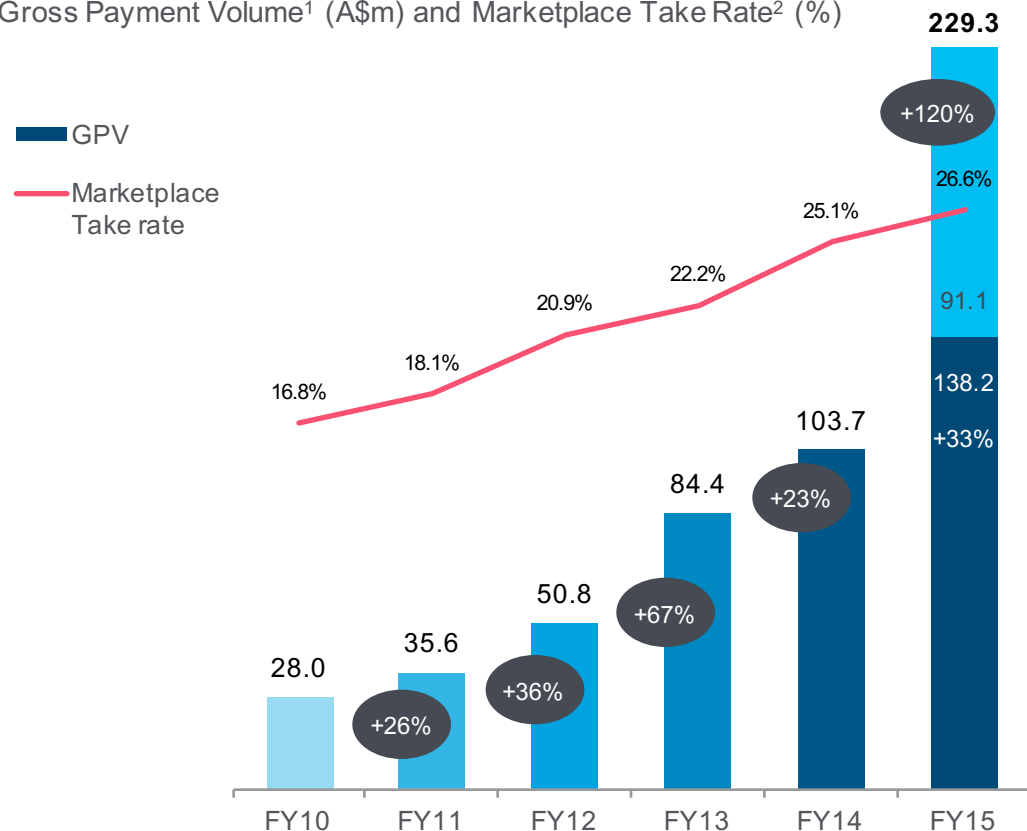
1. Average AUDUSD of 0.7522



# Gross Payment Volume (GPV)

Gross Payment Volume<sup>1</sup> (GPV) of \$229.3m (+120% on pcp), pro-forma full year of \$709.7m

Gross Payment Volume<sup>1</sup> (A\$m) and Marketplace Take Rate<sup>2</sup> (%)



|                        | FY10        | FY11        | FY12        | FY13        | FY14         | FY15         |
|------------------------|-------------|-------------|-------------|-------------|--------------|--------------|
| <b>GPV (A\$m)</b>      | <b>28.0</b> | <b>35.6</b> | <b>50.8</b> | <b>84.4</b> | <b>103.7</b> | <b>229.3</b> |
| Growth on pcp          | -           | 27%         | 43%         | 66%         | 23%          | 120%         |
| Take rate <sup>2</sup> | 16.8%       | 18.1%       | 20.9%       | 22.2%       | 25.1%        | 26.6%        |

- GPV of \$229.3m in FY15, up +120% on pcp
  - \$138.2m from core Freelancer marketplace
  - \$91.1m from Escrow.com (2 month contribution)
  - GPV growth excluding Escrow.com was 33% pcp
- Key GPV growth drivers
  - User, project & contest acquisition
  - Conversion rate improvements
  - Escrow.com transactions
- Escrow.com contributed to the Company's GPV from 1 November 2015
  - Escrow.com's GPV for 2015 was US\$430 million
  - Pro-forma full year FY15 GPV (assuming Escrow.com owned since 1 January 2015) of \$709.7m<sup>3</sup>
- Marketplace take rate up 6% to 26.6%<sup>4</sup>
  - Pro-forma full year group take rate of 6.3%<sup>4</sup>
  - Commissions (3% for employers and 10% for freelancers) have remained unchanged

1. Gross Payment Volume (GPV) is calculated as the total payments to Freelancer or Escrow users for products and services transacted through the Freelancer or Escrow websites plus total Revenue. Based on Freelancer's unaudited management accounts which have not been subject to an auditors review.

2. Take rate is calculated as Online Marketplace Segment Net Revenue divided by Gross Payment Volume (excluding Escrow.com GPV and Net Revenue)

3. Escrow FY15 GPV of US\$430m, core Freelancer GPV of A\$138.2m, average AUDUSD FX of 0.7522 = A\$709.7m

4. Pro-forma FY15 GPV of A\$709.7m / (core Freelancer Net Revenue of A\$36.8m + Escrow.com full year 2015 revenue of US\$8.1m, average AUDUSD FX of 0.7522) = A\$44.8m, = 6.3%

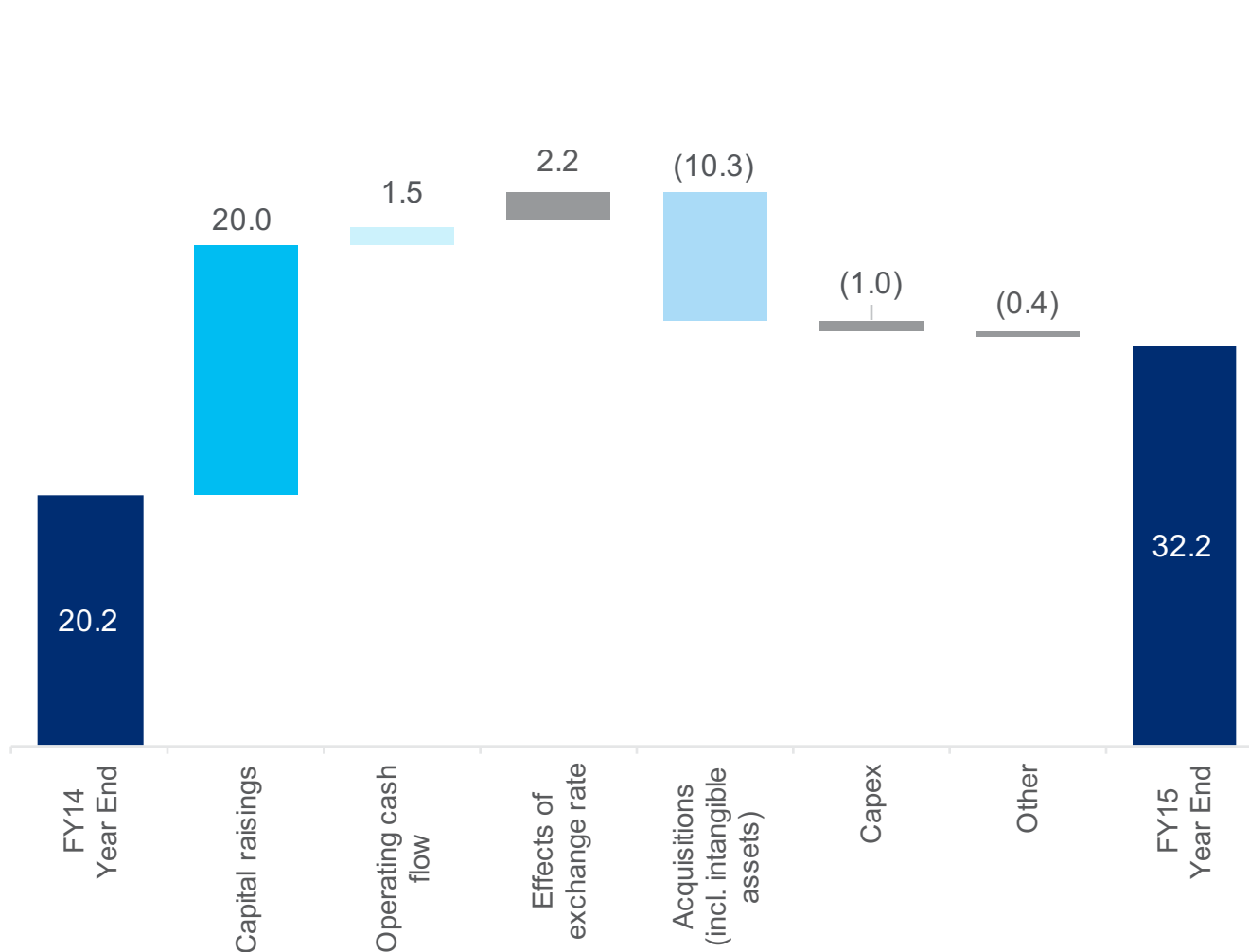




# Cash flow profile

Re-investing for growth, with positive operating cashflow of \$1.5 million

Cash Balance/Flows (A\$m)



- 31 December 2014 cash balance of \$20m
- \$20m of capital raised in two placements, each of \$10m
- Positive operating cashflow of \$1.5m
- Exchange rate impacts on cash primarily relate to weakening AUD predominantly against USD (\$2.2m)
- Acquisitions included intangible assets and predominantly comprised the acquisition of Escrow.com
- Other comprises equity raising costs, and contributions arising from repayment of ESP loans.
- Total cash at period end of \$32m



# Key operational highlights FY15

Developed international footprint and continued investment in talent to accelerate growth in FY16



- Total staff of 440 FTE at 31 December 2015, up 13% from 390 as at 31 December 2014



# Summary profit & loss statement

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

| (A\$m)<br>31 Dec y/e         | FY15<br>Actual | FY14<br>Actual | Change |
|------------------------------|----------------|----------------|--------|
| <b>Net Revenue</b>           | <b>38.6</b>    | <b>26.1</b>    | 48%    |
| <b>Gross Profit</b>          | <b>33.5</b>    | <b>22.7</b>    | 47%    |
| <i>margin (%)</i>            | 86.7%          | 87.1%          | nm     |
| Employee expenses            | (17.9)         | (14.3)         | 25%    |
| Administrative expenses      | (7.9)          | (5.4)          | 47%    |
| Marketing related expenses   | (6.9)          | (2.8)          | 147%   |
| Occupancy costs              | (2.7)          | (2.1)          | 28%    |
| FX gains / (losses)          | (0.1)          | (0.2)          | nm     |
| Share based payments expense | (1.2)          | (0.4)          | 200%   |
| <b>EBITDA</b>                | <b>(3.2)</b>   | <b>(2.5)</b>   | nm     |
| <b>EBIT</b>                  | <b>(3.7)</b>   | <b>(2.8)</b>   | nm     |
| <b>NPAT</b>                  | <b>(2.8)</b>   | <b>(1.8)</b>   | nm     |

Excluding share based payments expenses<sup>1</sup>

|               |              |              |       |
|---------------|--------------|--------------|-------|
| <b>EBITDA</b> | <b>(2.0)</b> | <b>(2.1)</b> | 5%    |
| <b>EBIT</b>   | <b>(2.5)</b> | <b>(2.4)</b> | (3%)  |
| <b>NPAT</b>   | <b>(1.6)</b> | <b>(1.5)</b> | (13%) |

- Continued strong revenue and gross profit growth, up 48% on pcp
- Gross margins in line with prior period
- Increase in employee expenses reflects continued investment in talent: product development, engineering, finance & customer service  
– 440 FTEs at year end (up 13% on FY14)
- Increase in marketing expenses demonstrates ability to deploy funds into customer and project acquisition at attractive ROIs
- Increase in occupancy costs relate to cycling a full year of expanded Sydney and Manila premises, and a new office in Buenos Aires
- FX gains/(losses) relate to unrealised changes in AUD value of cash and user obligations
- Growth in share based payments expense relates to some key hires in 2015

1. Operating earnings are exclusive of non-cash share based payments expense of \$1,164k in FY15 and \$388k in FY14.



# Summary balance sheet

Very strong balance sheet, no debt

| (A\$m)<br>31 Dec y/e        | FY15<br>Actual | FY14<br>Actual | Change      |
|-----------------------------|----------------|----------------|-------------|
| Cash and cash equivalents   | 32.2           | 20.2           | 60%         |
| Trade and other receivables | 3.4            | 2.9            | 21%         |
| Other assets                | 1.6            | 1.2            | nm          |
| Plant and equipment         | 1.7            | 1.1            | nm          |
| Intangibles                 | 23.9           | 13.0           | 84%         |
| Deferred tax assets         | 2.8            | 1.8            | nm          |
| <b>Total assets</b>         | <b>65.6</b>    | <b>40.2</b>    | <b>63%</b>  |
| Trade and other payables    | 28.4           | 21.8           | 31%         |
| Other liabilities           | 2.3            | 1.6            | nm          |
| <b>Total liabilities</b>    | <b>30.7</b>    | <b>23.4</b>    | <b>31%</b>  |
| <b>Net assets</b>           | <b>34.9</b>    | <b>16.8</b>    | <b>107%</b> |
| Contributed equity          | 37.3           | 17.5           | 113%        |
| Reserves                    | 1.2            | 0.1            | nm          |
| Retained earnings           | (3.6)          | (0.8)          | nm          |
| <b>Total equity</b>         | <b>34.9</b>    | <b>16.8</b>    | <b>107%</b> |

- Total cash at period end of \$32.2m, no debt
- Escrow.com also holds approximately \$27 million in cash, in trust, off balance sheet
- Trade and other includes various payment gateways
- Trade and other payables includes user obligations (user balances and milestone payments held on balance sheet)
- Increase in intangibles predominantly relates to goodwill, domain names and intellectual property acquired as a result of the Escrow.com acquisition
- Increase in contributed equity relates to a total of \$20 million raised in two placements of new shares (each of \$10 million) in 2015 to raise capital to fund the purchase of the Escrow.com business and to deploy in further accelerating growth in the business



# Marketplace highlights FY15

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Freelancer continues to break new records and accelerate its growth trajectory

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- Key milestones of c.18 million users and 8 million jobs posted
  - added 4.4 million users in FY15 including 870k unique (from 961k) Escrow.com users
- Passed US\$3.0 billion of all time posted project and contest value
- Acceleration in the growth of total jobs posted (filtered)<sup>1</sup>
  - added 1.7 million job postings, compared to 1.4 million in FY14
  - acceleration to 25% growth year on year, compared to 2010 to 2014 average annual growth of 23%
- Strengthening marketplace dynamics
  - the widest range at the lowest cost – continuing to see the marketplace benefits of a reduced minimum project size implemented in late 2013
  - average project size of US\$156 (down 13% from FY14) driving greater project volumes
- Significant increase in the number of users on membership plans
- Strategic focus remains on increasing revenue growth through conversion optimisation and marketplace efficiency

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1. Total Projects and Contests Posted was replaced as a metric in January 2016 by Total Jobs Posted (filtered). Jobs Posted (Filtered) is defined as the sum of Total Posted Projects and Total Posted Contests, filtered for spam, advertising, test projects, unawardable or otherwise projects that are deemed bad and unable to be fulfilled.



# Outlook statement FY16

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FY16 will be an exceptional year for the Company with the addition of Escrow.com to the group

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- Freelancer is continuing its exceptional growth, with record net revenue, registered users and posted projects in FY15
- Freelancer's growth is accelerating
- The acquisition of Escrow.com (completed 1 November 2015) is a strategic and operational inflection point for Freelancer
- Freelancer's marketplace business is acyclical. The global financial crisis led to the original emergence of the online crowdsourcing and freelancing industries
  - Employers looked online to hire freelancers rather than fulltime staff
  - Workers looked to the Internet to find new sources of employment
- 2016 will be an exceptional year for the Company with the addition of Escrow.com to the group



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

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



**START/RESET/CLICKER  
BUTTON**

**USB CHARGING+DATA**

**CAN BE PLUGGED INTO  
A COMPUTER TO DOWNLOAD  
DATA, CHANGE PARAMETERS ETC**

**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

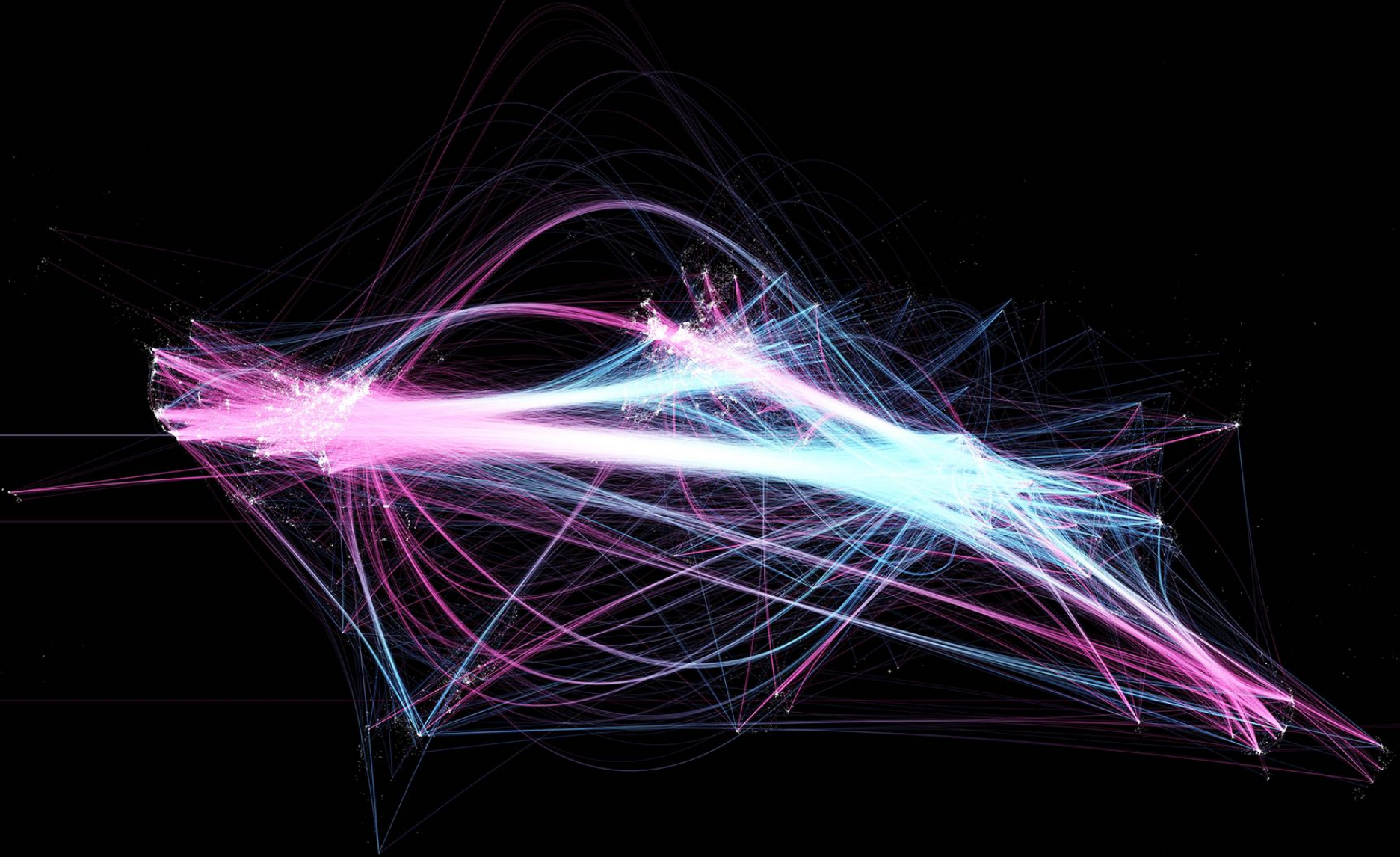


4.9 / 5.0 rating, 67 reviews



**“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” \***

# Freelancer's Online Economy in 2012



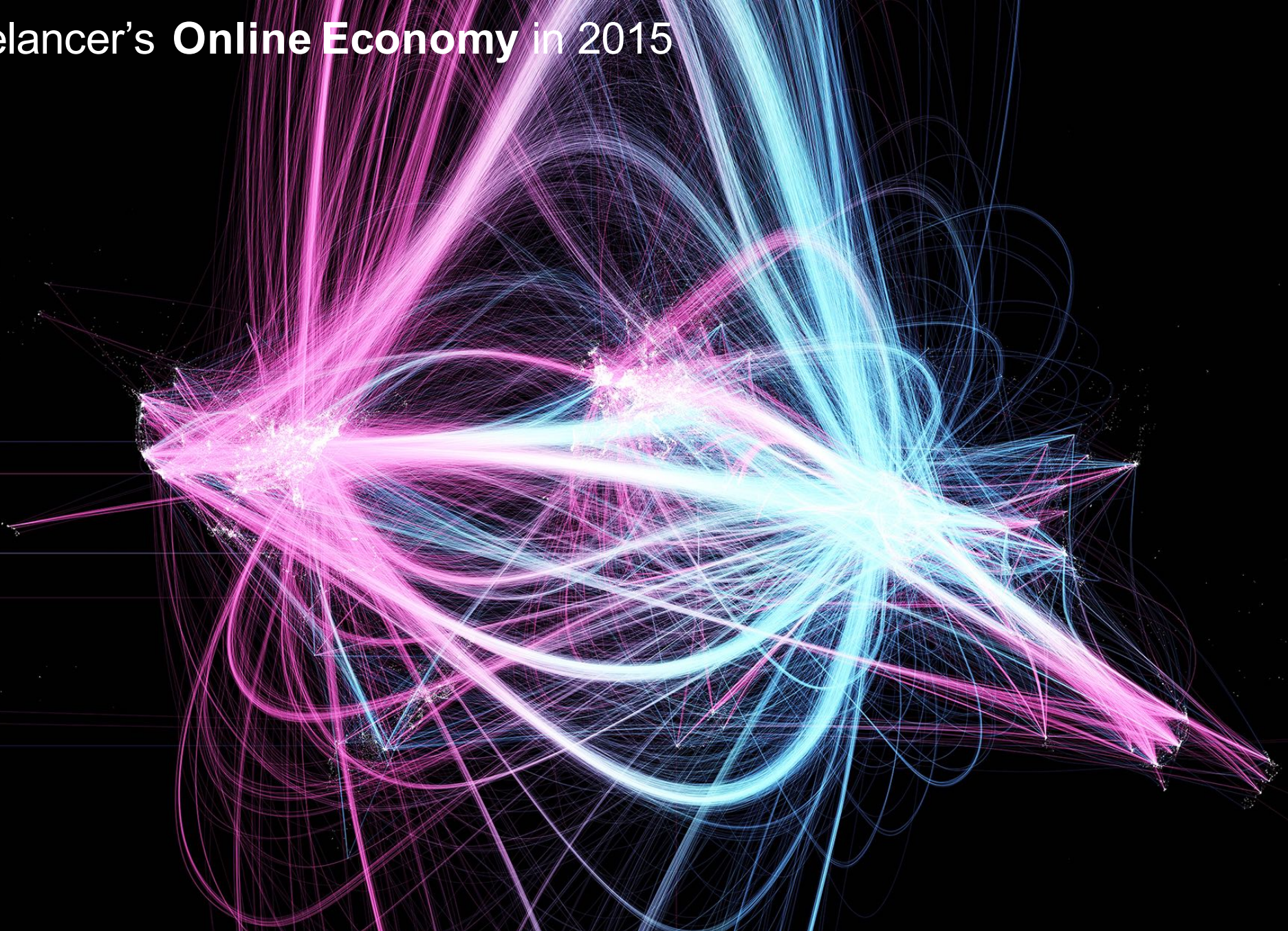
# Freelancer's Online Economy in 2013



# Freelancer's Online Economy in 2014



# Freelancer's Online Economy in 2015



Freelancer Limited

# **JOB EXAMPLES**



Design a Wireless Music Headset

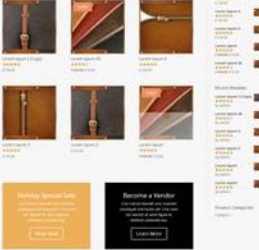
tsiamboulas \$300.00



Featured Products



Recent Products



What Our Customers are Saying



Need my website and html desgin

codeunderground \$440.00



Logo Design for Energy/Mineral Drink

carodevechi5 \$390.00



I need a Flying lizard CGI

jorgeromero3d \$579.00



Design for Children Role-Play Tent

WendyRV \$450.00



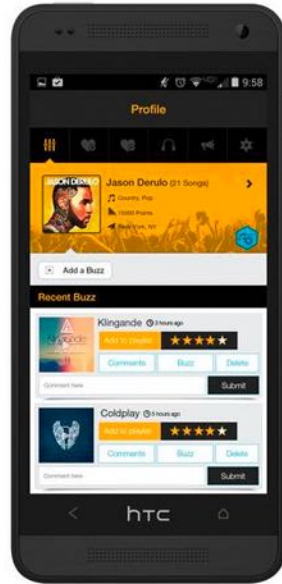
Design a Responsive Website Mockup for Tourism (Wire-frame Provided)

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



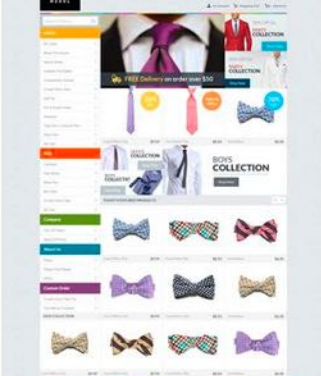
Design a Logo for Rainbow Brewery

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



Cool Fish and Chip Shop

thelionstuidos \$180.00



3D House Render

beehive3dworks \$200.00





# 3D rendering of a villa from 2D floor plan for \$100

|      |               |                      |
|------|---------------|----------------------|
| Bids | Avg Bid (USD) | Project Budget (USD) |
| 64   | \$114         | \$30 - \$250         |

**COMPLETED**

### Project Description

We are building a resort and this will be the first step in designing this resort. Once I am satisfied with the work, I will reward site plan and villa allocation, reception design, restaurant and bar etc. Please note I would like my villa to look like the attached sample picture to show it to the owner. Please fill free to add your creativity if you choose but keep within the theme.

### Project offered by:

☆☆☆☆☆ 0.0 (0 Reviews)

**VERIFIED**

### Skills required

3D Design, Building Architecture, Creative Design, Home Design, Interior Design

[Post a Project like this](#)

Project ID: 6900309  
[Report Project](#)



## 3D Rendering of a Villa from 2D Floor Plan

By jlacepe

US\$100

1.6k

7

20

| FREELANCERS AWARDED   | REPUTATION  | BUDGET (USD)                                   |
|---|---|--|
| <br>jlacepe  · 2 days ago<br><a href="#">Portfolio</a><br><b>Accepted</b> | <br>5.0<br>\$<br>5.4<br>5 Reviews<br>100% Completion Rate | \$100<br>in 4 days<br><a href="#">Hire Me!</a> |



# Website for Fresh Futures for \$277

|      |               |                      |                  |
|------|---------------|----------------------|------------------|
| Bids | Avg Bid (AUD) | Project Budget (AUD) | <b>COMPLETED</b> |
| 36   | \$174         | \$30 - \$250         |                  |

### 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 decision 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 finished designing.

### About the employer

★★★★★ 5.0 (8 Reviews)

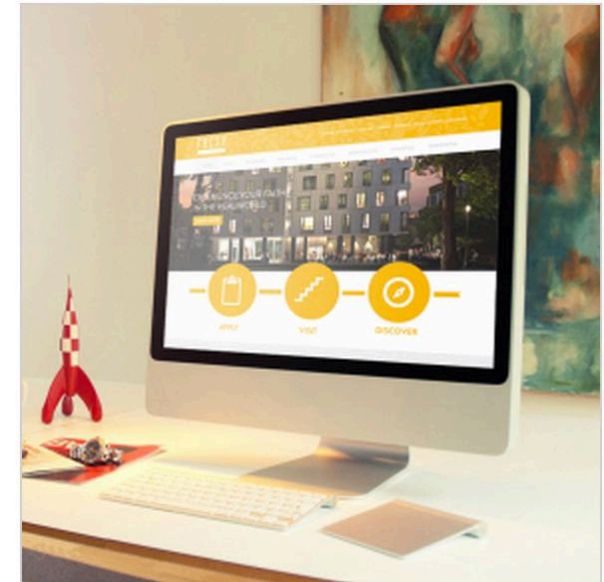
**VERIFIED**

### Skills required

Graphic Design, User Interface / IA, Website Design

[Post a Project like this](#)

Project ID: 5497032  
[Report Project](#)



**Website for Fresh Futures**  
By Only1Design AU\$277

155.9k 1 32

| FREELANCERS AWARDED   | REPUTATION  | BID (AUD)   |
|---|---|---|
| <br><b>Only1Design</b> · 4 months ago<br><a href="#">Portfolio</a><br>✓ <b>Completed</b> - Freelancer not yet rated | ★★★★★ 4.9<br>\$  6.3<br>46 Reviews<br>69% Completion Rate | <b>\$277</b><br>in 3 days<br><a href="#">Hire Me!</a> |



# Paper towel design and render for CAD \$55

|      |               |                      |                  |
|------|---------------|----------------------|------------------|
| Bids | Avg Bid (CAD) | Project Budget (CAD) | <b>COMPLETED</b> |
| 12   | \$56          | \$10 - \$50          |                  |

### Project Description

Design of a Paper Towel holder.  
Dimensions 11" x 1.625" dia

The design needs to be unique and modern. Completed in 7 days.  
3-4 designs required  
You must include:

- STEP or IGES file format
- Rendering
- STL
- Description explaining your design

### Skills required

3D Animation, 3D Modelling, 3D Rendering

Additional Files: Example.jpg

[Post a Project like this](#)

Project ID: 5486257  
[Report Project](#)

**About the employer:**  
★★★★★ 5.0 (9 Reviews)   
**VERIFIED**



## Paper Towel Design and Render

By Blucero

CAD\$55

1.3k

6

15

| FREELANCERS AWARDED  | REPUTATION   | BID (CAD)                                     |
|--|--|---|
| <br>Blucero  · hace un año<br><a href="#">Portfolio</a><br><b>Completed - Freelancer rated</b> | ★★★★★ 5.0<br>\$  1.3<br>1 Review<br>100% Completion Rate | \$55<br>in 3 days<br><a href="#">Hire Me!</a> |



# 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  
**69**

Prize (USD)  
**\$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 <sup>2</sup>                         |
| 2. Living room  | 43.70 m <sup>2</sup>                         |
| 3. Kitchen + Dining room                                  | 48.37 m <sup>2</sup>                         |
| 4. Staircase  | 9.36 m <sup>2</sup>                          |
| 5. Housekeeping room                                      | 2.25 m <sup>2</sup>                          |
| 6. Laundry and ironing room                               | 8.35 m <sup>2</sup>                          |
| 7. Guest toilet-WC  | 1.96 m <sup>2</sup>                          |
| 8. Storage room   | 4.48 m <sup>2</sup>                          |
| 9. Guest master bedroom                                   | 20.65 m <sup>2</sup>                         |
| 10. Guest master bathroom                                 | 11.95 m <sup>2</sup>                         |
| 11. Guest walk in closet                                  | 5.30 m <sup>2</sup>                          |
| 12. Office room 1   | 8.90 m <sup>2</sup>                          |
| 13. Office room 2   | 8.90 m <sup>2</sup>                          |
| 14. Server room with a small kitchen                      | 15.56 m <sup>2</sup>                         |
| 15. WC  | 3.10 m <sup>2</sup>                          |
| 16. Play room/Party room                                  | 23.24 m <sup>2</sup>                         |
| 17. Swimming pool   | 32.00 m <sup>2</sup>                         |
| 18. Garage 1  | 34.32 m <sup>2</sup>                         |
| 19. Garage 2  | 50.64 m <sup>2</sup>                         |
| 20. Place for bicycles                                    | 5.31m <sup>2</sup> area included in garage 2 |
| 21. Waste   | 3.66 m <sup>2</sup>                          |
| 22. Place for the gardening furniture and gardening tools | 13.35 m <sup>2</sup>                         |
| 23. House connection room                                 | 4.57 m <sup>2</sup>                          |
| 24. Covered porch   | 40.38 m <sup>2</sup>                         |
| 25. Covered area for dry get in/ get out of the car       | 51.77 m <sup>2</sup> + 41.90 m <sup>2</sup>  |

Ground floor rooms total net area 235.99m<sup>2</sup>

Ground floor hallways 14.02 m<sup>2</sup>

Ground floor total living area 250.01 m<sup>2</sup>

Ground floor total living gross area 288.22 m<sup>2</sup>

Ground floor total area ( covered porch and covered area for cars not included ) 402.13 m<sup>2</sup>

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



# Industrial design of a vinyl cutter for €500

View Brief ▾

Sealed  
Guaranteed  
Featured

Entries 37 | Prize (EUR) €500

Winner

vinyl cutter concept



concept details

stoth

★★★★★

1 Like



juwin305

★★★★★

2 Likes



juwin305

★★★★☆

1 Like



baabaksun

★★★★☆


1 Like



baabaksun

★★★★☆

1 Like



juwin305

★★★★☆

0 Likes



andhikaswara

★★★★☆

0 Likes

vinyl cutter concept



concept preliminary renders

stoth

★★★★☆

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

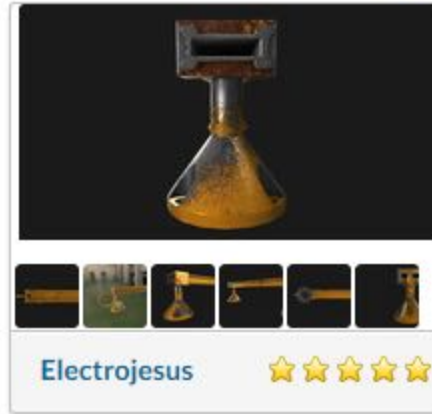
Prize (USD)  
\$50



2 Likes



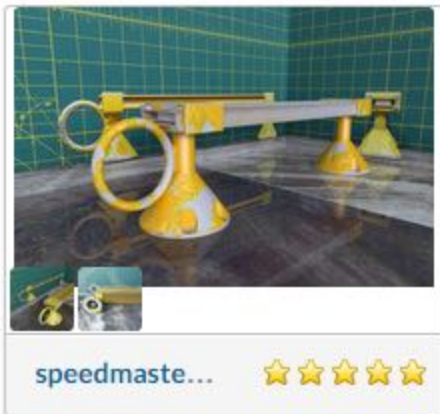
1 Like



1 Like



1 Like



1 Like



1 Like

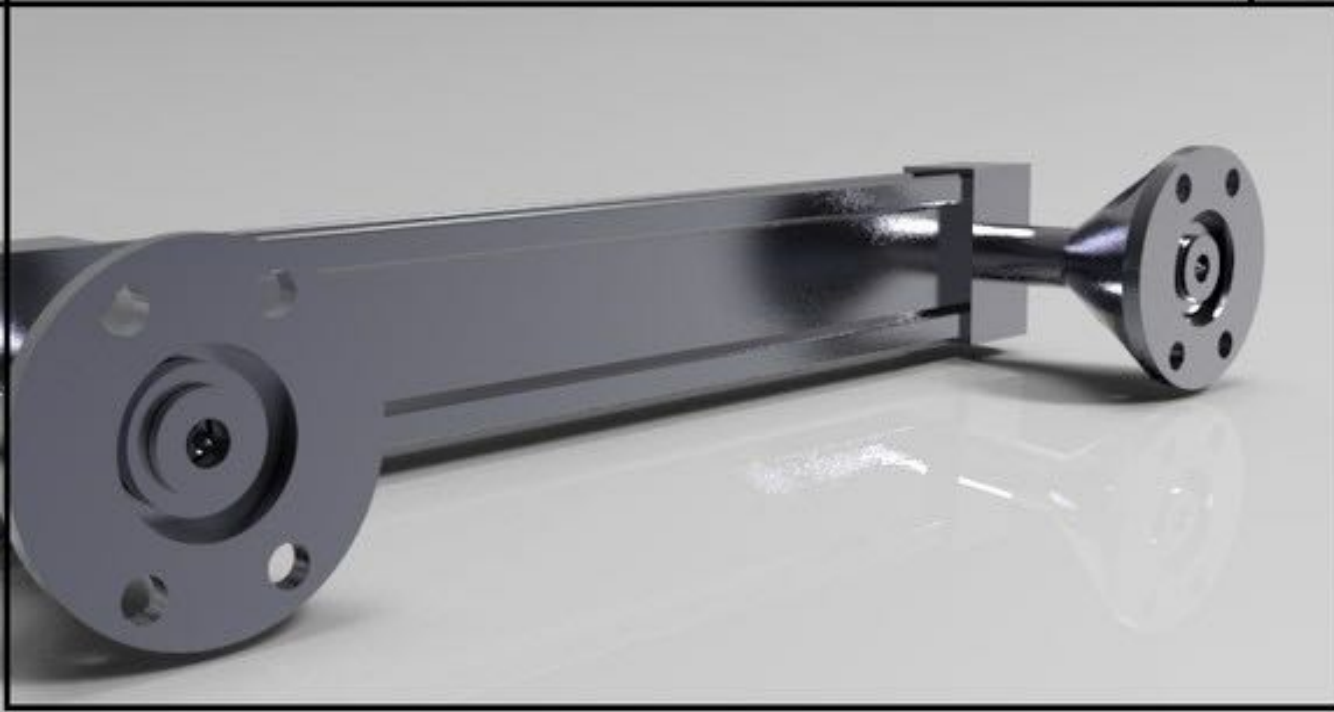


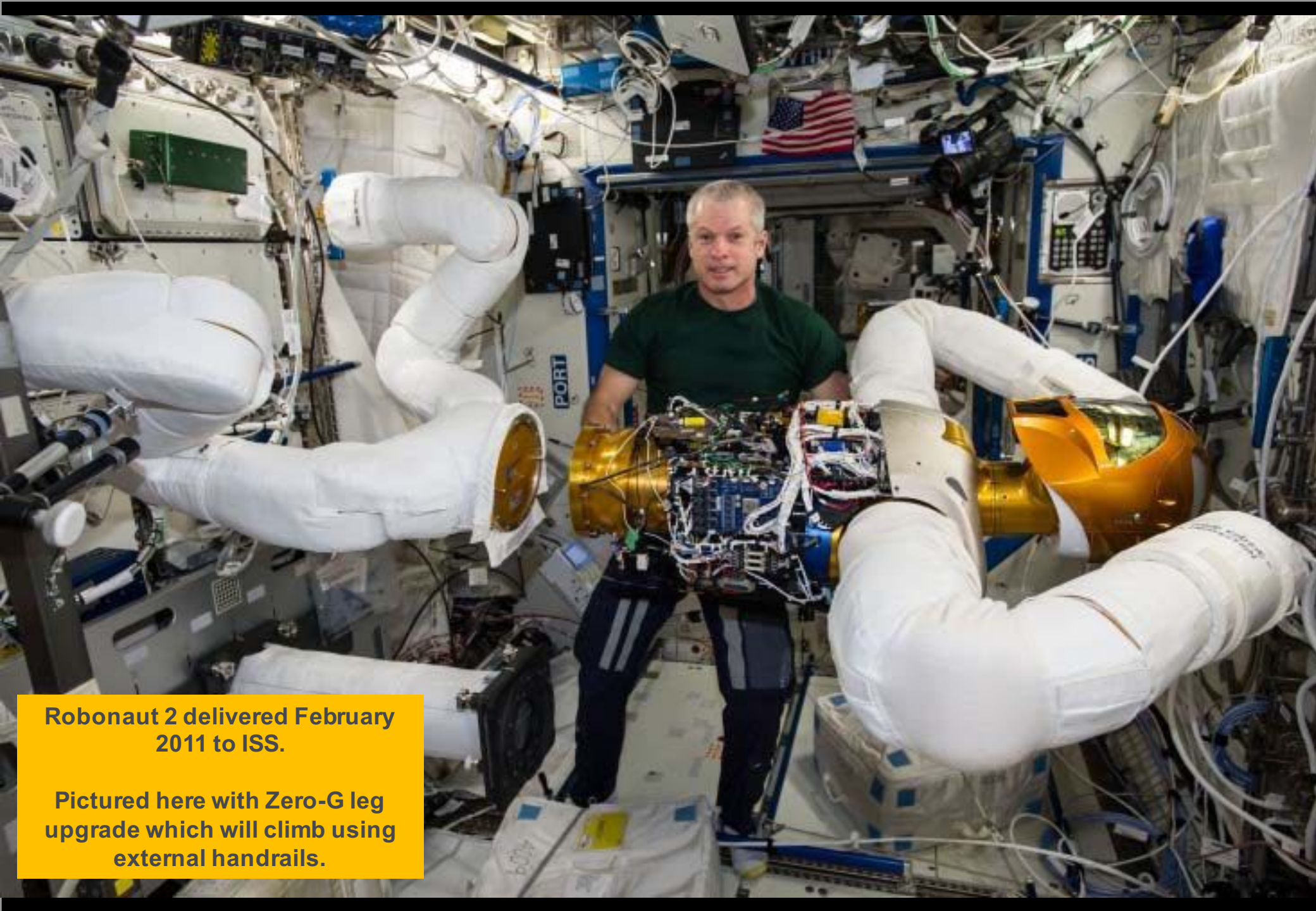
1 Like



1 Like

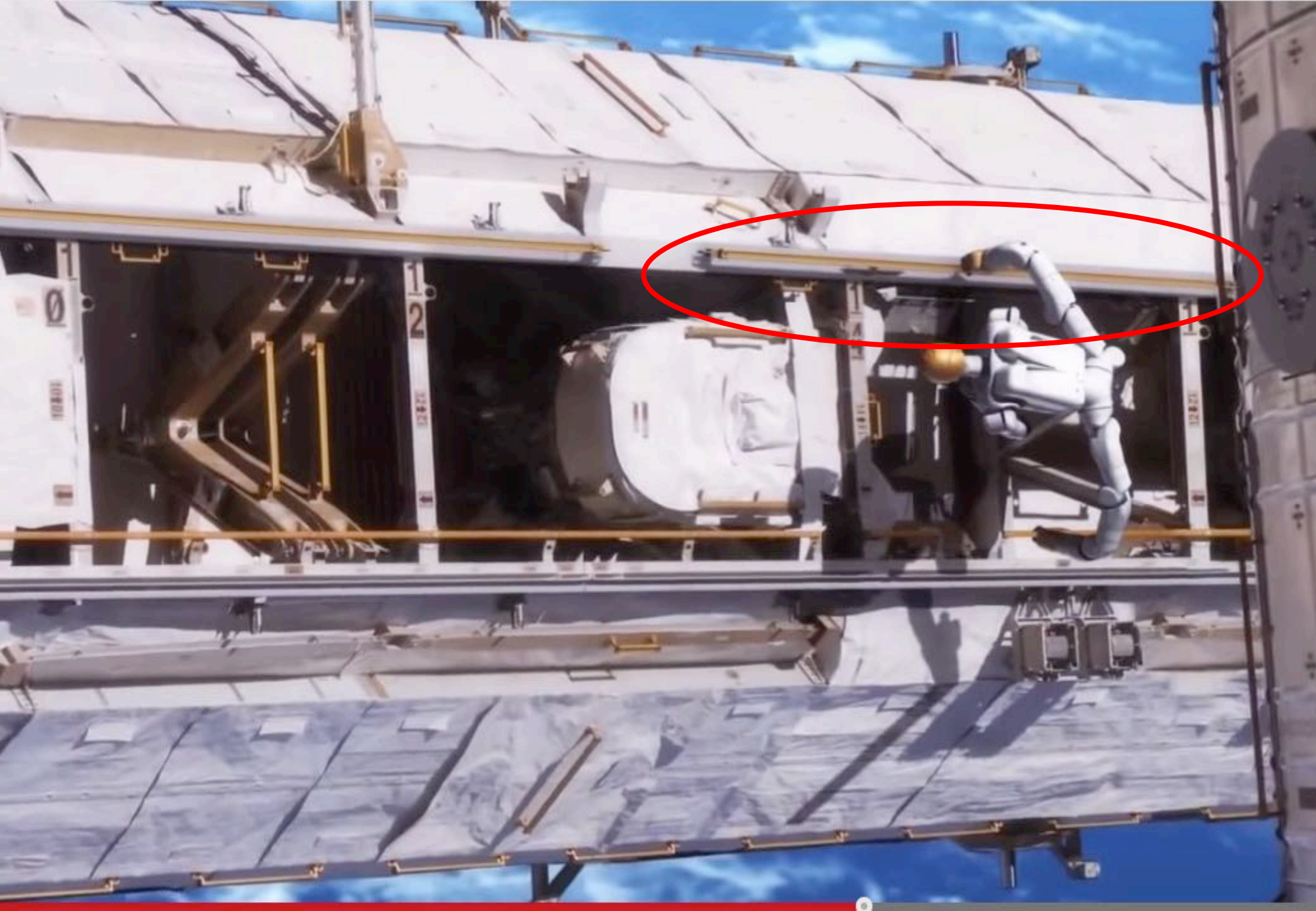






**Robonaut 2 delivered February 2011 to ISS.**

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





2016

# FREELANCER & NASA TEAM UP TO PUSH THE BOUNDARIES OF HUMAN INNOVATION

In the latest set of challenges, we will be designing a robotic arm for the Astrobee, the next generation of free flying robots on the International Space Station.

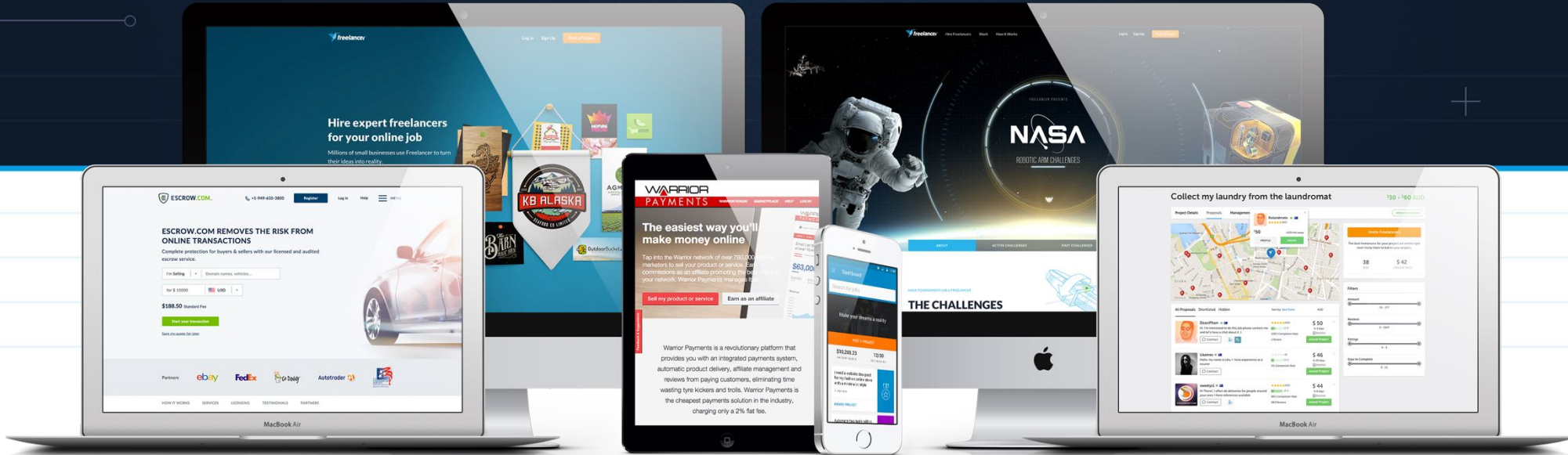
50+  
CHALLENGES  
PLANNED



88  
COUNTRIES  
PARTICIPATING



# Beautiful Products





# Global, Multilingual, Multicurrency

**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)          |

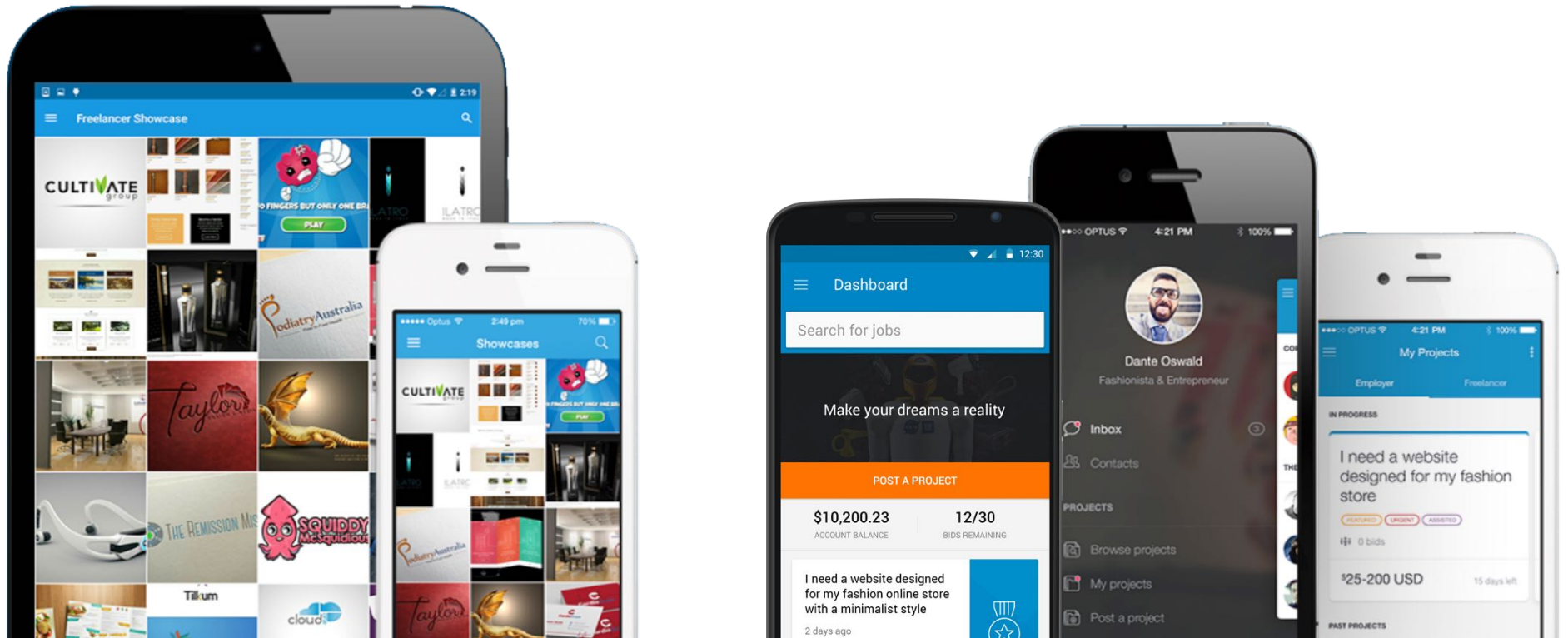
**21** Supported Currencies

## Currencies

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

**24 x 7 x 365**  
Multilingual Support Team



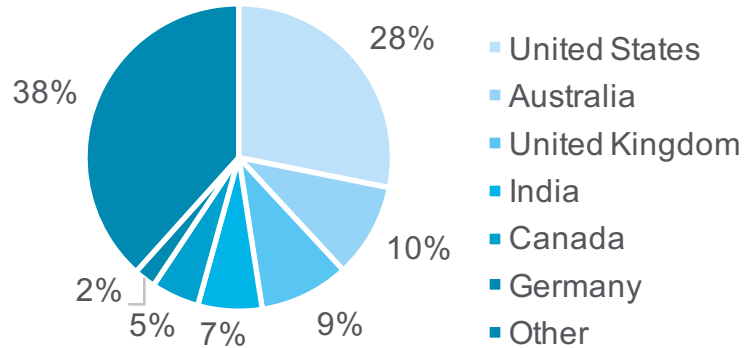


**30% of engaged users touch  
Freelancer Mobile products  
(up 114% YoY Dec-Dec)**

# Marketplace dynamics

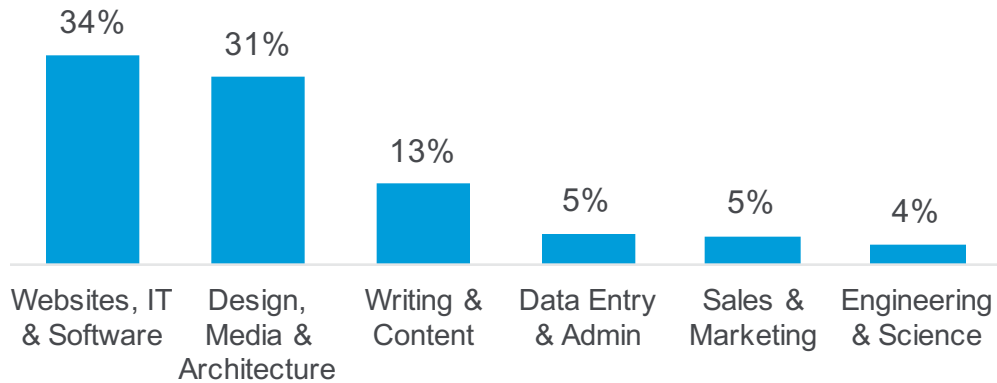
“Every job, every country, every language, every currency, at any time”

## Top country sources for completed projects in 2015<sup>1</sup>

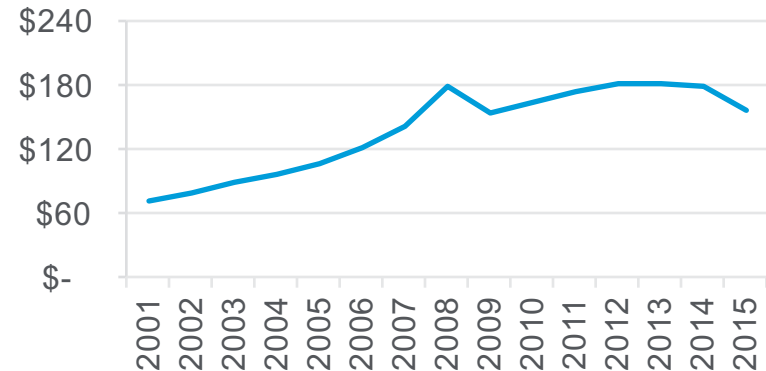


- c.900 job categories as diverse as Aerospace Engineering, Biotechnology, Sales, Manufacturing, Mechanical Engineering, etc.
- c.100 categories of local jobs launched in 2015
- Complexity & sophistication growing year by year
- Average completed project US\$156 in 2015<sup>3</sup>

## Top completed project categories by volume in 2015<sup>2</sup>



## Average Completed Project Value (US\$)<sup>3</sup>



1. Based on the number of completed projects that were posted in 2015.

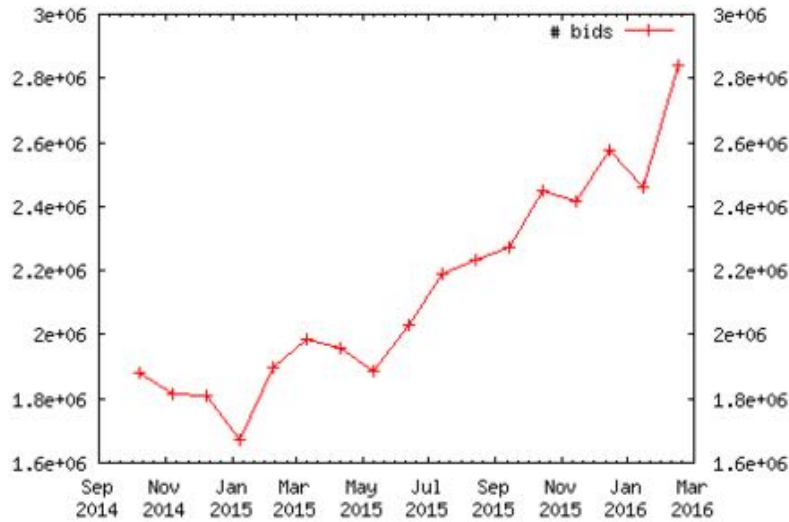
2. Based on the value of project payments for projects that were posted in 2015.

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.

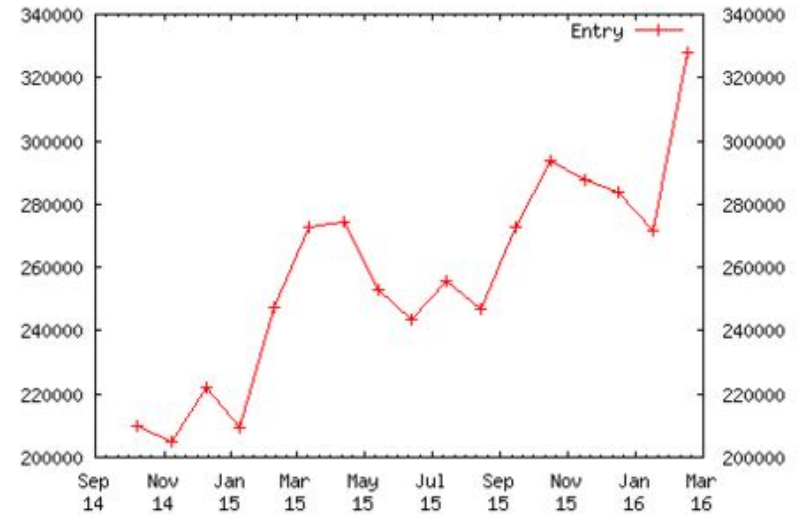


# Liquidity: 65% of projects get a bid within 60 seconds (supply)

## Number of bids on projects



## Number of entries in contests



## Actual completed projects



**3D House Render**

beehive3dworks

\$200.00



**3D HUD design**

alki71

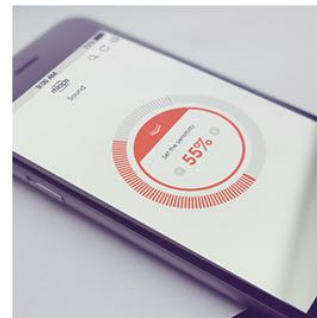
\$500.00



**Best 3D Massage Chair**

Fadeecg1

\$124.00



**Design 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



# Revenue model

Freelancer's revenue is driven by 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
  - **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
  - **10%** project commissions paid by freelancers when a project is awarded and accepted
- Membership plans range from US\$0.99 to US\$59.95 a month, and provide additional features and benefits including increased bid limits, eligibility for preferred freelancer and high value project bidding.



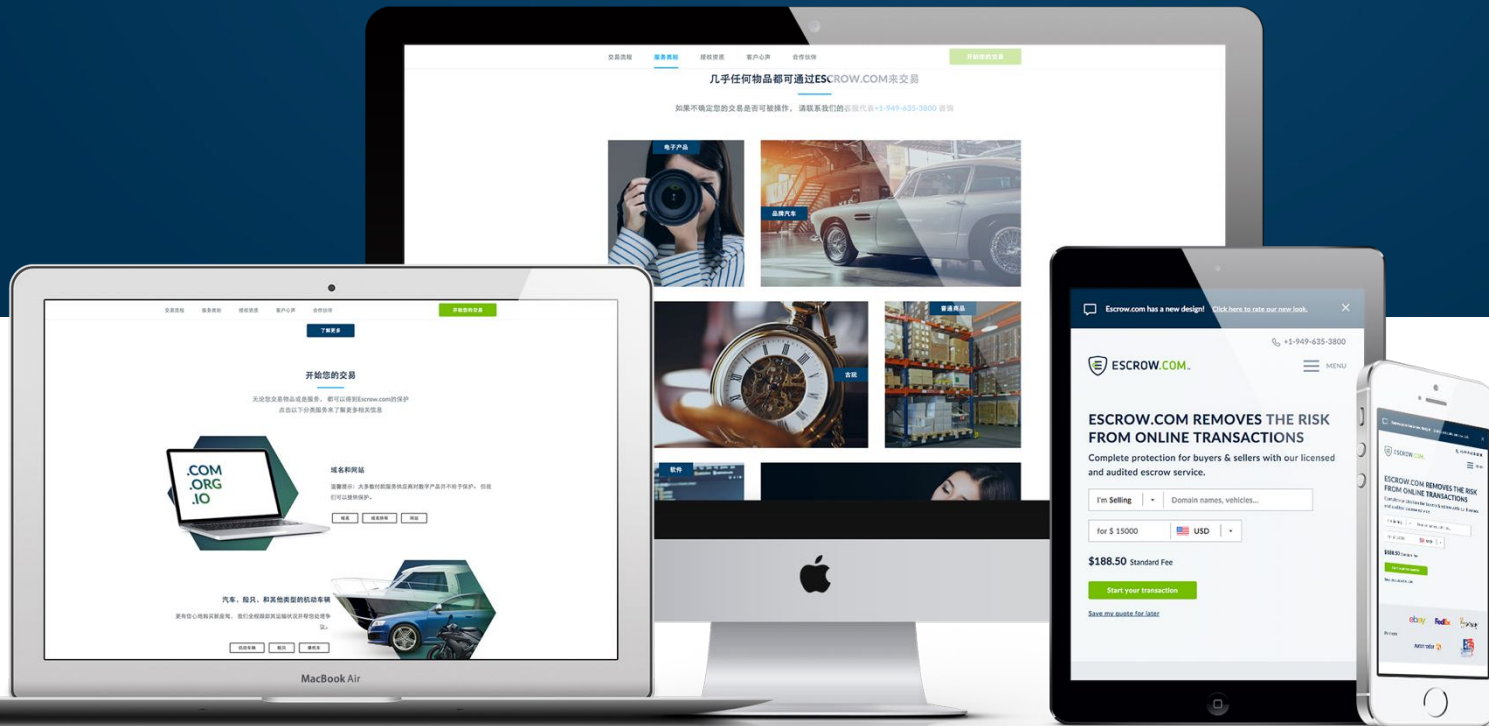
- Other value added services include project upgrades, crowdsourcing contests and upgrades, bid upgrades, transaction fees, certification fees and advertising





# ESCROW.COM™

## Escrow.com is now mobile responsive & available in Chinese



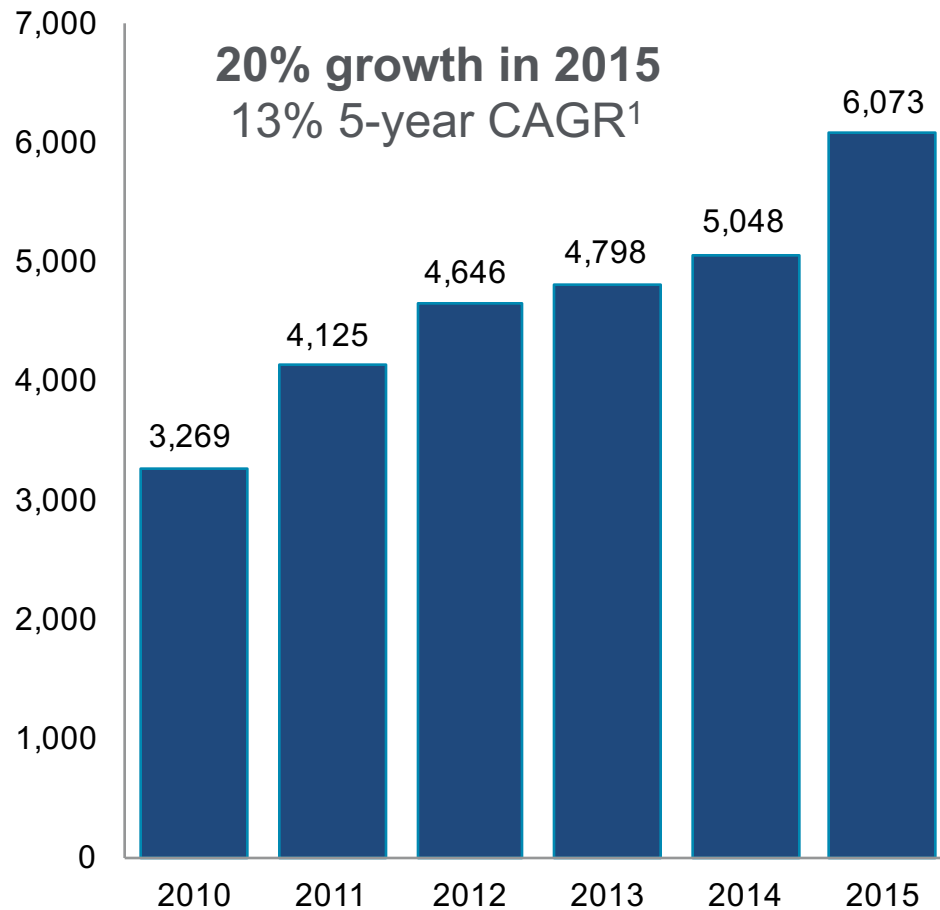
Your Escrow.com payment has been received  
[Escrow.com/514661](https://Escrow.com/514661)

The seller has agreed to your transaction

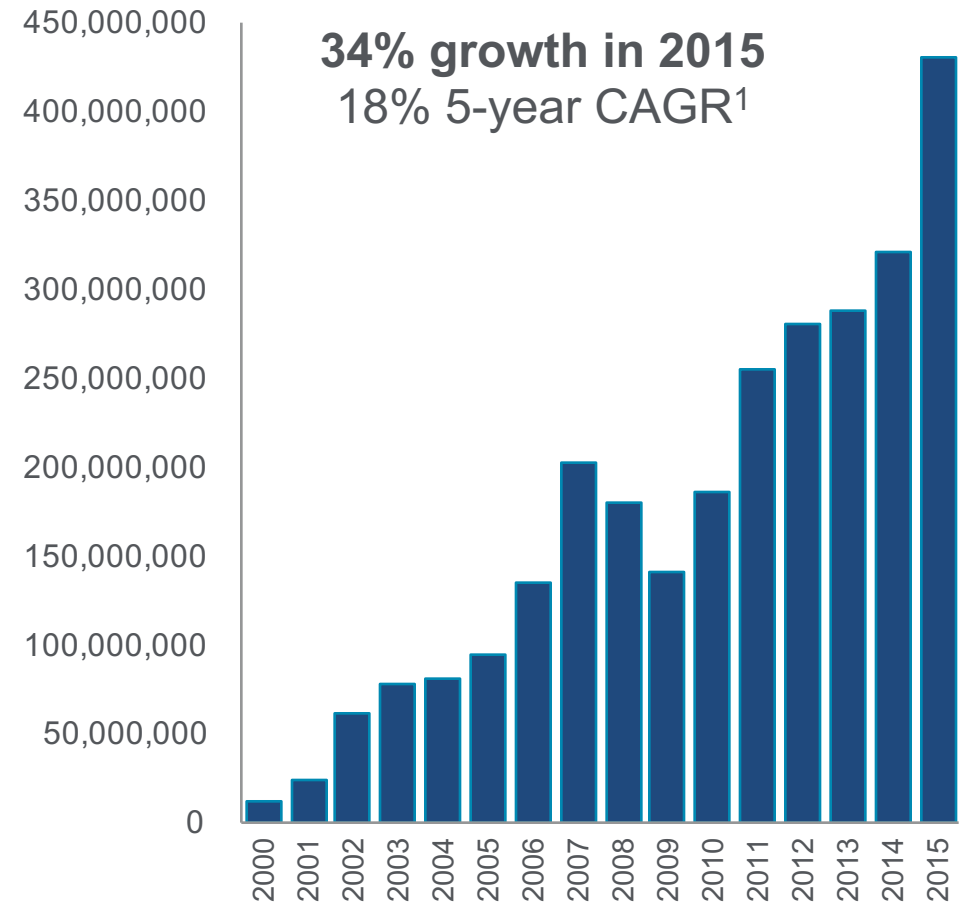
# Escrow.com historical financial performance

FY15 growth rates significantly beat 5-year CAGRs (2009-2014) for both revenue and GPV

## Revenue (US\$ '000)



## Gross Payment Volume (GPV) (US\$)



# Operational highlights FY15

---

## Significant improvements to Freelancer products in FY15

---

- Significant product improvements in matchmaking
  - Major improvements shipped in project management, messaging, video chat, time tracking and invoice generation
- Strong growth in contests
  - 51% growth on prior corresponding period in contests posted
  - Use by NASA of the contest platform to crowdsource for the International Space Station
    - Full decomposition & design of subsystems for robotic arm for Astrobee flying robot
    - UI/UX for smart watch app worn by astronauts
    - 3D modelling for training of the image recognition system for the Robonaut R2
- Capital raisings
  - Two \$10 million placements of new ordinary shares completed during 2015
  - Material increase in free float (to c.23%) and trading liquidity
  - Proceeds were used to purchase Escrow.com and deployed into future growth
- Smaller bolt-on acquisitions included DoNanza

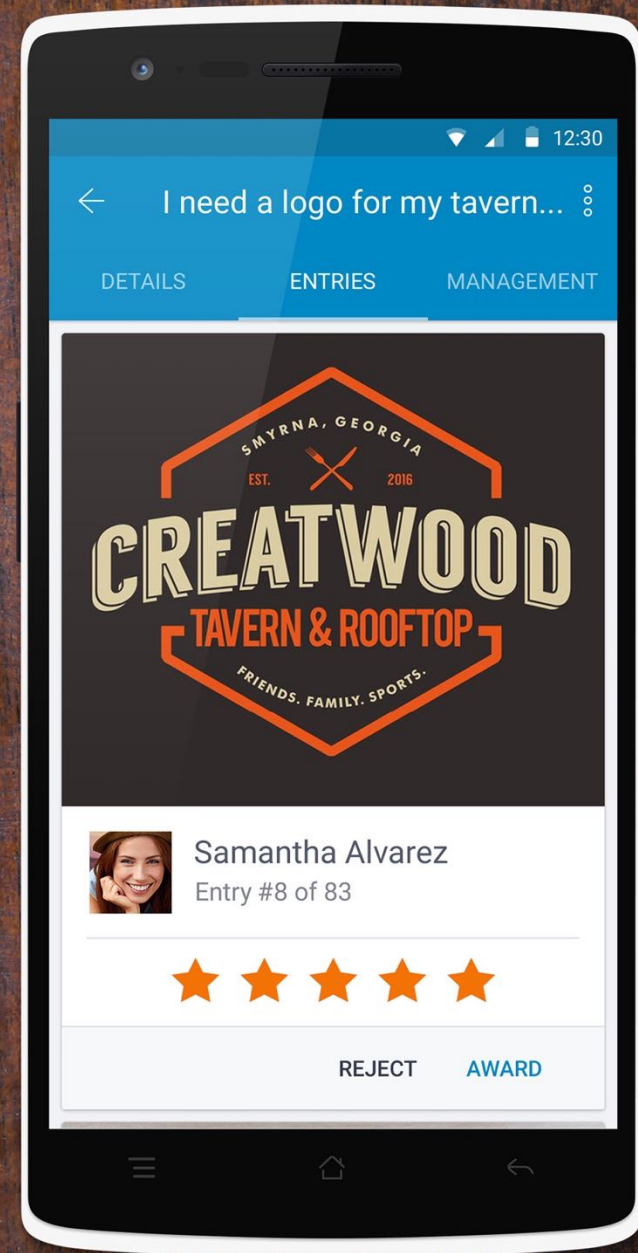


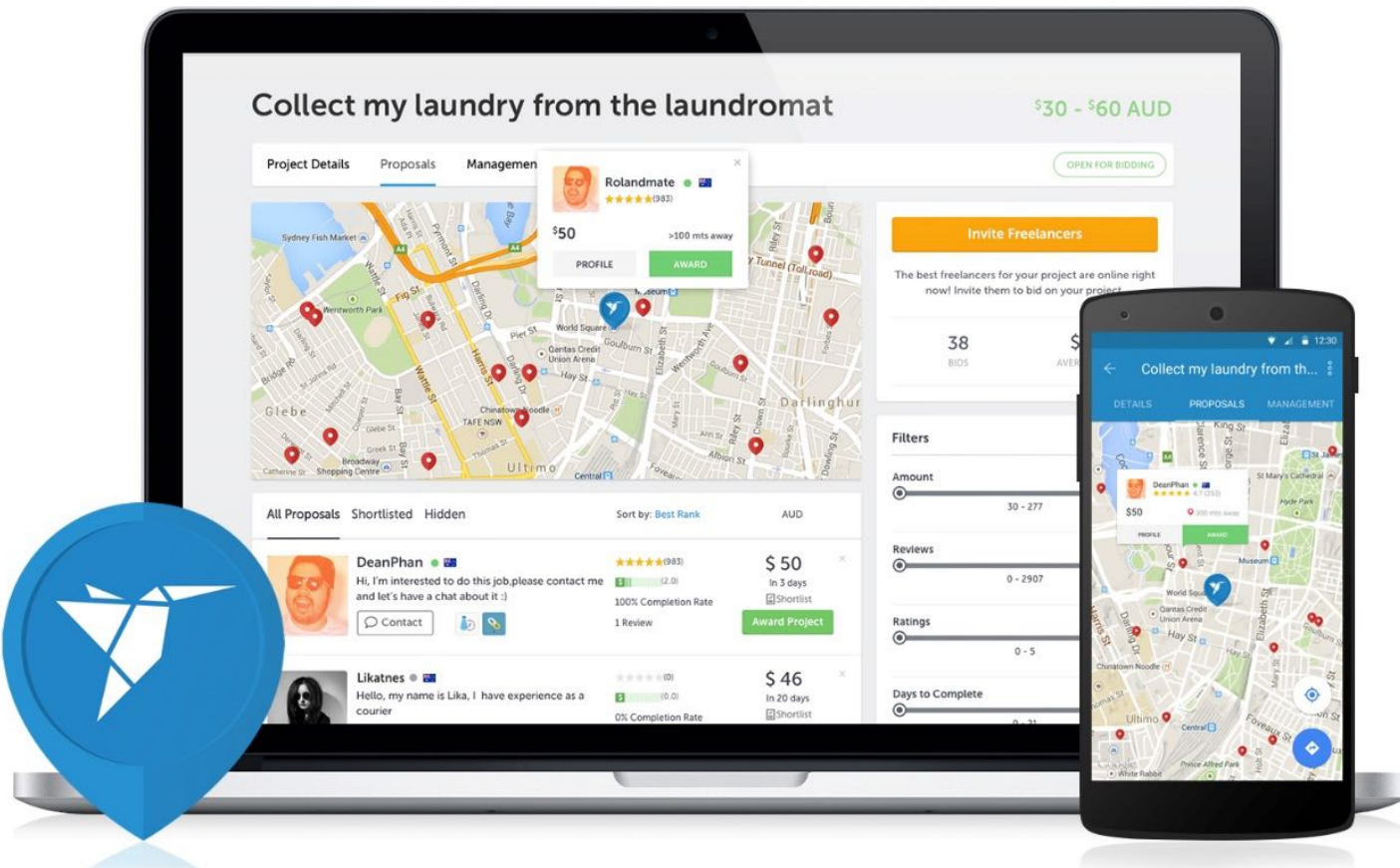


# Freelancer Contests

Freelancer's crowdsourcing platform introduced several significant product improvements resulting in growth of 51% year on year

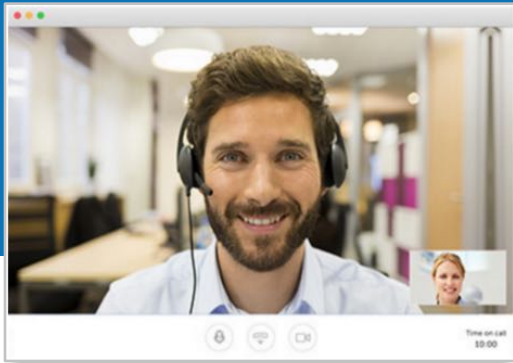
- Contests is now available on mobile devices, access your contest anywhere
- Employers can get deliverables as graphics, videos and now text
- Improved user experience including new pages and interactions
- Now with online chat





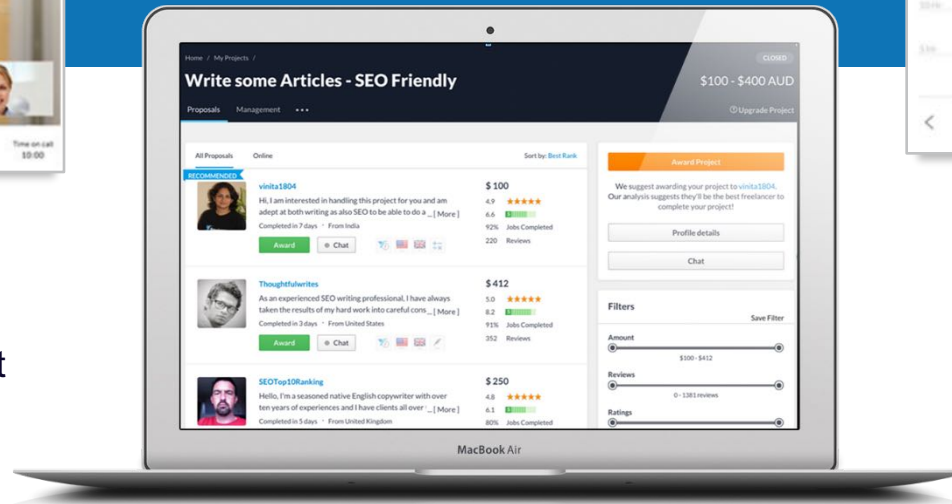
Over 800,000 freelancers ready to work on local projects in over 100 new location specific skills

# Major Improvements in Project Management, Communication and Collaboration



## Video chat

Our messaging service now supports Video Chat



## New project management page

Real time surfacing and ranking of bids & easier management of teams



## Time tracking for everyone

Offline time tracking, easier invoicing and payments



## The #1 Internet Marketing Forum Since 1997

USERS

1,065,000+

POSTS

9,600,000+

DISCUSSIONS

870,000+

**Oli Gardner**  
CEO of Unbounce



## Australia's Biggest Startup & Growth Conference

**New Higher  
Capacity Venue**

**3000+  
PAX**

**International Lineup  
Of Speakers**

**Hundreds of  
Exhibitors**

**Sold Out 6 Years In a Row | [StartCon.com](http://StartCon.com) | November 26 - 27<sup>th</sup> 2016**

Freelancer Limited

# INDUSTRY DRIVERS

**The other**

**55%**

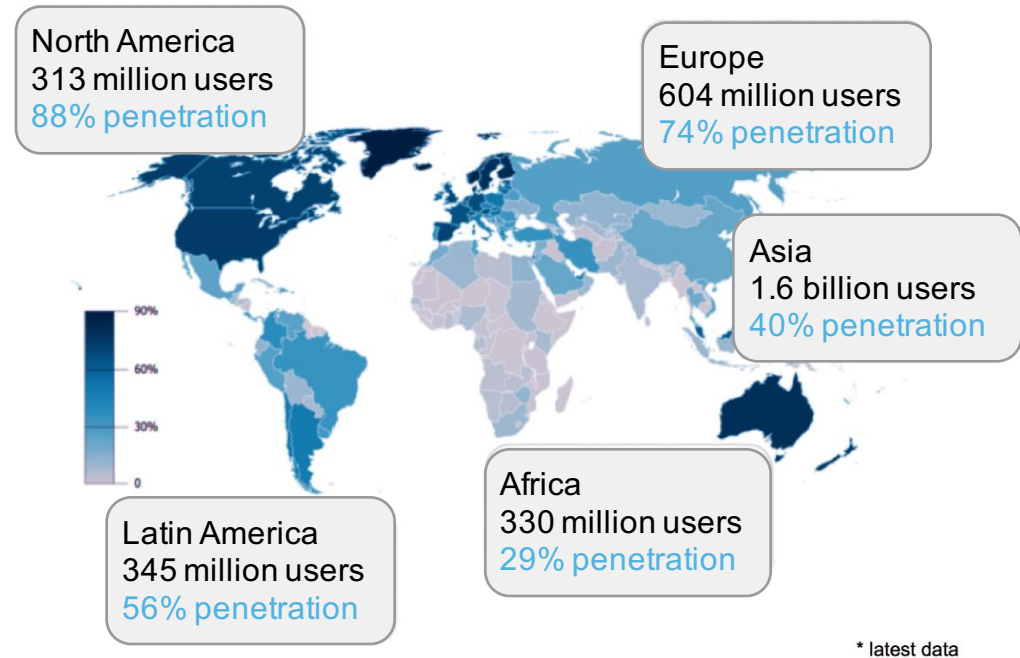
**of the world's  
population are  
about to join  
the Internet.**



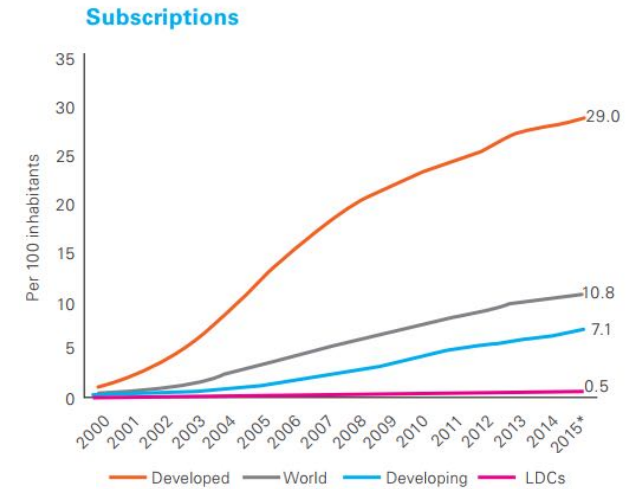
# It's 2016

The other four billion are connecting at a tremendous pace

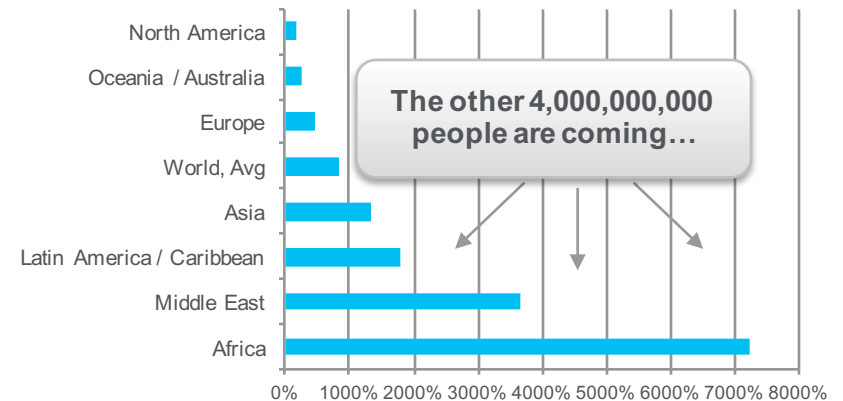
- World population<sup>1</sup>: **7,259,902,243**  
Number on the Internet: **3,366,261,156 (46.4%)**



## Internet Users by Development Level 2005-2015E<sup>2</sup>



## Worldwide Internet Growth 2000-15<sup>1</sup>



1. Source: Internet World Stats (Jan 2016)  
2. International Telecommunications Union (<https://www.itu.int/en/ITU-D/Statistics/Documents/facts/ICTFactsFigures2015.pdf>)





# Developing world self-educating to raise socio-economic status

The wealth of human knowledge is available online

- Five billion people live on \$10 a day or less

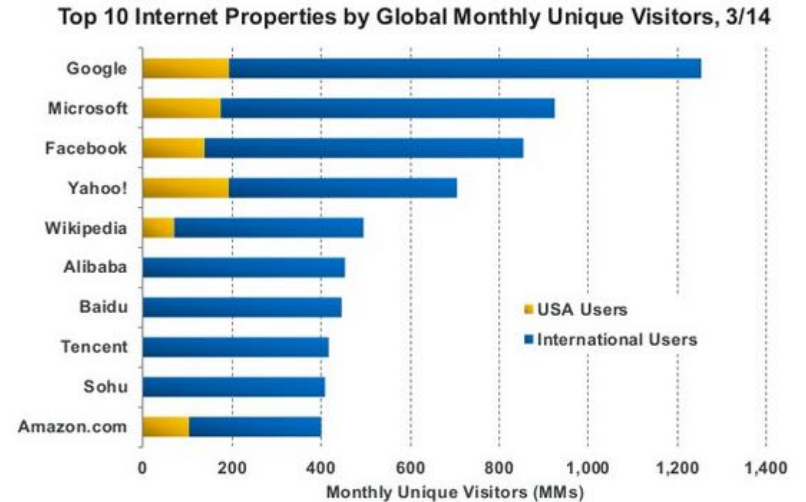


- The first thing they are looking to do online is raise their socio-economic status
- But it's never been easier to learn a trade
  - The wealth of human knowledge is available online
  - A revolution is also occurring in online education: Coursera, Udacity, Khan Academy, edX



- 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 foreign<sup>1</sup>



Twice as many Chinese on the Internet as Americans<sup>2</sup>

| 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.





@pufutama



Bandung, Indonesia - 9 am

Member since January, 2014

6 Recommendations

## pufutama

Illustrator | 2D Animator | Concept Artist

Passionate award winning Director and Animator, with strong ability to translate from written descriptions or early concepts into more refined Illustrations, 2D Animations, as well as App and Game Assets.

My specialities include, but are not limited to, the following:

- 2D & 2,5D Animation & Motion Graphics
- Background Design
- Character Design
- Concept Design
- Cartoon
- Drawing
- Illustration
- Storyboard



[Hire Me](#)

**\$ 17** USD/hr

4.8 ★★★★★ 35 Reviews

\$ ██████████ 5.6

81% Jobs Completed

100% On Budget

84% On Time

16% Repeat Hire Rate

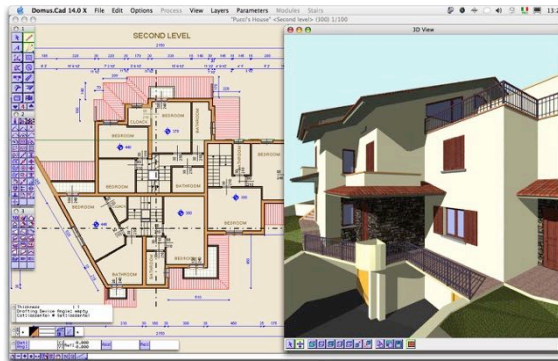
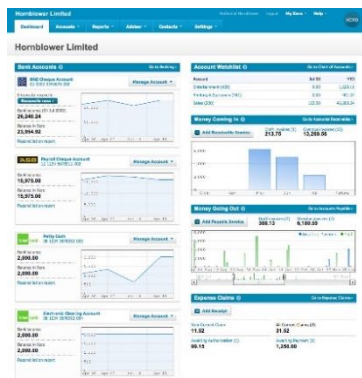
[Read more](#)



# 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"<sup>1</sup>

- 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

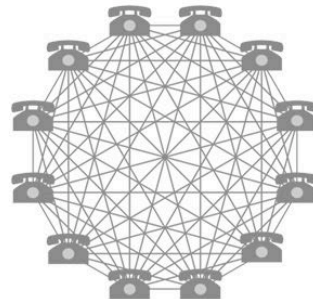
amazon.co.uk<sup>®</sup>

ebay



freelancer<sup>®</sup>

PRODUCTS

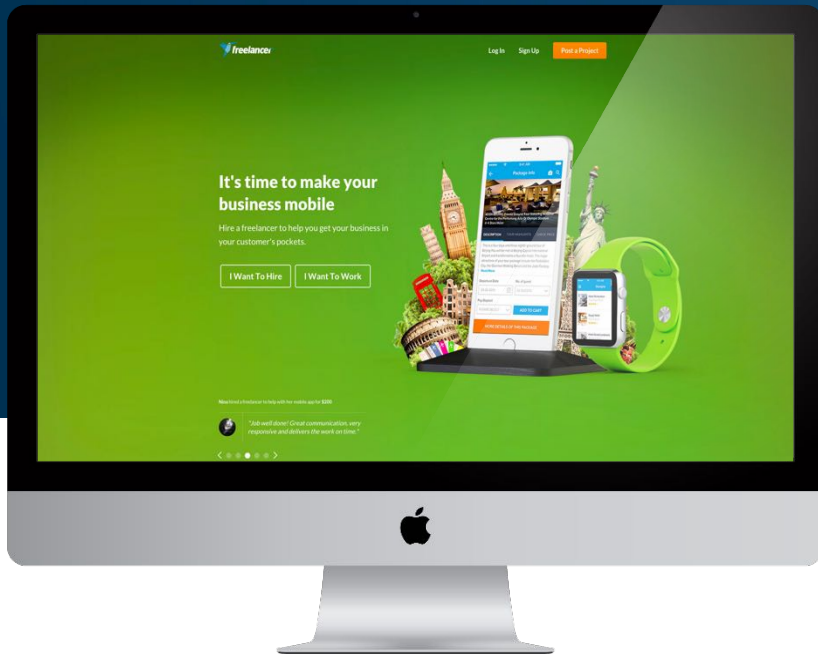


SERVICES

Freelancer Limited

**ESCROW.COM**

# Freelancer.com acquired Escrow.com November 1<sup>st</sup> 2015



## Freelancer.com

#1 Online Services Marketplace  
Over **US\$3.0 billion** in  
projects posted



## Escrow.com

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



**Escrow.com**  
**The world's #1**  
**provider of secure**  
**online payments**

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

**SAFEGUARDING YOUR**  
**ONLINE TRANSACTIONS**



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
- FY15 gross payment volume of US\$430 million (up 34% from US\$320m in FY14)<sup>1</sup>
- FY15 net revenue US\$6.1m (up 20% from US\$5.0m in FY14)
- As at 31 December 2015, Escrow.com's off-balance sheet trust accounts had balances ~\$27 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

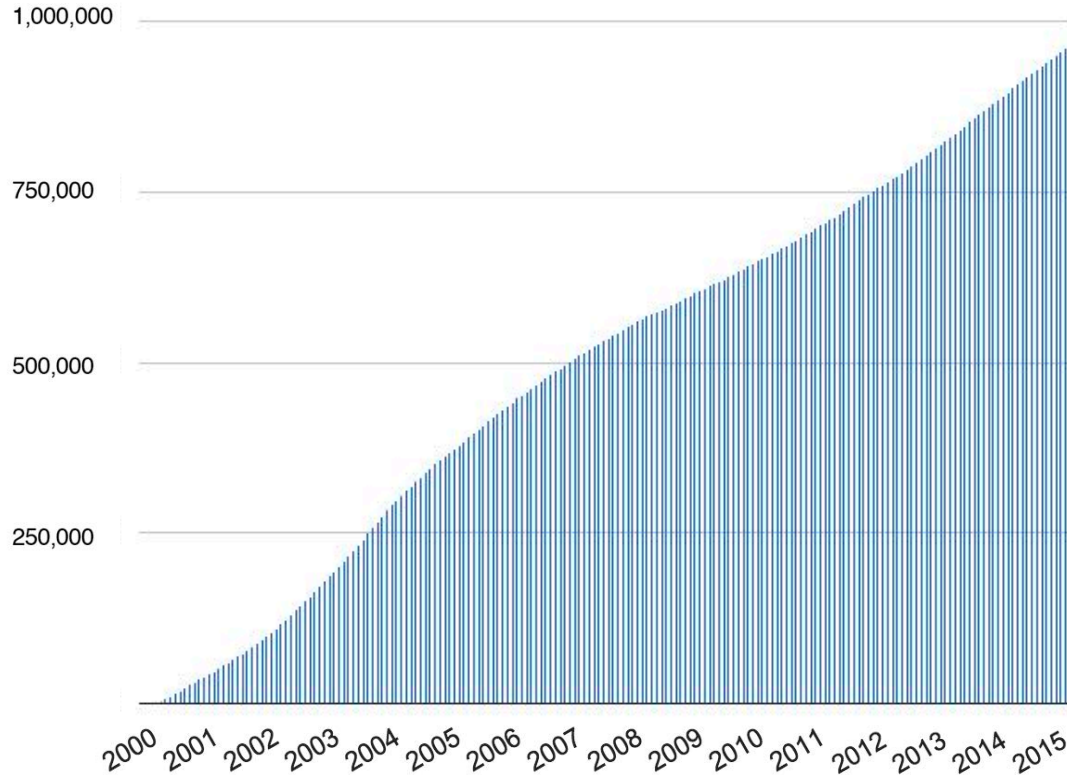




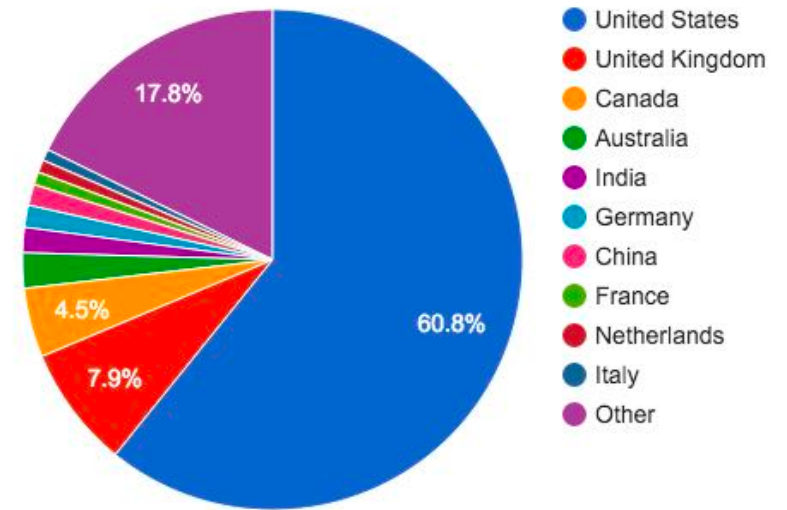
# Escrow.com historical user growth

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

### Total number of users



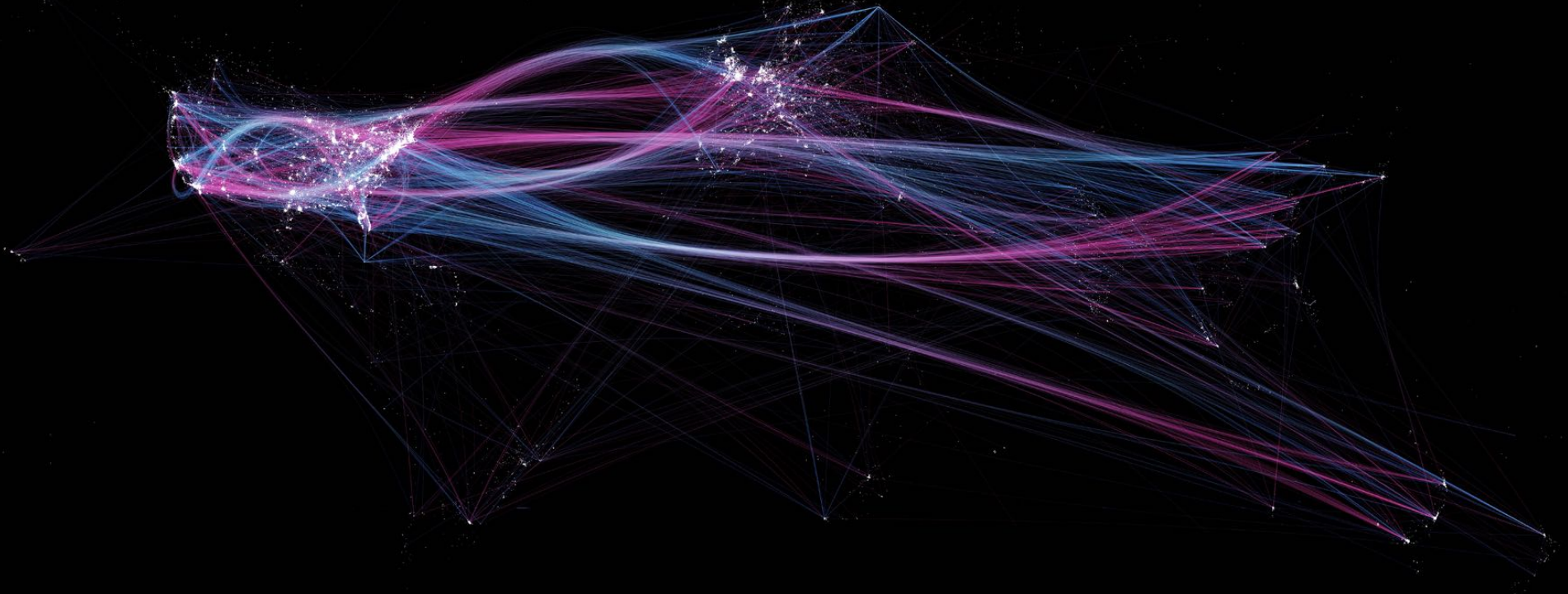
### Users by country



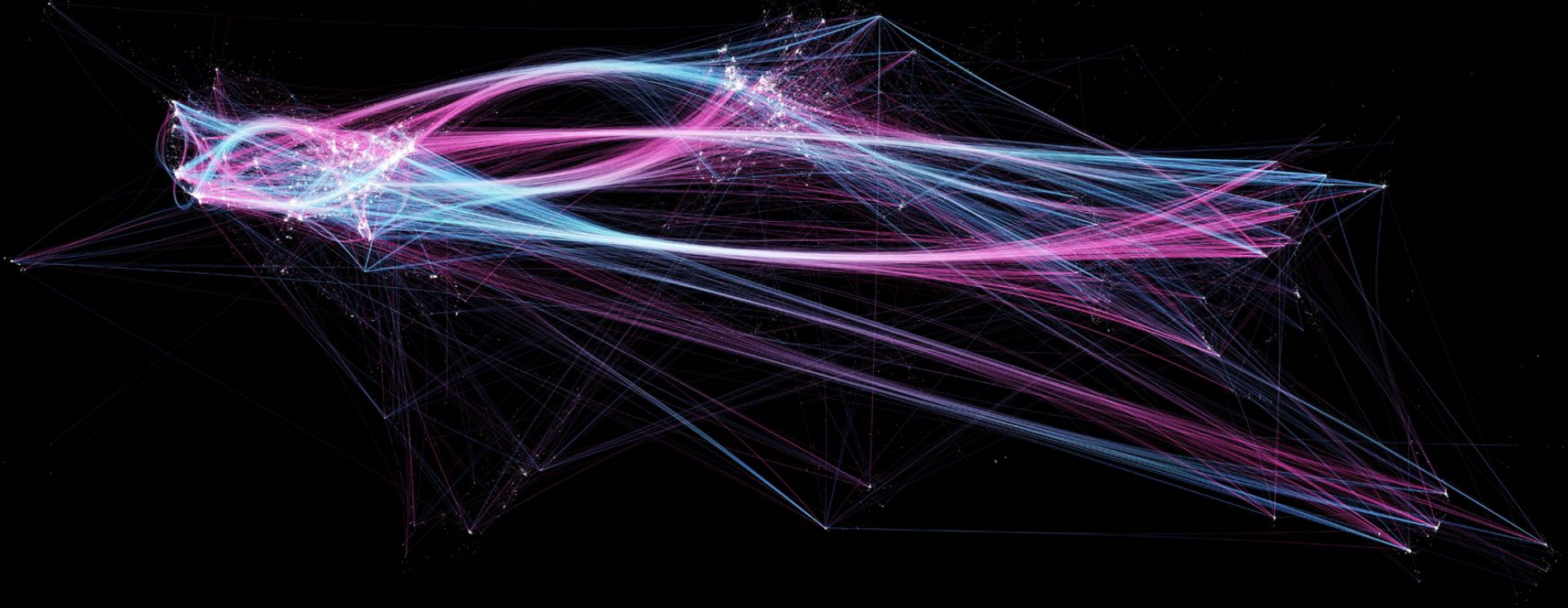
- An exceptionally high quality user base of ~1 million users with high transaction value



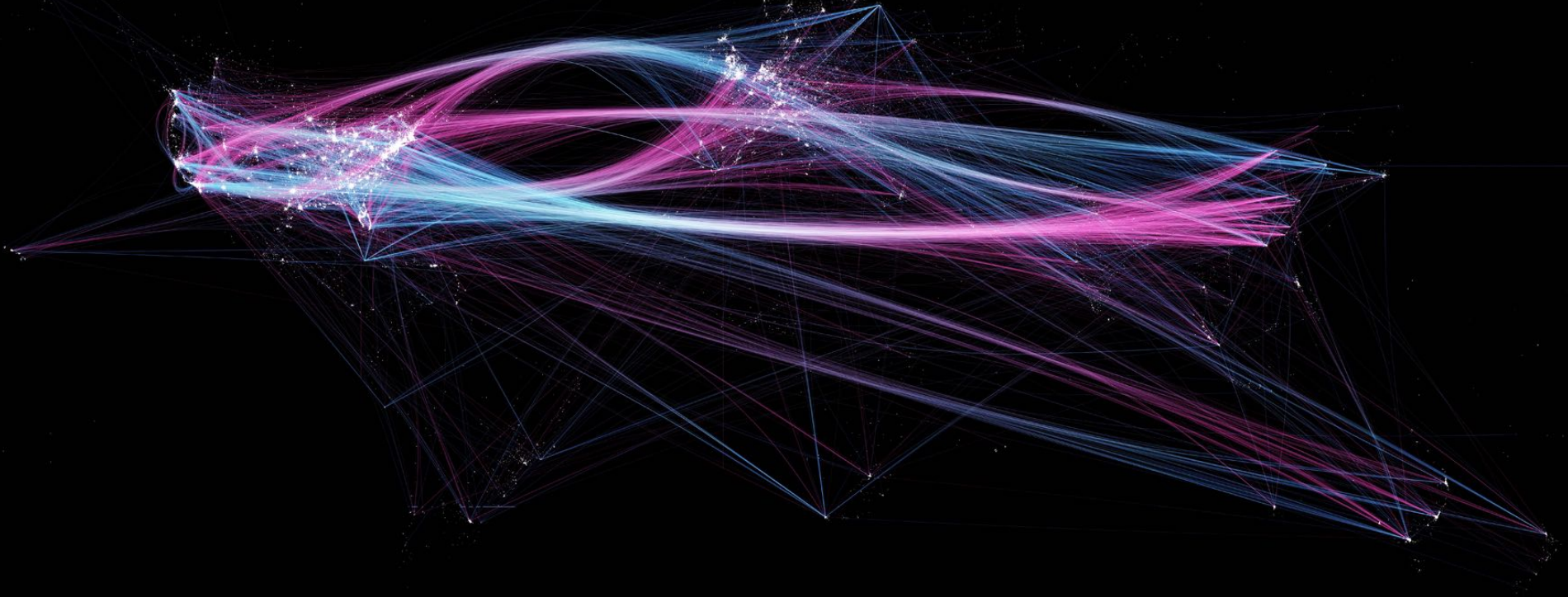
# Escrow.com's Online Economy in 2013



# Escrow.com's Online Economy in 2014



# Escrow.com's Online Economy in 2015




# You wouldn't sell your car with PayPal

The screenshot shows a forum thread on the PayPal Community Help Forum. The thread title is "Car Purchase Scam" and is circled in red. The user "gardendesigner" posted the thread on 09-06-2013 at 04:13 PM. The post content describes a suspicious buyer on eBay named "Jodie Williams" who requested payment via PayPal and a courier to collect the car. The user mentions finding other scam threads related to "wjodie401". The thread has 6 kudos and 2 posts. Below the main thread, a reply titled "Re: Car Purchase Scam" is partially visible, posted on 09-06-2013 at 04:21 PM. The forum interface includes a breadcrumb trail: "PayPal > UK Community > Managing my account > Access and security > Car Purchase Scam". The right sidebar features "New Solutions" with links 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

**gardendesigner** 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 for eBay Motors vehicle purchases'. The page includes a search bar, a navigation menu, and a main content area. 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

# 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

**Audited**

**Licensed**

**Bonded**



**0%**  
**chargebacks**



# 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 & 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  
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**





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

**Escrow.com also protects the supply of services such as holiday rentals or designing a website**



# Where the Internet is bought and sold



UBER

Uber.com



Snapchat.com



SpaceX.com



Twitter.com



Instagram.com



Freelancer.com



Gmail.com



Foursquare.com



WeChat.com



Slack.com



Chrome.com



WarriorForum.com  
& Business



Wordpress.com



Medicare.com



Lotto.com



Dating.com



California.com



Outlook.com



FullTilt.com



InternetBrands.com



Centurion.com



Hulu.com



Orbitz.com



Upwork.com



Freelancer Limited

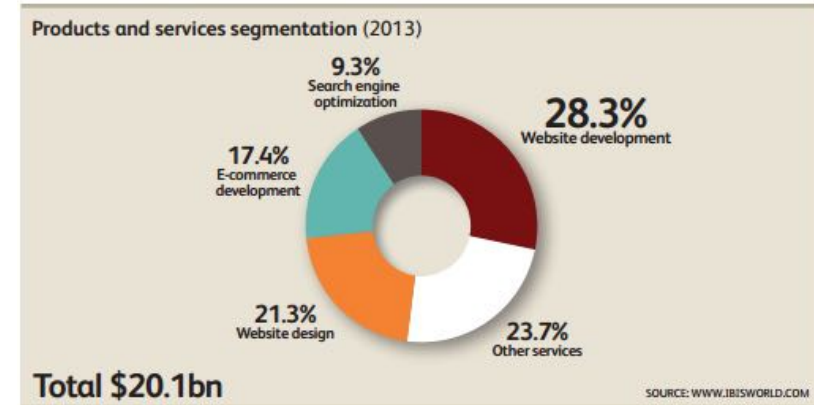
# HOW BIG IS THE MARKET?



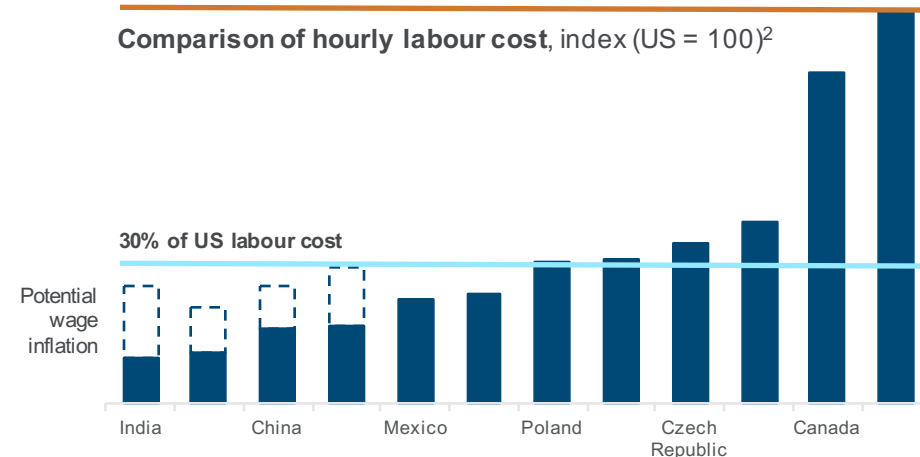
# Estimated demand for Web Design services alone

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 + industry<sup>1</sup>
  - wages constitute US\$12 billion of this
  - more than 50% of software engineering jobs can be outsourced at 30% of US wages<sup>2</sup>
  - US\$1.74 billion in wages outsourced @ 26% take rate = c.A\$620 million revenue opportunity for Freelancer in the US (Total Available Market)<sup>4</sup>
  - there are 28 million small businesses in the US, but at least 96 million more in other mid-high income OECD countries<sup>3</sup>
  - 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)<sup>2</sup>



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.

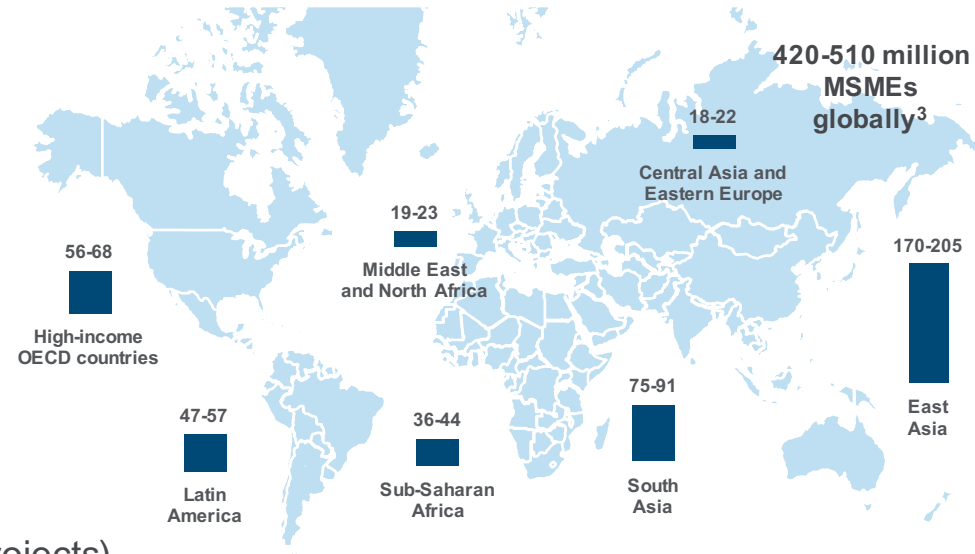
4. Based on AUD/USD exchange rate of 0.73.



# 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)<sup>1</sup>
- US job posters who posted more than one project posted on average 3.13 projects in 2013<sup>2</sup>
  - then this same cohort posted 4.60 projects in 2014
  - then this same cohort posted 5.64 projects in 2015
- Average project size in 1H15 was US\$159 (A\$217) generating revenue of A\$56 to Freelancer (26% take rate)<sup>2</sup>
  - 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) globally<sup>3</sup>
- 96 million are formal employer MSMEs outside the US in mid-high income nations<sup>4</sup>
  - 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).

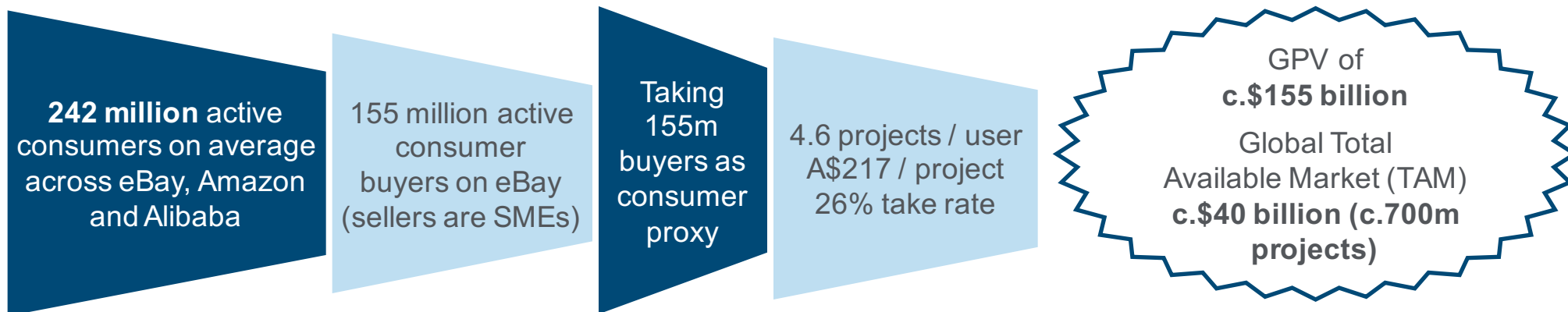
3. McKinsey Global Institute, "Two trillion and counting: Assessing the credit gap for micro, small, and medium-size enterprises in the developing world" (October, 2010).

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)



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

Source: Company reports.

1. Marketplaces revenue.

2. Based on analyst estimates.



# Estimated supply of professional labour in the developing world

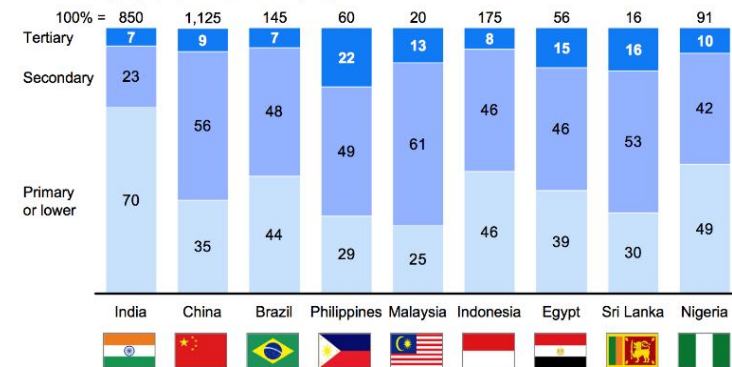
370 million people, or 10% of the 3.7 billion working age population in the developing world have a tertiary qualification

- 2010 global working age population: 3.7 billion, labour force: 2.9 billion<sup>1</sup>

| 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 <sup>2</sup> | 3,000–20,000 <sup>3</sup> | 3,000 | 7,000 | 25,000–50,000 <sup>4</sup> | 10,000–20,000 <sup>5</sup> | 20,000–30,000   | 30,000–45,000  |

- 2030 predicted global labour force: 3.5 billion<sup>1</sup>
- 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 annum<sup>3</sup>
- 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 people<sup>1</sup>



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

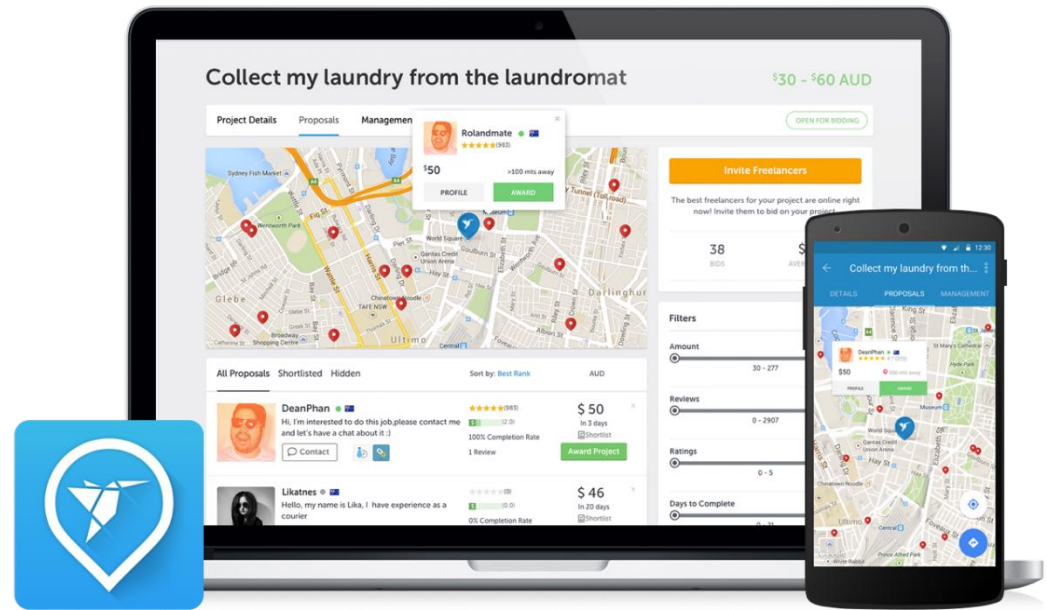
1. McKinsey Global Institute: The World at Work: Jobs, Pay and Skills for 3.5 Billion People (June 2012)  
2. McKinsey Global Institute, The Emerging Global Labor Market 2005, Part I: The Demand for Offshore Talent in Services  
3. Accenture Institute for High Performance: Where will all the STEM talent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

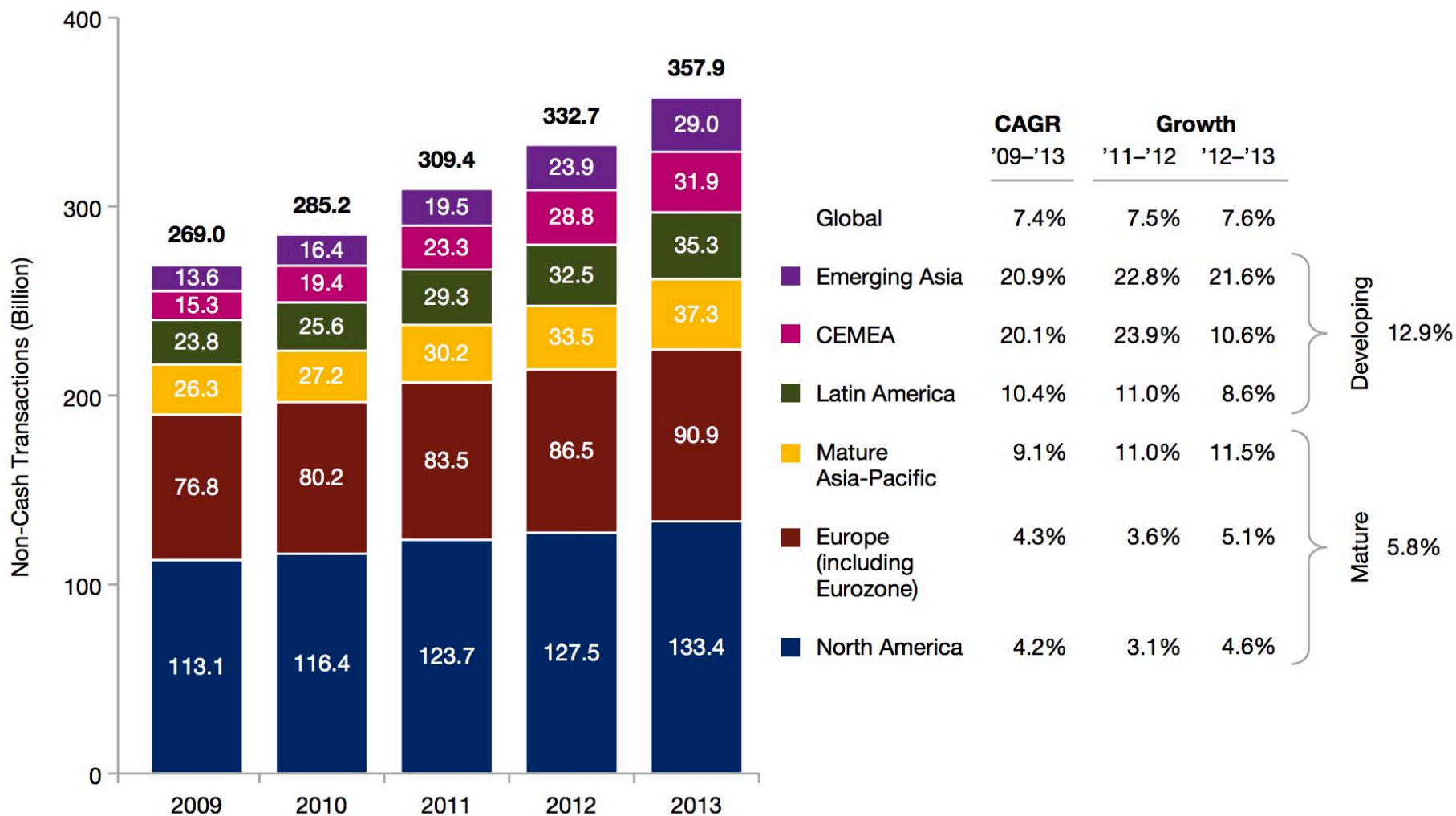
- Online services is already a huge market, with enormous future potential
  - McKinsey Global Institute has estimated that “160 million jobs, or about 11% of the projected 1.46 billion services jobs worldwide, could in theory be carried out remotely, barring any constraints in supply”
- In the US alone, the temporary labour market is estimated to be on the order of \$100 billion<sup>1</sup>
  - MBO Partners<sup>2</sup> 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<sup>4,5</sup>



1. <http://www.theverge.com/2012/7/23/3177860/taskrabbit-13-million-fund-in-gig-economy-labor-market-early-d-one-exec>  
2. [http://info.mbopartners.com/rs/mbo/images/2013-MBO\\_Partners\\_State\\_of\\_Independence\\_Report.pdf](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-amazon-com-incs-home-service.asp>  
4. [http://www.nytimes.com/2015/04/13/technology/amazon-qoo-qle-and-more-are-drawn-to-home-services-market.html?\\_r=0](http://www.nytimes.com/2015/04/13/technology/amazon-qoo-qle-and-more-are-drawn-to-home-services-market.html?_r=0)



# 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)



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