

**Matt Barrie**Chief Executive Officer

investor@freelancer.com

# Powering the world's entrepreneurs & commerce







#1 Online Services Marketplace Over US\$4.5 billion in jobs awarded

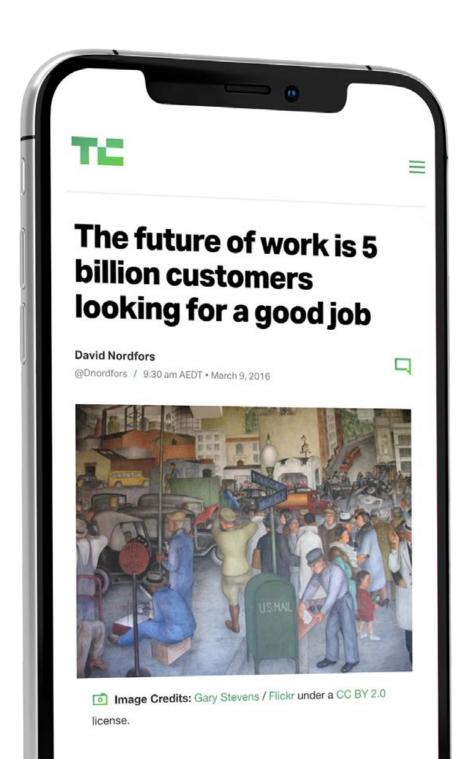


#1 for Secure Online Payments
Over US\$4.5 billion in
transactions

Freelancer Limited (ASX:FLN)

# **Freelancer.com** is your partner in the new world of work..





# .. solving a trillion dollar problem













## Make it real.

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

This architectural design cost and took 12 days to make





# Change lives.

"Coming from a third-world country and the smallest in West Africa where opportunities are very limited, Freelancer.com has helped me expand globally by helping me make a living from something that I really have a passion for, design."

#### **Sulayman Sanyang**

Video & Motion Graphics Banjul, Gambia



5.0/5.0 rating, 24 reviews





## **Create the Future.**



https://www.freelancer.com/contest/Create-a-design-for-the-rumored-Apple-Electric-Car-159251

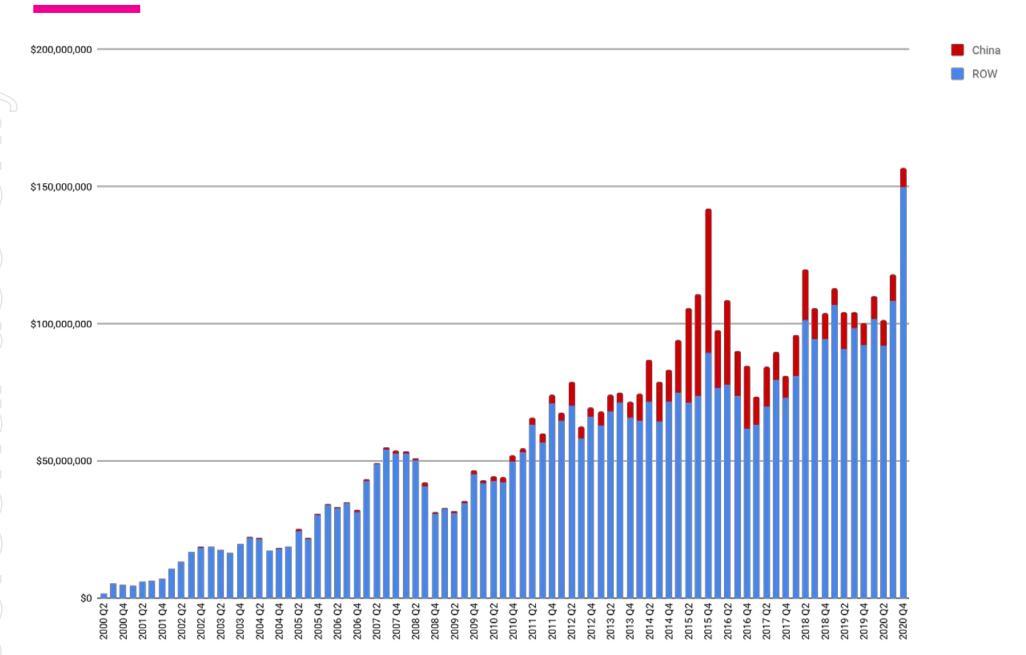


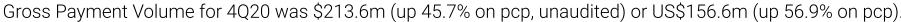
## 4Q20 Freelancer Group Results

- Group GPV (unaudited) in 4Q20 all-time record of US\$191.8 million (up 47.5% on pcp) or AU\$261.8 million (up 37.7% on pcp). In 4Q20:
  - Freelancer GMV second highest on record (after 3Q20) of US\$25.9m (up 20.0% on pcp) or AU\$35.5m (up 12.3% on pcp)
  - Escrow GPV an all-time record US\$156.6m (up 56.2% on pcp) or all-time record AU\$213.6m (up 45.7% on pcp) not eBay.
  - Escrow GPV ex-China all-time record of US\$149.8 million (up 62.6% on pcp)
- In Australian dollars, currency was a 7% headwind for the quarter on pcp as the AUD appreciated from an average of 0.6838 to 0.7314
- Positive operating cash flow in 4Q20 \$0.1m, FY20 \$7.9m
- Cash & cash equivalents at \$34.4 million (up 7% on pcp)



## Escrow.com quarterly Gross Payment Volume (GPV) US\$







## 4Q20 Freelancer Group Results

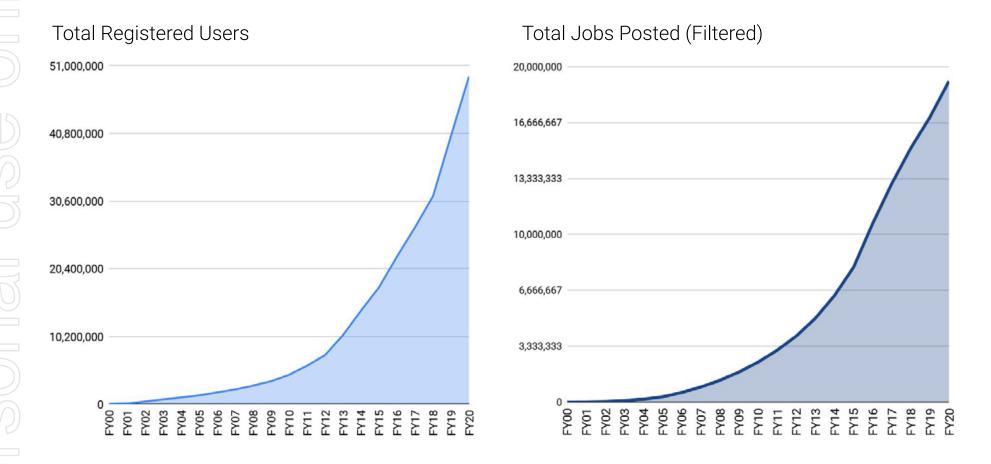
- Group Net cash receipts for 4Q20 at AU\$14.3 million (down 0.9% on pcp)
- Escrow cash receipts were US\$1.7m (up 46.5% on pcp)
- Freelancer cash receipts were AU\$11.9m (down 6.1% on pcp), US\$8.7m (up 0.4% on pcp)
  - Adjusted for \$1.1m in overdue funds received in early Jan 21 for engineering services delivered in 4Q20, total receipts would be up 10.0% in USD equivalent.
  - Also adjusted ex-Startcon conference, receipts would be up 13.1% in USD eq. Startcon FY19 receipts AU\$675k, runs at a loss & did not run in FY20. This beneficially contributed approximately AU\$594k to EBITDA in FY20.
  - Membership fees in 4Q20 was a negative contributor, primarily due to bid limiting efforts causing plan downgrades (down AU\$237k or ~2% of receipts).
  - Core fee lines on par with GMV including project fees up 19.3%, transaction fees up 15.0%, FX up 21.0% 4Q20 in USD on pcp

Freelancer, Escrow and the Group were all profitable in 4Q20 and 2H20 (unaudited)



### The Group completed 4Q20 with 51m users and 19m jobs

9.1 million registered users and 2.2 million jobs were added to the group in FY20



1.Number of user accounts, and jobs (projects/contests posted) in the Freelancer marketplace as at 31 December 2020. User, project and contest data includes all users and projects from acquired marketplaces. Prior to 2009, all data is from acquired marketplaces. Jobs Posted (Filtered) is defined as the sum of Total Posted Projects and Total Posted Contests, filtered for spam, advertising, test projects, unawardable or otherwise projects that are deemed bad and unable to be fulfilled. Includes Escrow.com unique users.



## Now ranked #1190 globally for web traffic

Estimate ? Alexa Rank This site ranks: In global internet traffic and engagement #1,190 over the past 90 days Alexa Rank# Today 90 days ago Note that this is only freelancer.com and does not include #1,968 #1,190 52 other regional websites like freelancer.in



<sup>1.</sup> https://www.alexa.com/siteinfo/freelancer.com

## FY20

Compared to FY19 (pcp - unaudited).

51%

INCREASE IN WEB TRAFFIC

85%

INCREASE IN DIRECT WEB TRAFFIC

22%

INCREASE IN REGISTERED USERS

35%

**NEW 5-STAR FREELANCERS** 

2.2m

INCREASE IN POSTED JOBS

9%

DECREASE IN ACQUISITION COST PER JOB

20%

INCREASE IN NEW FREELANCERS EARNING (CHANGED LIVES) 44%

INCREASE IN GMV FROM HOURLY JOBS















# 53

### Regional Websites



34 Languages

#### Languages

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

# 39

### Currencies

**Currencies** 

USD	CNY
NZD	DKK
AUD	VND
GBP	AED
HKD	ARS
SGD	BDT
PHP	COP
EUR	PKR
CAD	CHF
ZAR	HUF
INR	ILS
JMD	KRW
CLP	NOK
MXN	QAR
IDR	RON
MYR	RUB
SEK	SAR
JPY	THB
PLN	TRY

**BRL** 





## Freelancer Statistics

Freelancer is changing lives around the world, whether it be for entrepreneurs, small businesses or large organizations. We provide easy access to talented freelancers from all around the world, who offer a wide range of services at competitive prices.

50m+

TOTAL REGISTERED USERS 19m+

TOTAL JOBS POSTED

68%

OF PROJECTS
RECEIVE BIDS IN
UNDER 60
SECONDS

26

AVERAGE BIDS PER PROJECT



# Covid-19 is the new member of the C-suite responsible for digital transformation

"As of May 2020, 94% of the global workforce lives with active workplace closure measures (ILO)."\*

"A new McKinsey survey finds that responses to COVID-19 have sped the adoption of digital technologies by 3 to 10 years — and that many of these changes could be here for the long haul."\*\*

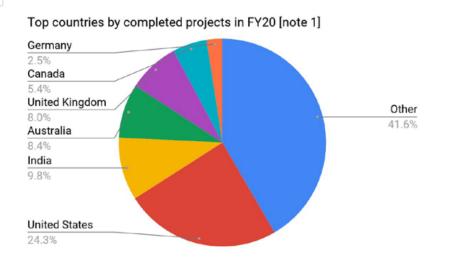
<sup>\*\*</sup> McKinsey, October 2020: "How COVID-19 has pushed companies over the technology tipping point—and transformed business forever" <a href="https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/how-covid-19-has-pushed-companies-over-the-technology-tipping-point-and-transformed-business-forever#">https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/how-covid-19-has-pushed-companies-over-the-technology-tipping-point-and-transformed-business-forever#</a>



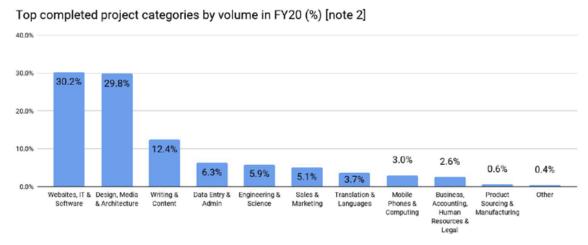
<sup>\*</sup> Harvard Business Review, July 2020: "What Would It Take to Reskill Entire Industries?" <a href="https://hbr.org/2020/07/what-would-it-take-to-reskill-entire-industries">https://hbr.org/2020/07/what-would-it-take-to-reskill-entire-industries</a>

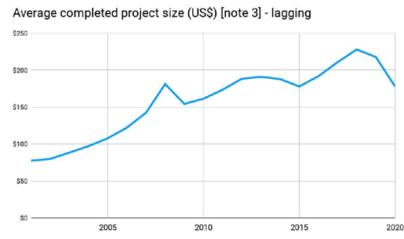
## Marketplace dynamics FY20

### "Every job, every country, every language, every currency, at any time"



- Over 1,800 job categories as diverse as Aerospace Engineering, Biotechnology, Sales, Manufacturing, Mechanical Engineering
- Complexity & sophistication growing each year
- Average completed project US\$178 in FY20<sup>3</sup>. Note that this graph is lagging and this number will rise as further payments can increase over time for projects. Drop attributed to influx of supply & rookie demand.





- 1. Based on the number of completed projects in FY20.
- 2. Based on the value of project payments for projects that were posted in FY20.
- 3. Average amount paid per completed project. Note that this number can continue to rise as further payments are made on these projects over time.

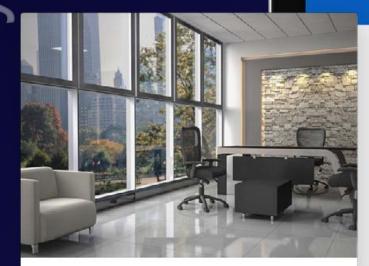


### Freelancer is the lowest cost & largest cloud labour platform

- Access the world's largest on-demand elastic cloud workforce of 50m users in 247 countries, regions & territories with over 1800+ skills, speaking 34 languages and transacting in 39 currencies.
- No crowdsourcing platform globally has the liquidity of Freelancer.com.
- **For clients** it's free to post your job, free to review receive obligation-free quotes, free to chat with freelancers and review samples of work, portfolios etc.
  - 3% project commissions paid by clients when a project is awarded and accepted.
- **For freelancers** it's free to view projects posted, free to bid on projects, free to chat to clients, free to fill in your profile, upload your portfolio & provide samples of work.
  - 10% project commissions paid by freelancers when a project is awarded and accepted
- Try it today by posting your job for free.



## Projects



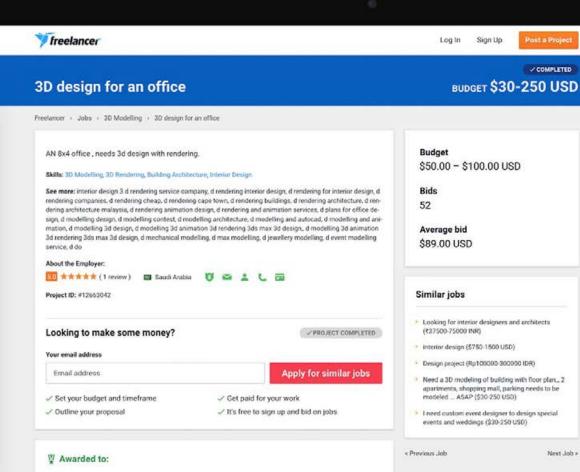
3D design for an office

By rajdesigner7031

\$88.00 USD

68%

OF PROJECTS RECEIVE BIDS WITHIN 60 SECONDS



\$88 USD in 4 days

6.1 G mmm

45 ★★★★★ (40 Reviews)

rajdesigner7031 ==

Office) Exterio [ More ]

Hi, I am Raj Gautam, Architect. My specialization

in 3D Architectural . I have 11 years Experience, I

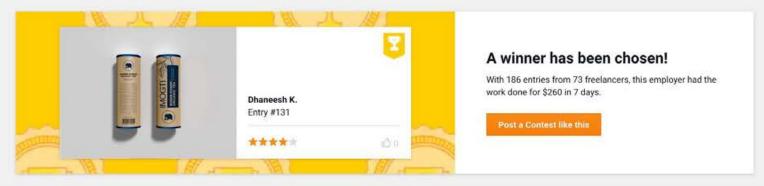
offer you 3D Photo realistic rendering quality service. Please visit my 3D (Commercial/Building-

#### Product Design Template for new Product Line organic healthy tea

\$260 USD

Description

Entries





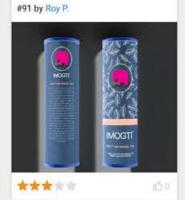






















This packaging design cost and took 7 days to make

\$260 USD

## Contests

Get the perfect design by crowdsourcing your ideas to millions of freelancers

The larger the prize, the better the entries, and freelancers dynamically adapt their style to suit your feedback.

Unmatched liquidity:

1,200,000+ entries per month

~12,000,000 entries per year from

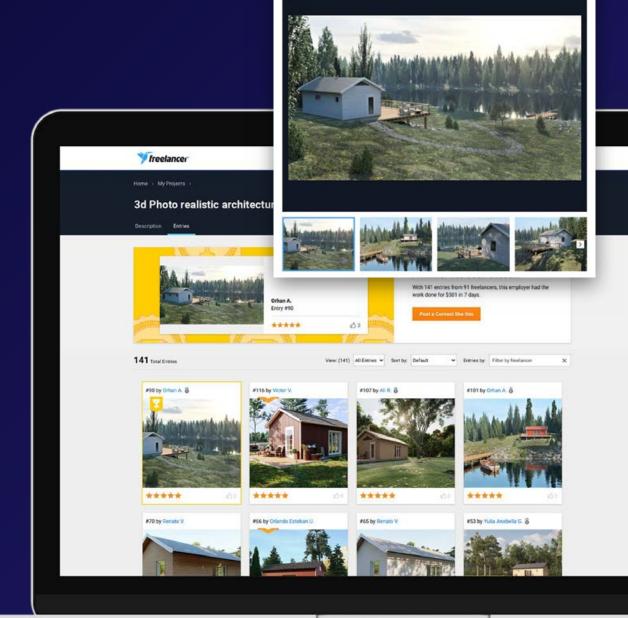
1,500,000+ participants per year

87%

OF CONTESTS
RECEIVE
ENTRIES IN 1
HOUR

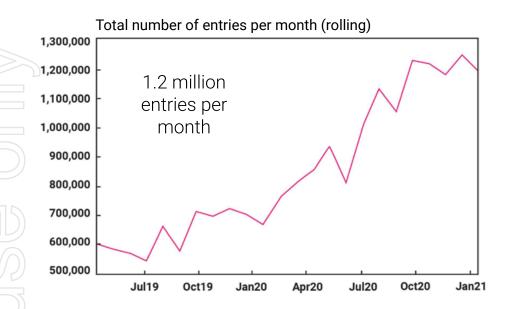
260

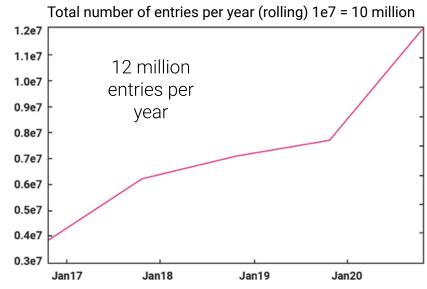
AVERAGE ENTRIES PER CONTEST

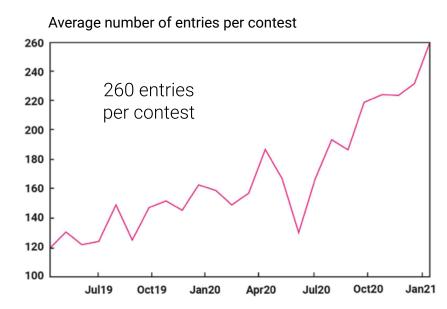


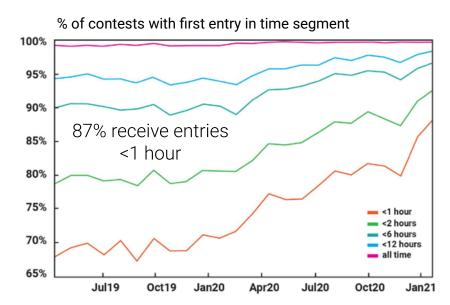
Entry #90

### Contests













This 3D shop design for Uniqlo cost and took 14 days to make

\$200 USD

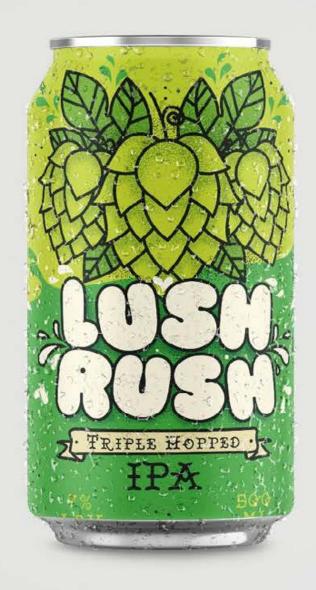


and took 28 days to make



This 3D model cost and took 8 days to make

\$340 USD





This packaging design cost and took 14 days to make

\$300 USD



This website design cost and took 13 days to make

\$140 USD







#### **Deloitte**

This **Telecommunications Infrastructure** project cost

\$1,500

and was done in

2 weeks

# Deloitte.

70 page report researching national broadband landscape and solutions.





Mccall, United States (3) It's currently 2:23 pm here

Joined October 2, 2016

99 2 Recommendations

Matthew S. @norsedeuce 😳

Ghostwriter | Editor | Article Writing Pro

四 ★★★★★ (70 reviews) 7.2 S #101010101

Jobs Completed On Budget 100% On Time Repeat Hire Rate

I've made a life out of collecting experiences, and I draw upon those experiences anytime I help you tell your story. I have a long history (20 years) of academic work and am comfortable working in most disciplines. My literature and writing degrees, in addition to graduate work in education and environmental science, attest to my knowledge. As head of an environmental non-profit and busy freelancer, I pride myself on my organization and attention to detail. I've written for multiple publications and in multiple formats-in addition to a long history of creating and managing online and written content for multiple small businesses-and would like to put those skills to work for you.

I also believe very strongly in collaboration to ensure you get the highest quality work. If it's not exactly what you want, then it's not what I want to give you. I'm eager to help you develop your voice and presence, and I look forward to working with you and answering any questions you might have!



This **Andon Manufacturing Consulting** project cost

\$21,000

and was done in

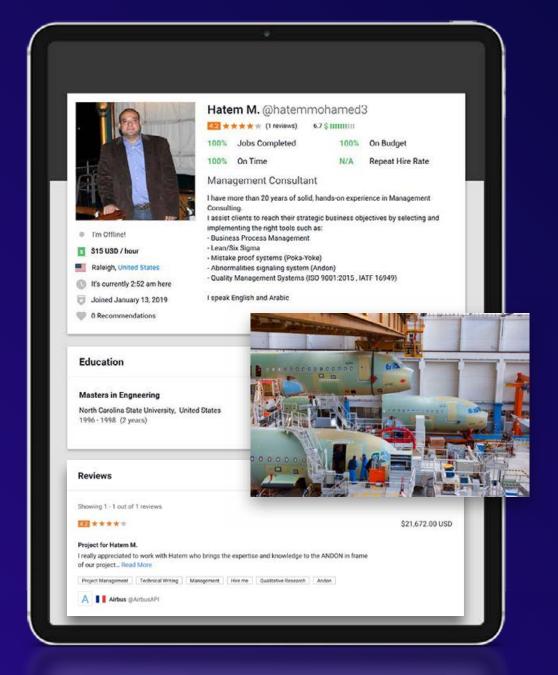
3 months

# **AIRBUS**

Main Industrial Architect Cross Program for Airbus Helicopter Main Component Assembly Manager for Airbus Helicopter

Airbus told it this would usually take them a 3 month RFI process plus 5 months of work, costing around \$200k.







# **Fujitsu**

This **Combinatorial Algorithm** project cost

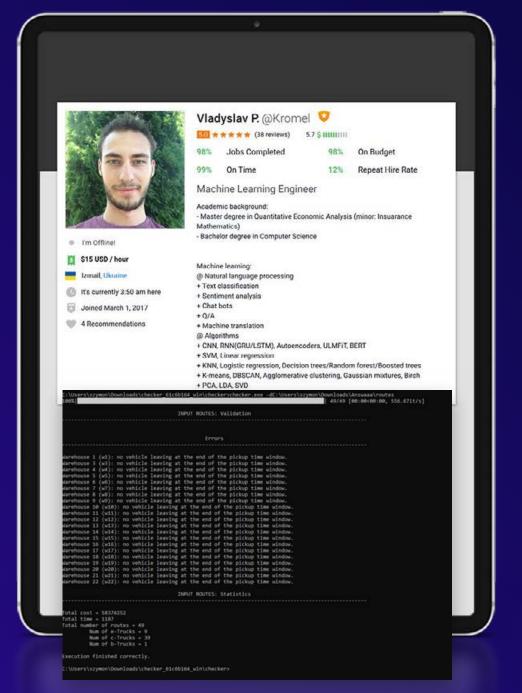
\$300

and was done in

1 week



Fujitsu told us that their solver technology cost \$50,000 to solve this problem and was within 2.3% of this solution.





We push the boundaries of human innovation

NASA and Freelancer have been working together since 2015 to crowdsource solutions to the most complex problems being faced by astronauts on the cutting edge of space exploration.

6,355

FREELANCERS PARTICIPATING

137

COUNTRIES PARTICIPATING

14,025

DESIGNS TO DATE

"[NASA saw] extraordinary cost-savings (80-99%) when compared to traditional methods... implemented.. 97% across a wide range of federal space programs"\*



http://freelancer.com/nasa





In June 2020,
Freelancer.com jointly
won the US\$25 million
NASA Open Innovations
Series 2 tender.



National Aeronautics and Space Administration Lyndon B. Johnson Space Center 2101 NASA Parkway Houston, Texas 77058-3696



June 1, 2020

Reply to Attn of: BH4-20-085

Freelancer International Pty Limited ATTN: Robert Matthew Barrie, CEO Level 20, 680 George St Sydney NSW 2000 Australia

Subject: RFP 80JSC020R0030, Source Selection Notification, NASA Open Innovation
Services 2 (NOIS2)

Congratulations on your selection for award of the NOIS2 Contract. A copy of the source selection statement that describes the basis for this selection is enclosed.

A Post-award Conference will be conducted in the near future to present the overall contract requirements and to introduce the team members. NASA will contact you regarding a date and an agenda for the conference.

If you would like to request a Post-award Debriefing, please contact the undersigned in writing within 3 days after receipt of this notice. Written requests should be sent electronically via email

request is not received, a debriefing may not be provided. If a debriefing is requested, please include a list of attendees (name, title, and company). Please limit the number of your team's representatives to no more than six (6) attendees. It is the Government's goal for the debriefing to occur within five days after receipt of a written request. The rules governing Post-award Debriefings are described in FAR 15.506, Post-award debriefing of offerors.

One electronic copy of your proposal will be retained in the permanent contract file, and all remaining copies will be destroyed.

If you have any questions regarding the content of this letter, please contact the undersigned at



Enclosure NOIS2, Source Selection Statement

First challenge won: **No-outage testing of hydropower generation transformers** for the US Bureau of Reclamation valued at US\$365,000 - launch in 2021.







### MANUFACTURING INNOVATOR CHALLENGE

The U.S. Department of Energy (DOE) and Freelancer.com have teamed up to help crowdsource solutions to increase manufacturing energy productivity in the U.S.

http://www.freelancer.com/doe







# SINNOVATION CHALLENGES

Novo Nordisk and Freelancer.com have teamed up to help crowdsource solutions to **defeat diabetes** and other serious chronic conditions.

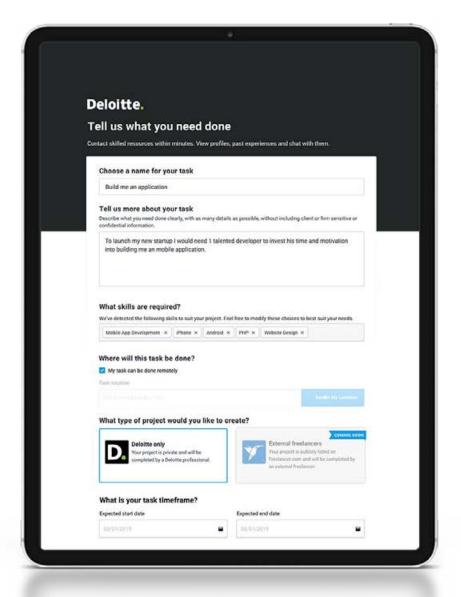
http://www.freelancer.com/novo-nordisk



# Deloitte.

# **Deloitte MyGigs**

- Enables Deloitte consultants globally to more efficiently match skills set with opportunities
- Provides greater visibility into projects and resource needs
- Over 20,000 consultants onboarded and 100,000 hours posted
- Expanding to over 50,000 users
- Deloitte's goal: 20% of all US consulting projects through MyGigs



# Deloitte.

"We accelerated the launch of the MyGigs Platform, a self-service short-term staffing app connecting our internal talent pool to open project opportunities, in an effort to create the #1 remote talent experience. Since March 2020, **the number of gig workers has more than doubled** to a total of 16,800 and the number of job posts has increased by 10x for a total of 100k hours. As we begin to navigate the "new normal," we will focus on **onboarding another 35,000 internal resources** and drive to delivering 20% of all projects\* through this platform. MyGigs is **changing the way we deliver work** on our projects to our firm, our clients, and our society!"



Nishita Henry,
Chief Innovation Officer @ Deloitte

\* US Consulting projects

# WDVV

Guides innovation for over 200,000 leading technology manufacturers and service providers

Arrow Electronics (NYSE:ARW)

Ranked #110 in 2020 Fortune 500 with revenue of US\$29 billion

#### **ArrowPlus powered by Freelancer**

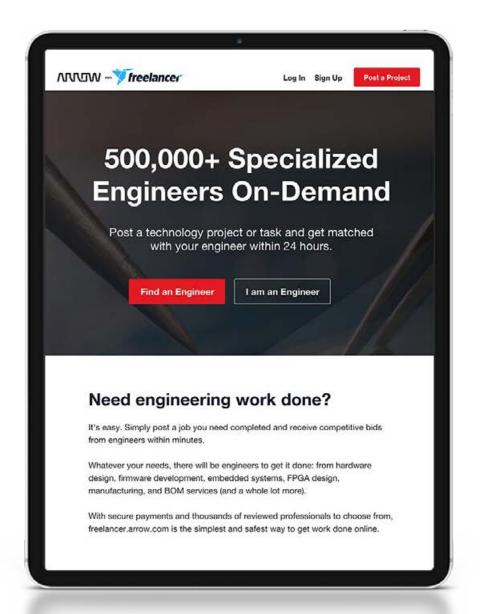
solves technology problems spanning consumer electronics, transportation, healthcare, industrial, Internet of Things (IoT), telecommunications, biomedical, cloud security, firmware, hardware, and connected products.





# Next year's new electronics products are just a click away.

- Ideation & prototyping
- Analog & digital design
- Printed circuit board design
- Bill of Materials (BOM) part selection
- Custom requirements to product delivery
- Component consolidation and cost reduction
- Redesign for smaller size
- Documentation & translation
- Development of firmware, drivers & middleware
- Real-time embedded software development
- Integrated circuit design
- Manufacturing







# Natural Disaster Innovation Contest

**ArrowPlus powered by Freelancer** and IBM teamed up to crowdsource solutions helping improve community well-being through during natural disaster.

https://freelancer.arrow.com/ibm/









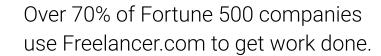


















Private Talent Cloud and Success Managers ensure quality work delivery.









- No access or signup fees
- No compulsory monthly or annual subscription fees
- No fees to post a project or set up an account
- The 3% commission is waived for volume customers.















NASA saw "extraordinary cost savings" of 80-99%\*.

<sup>\*</sup> Surprising Results from Large Crowds Using Micro-Purchase Challenges - Using Contests on Freelancing Communities to Source Innovative, Impactful and Cost-Effective Solutions.

https://innovationscienceguide.org/resources/surprising-results-from-large-crowds-using-micro-purchase-challenges-using-contests-on-freelancing-communities-to-source-innovative-impactful-and-cost-effective-solutions



#### Freelancer Enterprise

- Enterprise GMV grew 62% quarter on quarter in 4Q20 (from 3Q20).
- We closed a further Masters Services Agreement with a global computer company to expand a multi-country pilot in computer & printer repair from Indonesia to India as a second country, with more countries to join in 1Q21 (see <a href="https://www.freelancer.com/globalfleet">www.freelancer.com/globalfleet</a>). Freelancer operations expanded to India.
- Expansion continues with a \$150B consumer goods corporation with average cost savings continuing to exceed 10x against previous supply chains in categories such as research papers, report writing, ideation, design, presentations and web development.
- Signed SOW with a \$70B multinational outsourcing firm committed to spend over \$1m in GMV in 2020.
- Accelerated roll-out from an initial US\$250k pilot to four additional workflows, including custom platform enhancements for a \$100B multinational IT company.
- Closed a half million dollar/annum (revenue) licensing deal for the core Enterprise product commencing immediately.
- Signed MSA and started pilot in the United Kingdom with a global telecommunications company for 5G roll-out.

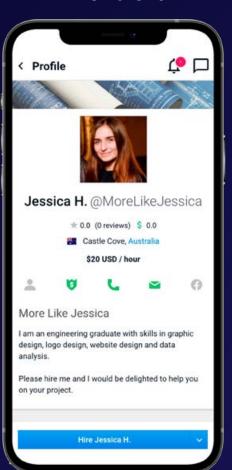


#### Freelancer Enterprise

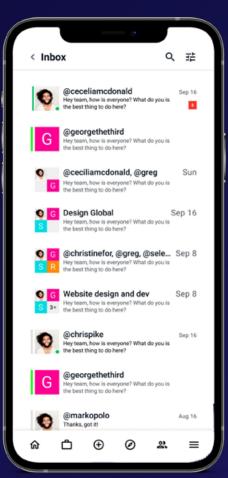
- Won first NASA task order under the US\$25M jointly won tender, for US\$365,000 for the US Bureau of Reclamation which will result in two global challenges, one of which will have a prize pool of US\$265,000 and grand prize of US\$100,000- the largest prize ever on Freelancer.com.
- Closed \$1.1m engineering services contract to build customer workflow integrations for scale. In enterprise engineering in 1Q21 will be working on services engagements with six customers with other accounts in active negotiation.
- Hosted a virtual conference on the Future of Work, attended by 95 corporations, with the Egyptian Government and Udacity.
- Expanded the enterprise sales & operations teams in UK, Canada & Australia.
   Launched operations in India.
- Hired Chris Whittock to run the core enterprise product group. Chris is a seasoned staffing executive with leadership roles at Kelly OCG, Randstad, Manpower & Adecco.
- Pipeline continues to grow.

For the first time, users can access every Freelancer feature from the convenience of their mobile device, whilst ensuring existing users have a world class experience on mobile. Live for mobile web, in beta for iOS and in beta for Android by end of 1Q21.

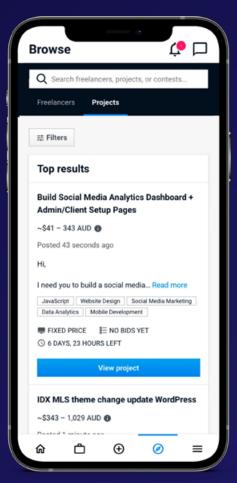
#### **Hire Talent**



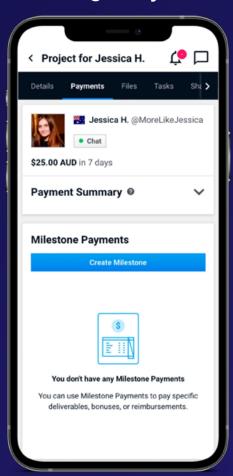
#### Collaborate



#### **Find Work**



#### **Manage Projects**



#### Managed Services

Our elite managed services teams operate 24x7 to help you work with the top 1% of our talent. They ensure that your projects get done smoothly, on time and on budget.

**Recruiter** • Preferred Freelancer Program

18%

GROWTH IN RECRUITER PROJECTS IN 4Q20 ON PCP 18%

GROWTH IN PREFERRED TALENT IN 4Q20 ON PCP

1389

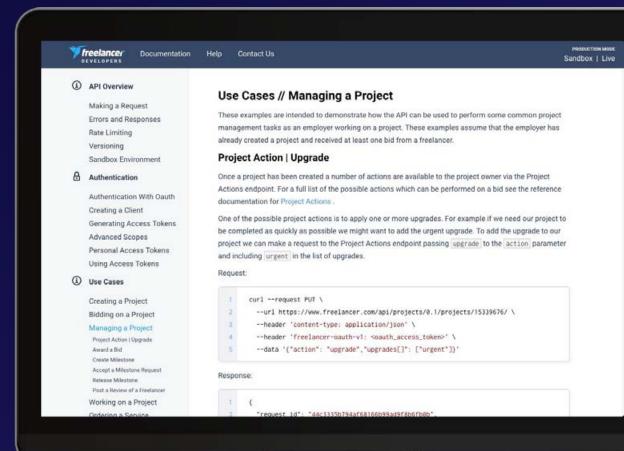
5 STAR RATINGS FOR OUR RECRUITER TEAM IN 4Q20



#### Freelancer API

Freelancer is a game-changer for entrepreneurs, small businesses, and large organisations. We provide easy access to talented freelancers from all around the world, who offer a wide range of services at competitive prices.

Make an API call to the cloud workforce from your website, app or software



Built by developers, for developers. www.freelancer.com/api Automate your workforce at scale across the globe while cutting costs.

A perfect companion to Freelancer Enterprise customers.



#### Freelancer Global Fleet

Delivering expertise anywhere in the world at scale - on demand.

The world's largest network of freelancers combines with the world's best on-demand vehicle-routing and management platform.

We empower enterprises building and operating global fleets of professional talent.

- Photography
- Computer repairs
- Transport maintenance
- Billboard flyovers
- Property listings
- 5G site selection & installation
- Metro delivery & freight
- Other field services tasks





#### Senior Management Team | Freelancer

#### Specialists in growth, finance, operations, infrastructure, international execution, compliance and engineering



Neil Katz Chief Financial Officer B Com (Hons) ACA EPGC (Stanford)



Jun Yao Vice President, Engineering BE (Automation) MSc PhD (Computer Science)



Adam Byrnes Vice President, Product & Growth BE (Electrical) (Hons I) / BSc (Adv) (Physics)



Thomas George Director, Compliance B Com, Dip Law (LPAB)



Sarah Z. Tang Vice President, Enterprise MSc / MA (Wien) MA BCom (Queens)



Sebastián Siseles Vice President, International JD (University of Buenos Aires) / MBA ( Pittsburgh) / Marketing Diploma (FAECC, Argentina)

Neil Katz is the Chief Financial Officer at Freelancer and is responsible for the finance and administration functions of the Company. Neil has over 20 years experience in finance, accounting and general management. Neil has held CFO roles at a number of technology companies, including IPscape, Threatmetrix. Sensory Networks and Aptrix.

Jun Yao is the Vice President of Engineering at Freelancer. He is responsible for leading the global engineering teams, defining and executing the company's long-term technical roadmap. Jun has extensive experience in software engineering, and his areas of expertise include application and system designs. computer networks, information security and relational databases.

Adam Byrnes is responsible for product leadership at Freelancer. He advises on the product direction and strategy of the Freelancer marketplace, and provides mentorship to other product managers in the business. Adam holds first class honours degrees in Advanced Physics and Electrical Engineering from the University of Sydney

Thomas George is the Director and Head of Compliance at Freelancer. Thomas oversees the overall compliance environment within the Company. In this role. Thomas is responsible for the development and maintenance of the governance and compliance risk programs to support the business. Before joining Freelancer, Thomas worked for American Express as Director of Compliance.

Sarah Z. Tang is the Vice-President of Enterprise, where she oversees the go-to-market strategy and engagements with Freelancer's Fortune 500 clients. She is a Canadian National Merit Scholar and on SIA's 2017 Global Power 50 most influential women's list. She collaborates closely with NASA and Harvard Business School / Lab of Innovation Science on publications and thought-leadership to advance the crowdsourcing and human cloud industry.

Sebastián Siseles is responsible for creating, communicating, maintaining, and aligning the company's international expansion strategy for long-term. An Argentine entrepreneur with an MBA from the University of Pittsburgh, Sebastián has a background in law specialising in corporate finance and M&A.



#### **Board of Directors**

#### Technology focused entrepreneurial board with successful exits to major global corporations.



#### BE (Hons I) BSc (Hons I) GDipAppFin MAppFin MSEE (Stanford) GAICD SEP FIEAust

Matt Barrie is an award winning technology entrepreneur. Matt was Adjunct Associate Professor at the Department of Electrical and Information Engineering at the University of Sydney where he taught Cryptography for fifteen years and, later, Technology Venture Creation. He is the co-author of over 20 US patent applications. Previously he founded and was CEO of Sensory Networks Inc., a vendor of high performance network security processors which sold to Intel Corporation (NASDAQ:INTC).



#### BSc (Hons I) PhD (Computer Science) MAICD

Darren transitioned from Executive Director and Chief Technology Officer of Freelancer to Non-Executive Director in late 2015. In his time as an executive he was responsible day-to-day for strategic leadership of the company's operating and technical direction. Darren has experience in computer security, protocols, networking and software. Prior to joining Freelancer, Darren was a co-founder of Sensory Networks, where he held the roles of Chief Technology Officer and subsequently Chief Executive Officer. In 2013 Sensory Networks sold to Intel Corporation (NASDAQ:INTC).



Simon is a founding investor of Freelancer. Simon has more than 17 years experience in high growth technology businesses in both Australia and the United States. His technical expertise includes proficiency in multiple software development languages, computer security and vulnerability analysis, and he is co-author and inventor of a number of technology patents. Simon founded and was CEO of PC Tools, which he grew to over \$100 million in revenue, more than 250 employees and offices in 7 countries. PC Tools was acquired by Symantec Corporation (NASDAQ:SYMC) in October 2008 in one of Australia's largest ever technology acquisitions.



# 2019/2020 Awards | Freelancer.com



#### **Gold Stevie**

Communications, Investor Relations or PR Executive of the Year: Sebastian Siseles

The International Business Stevie Awards 2019



#### **Gold Stevie**

Executive of the Year: Matt Barrie - for Business or Professional Services

The International Business Stevie Awards 2019



#### **Gold Stevie**

Technical Innovation of the Year: At Organizations with up to 1,000 Employees

The International Business Stevie Awards 2019



#### People's Voice Award

**Employment Website** 

23rd Annual Webby Awards 2019



#### **Gold Stevie**

Innovative Management in Technology Industries (for more than 100 Employees)

The Asia-Pacific Stevie Awards 2019



#### **Gold Stevie**

Innovation in Technology
Management, Planning &
Implementation
(for Other Service Industries)

The Asia-Pacific Stevie Awards 2019



#### Official Webby Honoree

**Best Employment Website** 

24th Annual Webby Awards 2020



#### Silver Stevie

Award for Innovative Management in Technology Industry

The Asia-Pacific Stevie Awards 2020



#### **Silver Stevie**

Award for Excellence in Innovation in Technology Industry

The Asia-Pacific Stevie Awards 2020



#### Silver Stevie

Award for Innovation in Technology Management, Planning, and Implementation

> The Asia-Pacific Stevie Awards 2020



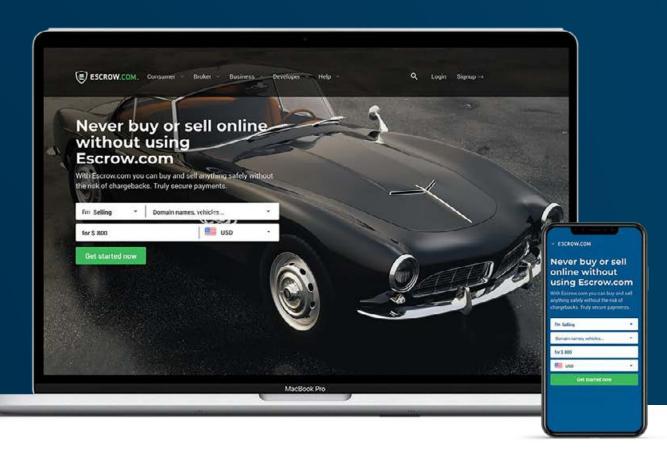
#### **Bronze Stevie**

Most Innovative
Communications Professional
of The Year : Helma Kusuma

The Asia-Pacific Stevie Awards 2020







Online payments that powers the world's trade. Inspect goods & services before releasing funds.

OVER US\$4,500,000,000 IN TRANSACTIONS SECURED SINCE 1999

# Most payments innovation revolves around trying to buy a cup of coffee



rather than selling anything of real value, like a car





**CARS** 



BOATS



**AIRPLANES** 



**MOTORCYCLES** 



**DOMAINS** 



**(** 

**COLLECTIBLES** 



**COMPUTERS, TV & HIFI** 



**MACHINERY & ROBOTICS** 



**ANTIQUES** 



**NETWORK EQUIPMENT** 



GEMSTONES & JEWELRY



**GENERAL MERCHANDISE** 



**HEAVY EQUIPMENT** 



**INTELLECTUAL PROPERTY** 



IMPORT/EXPORT







**SERVICES & CONTRACTORS** 



**WEBSITES** 



**ELECTRONICS** 



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

# \$100 to \$100,000,000 USD, EUR, CAD, AUD support







2007 Robinson R44 securely sold through Escrow.com

Aerocruiser 1100 hovercraft securely sold through Escrow.com

Don Pedro houseboat securely sold through Escrow.com







Piper PA-23-250 Aztec F securely sold through Escrow.com

2012 Ferrari Scaglietti securely sold through Escrow.com

2004 Fountain 38 LX securely sold through Escrow.com

















# I use only

#### Escrow.com

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



1. Buyer and seller agree to terms



2. Buyer pays Escrow.com



3. Seller ships merchandise



4. Buyer accepts the merchandise



5. Escrow.com pays the seller

#### **Benefits of using Escrow.com**



#### **Increase Trust**

Allow your customers to transact on e-commerce, marketplaces & classifieds sites with higher trust & safety greatly reducing fraud and with no chargebacks, ever.



#### **Increase Liquidity**

Physical inspection & acceptance happen on delivery, meaning valuable items can ship across state or country lines before the transaction completes, allowing you & your customers to expand beyond local to global markets safely.



#### **Increase Fulfillment**

Greater liquidity means sellers can access more buyers and buyers more sellers, resulting in better choice, pricing and increasing the probability of a successful transaction.



#### **Increase Support**

Your customers benefit from our world class transaction support. Experienced Escrow.com personnel can check shipping documentation, title, liens, and more.



# ersonal

#### **Benefits of using Escrow.com**



#### **Increase Compliance**

Escrow.com provides "compliance as a service" performing know-your-customer & anti-money laundering verification for high value transactions.



#### **Increase Insights**

Escrow.com "closes the loop" providing insight into what happens to your customers after they match on your site.



#### **Increase Conversion**

Campaigns and ad targeting can run more effectively. Know which listings are up to date and which are expired, creating a more relevant experience for your audience.



#### **Increase Revenue**

Revenue share is available for volume partners of \$1 million per month or more.





Escrow.com has 51 financial services licenses granted or in-application (Hawaii, Nevada and the territories are the only US licenses remaining to file).

Four U.S. states do not require Escrow.com to hold licenses (Indiana, Massachusetts, Tennessee, Wisconsin).

Additionally Ecrow.com holds an Australian Financial Services License #501215 and is licensed as a MSB in Quebec, Canada #904468.

# The oldest, most trusted and licensed online escrow service in the world



# Cars, boats & airplanes are the perfect match for Escrow.com

Escrow.com solves trust problem



Buyer & seller have to physically meet to transact Seller accepting cards has to risk charge backs Buyer using cash or wire has to risk delivering cash safely and trust the seller to deliver a vehicle in good standing

With Escrow.com one can ship across state lines, physical inspection and acceptance happen on delivery.

Value-add services include:

- Checking shipping documents
  - Title collection
- Lienholder payoff
  - Lease swap arrangements
    Post inspection sale adjustments







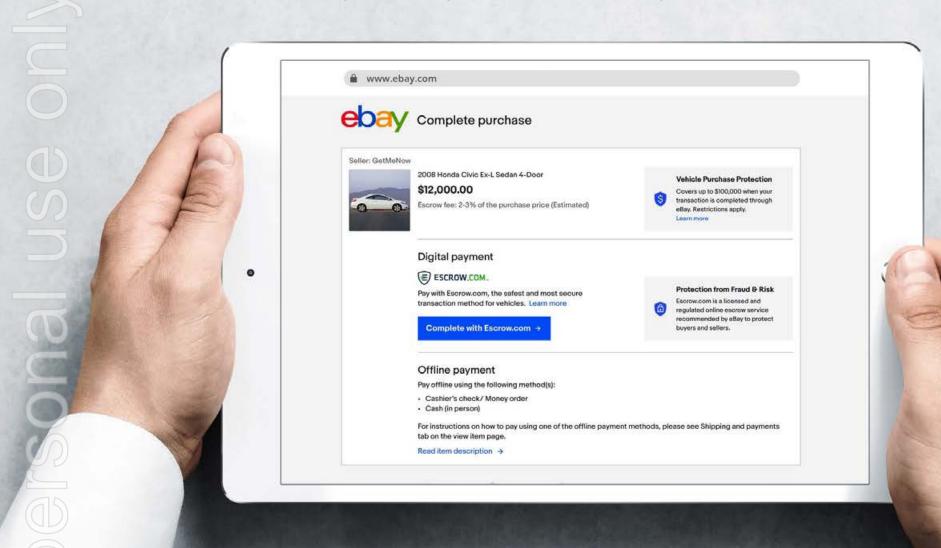
Escrow.com is the only online payment method for eBay Motors listings in the United States







**Escrow.com** is the only online payment method for eBay Motors listings in the United States



Escrow.com & eBay Motors' first transaction enabled the secure sale of a 1930 Ford Model A from Poway, California to Farmington, New York - a distance that would normally be complicated to transact over.



ESCROW.COM.

+

chay

eBay Watches has selected
Escrow.com as the
exclusive payment provider
for their new Authenticity
Guarantee service.



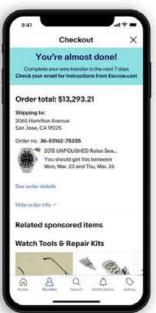


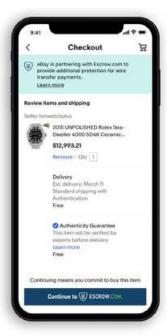
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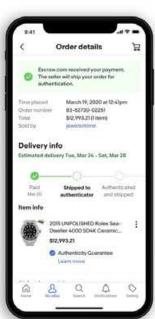


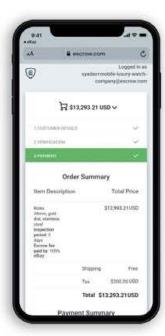
eBay Watches has selected
Escrow.com as the
exclusive payment provider
for their new Authenticity
Guarantee service.

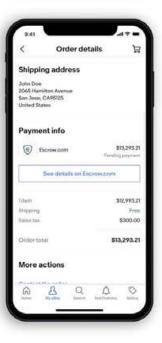




















<u>S</u>

## **Escrow.com** protects fine art, antiques, collectibles, watches, jewelry, gemstones from forgeries and fakes

Whether it's by Warhol, Picasso or Hirst, we've sold it securely through Escrow.com

Shipping documentation is tracked, and buyers receive & inspect the goods before accepting, opening up international markets and protecting against forgery and fakes

Andy Warhol "Queen Elizabeth Suite", "Mao" and "John Wayne" securely sold through Escrow.com





# Securely order and receive vital Personal Protective Equipment with Escrow.com

Secure transactions and confirm the quality of the product prior to releasing funds- in times of distress and when traditional supply chains have been disrupted.

arge orders of medical masks securely sold through Escrow.com





# only

## Industrial, network, construction & heavy equipment sold through Escrow.com

Transact beyond the local area to a global market

Sellers access more buyers, buyers access more sellers

Escrow.com makes it easier to agree to larger contracts

FANUC M710iC Industrial Robots securely sold through Escrow.com







## export simple

No expensive & complicated letters of credit

Removes need to perform customer credit checks

Automates payments to international suppliers

Increases competitiveness of exporters through facilitating supplier & customer diversity

Shipment of 28 Ford F250 securely sold through Escrow.com





# only

## Service contracts including freelancing through Escrow.com

We support milestone payments against a time or deliverables schedule

Ensure your last invoice gets paid

Medical solar system installation in Yuba City, CA securely sold through Escrow.com







SNAPCHAT.COM









SPACEX.COM

TWITTER.COM

INSTAGRAM.COM

FREELANCER.COM







FOURSQUARE.COM



WECHAT.COM



SLACK.COM



CHROME.COM



WARRIORFORUM.COM



WORDPRESS.COM

GMAIL.COM



MEDICARE.COM



LOTTOLAND.COM



DATING.COM



AWS.COM, PRIME.COM



OUTLOOK.COM



FASHION.COM



INTERNETBRANDS.COM



CENTURION.COM



HULU.COM



ORBITZ.COM



UPWORK.COM

All these domains, and tens of thousands more sold through Escrow.com



**Escrow.com** is where the **Internet** is bought and sold





#### The Escrow.com Platform API

With no minimum fee and priced as low as 0.89%, integrate Escrow.com into your website, mobile app, classified site or marketplace.





#### **Beautiful Docs**

Our step-by-step integration guides, code examples and centralized API reference make it simple to understand and easy to integrate so your can spend less time writing code.



#### **Real-time Insights**

Stay up to date on the progress of each of your transactions through our portal or use our webhooks to get real time granular updates on the progress of each transaction.



#### Versioning

Time to take control of your roadmap – your integration will work the same as it does today as it will tomorrow.



#### **Developers First**

With a new developer portal, interactive documentation, and real-time dashboards, we are putting developers first. We can't wait to see what your build!

#### ESCROW Offer

Escrow Offer empowers buyers and sellers to negotiate a price for domain names, cars, boats, aircraft or any high-value item online.

ESCROW.COM.	Make Offer with Escrow.com	
Make Offer for 2008 BMV  MINISTRAL ADDRESS  Instructional SHARE  MINISTRAL ADDRESS  MINIS		
CANT PART   Naja brawn for \$1000 ALES (IRE)	ffers for 2008 BMW 328	
0	itters for 2008 blviw 328	A1
Offers  Mr. Jack Brown Om 94 33000	Mr. Jack Ervsen made an offer offer ensemi \$33000.00 USD	Ope C2016 as 17 024 Accept Offer
Offers	Mr. Jack Brown made an offer Offer ensure	Accept Offer  Make Counteroffer

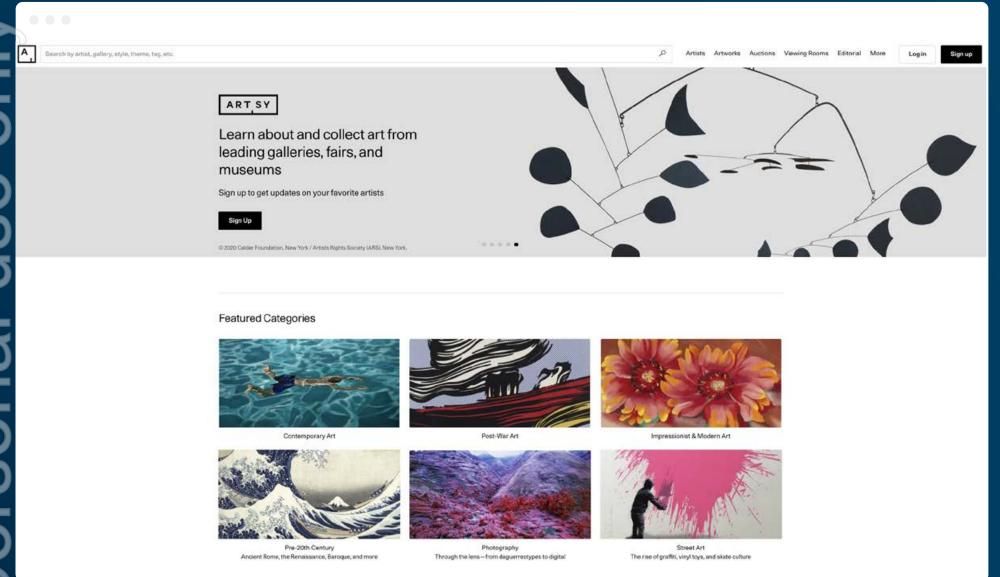
## ESCROW Pay

Secure online payment processing for cars, boats, airplanes, domains & anything of value, in one line of code.

0.0	0.0	
	ESCROW.COM	
		\$29,990 USD ~
	0	
ESCROW <i>P</i>		
		= =
	AGREE & CONTI	NUE

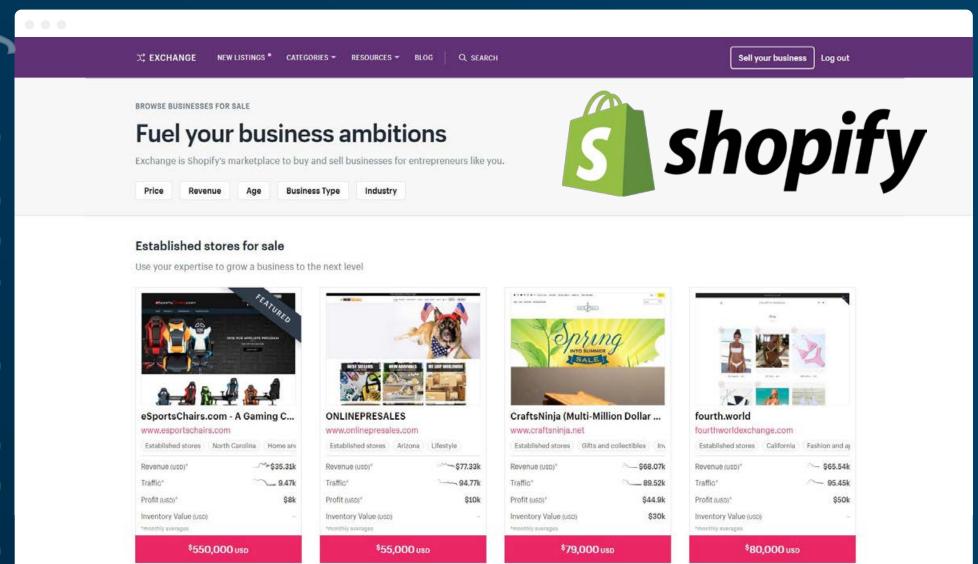
#### **Artsy**

Escrow.com powers galleries, fairs, and institutional partners of Artsy's Fine Art Marketplace



#### **Shopify Exchange**

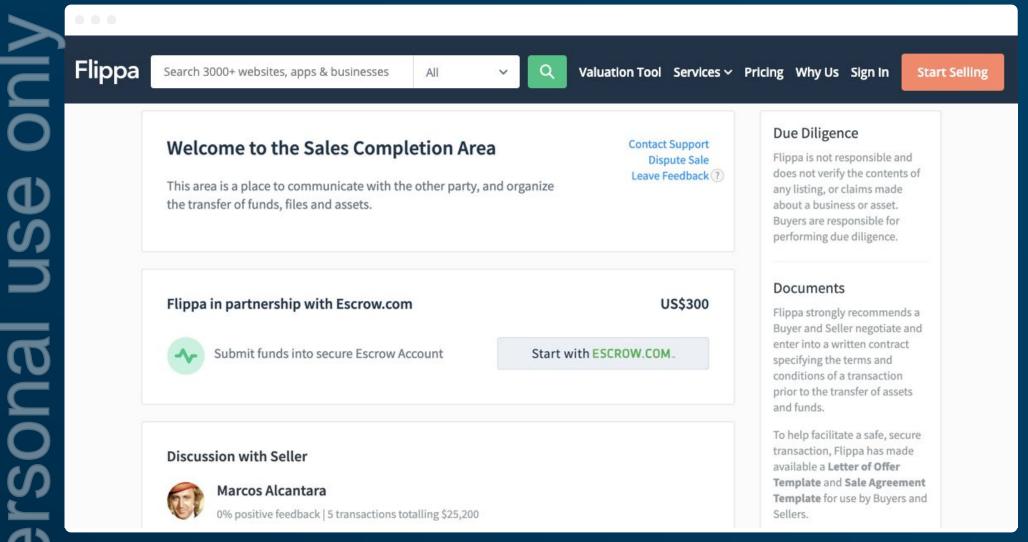
Escrow.com is the only payment method for Shopify's marketplace of stores





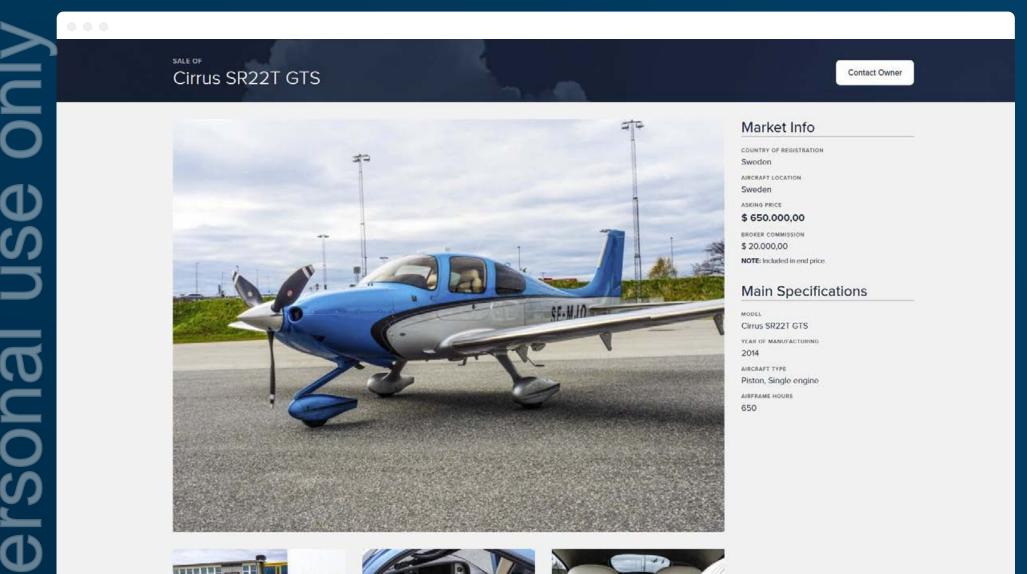
#### Flippa.com uses Escrow.com to buy & sell businesses

One of the largest platform to buy and sell online businesses securely with Escrow.com



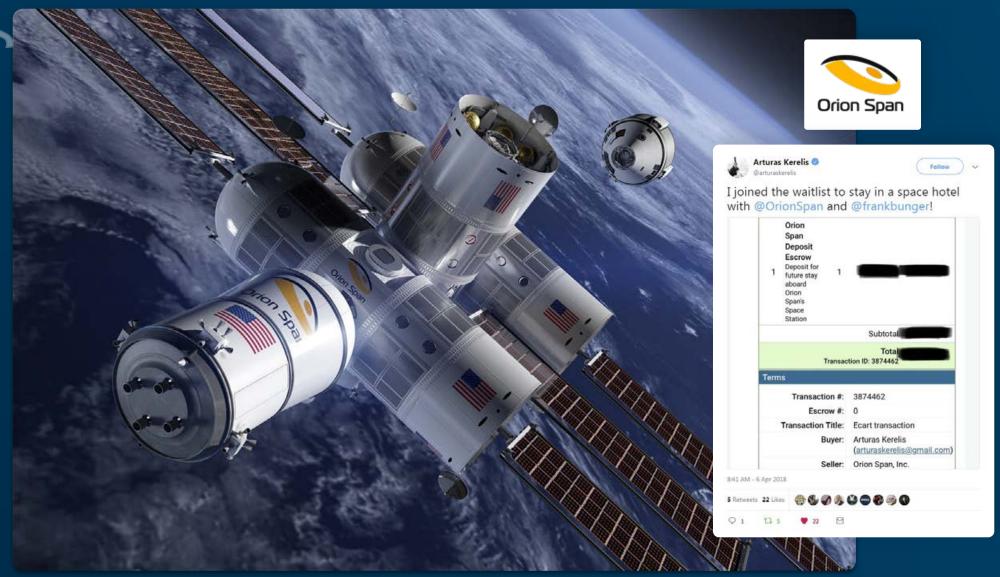
#### Wingform uses Escrow.com to deliver a turnkey solution

Thanks to Escrow.com, if you find an aircraft on Wingform, you know the seller is serious about selling their aircraft



#### The Aurora Space Station uses **Escrow.com** to take deposits

Deposits are already flowing for the \$10 million luxury Space Hotel by Orion Span (www.orionspan.com)



#### **Senior Management Team | Escrow**

#### Specialists in payments, finance, operations, infrastructure, international, growth, compliance and engineering



Matt Barrie
Chief Executive
BE (Hons I) BSc (Hons I)
GDipAppFin MAppFin
MSEE (Stanford) GAICD
SEP FIEAust

Matt Barrie is an award winning technology entrepreneur. Matt was Adjunct Associate Professor at the Department of Electrical and Information Engineering at the University of Sydney where he taught Cryptography for fifteen years and, later, **Technology Venture** Creation. He is the co-author of over 20 US patent applications. Previously he founded and was CEO of Sensory Networks Inc., a vendor of high performance network security processors which sold to Intel Corporation (NASDAQ:INTC).



Neil Katz Chief Financial Officer BCom (Hons) ACA EPGC (Stanford)

Neil Katz is the Chief Financial Officer at Freelancer and is responsible for the finance and administration functions of the Company. Neil has over 20 years experience in finance, accounting and general management. Neil has held CFO roles at a number of technology companies, including IPscape, Threatmetrix, Sensory Networks and Aptrix.



Thomas George Director, Compliance B Com, Dip Law (LPAB)

Thomas George is the Director and Head of Compliance at Freelancer. Thomas oversees the overall compliance environment within the Company. In this role, Thomas is responsible for the development and maintenance of the governance and compliance risk programs to support the business. Before joining Freelancer. Thomas worked for American Express as Director of Compliance.



Jackson Elsegood General Manager BCom CA

Jackson Elsegood is responsible for directing the strategic development of Escrow.com and execution of escrow activities. Previously with First Data and PwC, Jackson brings over ten years of international payments experience to the team and is dedicated to working closely with our customers to help them to do business all over the world. Jackson is a member of the Institute of Chartered Accountants in Australia and holds a bachelor's degree from Sydney's Macquarie University.



Christopher Wong Director of Product BSc

Chris is responsible for overseeing engineering, account management and business operations, working with key stakeholders and ensuring timely and proper execution of goals across the business. Chris also acts as the Product Lead for Payments, Trust and Safety group at Freelancer.com. Before joining Freelancer, Chris has worked in leadership roles within payments at Bambora as well as eCommerce industry at Next Commerce as their Head of Product. He holds a Bachelor of Science in Information Systems from the University of Sydney.



Michael Liedtke
Engineering
Manager,
Applications and
API
MPH BA (Comp Sci)

Michael Liedtke has been building SaaS products and services for the past 16 years. Joining Escrow.com at the end of 2015, he splits his time between engineering, product, business development, and sales, working closely with partners to help ensure their success. Michael has a Bachelor of Arts in Computer Science from Colby College and a Master of Public Health in Epidemiology from the University of Colorado Denver.



Chris Trotman Associate Vice President, Engineering BSc

Chris Trotman is the Associate Vice President of Architecture at Freelancer. Chris is responsible for all technical aspects of engineering, maintaining the highest level of engineering standards and ensuring Freelancer is prepared for current and future growth. Chris holds a Bachelor of Science in Information Systems from the University of Auckland, New Zealand.



## Awards | Escrow.com



Gold Stevie
Company of the Year Financial Services - Small

The International Business Stevie Awards 2020



Bronze Stevie

Most Innovative

Company of the Year - Up

to 100 Employees

The International Business Stevie Awards 2020



Company of the Year: for Financial Services -Small

The International Business Stevie Awards 2019



**FinTech Solution** 

The International Business Stevie Awards 2019



Gold Stevie
Company of the Year:
Financial Services - Small

The International Business Stevie Awards 2018



Bronze Stevie
Financial Services

The International Business Stevie Awards 2018



BBB Torch Award Ethics

Better Business Bureau Torch Awards 2017



Bronze Stevie
Financial Services
Company of The Year

The International Business Stevie Awards 2016



Export of the Year Award NSW iAwards

Premier's NSW Export Awards 2016



Honorable Mention
X-Factor Award

Anthill Cool Company Awards 2016





# 7,000+ TRANSPORT **OPERATORS FREELANCERS**

Freightlancer is using technology to connect freight owners with transport operators at a global scale

































































































## **Customers using Freightlancer**



## Newcrest Mining Case Study



Over \$1.2 million worth of freight moved in 12 months

- Cat 785 dump truck: \$55,000 plus GST
- Rockhampton QLD to Cadia NSW (1,303 km)
- 50% saving on previous movement





- B Double Full Load Urgent Hotshot: \$12,500 plus GST
- 2up Drivers Perth to Cadia (3,685 km)
- Previous price \$21,500 plus GST
- 40% saving on previous movement

On average saving at least 30% on previous movements



## Redpath Mining Case Study

Six figures worth of freight moved in 12 months





- RVD crates hotshot return load: \$19,033 plus GST
- Kalgoorlie to Cadia, 2 up drivers (6,304 kms)
- 30% saving on previous movement (saving \$6,700 per leg)

- Full trailer of equipment (18 tonne): \$5000 plus GST
- Maddington Perth to Orange NSW (3685 km)
- Flat top semi \$1.35/km plus GST





## EMS Group Case Study



Over \$3,000,000 worth of freight movements in 12 months

- Meyco Potenza: \$4,760 plus GST
- Perth to Dubbo (3,556 kms)
- Drop Deck load @ \$1.34/km plus GST
- Over 50% saving on previous movement





- Cat R1700G loader: \$1,740 plus GST
- Woods Point Vic to Dubbo NSW (794 km)
- Float load @ \$1.89/km plus GST
- Over 60% saving on previous movement



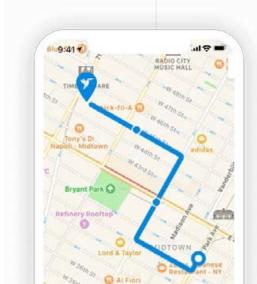


#### Industrial

- Mining
- Infrastructure
- Construction
- Rail
- Urgent/Express freight
- International shipping
- Heavy machinery
- General freight
- Manufacturing
- Oil & Gas
- Line haul
- Vehicles
- Perishables
- Shipping containers

#### Retail

- Food delivery
- Furniture delivery
- Courier
- General freight
- Motorcycle courier
- Bike courier
- Pickup & delivery
- Removal services
- Packing & shipping





# Freightlancer manages it all for you

- Permits
- Pilots
- Road closures
- Import / export taxes & duties
- Marine Insurance
- Customs clearance
- Quarantine
- Shipping documents
- Packing
- Washing / cleaning
- Cranage
- Container rental
- Vessel booking
- Multi-currency
- Escrow payments

### **Advantages of using Freightlancer**



#### Live tracking while your cargo is on the move

We use real-time GPS load tracking to show you exactly where your load is at all times.



### Real-time bidding gets competitive quotes fast

Upload a photo, dimensions, weight and delivery address to have drivers respond in a click.



### **Vetted Transport Operators for compliance obligations**

Choose from a range of vetted drivers and see past ratings to ensure reliability and quality.



### Communicate directly with your Transport Operator

Keep in contact with the operator to coordinate collections and deliveries.



### Secure payments ensure the delivery and on-time payment

Powered by Escrow.com, payment is kept in trust until it has been delivered exactly where it should be.



#### Compliance peace of mind

Turnkey solution for compliance obligations including Chain of Responsibility.







## Safer for everyone

#### **Trip reports**

Notification when collection and drop off has been made, minimum, maximum and average speeds traveled.

#### Freightlancer audit

Freightlancer will regularly conduct audits on operators and loads to ensure compliance.

#### Save time

Manage booking, tracking, monitoring and cross-checking compliance in the one place. No paperwork, no time wasted on the phone.

#### Safe

Meet compliance & chain of responsibility requirements including load tracking, load restraint methods, fatigue management, controlling speed and licence, registration & insurance.

#### Rated

Quality and reliability are ensured through detailed rating system updated after every load.



### **Mining**

Ship anything, anywhere. Urgent or unique, Freightlancer can handle it.

Whether sending CAT loaders to Tanzania, a drill to South Korea or hotshotting a transmission to Papua New Guinea, we've done it.





ASX 50 listed mining company reported saving over 30% on heavy haulage and urgent freight movements for an underground gold mine using Freightlancer, whilst also achieving huge efficiency gains.

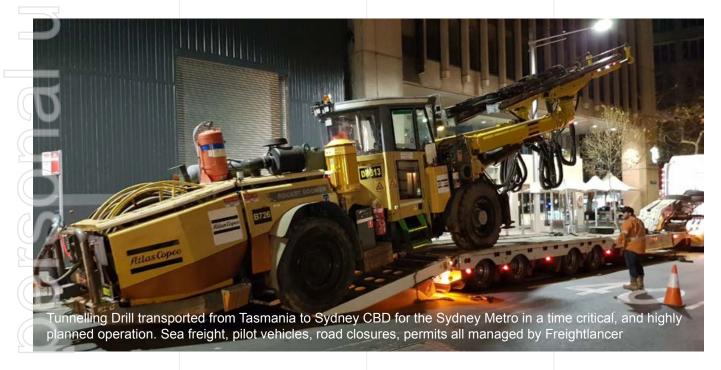


## Infrastructure / Construction

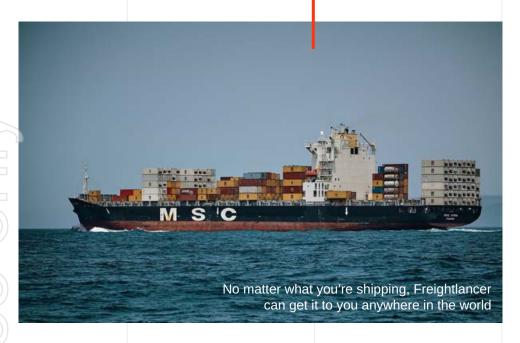
Strict deadlines and challenging locations are a speciality.

Know when machines are on and off site. Ensure only vetted personnel access. Project requirements can change quickly, Freightlancer ensures that you are not held up by transport.











## International Shipping

Use freightlancer to handle all of your import / export or shipping needs.

Direct rates with some of the biggest shipping lines

Extensive network of freight forwarders and customs brokers all over the world.

Ensure loads are shipped safely to destination with payment secured by Escrow.com.





### **Retail / Consumer / Metro**

Why build costly infrastructure when you can make an API call to the human cloud to deliver your product, food, furniture or package.

Powered by the world's largest human labor cloud of 46,000,000 freelancers via Freelancer.com.



## **Testimonials**

"We've been using Freightlancer for a few years now, this service provided is second to none, the team is great and always accommodating"

- Benjamin Carter, Redpath Mining







"The Freightlancer team have been fantastic. I'd recommend Freightlancer to anyone, it's changed the way I move freight and it works for me."

Jordy Dickerson, Assets ManagerEMS Group





# **Leadership Team**



Matt Barrie
Executive Chairman

Matt Barrie is an award winning technology entrepreneur. Matt was Adjunct Associate Professor at the Department of **Electrical and Information** Engineering at the University of Sydney where he taught Cryptography for fifteen years and, later, **Technology Venture** Creation. He is the co-author of over 20 US patent applications. Previously he founded and was CEO of Sensory Networks Inc., a vendor of high performance network security processors which sold to Intel Corporation (NASDAQ:INTC).



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Mike Liedtke Head of Product

Michael Liedtke has been building SaaS products and services for the past 16 years. As head of product for Freelancer Global Fleet. he splits his time between engineering, product. business development, and sales, working closely with partners to help ensure their success. Michael has a Bachelor of Arts in Computer Science from Colby College and a Master of Public Health in Epidemiology from the University of Colorado Denver.



Thomas George Head of Compliance

Thomas George is the Director and Head of Compliance for the Freelancer Group. Thomas oversees the overall compliance environment within the Company. In this role, Thomas is responsible for the development and maintenance of the governance and compliance risk programs to support the business. Before joining Freelancer, Thomas worked for American Express as Director of Compliance.



Scott North
Account Executive

Scott is an all-round Logistics Professional and brings over 13 years of expertise in international and domestic freight, with experience across road, air, sea, rail and warehousing. He has vast knowledge in all aspects of the supply chain, including day to day operational roles, sales and strategic logistics management. Away from logistics he enjoys spending time with his family and spending time in the ocean.



# Global freight market is massive

US \$6,537 Billion

GLOBAL LOGISTICS MARKET (2025)1

BUSINESSES

**213,590** Million

TONNES MOVED PER YEAR

50,000+

MERCHANT SHIPS WORLDWIDE

FREIGHTLANCER

17,000,000,000

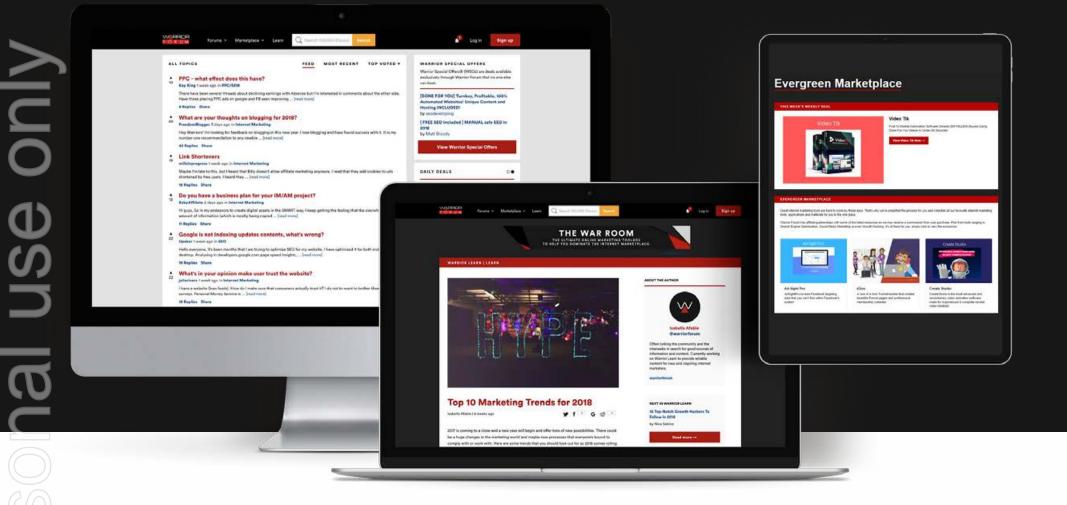
KILOMETERS TRAVELLED PER ANNUM

**US \$13+ Billion** 

IN ANNUAL WAGES

1 https://www.imarcgroup.com/global-logistics-market





### The #1 Internet Marketing Forum Since 1997

1,567,512+

9,011,708+

778,421+

USERS

POSTS

**THREADS** 



\$ M USD

PRIZE GLOBAL COMPETITION

4000+

**ATTENDEES** 

55+

INTERNATIONAL & DOMESTIC SPEAKERS

5 STAGES

2 DAYS

4TH ANNUAL

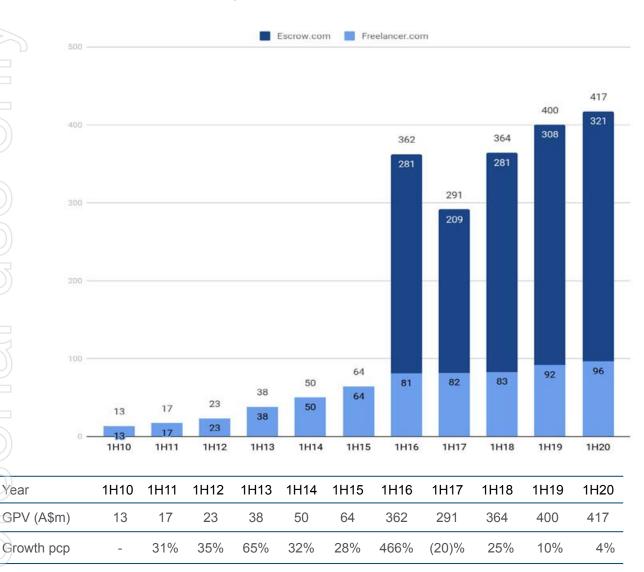
AWARDS CEREMONY

STARTCON WILL NOT BE RUNNING IN 2021 OR 2022



### Gross Payment Volume (GPV) 1H20

#### All-time record half year group GPV of AU\$417m, all-time record for Freelancer & Escrow.



#### Group

 1H20 all-time record GPV \$417m (up 4% on pcp)

#### Freelancer

• 1H20 all-time record GPV \$95.5m (up 3.6% on pcp)

#### Escrow

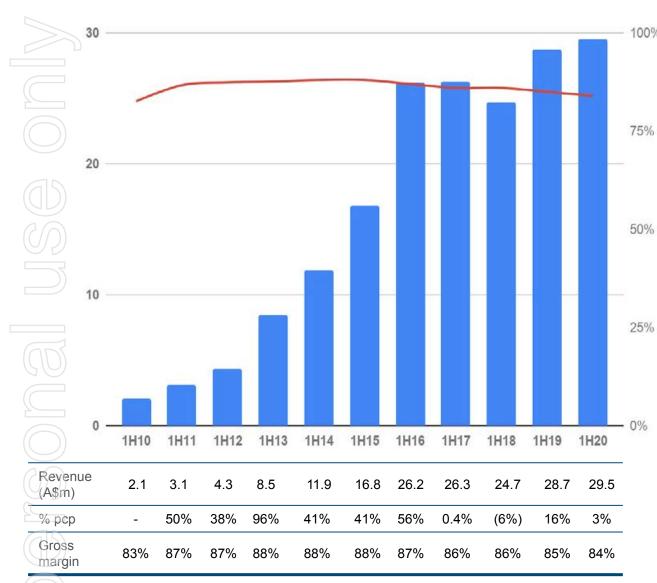
• 1H20 all-time record GPV \$321.1m (up 4.4% on pcp)

- Gross Payment Volume (GPV) is calculated as the total payments to Freelancer or Escrow.com users for products and services transacted through the Freelancer or Escrow.com websites (GMV) plus net Revenue. Based on Freelancer's unaudited management accounts which have not been subject to an auditor's review.
- Core Freelancer 1H20 GPV of A\$95.5m. Escrow 1H20 GPV of US\$212m, average AUD/USD FX of 0.6589= A\$321.1m



### Net revenue 1H20

### All-time record half year Net Revenue of \$29.5m in 1H20 (up 3% on pcp)



#### 100% Group

- 1H20 Net revenue of \$29.5m (up 3% on pcp)
- Consistently high gross margins >83% since FY10

#### **Freelancer**

- Freelancer revenue \$25.7m (up 4% on pcp)
- Core marketplace revenue, excluding enterprise services \$24.5m (up 11% on pcp)
- Freelancer take rate at 13%
  - o Commissions are unchanged since FY10
  - o 3% for employers and 10% for freelancers

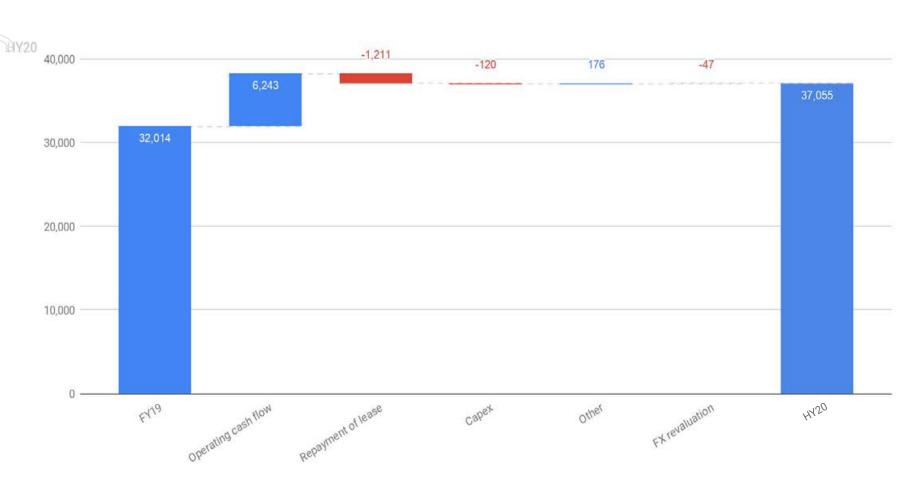
#### **Escrow**

- Escrow.com revenue \$3.8m (down 1% on pcp)
- Escrow blended take rate ~1.2%



### Cash flow profile 1H20 (AUD)

Cash and cash equivalents at 30 June 2020 \$37.1 million (up \$4.9 million or 16% on 31 Dec 19)



- 1H20 positive operating cash flow \$6.2m, up 520% on pcp
- Cash & eq. at 30 June 2020 \$37.1m (up \$4.9 million or 16% on 31 Dec 2019)



### Summary profit & loss statement 1H20

#### All-time record half year group revenue of \$29.5m (up 3% on pcp)

<b>(A\$m)</b> 1 Jan - 30 Jun	1H20 Actual	1H19 Actual	Change			
Net Revenue	29.5	28.6	+3%			
Gross Profit	24.7	24.2	+2%			
Gross margin (%)	83.7%	84.6%	-1.1%			
Other income	0.1	0.1	n/m			
Employee expenses <sup>2</sup>	(11.1)	(10.6)	+4%			
Administrative expenses	(6.2)	(5.9)	+6%			
Marketing related expenses	(6.0)	(4.8)	+25%			
Occupancy costs <sup>3</sup>	(2.2)	(1.6)	+41%			
FX gains / (losses)	(0.7)	(0.6)	+8%			
Share based payments expense	(0.1)	(0.2)	-51%			
EBITDA <sup>4</sup>	(1.5)	0.6	n/m			
EBIT	(1.6)	0.4	n/m			
NPAT	(1.1)	0.2	n/m			
Excluding share based payments expense <sup>1</sup>						
EBITDA <sup>4</sup>	(1.4)	0.8	n/m			
EBIT	(1.5)	0.6	n/m			
NPAT	(1.0)	0.4	n/m			

- Group 1H20 NPAT was \$(1.1m) vs \$0.2m in pcp.
   Mainly due to:
  - 25% increase in marketing costs
  - 41% increase in occupancy costs due to Manila lease extension and new Sydney offices and front end nature of AASB16 accounting treatment
- Employee expenses up 4% substantially due to additional resourcing of enterprise division
- 416 FTEs at end of 1H20 (down by 13% on Dec 19)
- Operating earnings are exclusive of non-cash share based payments expense of \$99k in 1H20 and \$201k in 1H19.
- Net of employee expenses attributable to cost of sales
- Occupancy costs have been adjusted to include depreciation of \$2.1m and finance costs of \$0.6m relating to property leases and deducting sublease rental income of \$0.5m
- Depreciation and amortisation expense of \$121k in 1H20 and \$170k in 1H19.
   Excludes depreciation arising from implementation of AASB16 Leases



### Summary balance sheet 1H20

#### Cash and cash equivalents of \$37.1 million as of 30 June 2020 (up \$4.9 million, 16%)

( <b>A\$m</b> ) 30 June 20	1H20 Actual	FY19 Actual	Change	
Cash and cash equivalents	37.1	32.0	+16%	
Trade and other receivables	6.4	5.1	+25%	
Other assets	2.2	2.0	+10%	
Plant and equipment	0.4	0.5	n/m	
Intangibles	26.4	26.4	n/m	
Right of Use Asset	25.1	26.9	n/m	
Deferred tax assets (net)	5.2	5.1	n/m	
Total assets	102.8	98.0	+5%	
Trade and other payables	43.6	36.7	+18%	
Lease Liabilities	25.7	26.4	n/m	
Other liabilities	4.7	5.0	n/m	
Total liabilities	74.0	68.1	+9%	
Net assets	28.8	29.9	-4%	
Contributed equity	38.4	38.4	n/m	
Reserves	4.4	4.5	-2%	
Retained earnings	(14.0)	(13.0)	-9%	
Total equity	28.8	29.9	-4%	

- Total cash & equivalents at end of 1H20 \$37.1m (up 16% from Dec 19), no net debt
- Trade and other receivables includes receivables from various payment gateways in relation to partially completed transactions
  - Increase in receivables due to enterprise customers
- Trade and other payables includes user obligations (user balances and milestone payments held on balance sheet)

• Deferred tax assets reflected net of Deferred tax assets of \$12m and Deferred tax liabilities of \$(6.7m)





### Unique Investment Thematics

#### Freelancer Limited (ASX:FLN) is unique exposure to:

- Massive market: \$5 trillion TAM
- The on-demand and crowdsourced economy
- Increasing internet penetration of emerging markets
- Rising sophistication in emerging markets labour
- Software & mobile eating the world
- Structural imbalances in global labour markets
- Thrives in economic crises. The global financial crisis led to the original emergence of the online crowdsourcing and freelancing industries:
  - Employers looked online to hire freelancers rather than full time staff
  - Workers looked to the Internet to find new sources of employment
- Incredibly deflationary
- Fintech & transition of global commerce to online (Escrow.com)
- Global Income (>90% of revenue is outside Australia: USD, GBP, EUR, CAD, etc.)





"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"\*

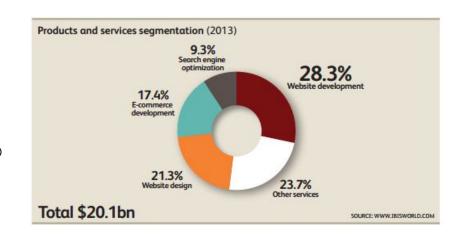
 $^st$  McKinsey Global Institute, The Emerging Global Labor Market, Part I: The Demand for Offshore Talent in Services.

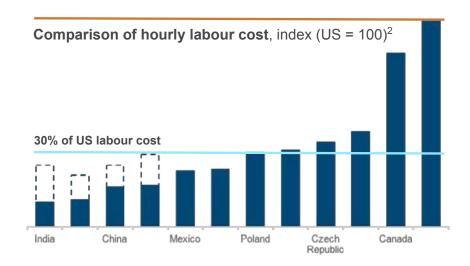


### Estimated demand for Web Design services (mid-high OECD)

### 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- there is also potential upside from opening up of new demand from lower cost labour services
  - o 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>
  - o 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 @ 27.8% monetisation rate = c.A\$678 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>
  - o from this we estimate the global opportunity is (96+28)/28 = c.4.4x larger than the US market







IBISWorld, "Web Design Services in the US" (August, 2013).

McKinsey Global Institute, "The Emerging Global Labor Market: Part III: How Supply and Demand for Offshore Talent Meet" (June, 2005).

Based on 28m SMEs in the US, 96m MSMEs outside the US in mid-high income OECD countries.

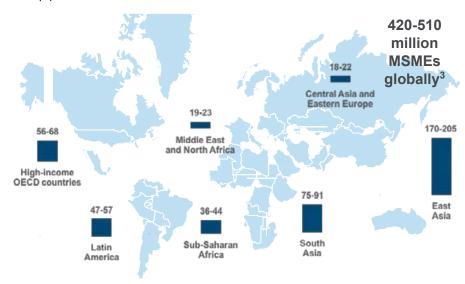
Based on AUD/USD exchange rate of 0.7132.

### Estimated demand from mid-high income OECD SMEs

#### Global small business revenue opportunity estimated as \$48 billion per annum (620 million projects, \$181 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 4.97 projects in 2016<sup>2</sup>
- Average project size in FY19 was US\$216, generating revenue of \$60 to Freelancer (27.8% monetisation rate)<sup>2</sup>
  - Implies A\$11.7 billion TAM (A\$42 billion GPV, 140 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\$40 billion TAM (A\$144 billion GPV, 480 million projects)

- Estimated global TAM from MSME market of c.\$52 billion (A\$186 billion GPV, 620 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





US Government, Small Business Administration Office of Advocacy.

<sup>2.</sup> Based on Freelancer internal statistics. Average paid value of completed project was US\$216 in FY19. Monetisation rate = \$50.4m / 181.41m = 27.8%

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

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

### Estimated demand from consumers

#### Product marketplaces as proxy of consumer demand indicates TAM of US\$108 billion (2b projects, US\$410b GPV)

~400 million active consumers on average across eBay, Amazon and Alibaba

180 million active consumer buyers on eBay (sellers are SMEs) Taking 180m buyers as consumer proxy

5 projects / user US\$161 / project 27.8% take rate **GPV of US\$403 billion** 

Global Total Available Market (TAM) US\$112 billion (2b projects)

	ebay	amazon.com	阿里巴巴 E2 Alibaba.com	freelancer
2019/TTM Revenue	US\$10.9 billion	US\$281 billion	US\$64 billion	A\$58 million
2018 GMV/GPV	US\$94.6 billion	US\$258 billion <sup>2</sup>	US\$547 billion <sup>4</sup>	A\$181 million
2019 Users	182 million active buyers	310 million active buyers	552 million active buyers	41 million total users
Geography	Global	Global	Predominantly China	Global

Source: Company reports, Bloomberg, Statistica, Nasdaq.

<sup>1</sup> TTM 12 Months revenue

<sup>2</sup> Based on analyst estimates

<sup>3</sup> Google Finance 31 December 2018

<sup>4</sup> Trailing 12 months as at 30 June 2018, company disclosure

### 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

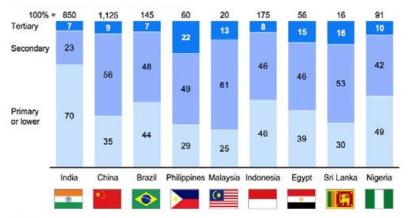
 2019 global working age population: 4.8 billion, labour force: 3.5 billion<sup>1</sup>

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 \$	<3,0002	3,000-20,0003	3,000	7,000	25,000-50,0004	10,000-20,0005	20,000-30,000	30,000-45,000

- 2030 projected global labour force: 3.5 billion<sup>1</sup>
- Of the 4.8 billion working age in the developing world:
  - 46% have a secondary education<sup>2</sup>
  - 10% have a tertiary education
- 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>

- There are 220 million people with a tertiary degree between India, China, Brazil, Philippines, Malaysia, Indonesia, Egypt, Sri Lanka and Nigeria
- c.5 billion people to join the Internet over next decade that earn <\$10/day</li>
- 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.

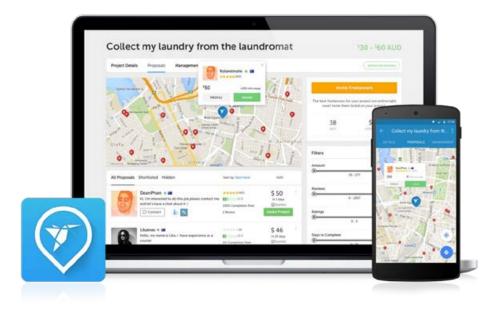
World Bank https://data.worldbank.org/indicator/SL.TLF.TOTL.IN
McKinsey Global Institute, The Emerging Global Labor Market 2005, Part I: The Demand for Offshore Talent in Services
Accenture Institute for High Performance: Where will all the STEM talent come from? (May 2012)



### Estimated demand from Local Jobs in the US

#### 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 in 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
  - o others put it at \$800 billion per annum<sup>4</sup>





<sup>.</sup> http://www.theverge.com/2012/7/23/3177860/taskrabbit-13-million-funding-peer-to-peer-labor-market-zaarly-done-exec

<sup>2.</sup> http://info.mbopartners.com/rs/mbo/images/2013-MB0\_Partners\_State\_of\_Independence\_Report.pdf

https://www.fool.com/investing/general/2015/04/03/does-a-market-exist-for-amazoncom-incs-home-servic.aspx

http://www.nytimes.com/2015/04/13/technology/amazon-google-and-more-are-drawn-to-home-services-market.html?\_r=0



Freelancer Limited

# Thank you

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