



ASX Announcement | 16 July 2015

NASA partners with Freelancer to crowdsource solutions to complex problems faced by astronauts on the International Space Station

SYDNEY: July 16th, 2015 – NASA's Center of Excellence for Collaborative Innovation, through the NASA Tournament Lab, has partnered with Freelancer.com to help crowdsource designs for tools to be used on the International Space Station, using computer aided design (CAD) software tools to generate the designs. The tools will be used by the Robonaut 2, the first humanoid robot in space.

Freelancer.com's CEO Matt Barrie says, *"We are honoured to welcome NASA to the 16 million strong user Freelancer.com community. NASA Tournament Lab working with Freelancer.com clearly shows that crowdsourcing solutions has become an essential part of creativity and innovation and that there is a strong demand to develop ingenious and world-leading solutions online. We look forward to collaborating with NASA on the cutting edge of space exploration, and seeing the designs our freelancers produce for Robonaut 2."*

These challenge contests will reach out to Freelancer.com's 16 million plus registered users, located in over 247 countries, regions, and territories. NASA is also interested in engaging these online communities going forward in helping to contribute to the efforts of space exploration.

NASA's crowdsourcing challenges can be viewed at www.freelancer.com/contest/challenges/nasa. More will be posted each week.

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About Freelancer®

Eight-time Webby award-winning Freelancer.com is the world's largest freelancing and crowdsourcing marketplace by total number of users and projects posted. 16 million registered users have posted 8 million projects and contests to date in over 850 areas as diverse as website development, logo design, marketing, copywriting, astrophysics, aerospace engineering and manufacturing. Freelancer Limited is listed on the Australian Securities Exchange under the ticker ASX:FLN.

About NASA Center of Excellence for Collaborative Innovation (CoECI)

After a highly successful pilot program to determine if the use of crowdsourcing held potential to positively affect NASA's ability to accelerate and augment research and development efforts, the Center of Excellence for Collaborative Innovation (CoECI) was established by NASA in November of 2011 at the request of the White House Office of Science and Technology Policy (OSTP). As NASA continued to mature the use of crowdsourcing as a new tool in its toolkit, OSTP encouraged NASA to assist other federal agencies in the use of crowdsourced challenges to solve tough, mission-critical problems. CoECI continues to provide guidance to NASA and other Agency teams on all aspects of implementing challenge-based initiatives, from problem definition, to incentive design, to post-submission evaluation of solutions. This end-to-end service has allowed and continues to allow other agencies to rapidly experiment with these new methods before standing up their own capabilities. Since its inception, research into the use of crowdsourcing has been at the heart of NASA's effort, and that research has provided data-driven analysis to validate the value of the tool as well as enabling strategies to support more effective operational implementation.



For more information, contact:

Christopher Koch	Deputy Chief Financial Officer & Investor Relations
Tel:	+61 409 788 637
Email:	christopher@freelancer.com

Adam Byrnes	Snr. International Director (incl. Europe)
Tel:	+44 784 161 2078
Email	adam.byrnes@freelancer.com

Sebastian Siseles	International Director (incl. Latin America & Spain)
Tel	+54 911 32 60 07 30
Email	sebastian@freelancer.com

Nik Badminton	Regional Director, North America
Tel	+1 778 384 6446
Email	nik@freelancer.com

Evan Tan	Regional Director, South East Asia
Tel	+63 908 882 8519
Email	evan@freelancer.com

<http://www.freelancer.com>