



7 January 2016

Freelancer Limited

2016 Citi Internet, Media & Telecommunications Conference, Las Vegas

Christopher Koch

Deputy Chief Financial Officer

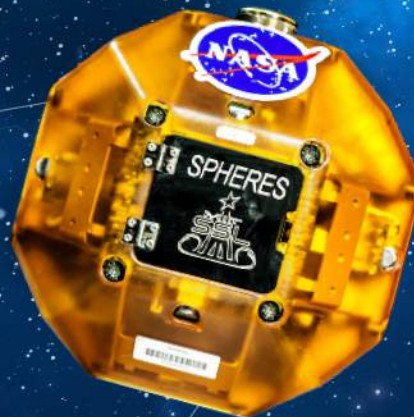


&



IN 2016 NASA AND FREELANCER ARE TEAMING UP TO BUILD A ROBOTIC ASTRONAUT

NASA is recruiting a team of freelancers from Freelancer.com to design the robotic arm for a next generation free flying robot to replace the SPHERES autonomous free-flying robot on the ISS

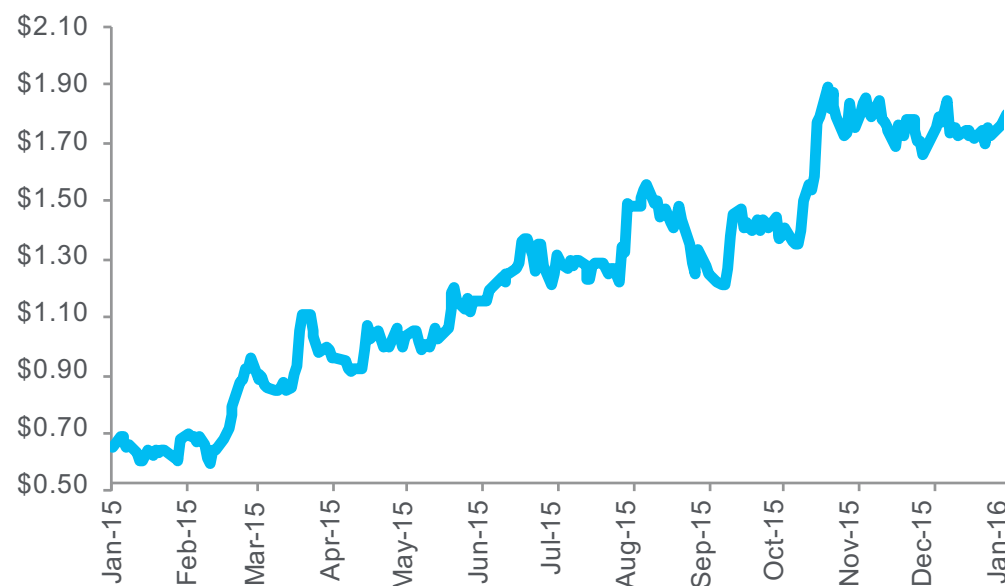


Freelancer Limited (ASX: FLN)

Key market statistics

ASX code	FLN
Listing price (15 November 2013)	A\$0.50
Share price (5 January 2016)	A\$1.80
Market capitalisation (5 January 2016)	A\$823 million

Share Price Chart

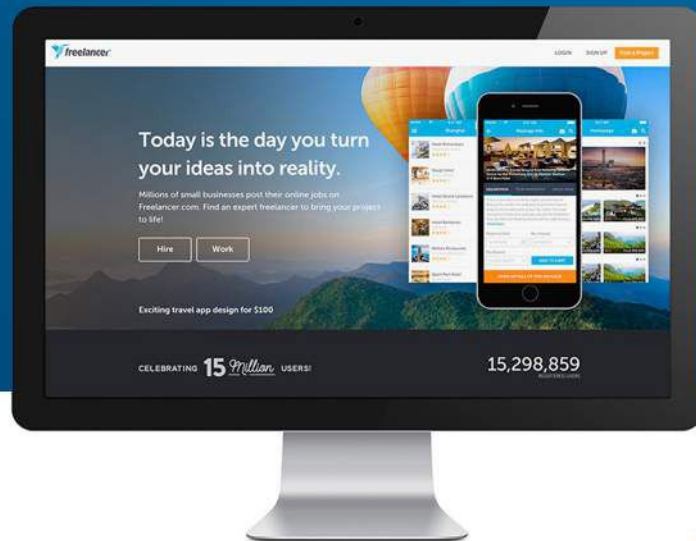


1. Source: Bloomberg. Market data as at 4 January 2016.



Freelancer owns Escrow.com

The world's #1 company for secure online payments



Freelancer.com

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



Escrow.com

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





Freelancer Limited

COMPANY OVERVIEW

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

**“160 million jobs, or about 11%
of the projected 1.46 billion
services jobs worldwide, could
in theory be carried out
remotely, barring any
constraints in supply” ***

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



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

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



“

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

Shahzaib S.
Graphic Designer
Karachi, Pakistan

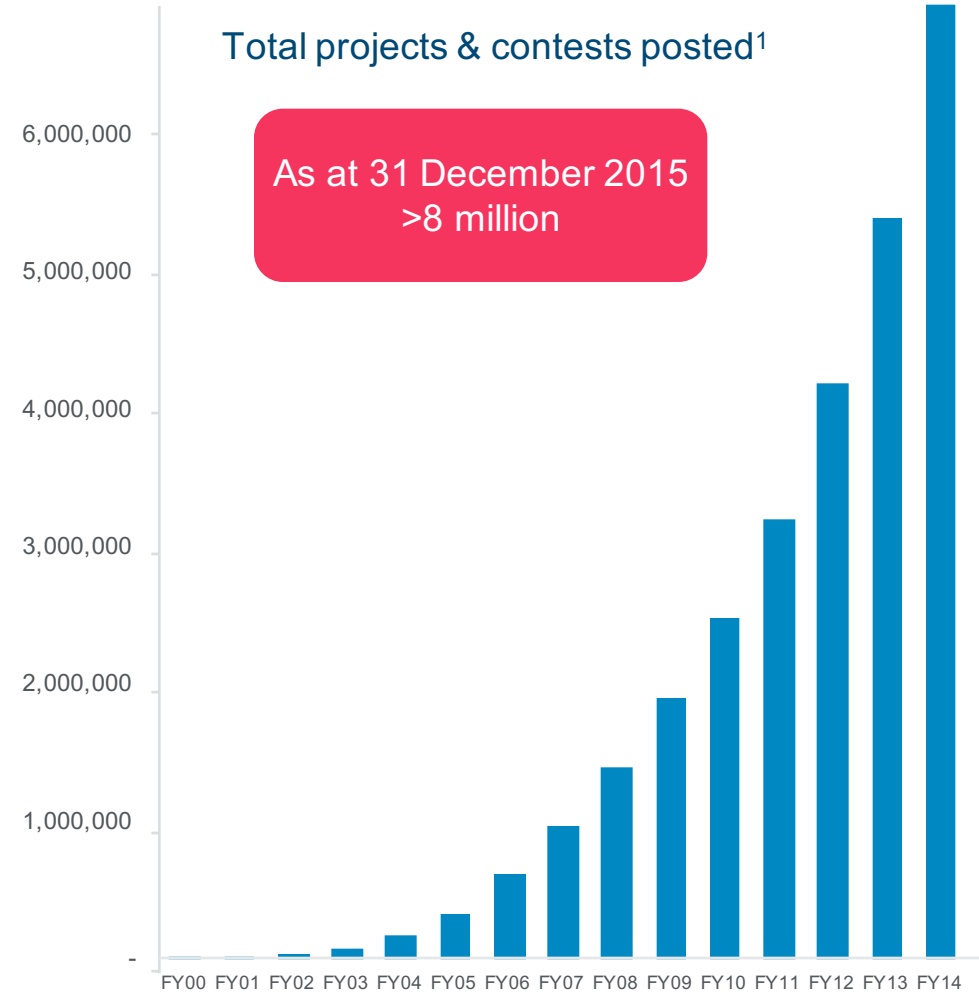
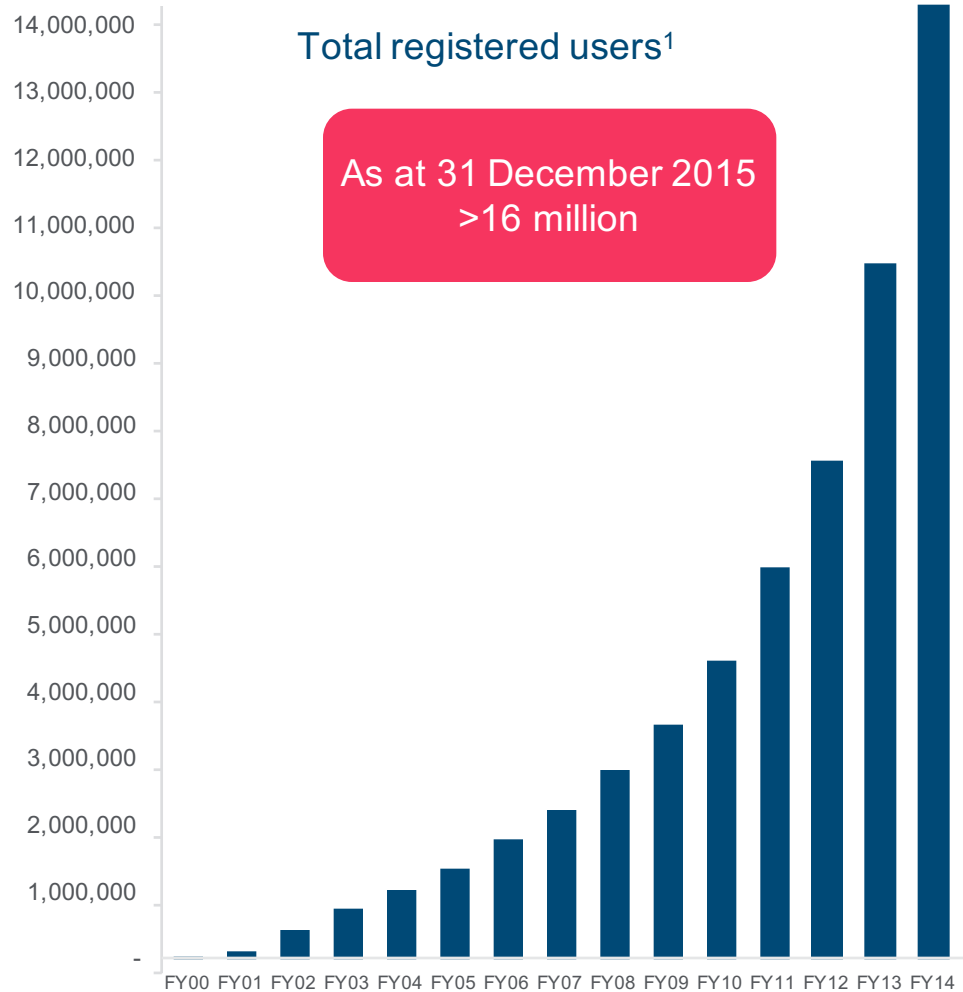


4.9 / 5.0 rating, 67 reviews



Outstanding track record of marketplace growth (demand)

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

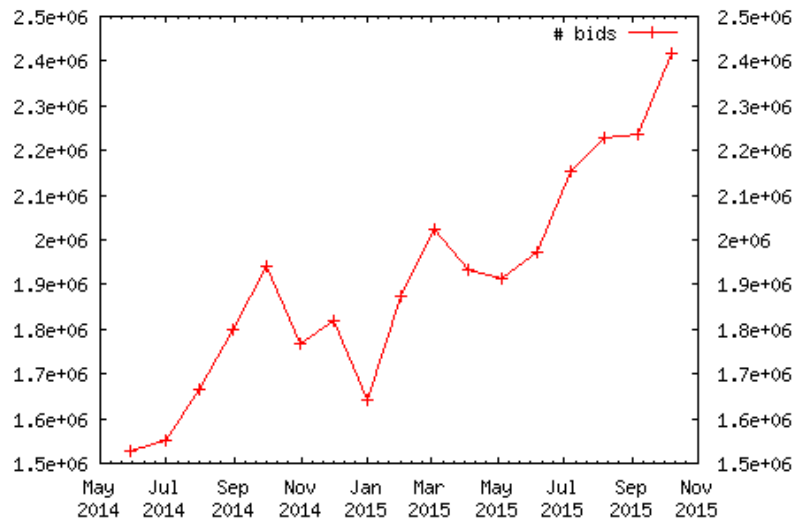


1. Number of user accounts, and projects/contests posted in the Freelancer marketplace as at 30 June 2015. User, project and contest data includes all users and projects from acquired marketplaces. Prior to 2009, all data is from acquired marketplaces.

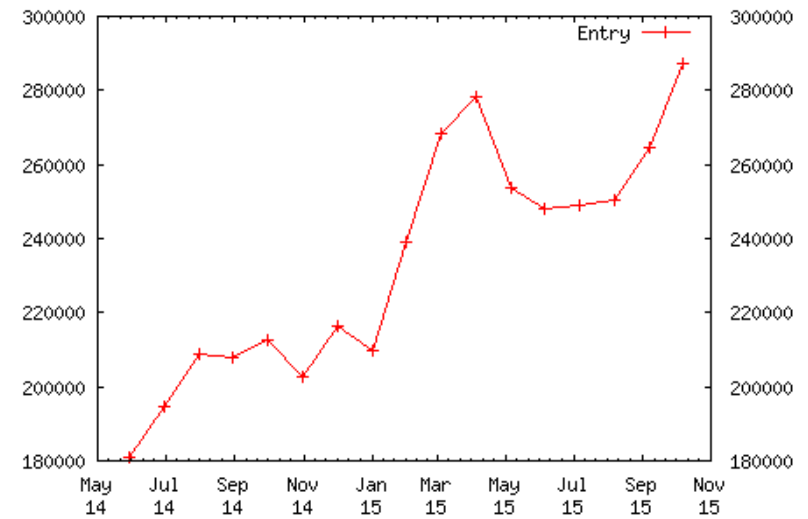


Liquidity: 60% of projects get a bid within 60 seconds (supply)

Number of bids on projects



Number of entries in contests



Actual completed projects



3D House Render

beehive3dworks

\$200.00



3D HUD design

alki71

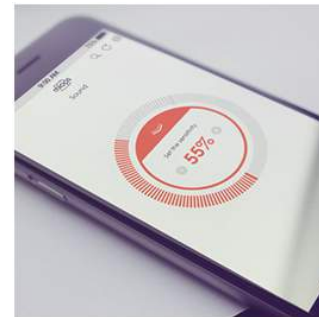
\$500.00



Best 3D Massage Chair

Fadeecg1

\$124.00



Design a Mobile Application

arakelian

\$500.00



Lion roaring in water colour

xunedaryl

\$100.00



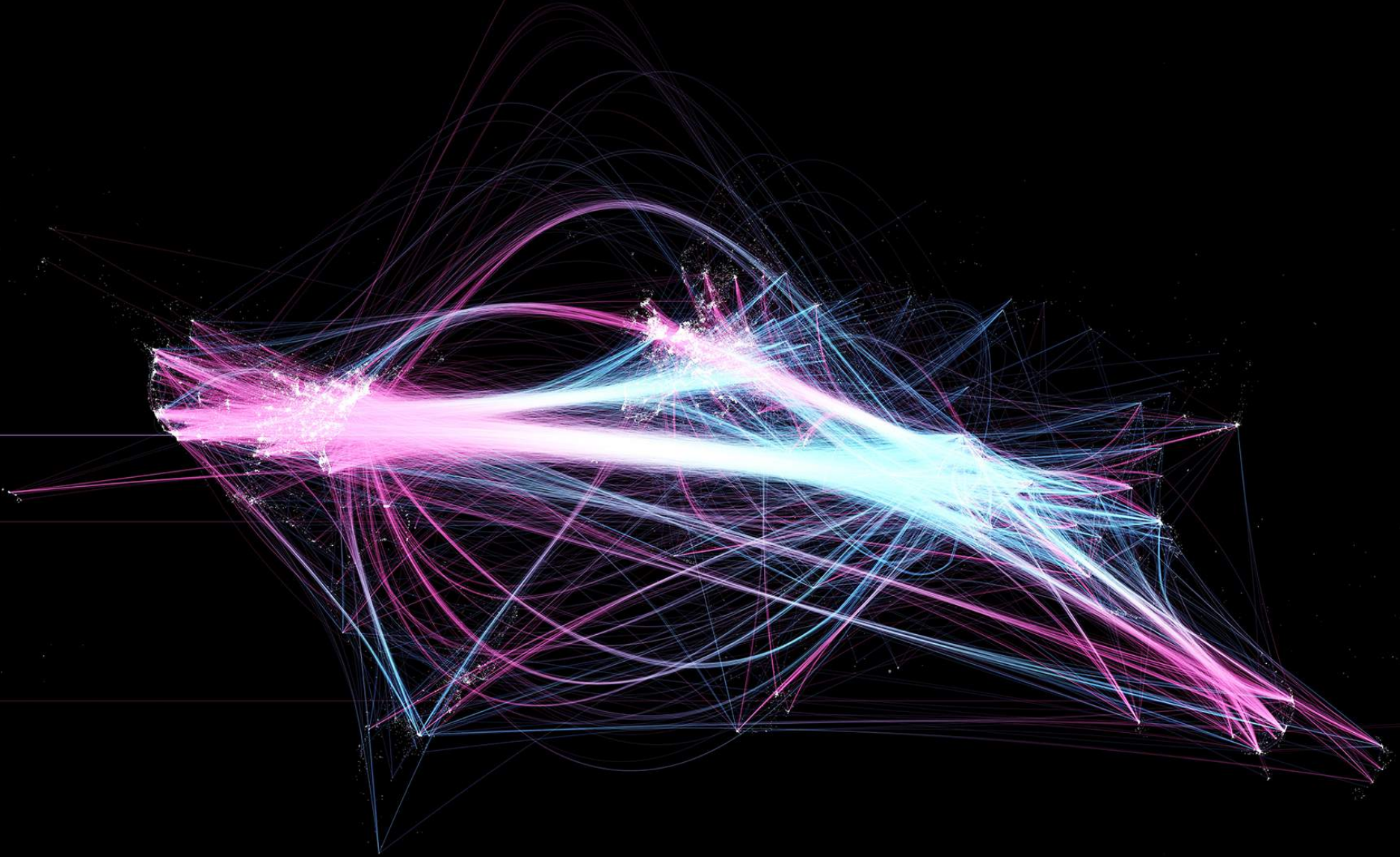
Create Print and Packaging Designs for Vegetable Juices

chubbycreations

£100.00



Freelancer's Online Economy in 2012



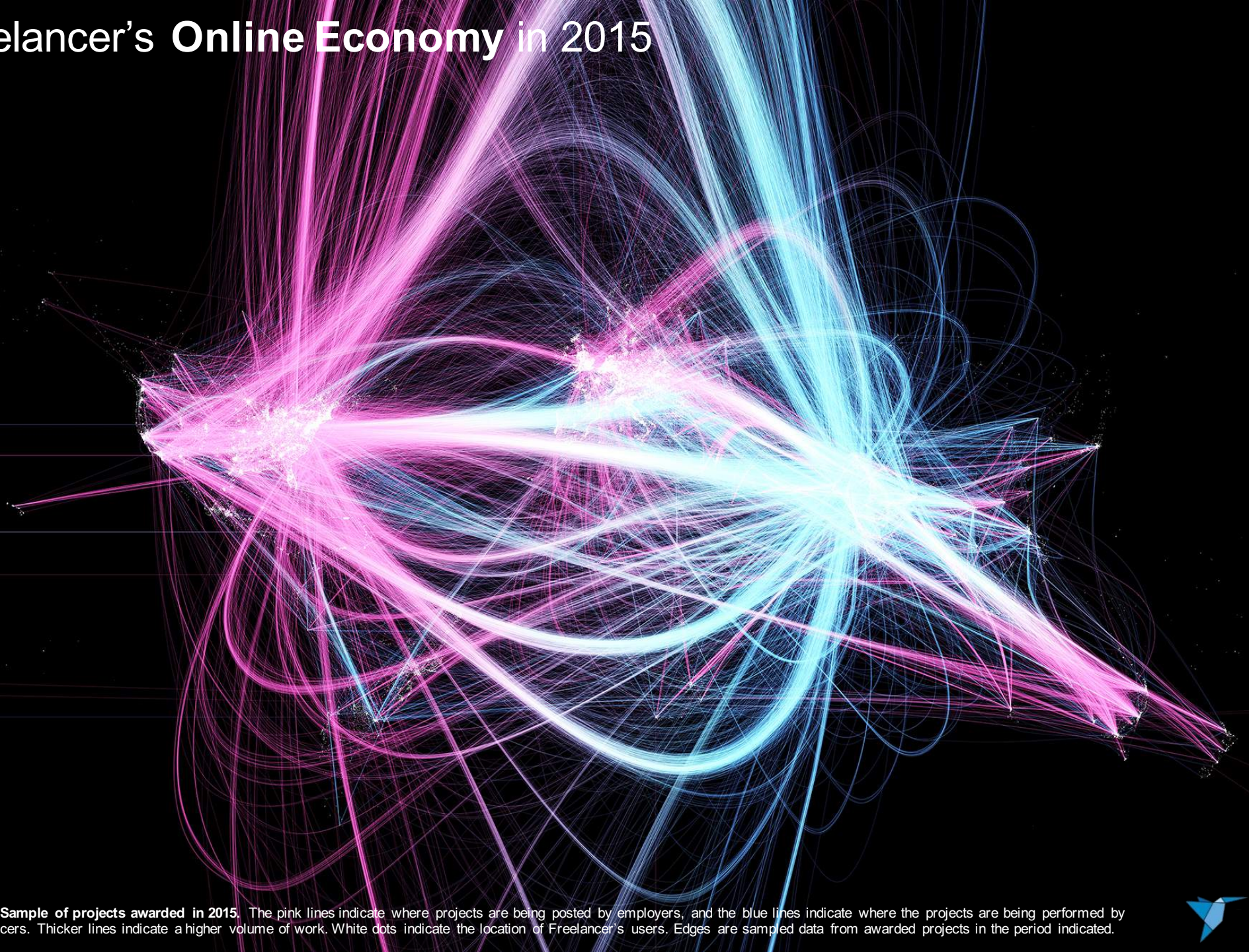
Freelancer's Online Economy in 2013



Freelancer's Online Economy in 2014



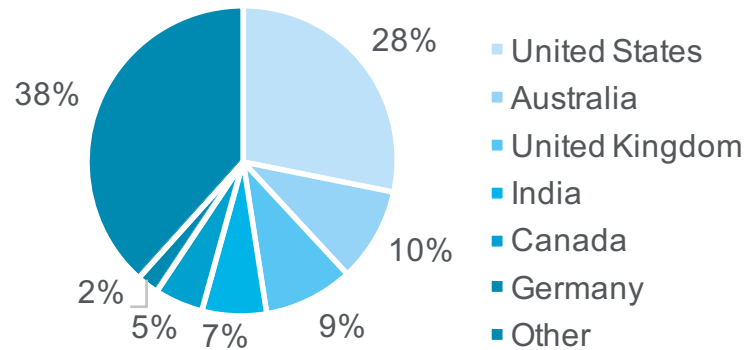
Freelancer's Online Economy in 2015



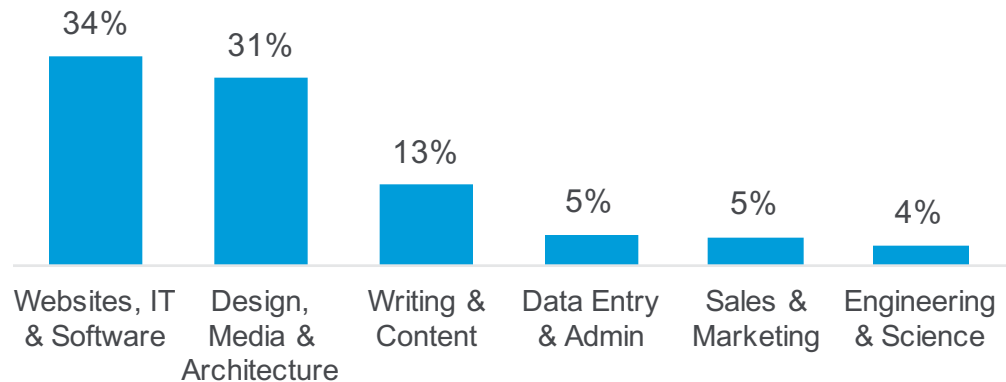
Marketplace dynamics

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

Top country sources for completed projects in 2015¹

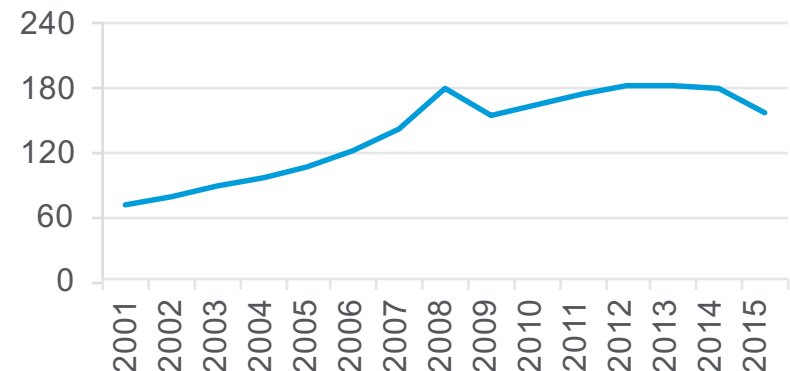


Top completed project categories by volume in 2015²



- 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 2015³

Average Completed Project Value (US\$)³



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.



Global, multicurrency, multilingual

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	Polska
Čeština	Português
Dansk	Română
Deutsch	русский язык
ελληνικά	Shqip
English	Slovene
Español	Svenska
Suomi	Kiswahili
Filipino	Thai
Français	Türkçe
हिन्दी	Tiếng Việt
Magyar	українська мова
Italiano	中文(简体)

20 Supported Currencies

Currencies

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

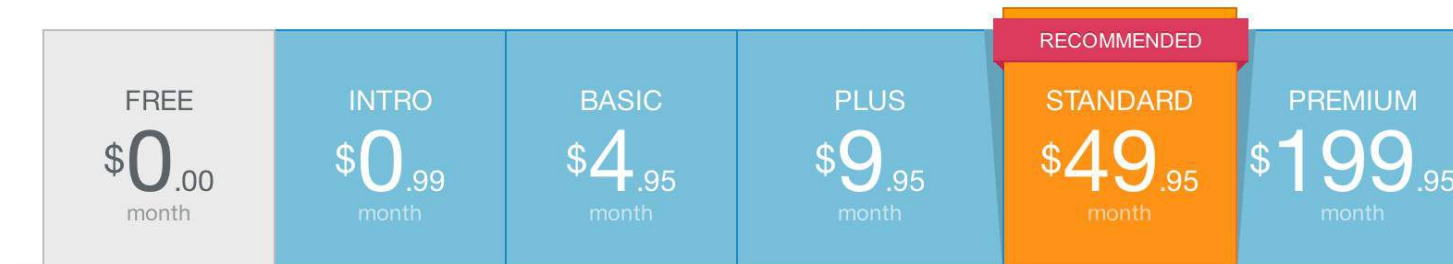
24x7x365 Multilingual Support Team



Revenue model

Freelancer's revenue is 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\$199.95 a month, and provide additional features and benefits



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





Freelancer Limited

INDUSTRY DRIVERS

The other

55%

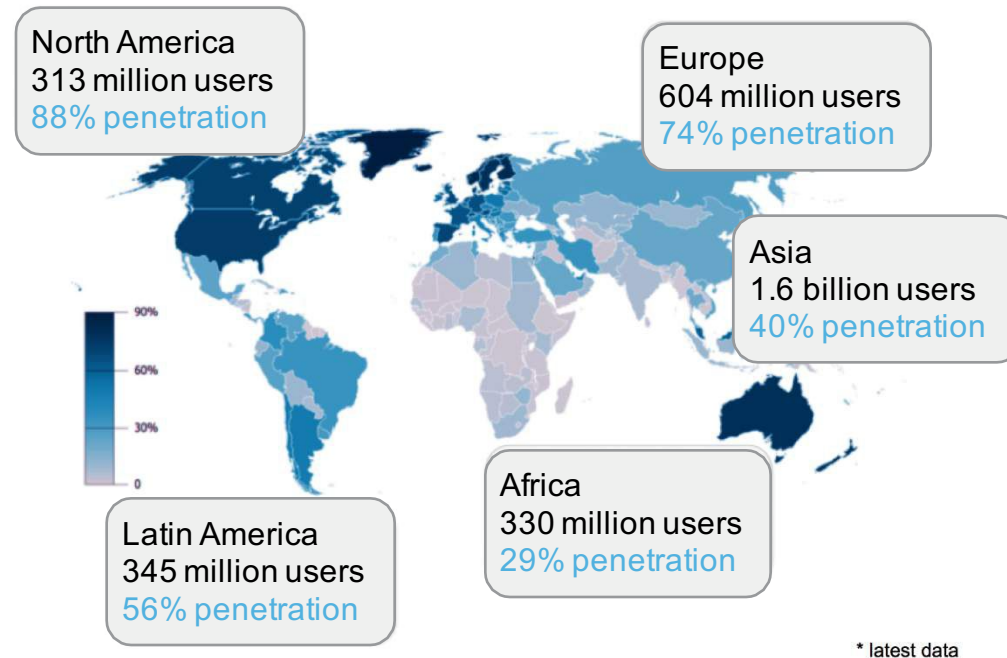
**of the world's
population are
about to join
the Internet.**



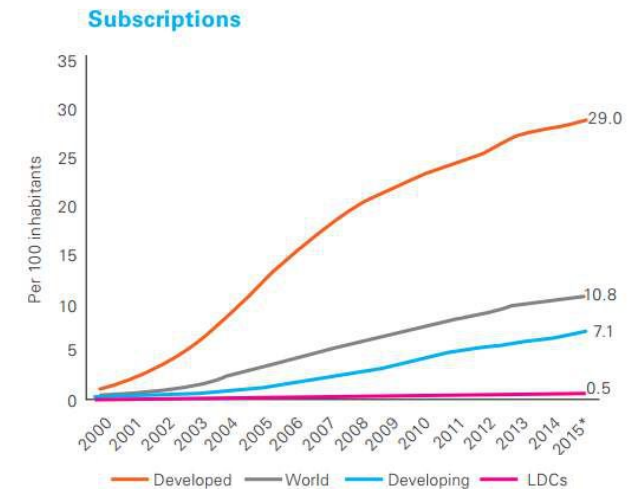
It's 2016

The other four billion are connecting at a tremendous pace

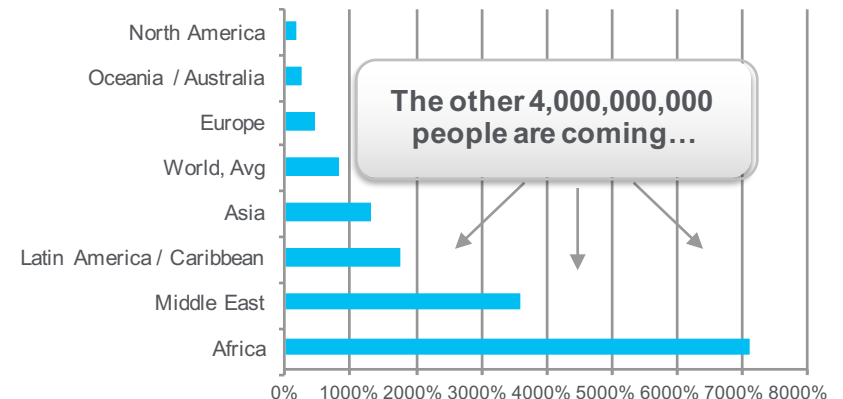
- World population¹: **7,259,902,243**
Number on the Internet: **3,366,261,156** (46.4%)



Internet Users by Development Level 2005-2015E²



Worldwide Internet Growth 2000-15¹



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

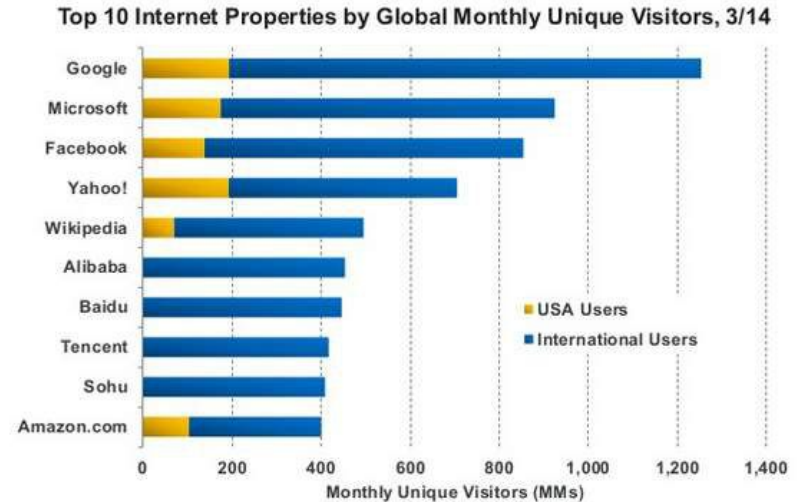


- The first thing they are looking to do online is raise their socio-economic status
- But it's never been easier to learn a trade
 - The wealth of human knowledge is available online
 - A revolution is also occurring in online education: Coursera, Udacity, Khan Academy, edX



- 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 foreign¹



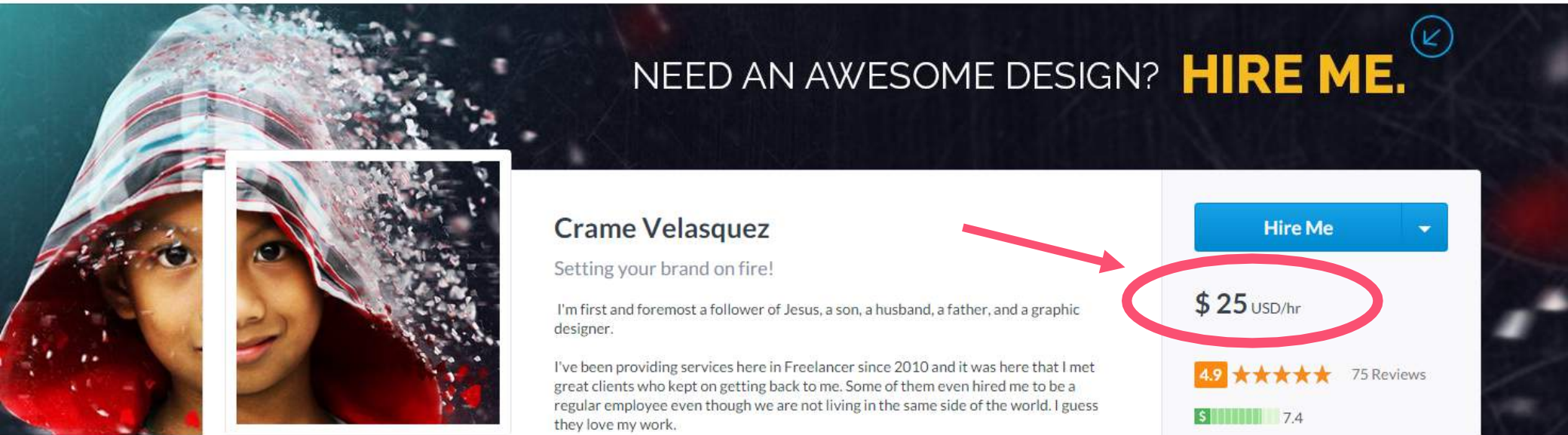
Twice as many Chinese on the Internet as Americans²

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

1. Source: comScore Global, 8/11.

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





NEED AN AWESOME DESIGN? **HIRE ME.**



Crame Velasquez

Setting your brand on fire!

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

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

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

[Read more](#)

Hire Me 

\$ 25 USD/hr

4.9 ★★★★★ 75 Reviews

 7.4

81% Jobs Completed

100% On Budget

98% On Time

22% Repeat Hire Rate

@firethreedesigns



 Villasis, Philippines - 1 pm

Member since October, 2010

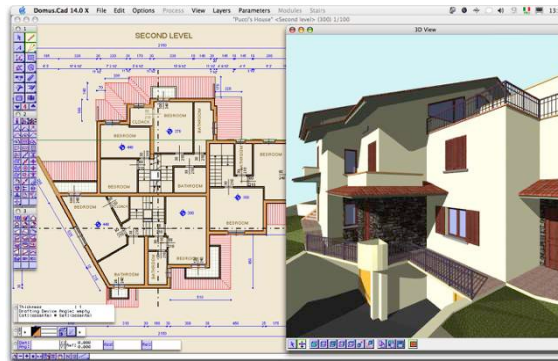
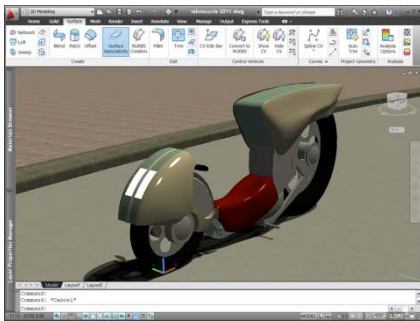
1 Recommendations



Software is eating the world

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

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



Advertising



Physical



Software

Telecommunications



Physical

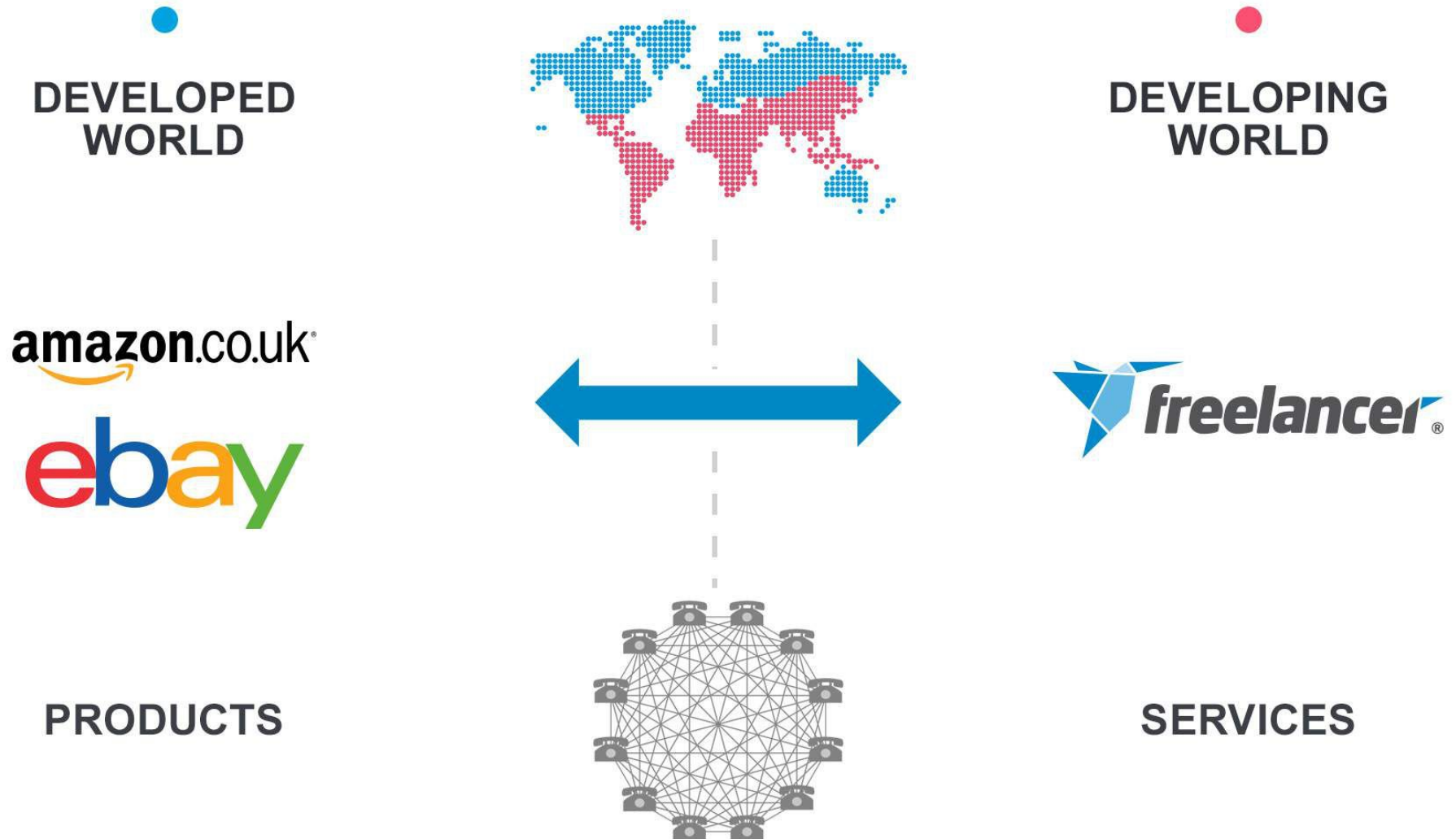


Software

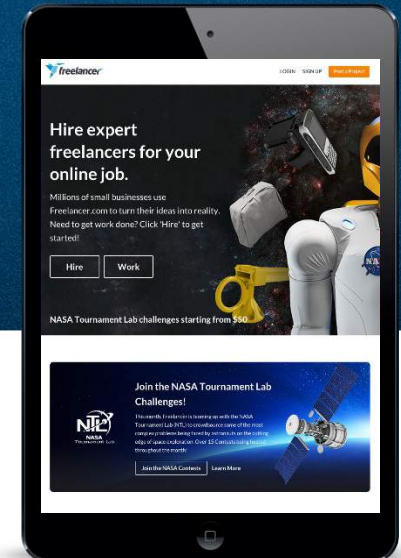
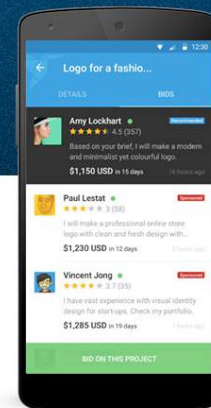
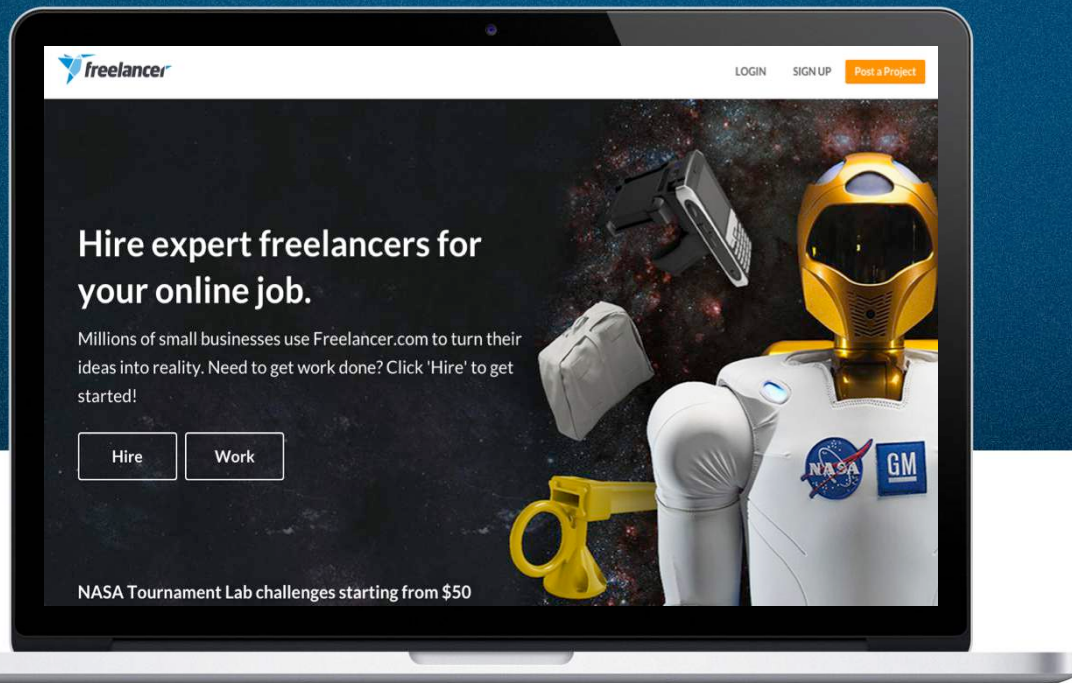
1. Marc Andreessen, Wall Street Journal, Why Software is Eating the World, 20 August 2011.



The world is repeating itself 20 years later



BEAUTIFUL PRODUCT





Yggdrasil full color tattoo

satherghoes1

\$50.00



I need some Graphic Design for choosing color for studio design

Sahir75

\$300.00



Architectural design and 3d renders of Hotels and Shopping Center

headplate

\$538.00



Design a Website Mockup for a stylish bespoke fashion brand

succinct

\$500.00



Create a packaging design and label for fruit company

madartboard

\$120.00



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 Kuenchenfinder.ch

kimuchan

\$150.00



Create Print and Packaging Designs for Eliiquid 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



3D Rendering of a Villa from 2D Floor Plan for \$100

Bids64

Avg Bid (USD)\$114

Project Budget (USD)\$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.

Skills required

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

Post a Project like this

Project offered by:

☆☆☆☆☆0.0 (0 Reviews)

VERIFIED

Project ID: 6900309

Report Project

FREELANCERS AWARDED

REPUTATION

BUDGET (USD)



jlacape · 2 days ago

Portfolio

Accepted

5.0

5.4

5 Reviews

100% Completion Rate

\$100

in 4 days

Hire Me!



3D Rendering of a Villa from 2D Floor Plan

By jlacape

US\$100

1.6k

7

20



Website for Startup Conference for €350

Bids	Avg Bid (EUR)	Project Budget (EUR)
42	€626	€250 - €750

Recruiter

COMPLETED

Project Description

We need a teaser site created for our conference where we will have a video running in the background. The sound will be disabled but the website visitor should be able to enable the sound as well. We will need call to actions to either sign up to the waiting list which will be connected to our Mailchimp or to buy tickets. We use Tito (ti.to) for our ticket sales.

We have branding guidelines that you can follow for the design and we will share that with suitable candidates. You can look at our current site to have an idea of the branding.

Current site: <http://www.arctic15.com/>

This teaser site that we need now will not include as much, this is just for you to have an idea of the branding guidelines.

Deadline: November 6th

Please place your bid as accurately as possible and let me know what questions you have for me in the proposal. Please include one or two websites which you have created that have explicit call to actions and concentrate on conversion.

Skills required

Graphic Design, HTML, PHP, Website Design

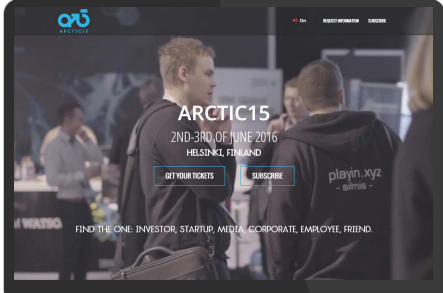
Post a Project like this

About the employer:

★★★★★ 5.0 (1 Review)

VERIFIED





Project ID: 8749803
Report Project



ARCTIC15

2ND-3RD OF JUNE 2016

HELSINKI, FINLAND

GET YOUR TICKETS

SUBSCRIBE

FIND THE ONE: INVESTOR, STARTUP, MEDIA, CORPORATE, EMPLOYEE, FRIEND.

Paper Towel Design and Render for CAD \$55

Bids

12

Avg Bid (CAD)

\$56

Project Budget (CAD)

\$10 - \$50

COMPLETED

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

About the employer:

★★★★★ 5.0 (9 Reviews)

VERIFIED

Project ID: 5486257
[Report Project](#)

FREELANCERS AWARDED

REPUTATION ▼

BID (CAD)

Blucero · hace un año

Portfolio

✓ Completed - Freelancer rated

★★★★★ 5.0

\$ 1.3

1 Review

100% Completion Rate

\$55

in 3 days

Hire Me!

Paper Towel Design and Render

By Blucero

CAD\$55

1.3k

6

15



Logo design for a consulting firm for \$129

[View Brief ▾](#)

Top Contest

Guaranteed

Entries

81

Prize (USD)

\$129



57 Winner

MindLabs™

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 m²
2. Living room	43.70 m²
3. Kitchen + Dining room	48.37 m²
4. Staircase	9.36 m²
5. Housekeeping room	2.25 m²
6. Laundry and ironing room	8.35 m²
7. Guest toilet-WC	1.96 m²
8. Storage room	4.48 m²
9. Guest master bedroom	20.65 m²
10. Guest master bathroom	11.95 m²
11. Guest walk in closet	5.30 m²
12. Office room 1	8.90 m²
13. Office room 2	8.90 m²
14. Server room with a small kitchen	15.56 m²
15. WC	3.10 m²
16. Play room/Party room	23.24 m²
17. Swimming pool	32.00 m²
18. Garage 1	34.32 m²
19. Garage 2	50.64 m²
20. Place for bicycles	5.31m2 area included in garage 2
21. Waste	3.68 m²
22. Place for the gardening furniture and gardening tools	13.35 m²
23. House connection room	4.57 m²
24. Covered porch	40.38 m²
25. Covered area for dry get in/ get out of the car	51.77 m² + 41.90 m²

Ground floor rooms total net area 235.99m²

Ground floor hallways 14.02 m²

Ground floor total living area 250.01 m²

Ground floor total living gross area 268.22 m²

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

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

Industrial Design of a Vinyl Cutter for €500

View Brief ▾

Sealed

Guaranteed

Featured

Entries

37

Prize (EUR)

€500

+

vinyl cutter concept

Winner



conceptadetails



stoth

★★★★★

1 Like





juwin305

★★★★★

2 Likes





juwin305

★★★★☆

1 Like





baabaksun

★★★★☆

1 Like





baabaksun

★★★★☆

1 Like





juwin305

★★★★☆

0 Likes





andhikaswara

★★★★☆

0 Likes

vinyl cutter concept



conceptapreliminaryrenders



stoth

★★★★☆

0 Likes

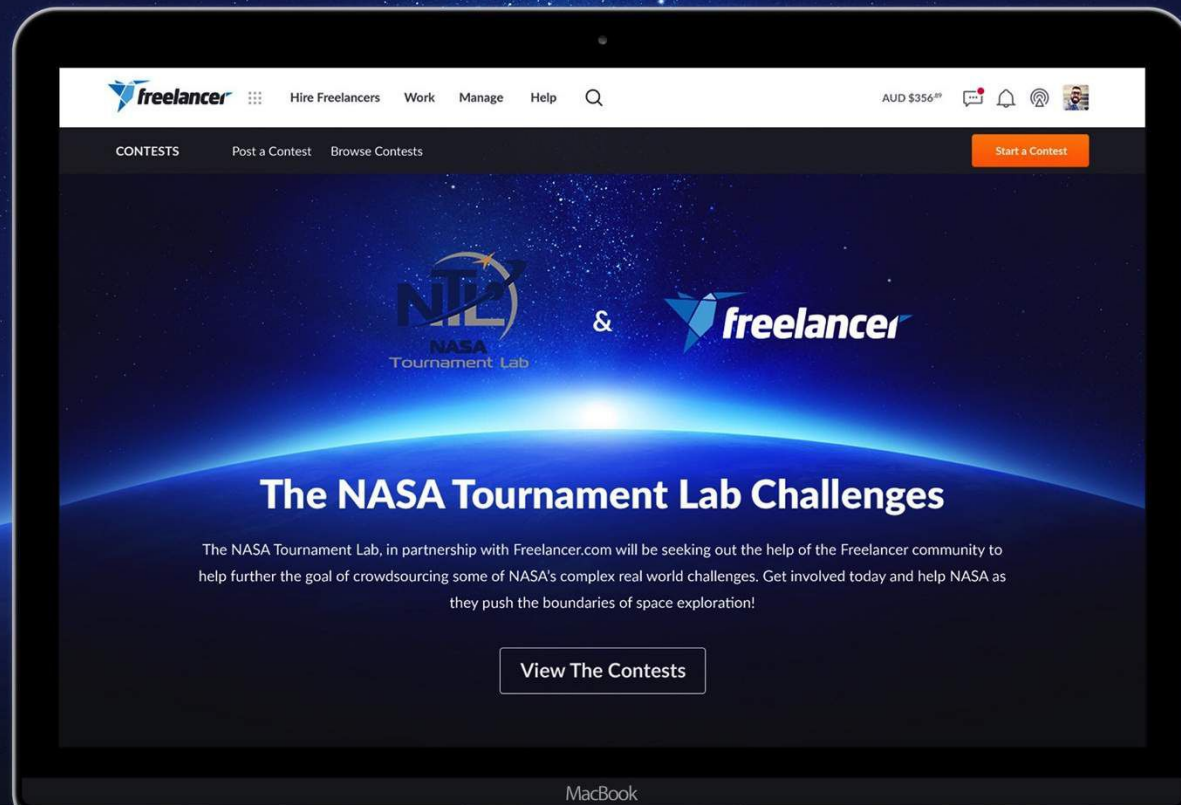
37





NASA partners with Freelancer

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



3D model of flashlight for NASA: \$50

To be used by robotic astronaut on the International Space Station



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

View Brief ▾

Launch Poll

Upgrade Contest ▾

Top Contest

Sealed

Entries
93

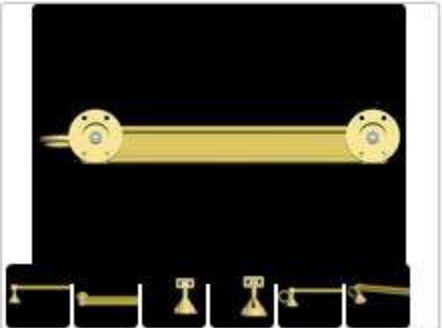
Prize (USD)
\$50

+



nicogiudiche ★★★★★

2 Likes



lenstone ★★★★★

1 Like



Electrojesus ★★★★★

1 Like



seifodias ★★★★★

1 Like



speedmaste... ★★★★★

1 Like



TimurSurin... ★★★★★

1 Like



seifodias ★★★★★

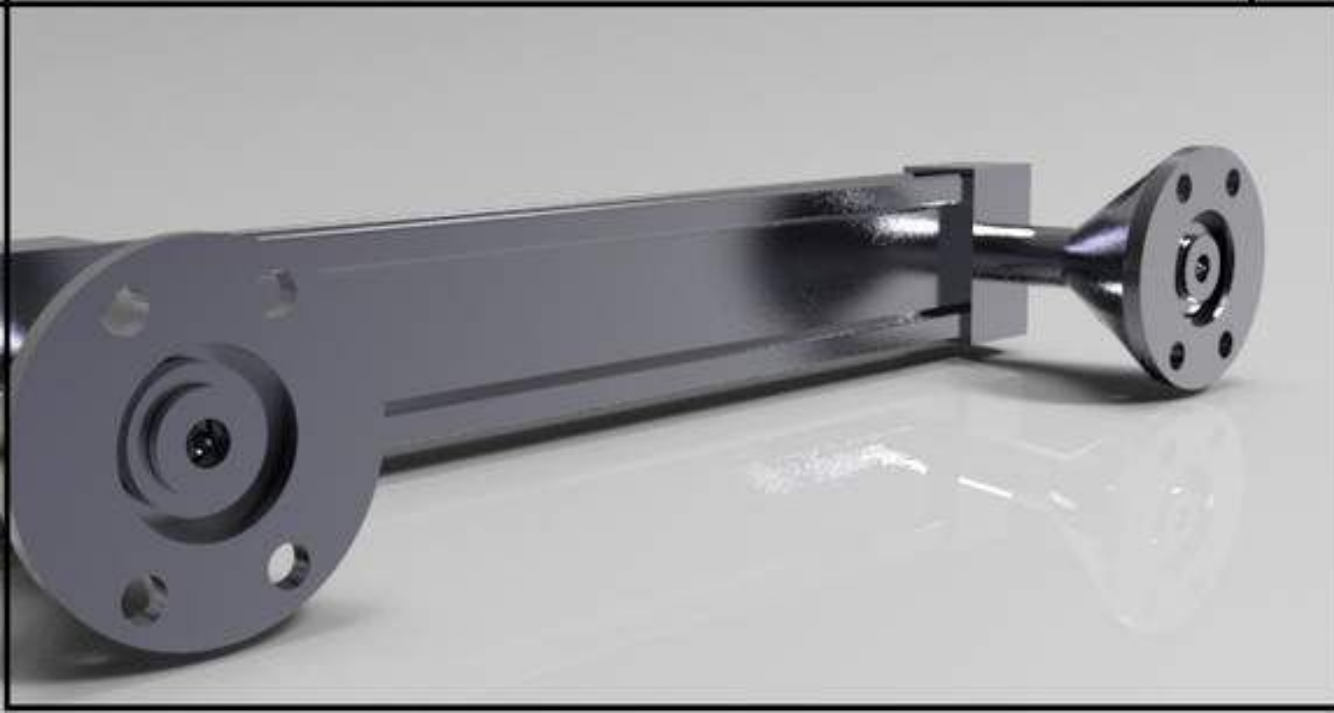
1 Like

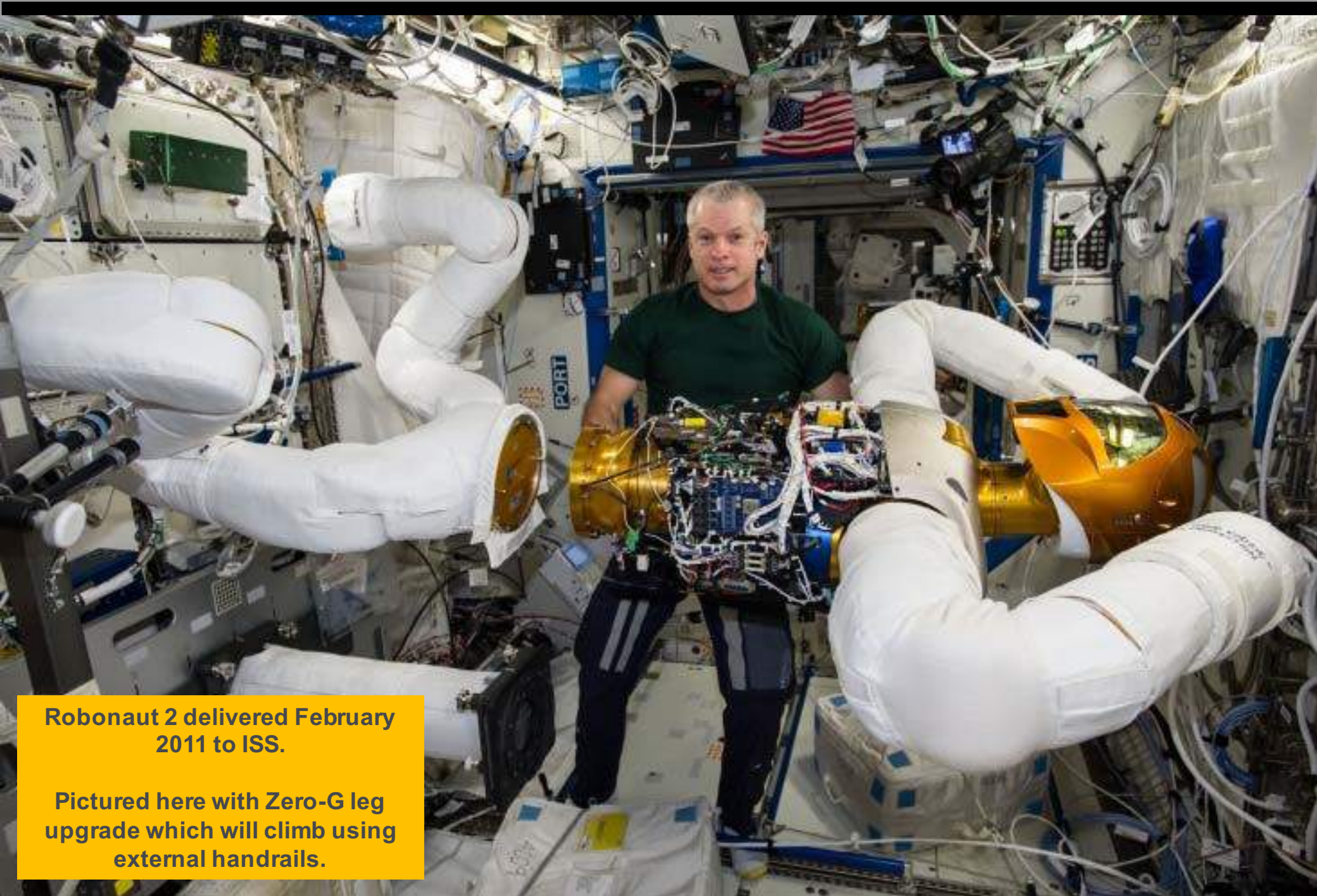


miguel3d ★★★★★

1 Like

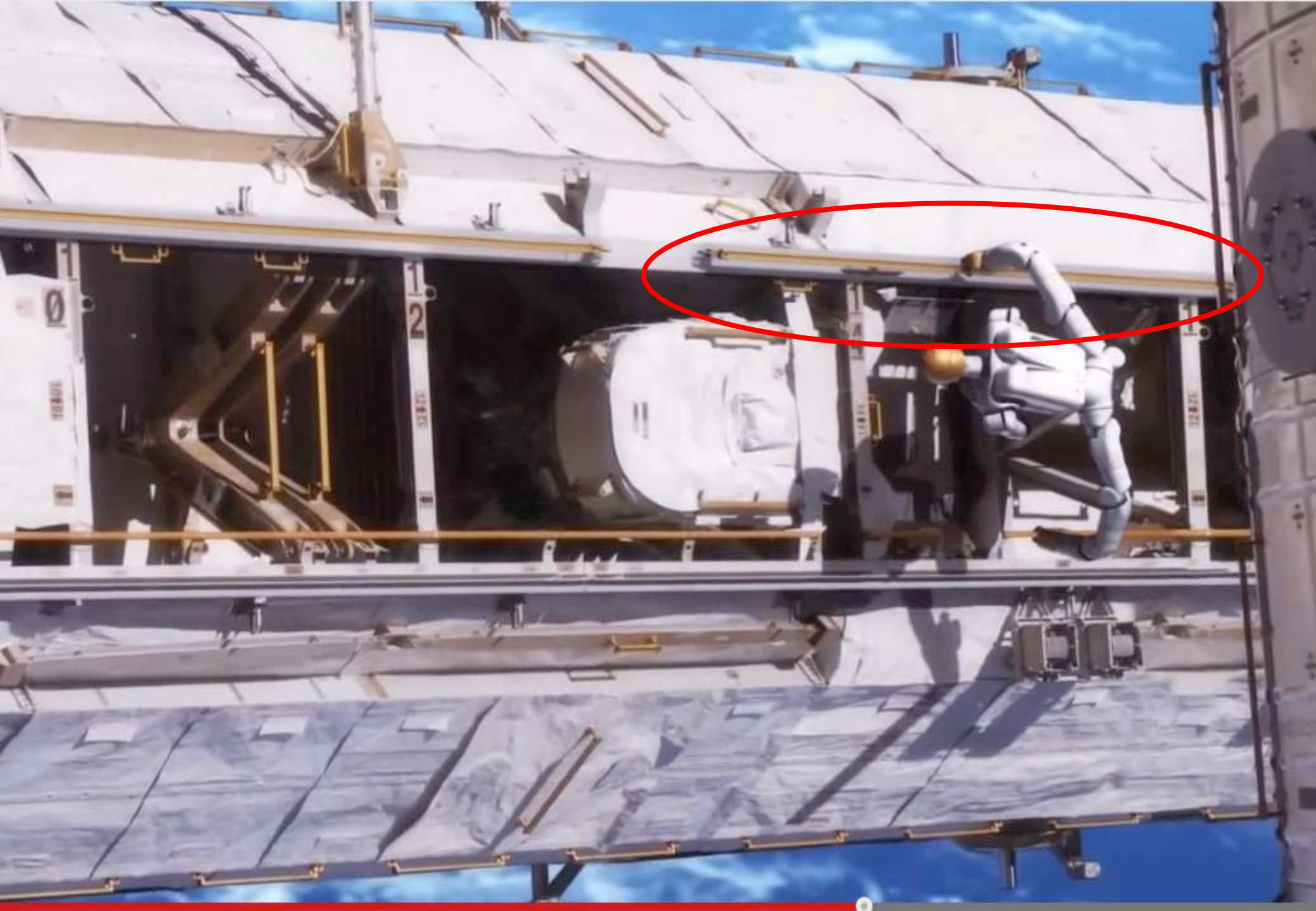






Robonaut 2 delivered February 2011 to ISS.

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



NASA Challenge: Astronaut Smartwatch App Interface Design

View Brief ▾

View Polls ▾



Entries
237

Prize (USD)
\$1500



igcalvo



8 Likes



layaweek



2 Likes



mail2vki



2 Likes



ingasandweg



1 Like



johnnyb128



0 Likes



tommoran40



2 Likes



mobicaux



0 Likes



stenszky



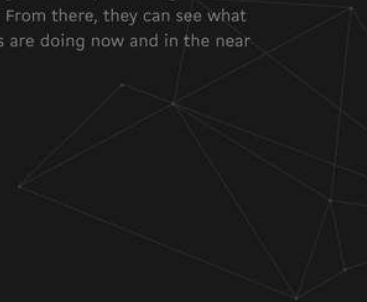
0 Likes

START// Architecture

A simple, predictable information architecture

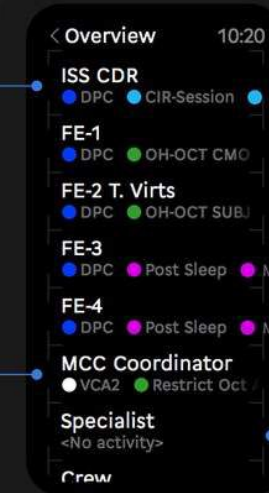


At any moment, a crewmember can pinch the display: This common zoom gesture maps to a high-level Timelines Overview. From there, they can see what other crewmembers are doing now and in the near future.



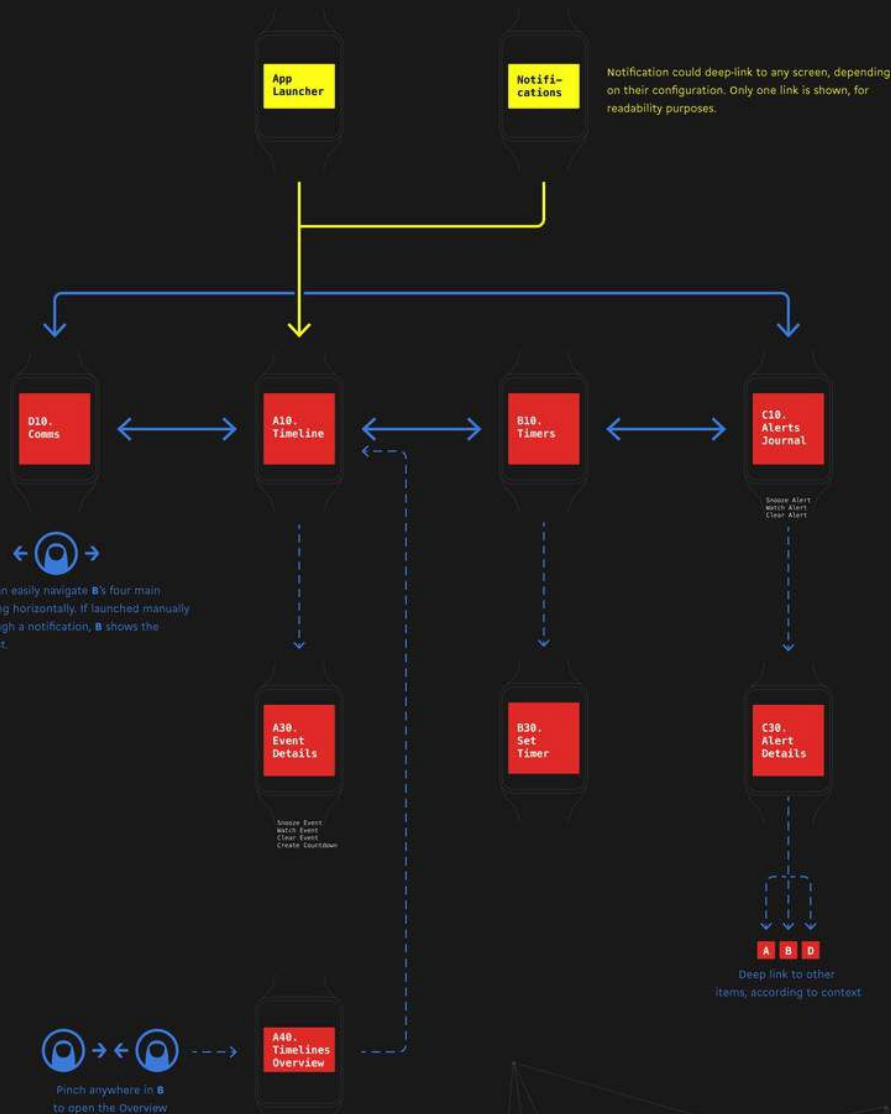
All crewmembers and ISS mission roles are listed in the Overview. Each one is associated to their immediate events, making it easy to see what everybody's doing at a glance.

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



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

A40// Timelines Overview



THE LOW GRAVITY TROPHY



Trophy \$200

Chris

NASA's GONDOLA FOR HIGH ALTITUDE PLANETARY SCIENCE PROJECT



Logo \$200



Logo \$150



Banner \$100



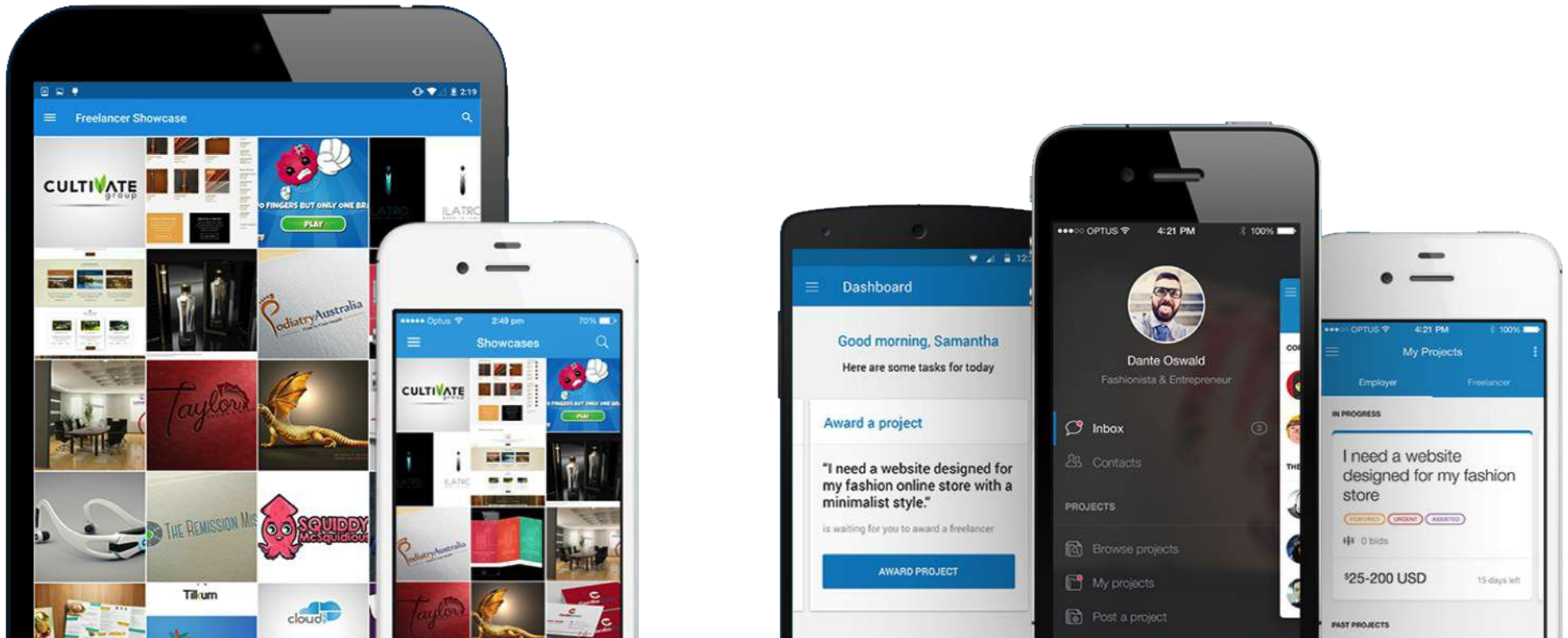
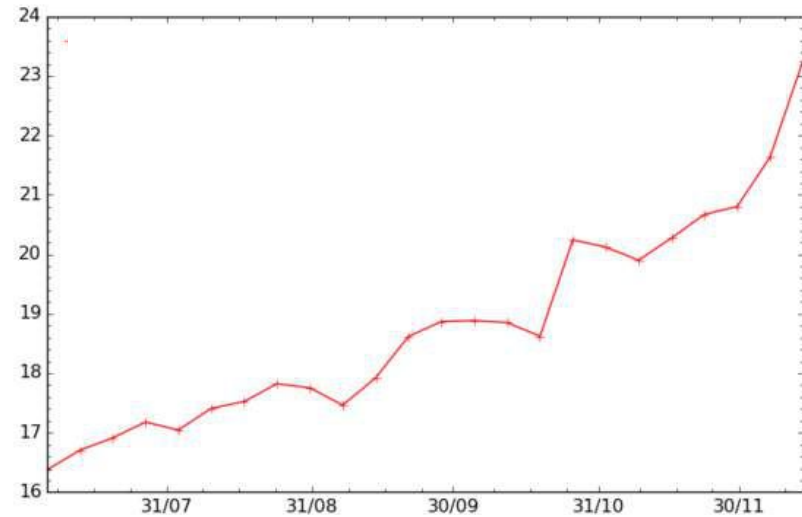
3D Model \$50



3D Model \$50



**23% of users now
touch a Freelancer
project or contest via
mobile on iOS, Android
or mobile web**

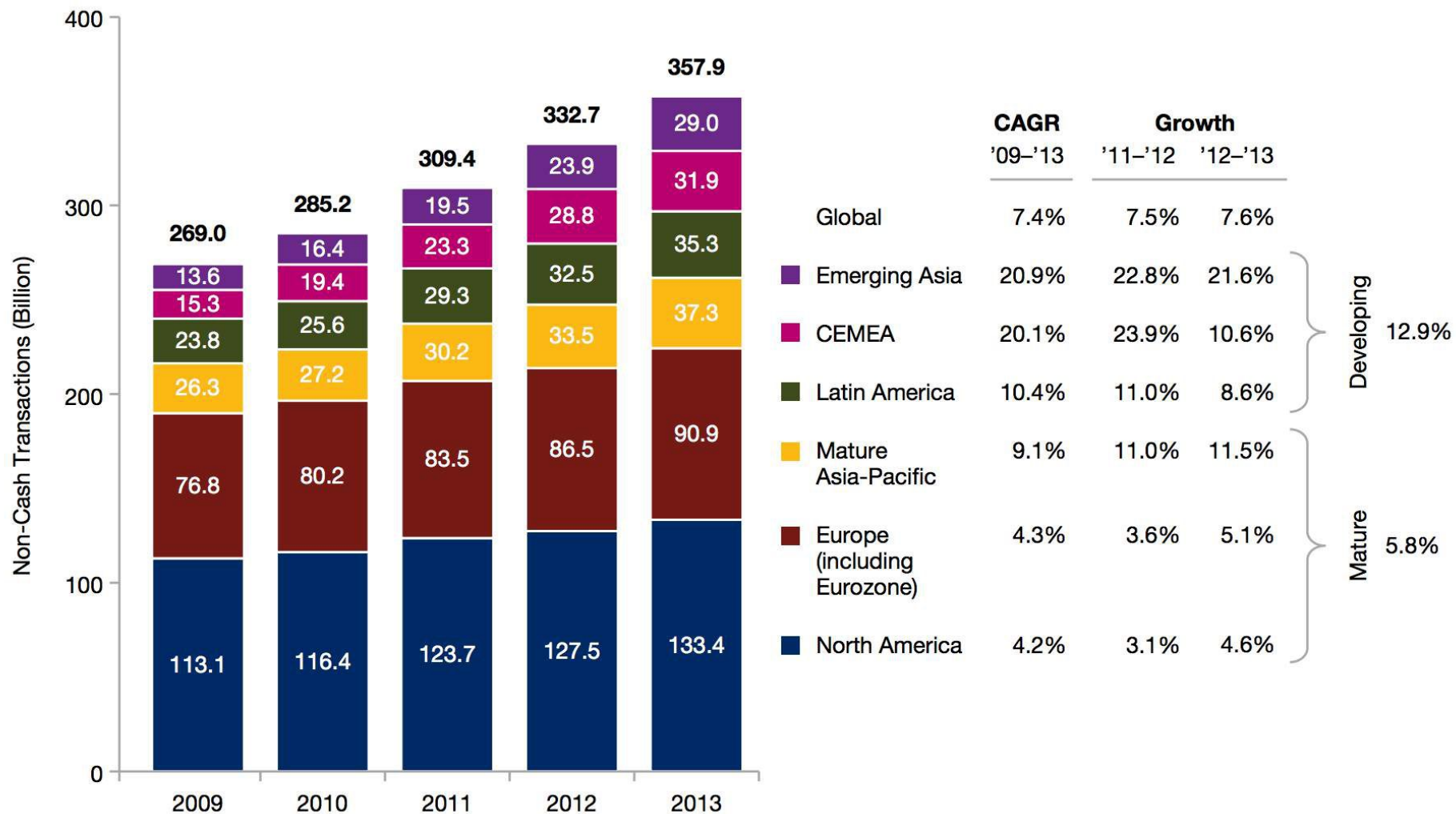


Freelancer Limited

ESCROW.COM

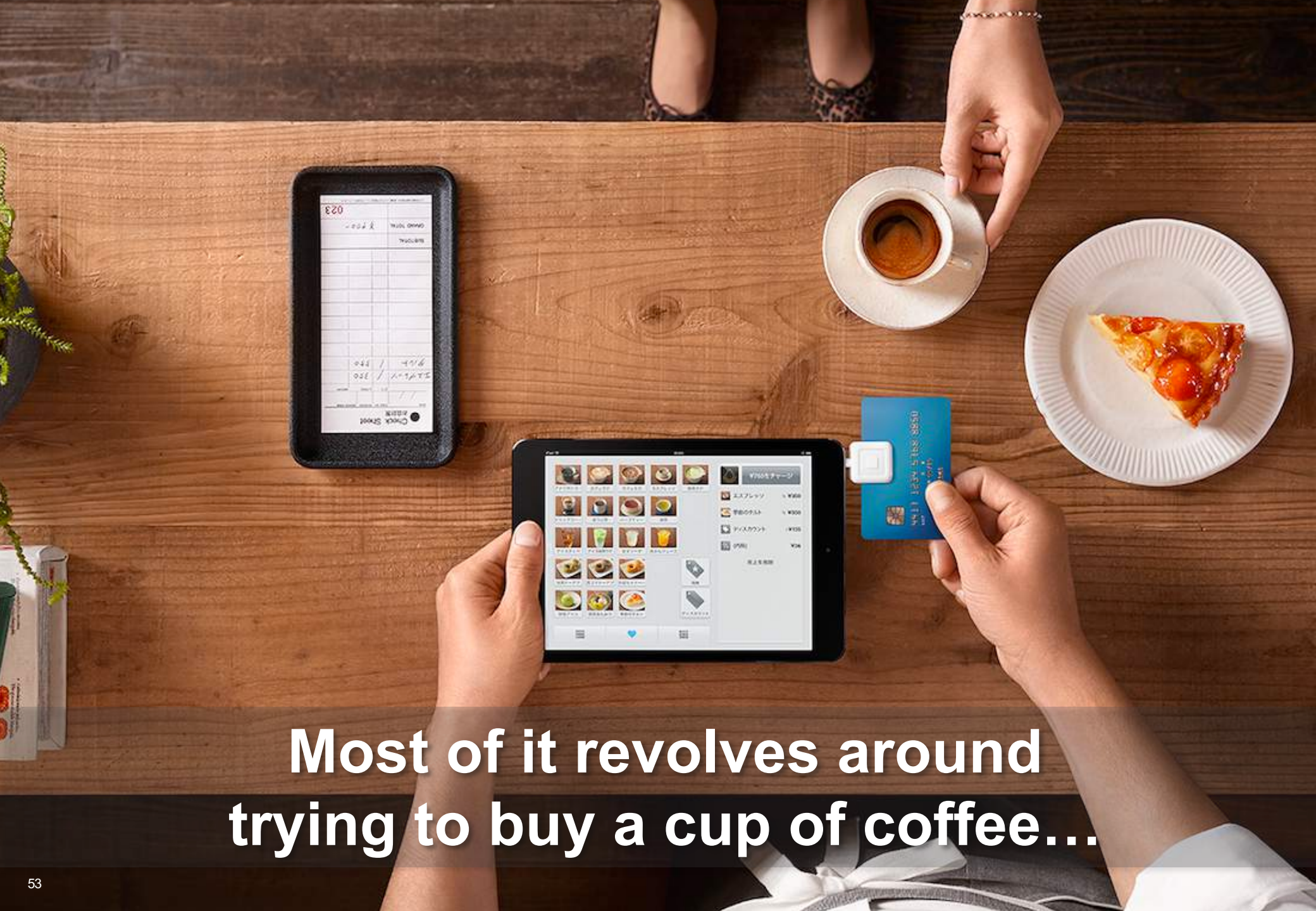
**The opportunity in global
non-cash payments is large**

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



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



A top-down view of a person's hands using a tablet to order food and coffee at a cafe. The tablet screen displays a menu with various food items and a list of items on the right. The person is holding a blue credit card over the tablet. On the wooden table, there is a smartphone displaying a receipt, a cup of coffee on a saucer, and a slice of pizza on a plate. The background shows the person's legs and feet.

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



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

You wouldn't sell your car with PayPal

PayPal Community Help Forum

PayPal Home PayPal Help Sign in

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



garden designer

Member

Posts: 2

Kudos: 6

Accepted Solutions: 0

Car Purchase Scam

on 09-06-2013 04:13 PM

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 website's help section. The top navigation bar includes the eBay logo, a search bar, and links to 'Shop by category', 'All Categories', and a 'Search' button. Below the navigation bar, the breadcrumb trail reads: Home > Help Topics > Payment & shipping > Paying for items > Using escrow services. The main heading is 'Help'. On the left, there is a 'Browse help' sidebar with categories like 'Searching & researching', 'Bidding & buying', 'Selling & seller fees', 'Payment & shipping' (which is expanded to show 'Paying for items', 'Receiving payment', and 'Packing & shipping items'), 'Feedback', and 'Membership & account'. Below the sidebar are links for 'eBay glossary', 'eBay acronyms', and 'A-Z index'. The main content area is titled 'Using escrow services for eBay Motors vehicle purchases'. It features a search bar for help pages and a list of links: 'Use caution when considering an escrow service', 'Adding escrow to a vehicle listing', 'The escrow process', and 'International escrow services approved by eBay'. A red circle highlights a section titled 'Important: Only use Escrow.com.' which contains the text: '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.' Below this, it says 'Escrow is available for any purchase, but typically is used for eBay Motors'. To the right of the main content area, there are sections for 'Contact us' and 'Ask eBay members'.

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

Using escrow services for eBay Motors vehicle purchases

Use caution when considering an escrow service
Adding escrow to a vehicle listing
The escrow process
International escrow services approved by eBay

Important: Only use Escrow.com.

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

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

Contact us

Have a question? We can help.

Contact us

Ask eBay members

Get help from other eBay members. Visit the Answer Centre to post a question.

Related Help topics

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



SAFEGUARDING **YOUR**
ONLINE TRANSACTIONS

BEGIN YOUR ESCROW ►

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

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

Financials

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

History

- Founded in 1999 by Fidelity National Financial, a Fortune 500 company and the United States' largest provider of commercial and residential mortgage and diversified services
- From 1999 to 2000 received US\$40m in investment from Softbank, The Chase Manhattan Group, Pacific Century Cyberworks (PCCW), VerticalNet, Inc., Micro General Corporation & Madison Securities
- In 2002, after the first dot-com crash, Fidelity exited the business, merging Escrow.com into iLumen
- In 2004, Escrow.com was purchased by a private investor
- In 2015, Freelancer.com acquired Escrow.com effective 1 November

Operating strategy

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

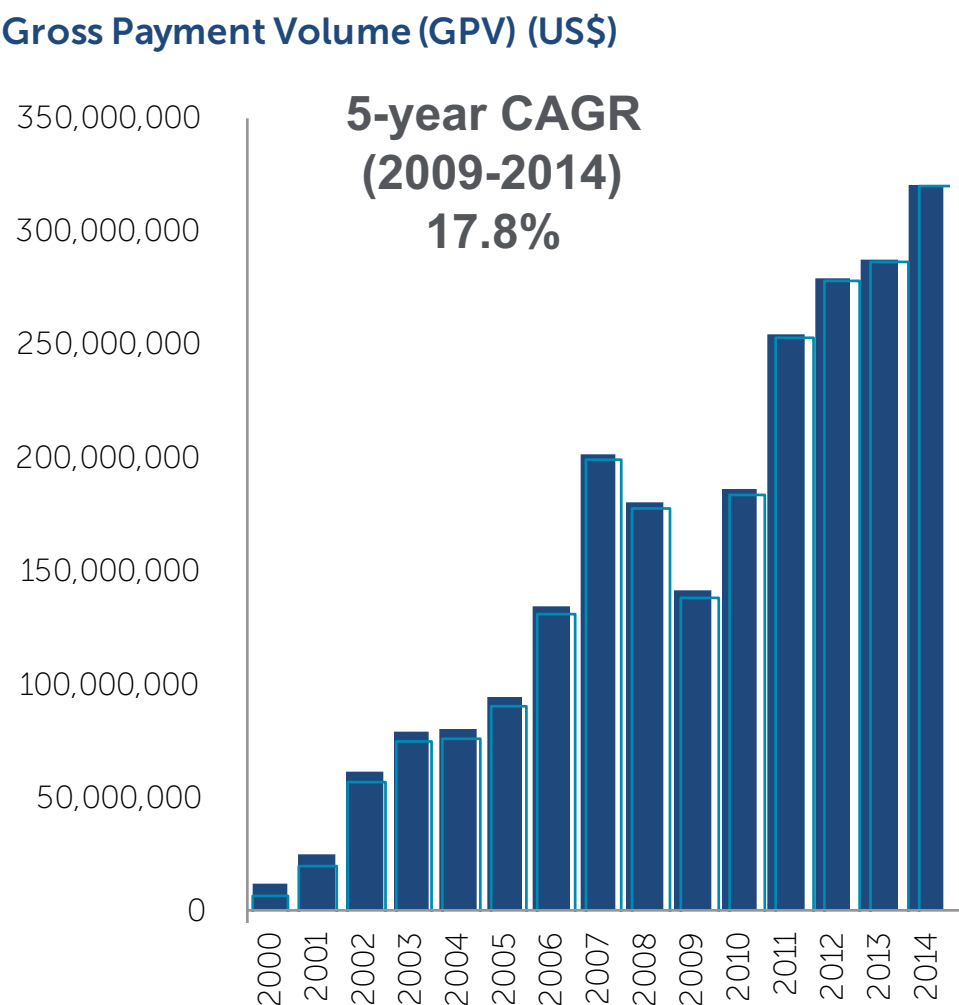
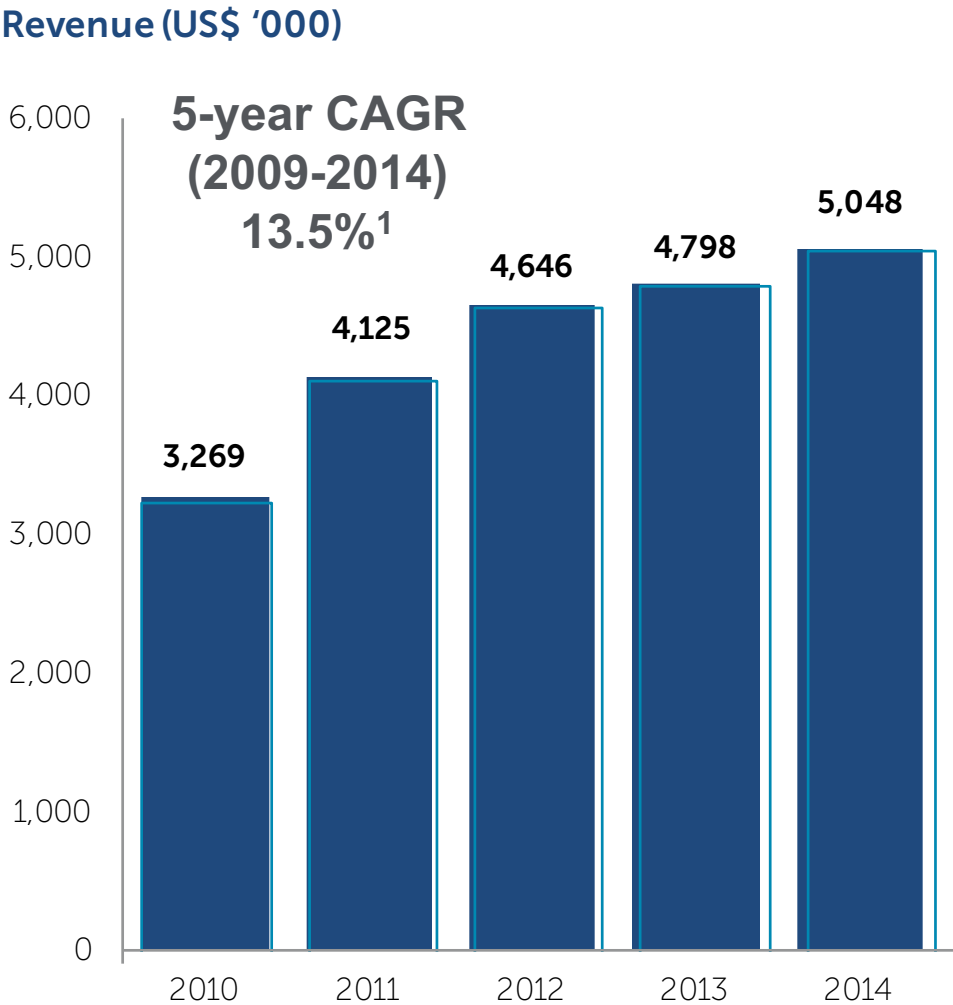
¹ Calendar year financial years, GPV defined as all cash inflows into Escrow.com bank accounts

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



Escrow.com historical financial performance

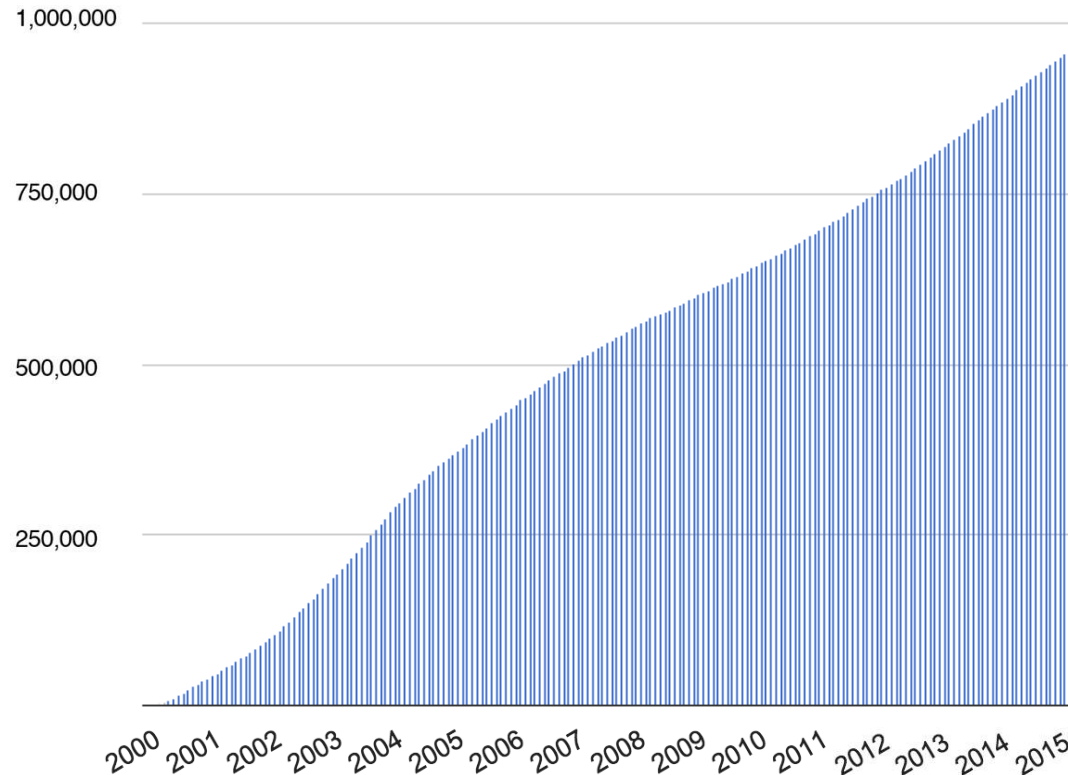
Freelancer will be building on a sixteen year track record of growth in Gross Payment Volume and Revenue



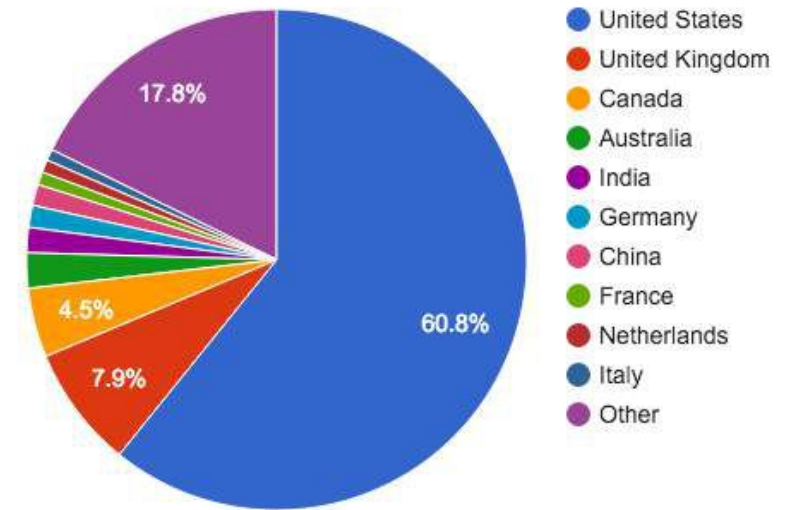
Escrow.com historical user growth

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

Total number of users



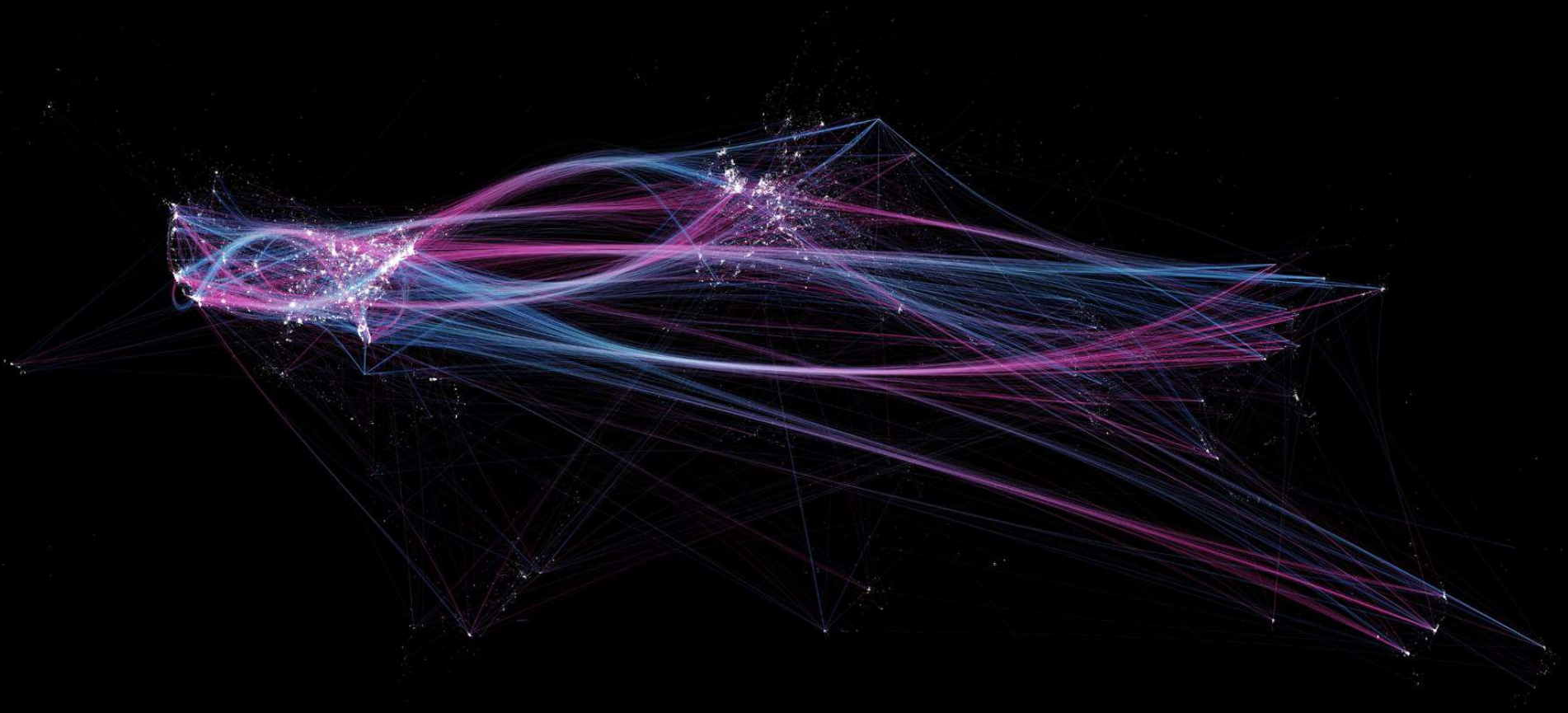
Users by country



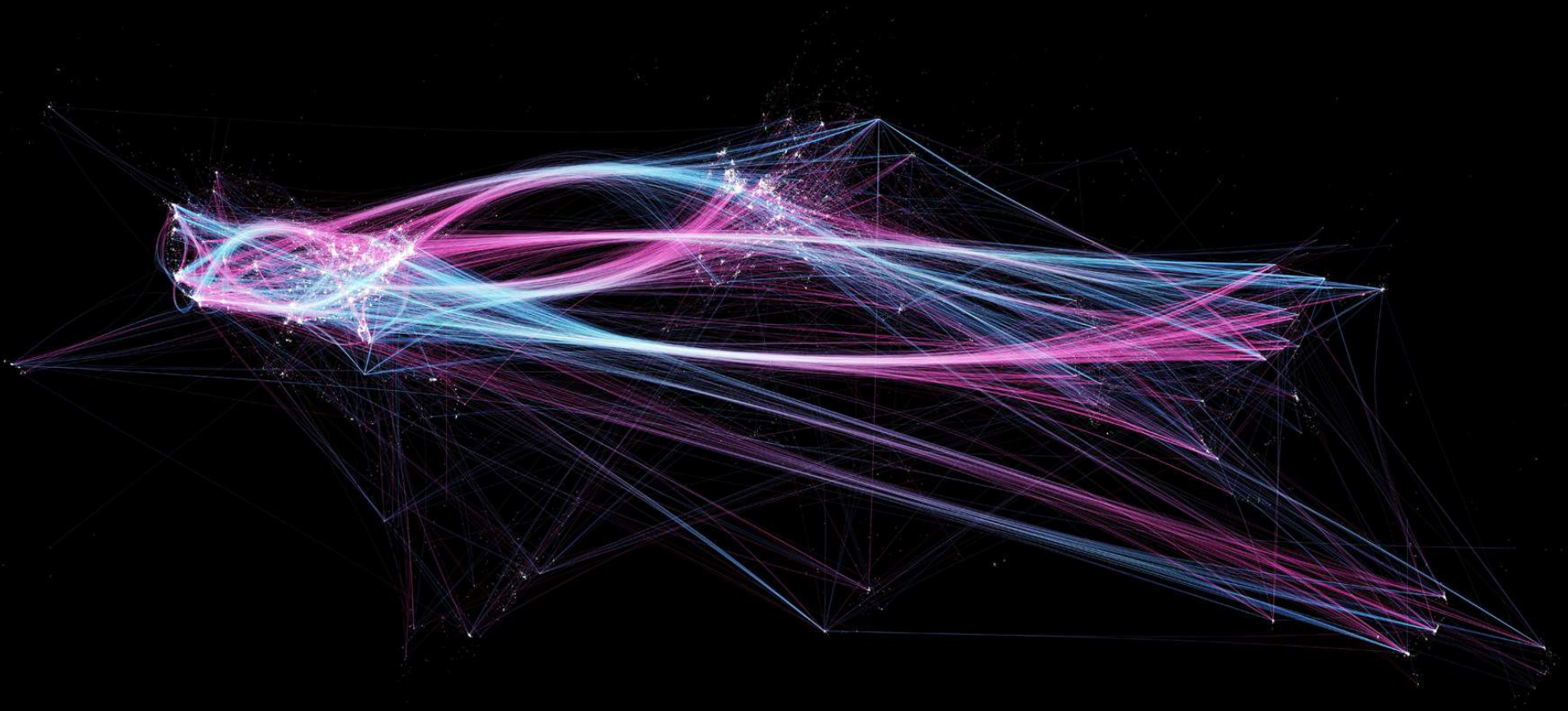
- An exceptionally high quality user base of ~1 million users with high transaction value



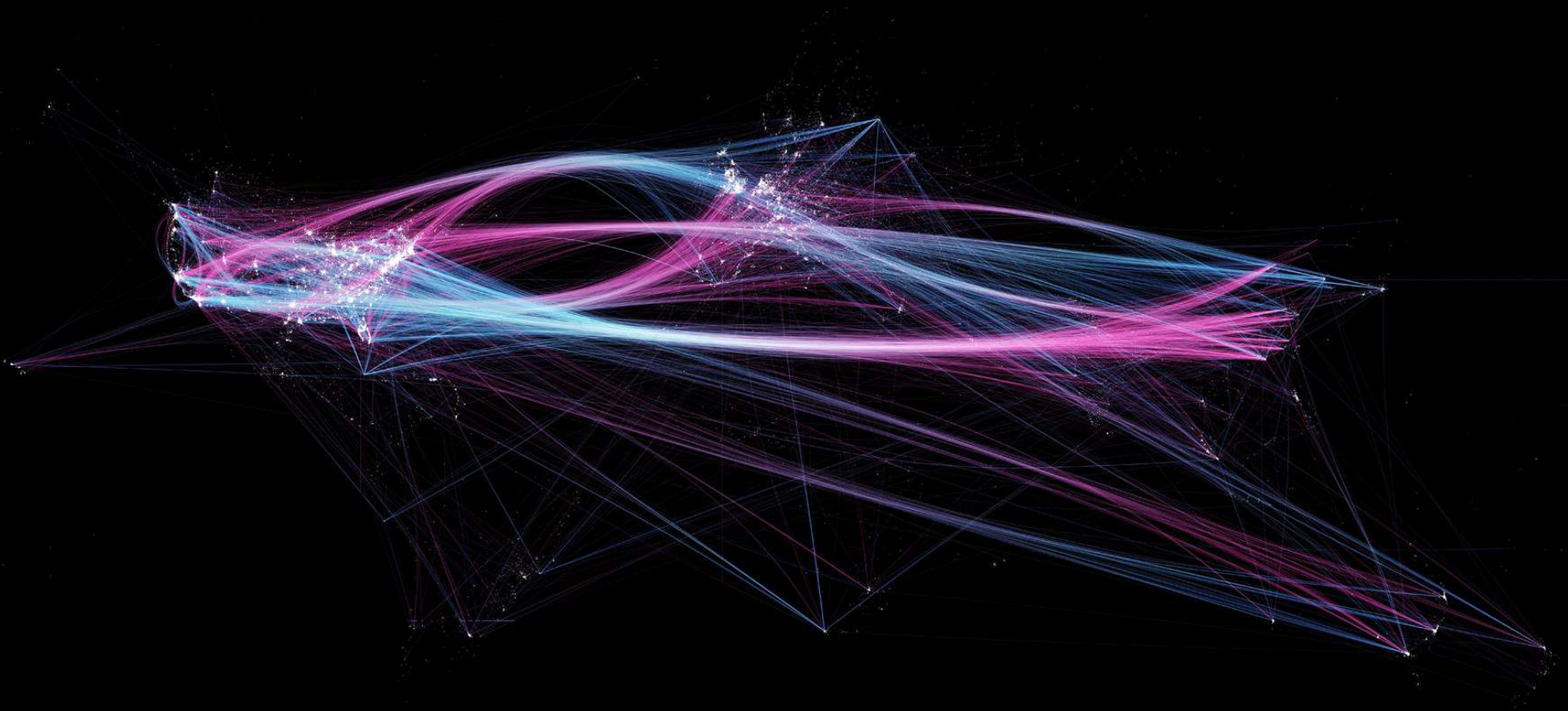
Escrow.com's Online Economy in 2013



Escrow.com's Online Economy in 2014



Escrow.com's Online Economy in 2015



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

1 → 2 → 3 → 4 → 5



Buyer and seller agree to terms

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



Buyer pays Escrow.com

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



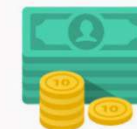
Seller ships merchandise

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



Buyer accepts the merchandise

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



Escrow.com pays the seller

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

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



Domains



Antiques



Computer Equipment



Jewellery



Motorcycles



Consultants



Boats



Classic Cars



Contractors



Refurbished Equipment



Websites



Heavy Equipment



IT Services



Copyrights



Electronics



Legal Services



RVs



Wholesale Goods



Musical Instruments



Auction Items

Escrow.com is easy to use



The screenshot shows the 'For Dummies' website interface. At the top, the 'FOR DUMMIES' logo is displayed in yellow, with 'A Wiley Brand' underneath. To the right of the logo is the tagline 'Making Everything Easier'. Further right are social media icons for Facebook, Google+, Twitter, YouTube, and News. A yellow button labeled 'Shop for Books & More' is also present. Below the header is a navigation bar with a home icon and several dropdown menus: 'See All Topics', 'Internet & Social Media', 'eBay', 'Buy on eBay', and 'Protection'. Below the navigation bar are three article teasers, each featuring a cartoon character icon and a title: 'How Does eBay's Verified Rights Owner (VeRO) Program Protect Intellectual Property?', 'Avoid These eBay Trading Violations', and 'What Does PayPal Buyer Protection Cover?'. Below these teasers is a large article titled 'How to Protect High-Cost eBay Transactions with Escrow.com'. The article text states: 'Escrow.com, eBay's official escrow service, makes it more comfortable for an eBay buyer to proceed with transactions over \$2000, which is the upper limit for PayPal buyer protection. Buyers gain peace of mind by using escrow because they know the transaction will be completed securely and easily. As a new user, you or your buyer must register to use the service. When you'. To the right of the article text is an advertisement placeholder labeled 'Advertisement' showing a man in a suit.

FOR DUMMIES
A Wiley Brand

Making Everything Easier

Shop for Books & More

Search

See All Topics

Internet & Social Media

eBay

Buy on eBay

Protection

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

Avoid These eBay Trading Violations

What Does PayPal Buyer Protection Cover?

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

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

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

Advertisement

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

Transact in
US Dollars or Euros**



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



2004 Fountain 38 LX securely sold through Escrow.com



2003 Ferrari Enzo securely sold through Escrow.com

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

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



Industrial & heavy equipment sold through Escrow.com



**2014 FANUC
Industrial Robot**



**2006 Caterpillar
D5N Dozer**

Where the Internet is bought and sold

Some domain names and businesses sold through Escrow.com



Uber.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



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

**Service contracts
such as holiday
rentals and repairing
a roof are also
facilitated by
Escrow.com**



Notable Partners

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



Ebay Inc.



FedEx.com



Cars.com



GoDaddy



Auto Trader



Flippa



UShip.com



Trucker.com



Reverb.com



RV Search.com

and many other high volume partners across a range of industries..



artprice™



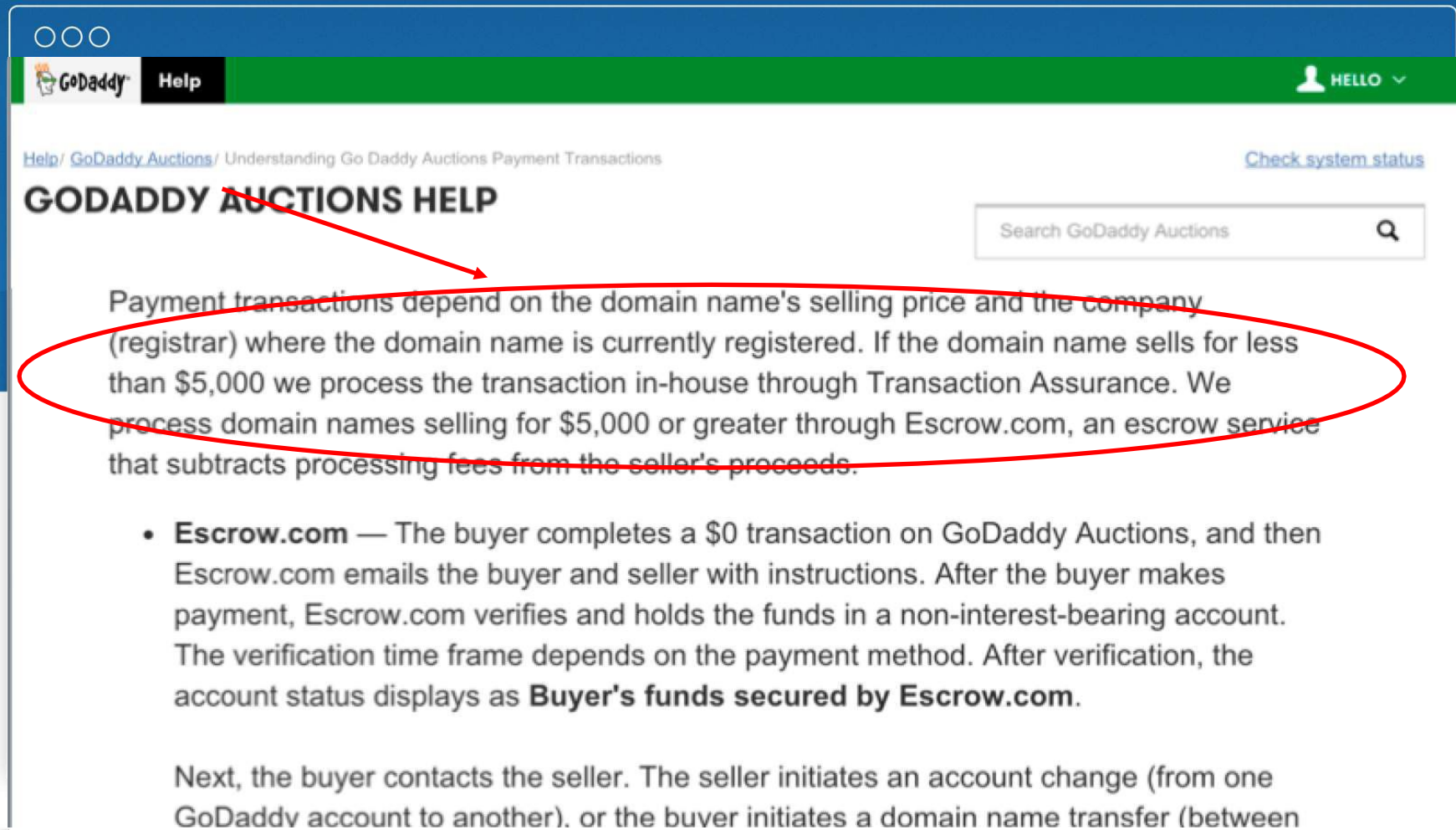
PreOwned
WEDDING
DRESSES.com



RAPAPORT® | DIAMONDS.NET



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



○○○

GoDaddy Help HELLO ▾

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

GODADDY AUCTIONS HELP

Search GoDaddy Auctions 🔍

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

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

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

Escrow.com protects automotive transactions on Motorcycle.com

Motorcycle.com est. 1994

IN GOOD COMPANY

Watch Danny & Steve's story now

bankwest FOR BUSINESS

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

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

REGISTER LOGIN

Classifieds

1972 Triumph Trophy TR6C
SHOWROOM CONDITION TROPHY TR6C

Year : 1972

Color : blue

Mileage : 16,119 Miles

Location : Pinellas, FL, US

VIN : TR6CXG3954

Price : \$ 20,000

ESCROW.COM

Spotlight

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

Allstate Motorcycle Insurance

Get a free motorcycle insurance quote today

ZIP Code GET A QUOTE

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

NATIONAL EXPORT INITIATIVE
NEXT >>>

Find out what's
NEXT >>>



All major global marketplaces have captive payments businesses

A strong cornerstone for entering the payments space

amazon.com[®]

amazonpayments[™]

ebay[™]

(formerly)

PayPal

Alibaba.com[®]

支付宝[™]
Alipay.com

freelancer + **ESCROW.COM**[®]



Freelancer Limited

FINANCIAL RESULTS

Financial highlights 1H15

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

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

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

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

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



Q3 2015 another exceptional quarter with record cash receipts

Expects to deliver acceleration of revenue growth in FY15 over FY14

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

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

Strong balance sheet

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

Year to date positive operating cashflow

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

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

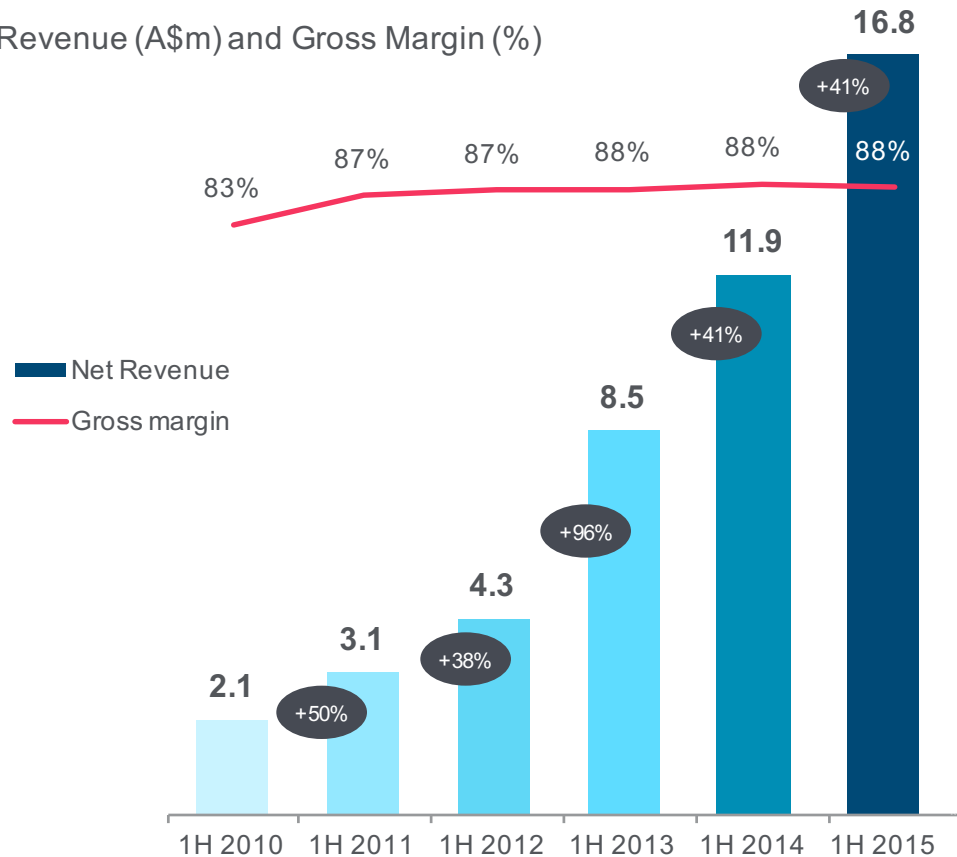
- Added over 850,000 users and 450,000 projects & contests
- A 39% YoY increase in users who post projects or contests with a 9% QoQ increase (41% annualised)
- All-time posted project value now AUD\$3.97 billion



Revenue growth

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

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



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

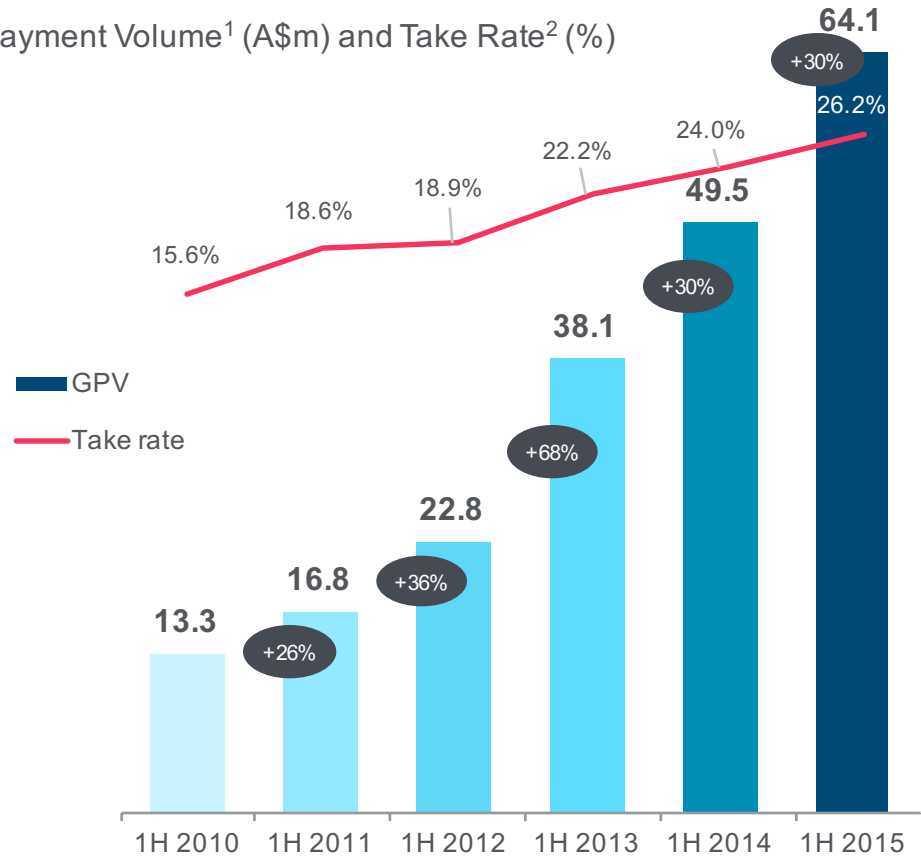
- Record 1H15 Net Revenue of \$16.8m, up +41% on 1H14
- Acceleration from +39% FY14 year on year
- Consistently high gross margin, 88% in 1H15, in line with 88% in 1H14
- Key revenue growth drivers
 - increased user, project & contest acquisition
 - increased marketplace efficiency and conversion rate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



Gross payment volume

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

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



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

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

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

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



Summary profit & loss statement

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

(A\$m) Half-year to 30 Jun	1H 2014 Actual	1H 2015 Actual	Change (%)	
Net Revenue	11.9	16.8	40.8	● Record 1H15 net revenue of \$16.8m – up 41% on 1H14
Gross Profit	10.5	14.7	40.0	● Gross margins in line with prior period
<i>margin (%)</i>	<i>88.3%</i>	<i>87.8%</i>		● Continued investment in talent: product development, engineering & customer service
Employee expenses	(6.7)	(8.3)	24.0	● Increased marketing expense as a percentage of net revenue to c.15% (1H14: c.12%)
Administrative expenses	(2.3)	(3.6)	59.0	● FX gains/(losses) includes unrealised changes in AUD value of cash and user obligations
Marketing related expenses	(1.4)	(2.4)	77.7	● Includes c.\$250k of costs relating to the acquisition of Escrow.com which were expensed in 1H15
Occupancy costs	(0.8)	(1.3)	51.9	● Non-cash share based payments expense of \$466k (1H14: \$125k)
FX gains / (losses)	(0.1)	(0.1)	-	
Share based payments expense	(0.1)	(0.5)	nm	
EBITDA	(0.9)	(1.5)	nm	
EBIT	(1.1)	(1.7)	nm	
NPAT	(0.7)	(1.3)	nm	
Excluding share based payments expenses ¹				
Operating EBITDA	(0.8)	(1.0)	nm	
Operating EBIT	(0.9)	(1.2)	nm	
Operating NPAT	(0.6)	(0.8)	nm	

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



Summary balance sheet

Strong balance sheet and no net debt

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

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



Outlook statement

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

- Freelancer continues its exceptional growth, with record net revenue, registered users and posted projects
- We expect that this exceptional growth will continue for the full 2015 financial year as it has each year for the last six years since the company was founded
- The acquisition of Escrow.com will contribute to Freelancer's FY15 results from 1 November 2015 (i.e. a two month contribution)
- This acquisition will be a strategic and operational inflection point for Freelancer





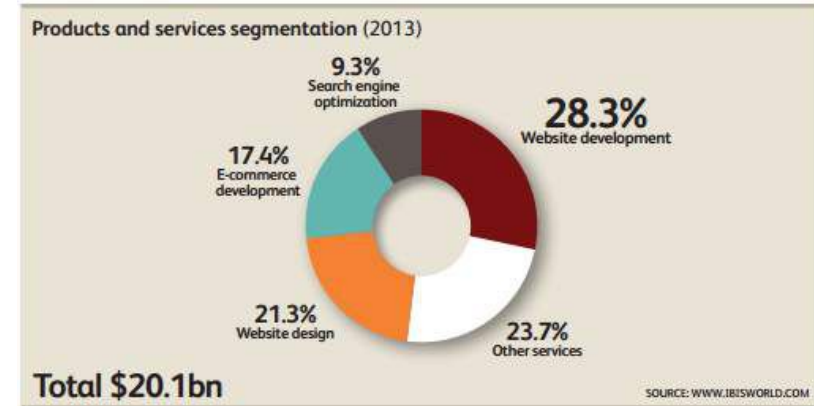
Freelancer Limited

HOW BIG IS THE MARKET?

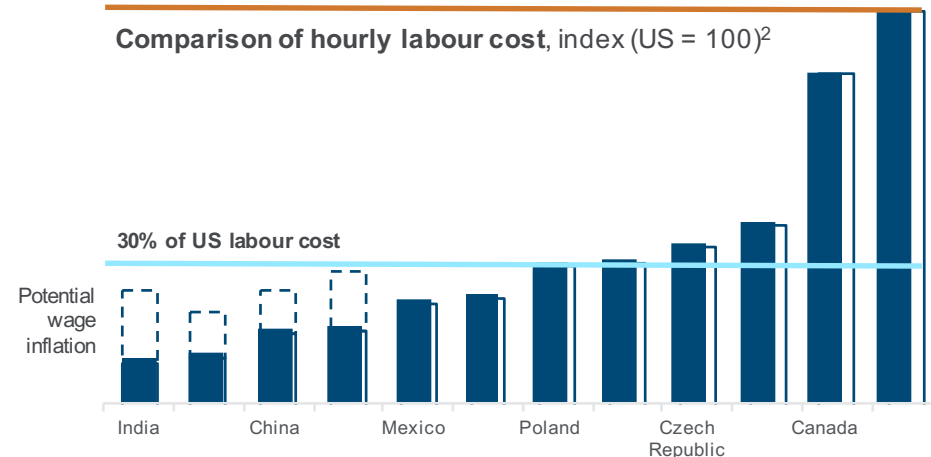
Estimated demand for Web Design services alone

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

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



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



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

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

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

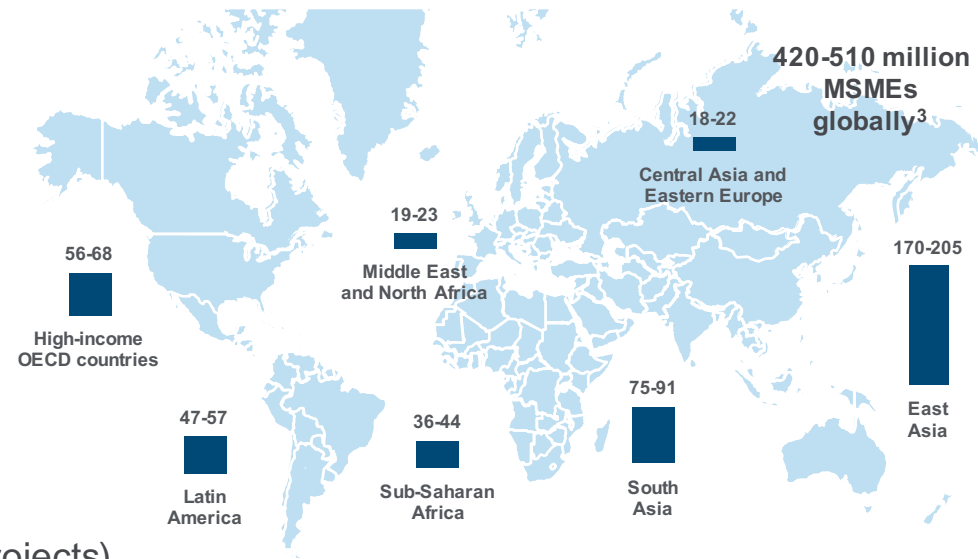
4. Based on AUD/USD exchange rate of 0.73.



Estimated demand from Small Businesses

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

- There are about 28 million small businesses in the US
 - 22 million of these are informal non-employers (yet generate >\$1 trillion per annum in revenue)¹
- US job posters who posted more than one project posted on average 3.13 projects in 2013²
 - then this same cohort posted 4.60 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)²
 - Implies A\$7.2 billion TAM (A\$28 billion GPV, 129 million projects) from US SMEs
- But there are 420 – 510 million micro, small and medium enterprises (MSMEs) globally³
- 96 million are formal employer MSMEs outside the US in mid-high income nations⁴
 - Additional A\$24.7 billion TAM (A\$95 billion GPV, 442 million projects)
- **Estimated global TAM from MSME market of c.\$31.9 billion (\$122 billion GPV, 571 million projects)**
- This excludes another 100m+ informal (unregistered) MSMEs in high income nations globally including non-employer firms, sole proprietors and partnerships which could add materially to Freelancer's revenue opportunities



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

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

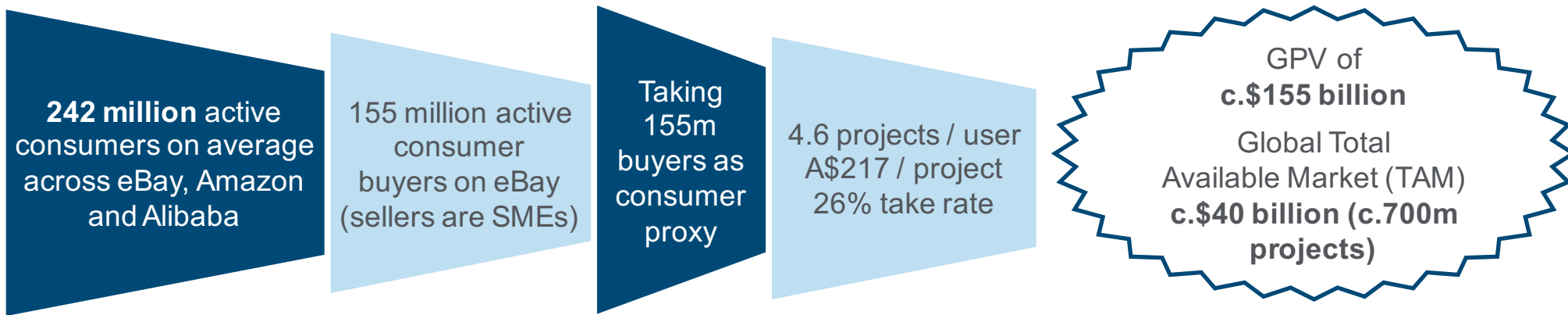
3. McKinsey Global Institute, "Two trillion and counting: Assessing the credit gap for micro, small, and medium-size enterprises in the developing world" (October, 2010).

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



Estimated demand from Consumers

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



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



Estimated supply of professional labour in the developing world

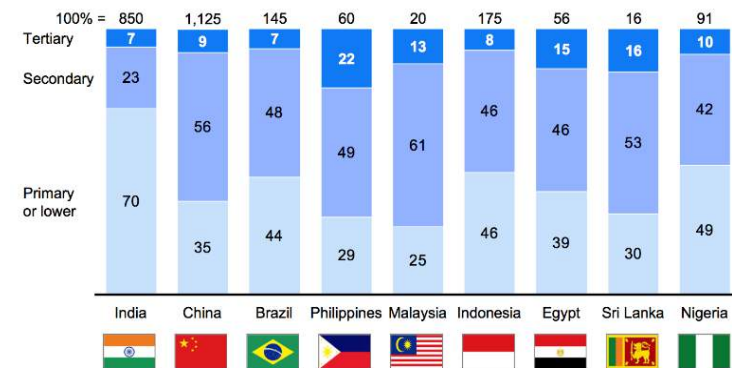
370 million people, or 10% of the 3.7 billion working age population in the developing world have a tertiary qualification

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

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

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

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



NOTE: Numbers may not sum due to rounding.

SOURCE: United Nations Population Division (2010 revision); IIASA; ILO; local statistics for India and China; McKinsey Global Institute analysis

1. McKinsey Global Institute: The World at Work: Jobs, Pay and Skills for 3.5 Billion People (June 2012)

2. McKinsey Global Institute, The Emerging Global Labor Market 2005, Part I: The Demand for Offshore Talent in Services

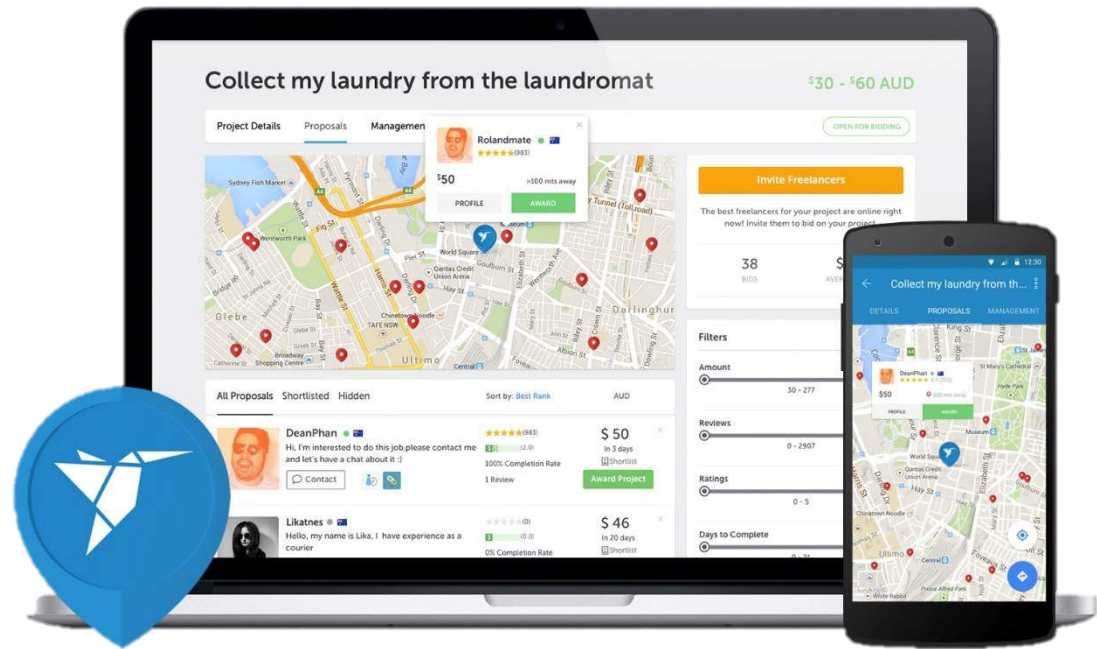
3. Accenture Institute for High Performance: Where will all the STEM talent come from? (May 2012)



Estimated demand from Local Jobs

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

- Online services is already a huge market, with enormous future potential
 - McKinsey Global Institute has estimated that “160 million jobs, or about 11% of the projected 1.46 billion services jobs worldwide, could in theory be carried out remotely, barring any constraints in supply”
- In the US alone, the temporary labour market is estimated to be on the order of \$100 billion¹
 - MBO Partners² also found that in 2013 in the US there were 17.7 million independent workers
 - these generated \$1.2 trillion in total income per annum
 - Angie's List estimates the home services industry, which includes electricians, plumbers, dog walkers and other manual labour, alone is worth \$400 billion per annum
 - others put it at \$800 billion per annum^{4,5}



1. <http://www.theverge.com/2012/7/23/3177860/taskrabbit-13-million-fund-in-gig-economy-labor-market-zaarly-done-exec>
2. http://info.mbparkers.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-services.asp>
4. http://www.nytimes.com/2015/04/13/technology/amazon-google-and-more-are-drawn-to-home-services-market.html?_r=0



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