



PressRelease

Freelancer.com appoints Pete Cooper as Regional Director, Australasia and acquires SydStart, the largest technology startup conference & community in Australia.

SYDNEY, November 3, 2014: Freelancer.com, the world's largest crowdsourcing & freelancing marketplace, today announced that it has appointed Pete Cooper to lead media, communications and business development in Australia and New Zealand. Freelancer.com will also acquire the SydStart assets of Cooper & Co.

Mr Cooper has previously held a number of senior and executive leadership roles in global and regional, public and private, blue chip financial and technology companies including Standard Chartered Bank, Macquarie Bank, Rothschild Asset Management, Australian Stock Exchange, Australian Options Market, Cameron Systems, Smarts Group International, University of Technology Sydney and others.

Mr Cooper is also Founder of SydStart the largest specialist Australian technology startup conference, expo and professional community. He was recently recognised by the technology community with the inaugural 'rocket contributor' award for his unique work developing the national startup ecosystem.

Matt Barrie CEO and Chairman of Freelancer said, "We are pleased to welcome Pete to the team. As many will be aware, Pete is very active in the startup community in the region. For the last five years, Pete also has run what I think is the best technology conference in the country and we're pleased to welcome him to the team. I'm excited to now be working together, and to also be taking SydStart to the next level."

Pete Cooper said, "It doesn't get much better than Freelancer.com right now. The strategic value of Freelancer.com is exceptional already. However, relative to the actual opportunity the



true long term value of Freelancer.com is still only just beginning to be realised by the market as they consistently deliver global leadership and explosive growth.

Freelancer.com is creating the leading global services market of the future and like many unique firms, deeper understanding by mainstream investors sometimes lags the early product adopters even if there are tens of millions of customers. Market awareness is changing rapidly for Freelancer.com and I am delighted to be joining at this pivotal time.

We are in the right place with the right assets. We have the fastest growing nations in our neighbourhood and a projected 60-70% of 3 billion people online in our time zone. I am especially excited by the integrated opportunities in our region and globally being captured by Freelancer.com through remarkable thought leadership, a uniquely qualified global team and innovative execution that has now served 13.6 million people and will soon be poised to serve many more.

Matt Barrie and his team are also tireless long term supporters of the startup ecosystem so I am delighted to see our non-commercial SydStart services find a great home, especially a place like Freelancer.com where local insight and building the leading global marketplace come naturally. The best is yet to come.”

The details of the transaction were undisclosed.

About Freelancer®

Four-time Webby award-winning Freelancer.com is the world’s largest freelancing and crowdsourcing marketplace by total number of users and are also the largest by total number of projects posted. Over 13.6 million registered users have posted 6.7 million projects and contests to date in over 700 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 SydStart

SydStart is the largest Australian technology startup conference, expo and professional community and was established in 2009. The SydStart community has been a formative element of Sydney becoming a major global centre in technology startups and has been supported by Freelancer since 2011. Around 5,000 tech startup professionals, investors and



ecosystem participants have experienced SydStart events. SydStart is a wholly owned business of Cooper & Co. For more information see <http://sydstart.com>

About Cooper & Co.

Cooper Sydney (trading as Cooper & Co) is a privately held niche business technology strategy group focused on financial markets, disruptive innovation and large scale real-time trading businesses. Activities are a mix of commercial and non-commercial in the enterprise, mid-market and startup sectors. We also serve the technology startup ecosystem on a non-commercial basis with advocacy, mentoring, peer support as well as operating and underwriting SydStart in order to build the community. For more information see <http://cooper.co>

For more information, contact:

Pete Cooper	Regional Director, Australasia
Tel	+61 2 9692 9980
Email	pete@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
Jorge Azurin	Regional Director, Continental Asia
Tel	+63-908-867-3373
Email	jorge.azurin@freelancer.com
Sebastian Siseles	Director Regional para Latinoamérica
Tel	+54 911 32 60 07 30
Email	sebastian@freelancer.com

<http://www.freelancer.com>