



PressRelease

A Year in Freelancer.com: How Millennials are Changing the World

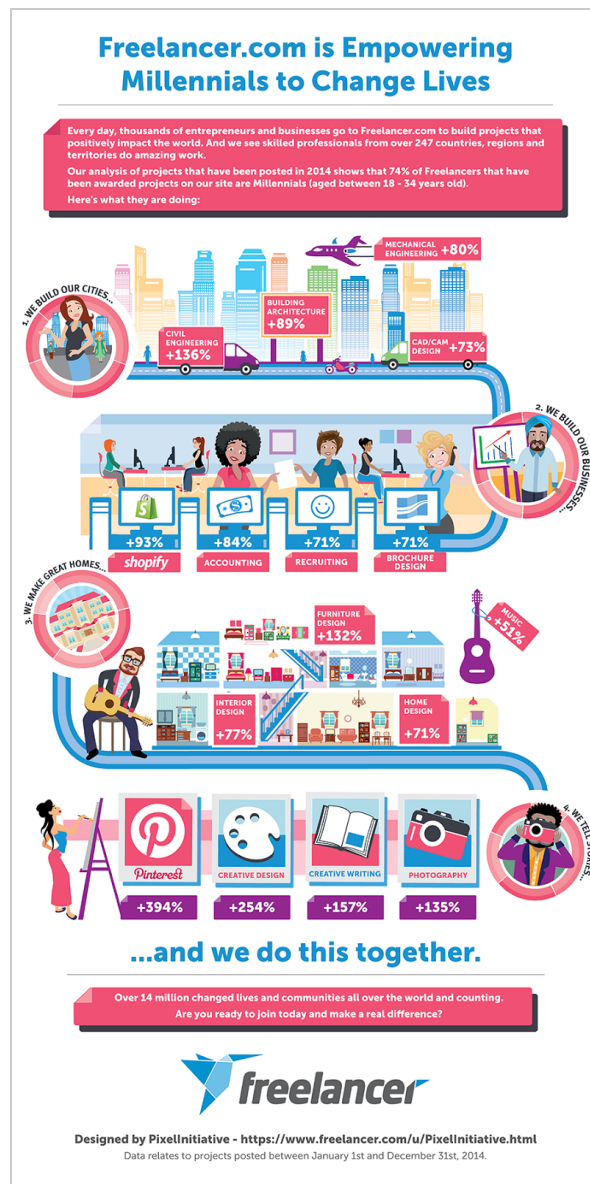
SYDNEY, January 7, 2015: 2014 has been an incredible year for Freelancer.com. The company previously released its Fast 50 reports showing what have been the biggest movers and shakers in each quarter and, at the end of 2014, decided to share something a little different. Its team of data scientists looked at the projects that have been posted on the platform this past year in comparison to the previous year and noticed something exciting - Freelancer.com is empowering Millennials to change lives.

Freelancer.com believes that every time a project is posted and subsequently delivered that the employer's and freelancer's lives are changed. In some cases, it's as simple as making a project budget go a little further, getting a concept proven or delivering some amazing design work. In other cases, the projects posted and the work delivered by freelancers help feed their families, spend more time with friends, travel the world or liberate themselves from restrictive 9-to-5 jobs. In either case, Freelancer.com is proud to be part of the story.

We have found that 74% of Freelancer.com's users are Millennials (people aged between 18 and 34 years old). This group of employers and freelancers is key in shaping and building the world that we live in. Millennials are confident, enterprising, resourceful and have great hopes and drive to make the world a better place.

"In 2014, I spoke at the G20 Young Entrepreneurs's Alliance Summit (G20YEA) where I said that entrepreneurship is the way forward for youth unemployment. Our statistics show that Millennials are at the forefront of taking risks and becoming entrepreneurs by being connected to the internet. Freelancer.com facilitates them to also make a change in their own lives, and make an impact in communities, by helping them start their own business or find work wherever they choose to be." says Freelancer.com CEO Matt Barrie.

From the data, Freelancer.com has pulled out the top four project categories in four areas that impact many parts of our lives every day and we have represented this in the following infographic:



A higher-resolution version can be [downloaded here](#).

1. We Build Our Cities

Engineering-related projects have risen greatly during 2014. **Civil Engineering** - the discipline that deals with the design, construction, and maintenance of the physical and naturally built environment (like roads, bridges, parks etc.) - has risen by over 136% from 2013. **Building Architecture** is also up by over 89% this year accompanied by **Mechanical Engineering**, which is up 80%, and **CAD/CAM Design** which follows closely behind at 73%. Larger scale engineering projects are estimated to look to Freelancer.com in the upcoming year.

2. We Build Our Businesses

Employers - entrepreneurs and SMEs on the site are super-charging their businesses by implementing eCommerce platforms like **Shopify**, whose projects on Freelancer.com increased by over 93% during 2014. In addition, they are still looking to outsource business processes with **Accounting** up by 84% and **Recruitment** also up by 71%. Marketing and design are also popular across the platform, and we see **Brochure Design** up 71%. These and other business-related projects are expected to skyrocket in 2015.

3. We Make Great Homes

Everyone wants their home to look and feel great. To express ourselves, we create amazing environment to live in, host our friends and to build our families. Part of that expression is to create unique items. **Furniture Design** tops home-related projects at over 132% increase with **Interior Design** and **Home Design** up 77% and 71% respectively. It also seems like people want to bring more **Music** into their lives with that category up by 51%. The collaborative economy will continue to connect more than just businesses. People will do more for other people.

4. We Tell Stories

Social media and content have been strong performers throughout 2014 so it is no surprise to see the creative side of people being represented on Freelancer.com. **Pinterest** was one of the biggest performers of the year with a whopping 394% increase in projects. Social media platforms are expected to slug it out to assume a position of dominance on 2015.

In addition, **Creative Design** shoots up 254% and **Creative Writing** also showing a strong increase at 157%. We all love to tell stories and they say a picture tells a thousand words. So it is also no surprise that **Photography** is up by over 135% in 2014. We expect that more and

more of this work will be coming to Freelancer.com as the world gets more creative and the Maker Movement builds steam.

2015 has began and it's going to be a very exciting year. Freelancer.com starts the year with over 14 million registered users, the world's largest freelancing, outsourcing and crowdsourcing marketplace by number of users and projects. It has had great momentum since 2009 and is about to go into overdrive.

Note: Data relates to projects posted between January 1st and December 31st, 2014, compared with the same period in 2013.

About Freelancer®

Triple Webby award-winning Freelancer.com is the world's largest freelancing and crowdsourcing marketplace by total number of users and projects posted. Over 14 million registered users have posted 6.9 million projects and contests to date in over 600 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.

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