



PressRelease

Freelancer.com appoints Regional Director Asia-Pacific, Kyri Theos - Aus startups use technology to innovate and grow - Growth fastest in towns and regions

SYDNEY, October 22, 2015: World's largest freelancing and crowdsourcing marketplace Freelancer.com today announced the appointment of Kyri Theos as Regional Director for Asia-Pacific.

Kyri joins Freelancer from Upwork.com, where he was the Country Manager for Australia, launching the US-based company into the Australian market. Kyri brings deep experience in the technology industry to Freelancer, having also previously worked at Rocket Internet and Deloitte Consulting. Kyri is a strong advocate for entrepreneurship in Australia and is the founder of [The Pulse Community](#), Australia's largest community of entrepreneurs in Sydney, Melbourne, Brisbane and Perth. Kyri holds an MBA from RMIT University.

Kyri Theos appointed Regional Director, Asia-Pacific

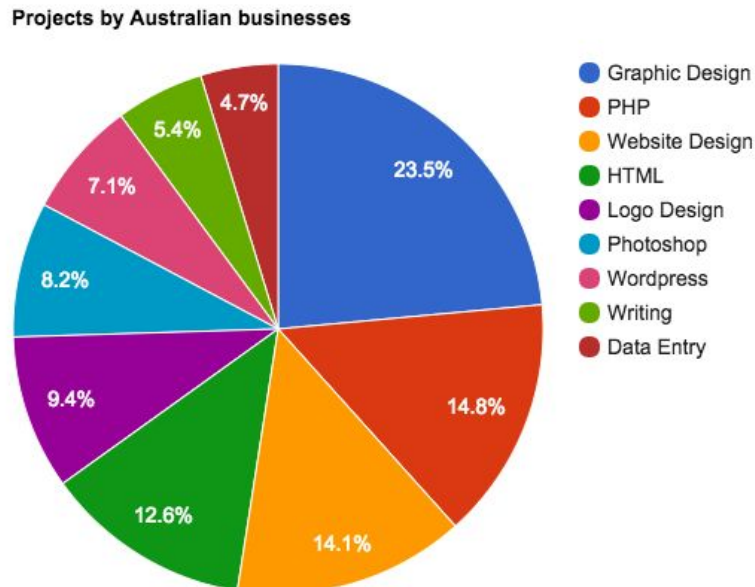
As part of Freelancer’s efforts to keep Australia at the front of the tech boom, Kyri will be charged with growing the business in Australia and expanding Freelancer across the Asia-Pacific region. “It’s great to see an Australian technology company leading its industry. Freelancer.com is breaking down barriers for small businesses and startups, allowing them to access world class talent on demand. I look forward to contributing to this dynamic Australian company positioned at the crest of the technology boom”, says Theos.

Kyri will focus first on solidifying Freelancer’s position in the Australian market, especially the Melbourne and Sydney markets before seeking profitable growth opportunities overseas.

Matt Barrie, CEO of Freelancer.com, says “It’s great to have Kyri on board to build and expand our presence and our commitment to the region. We believe the Australian market and the Asia-Pacific region must be a key focus for any serious technology company, and we’re thrilled to welcome Australian talent back into an Australian business”.

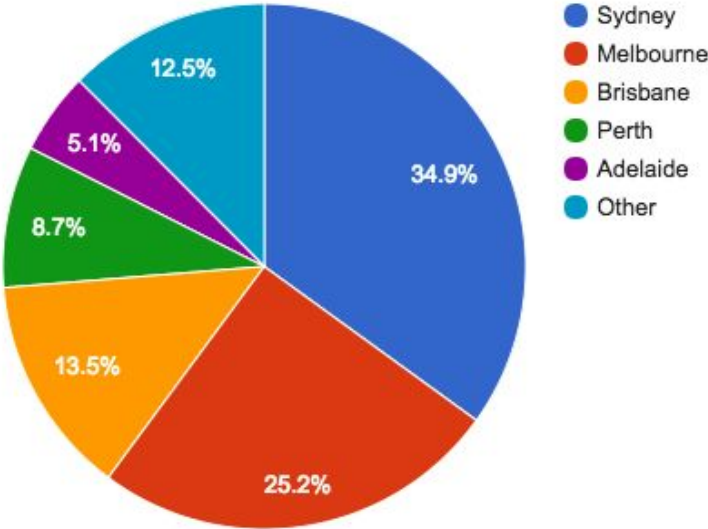
Australian businesses grow with freelance skills - strong growth in regional centres

Australian startups and small businesses have been increasing their spending on freelancers, accessing specialised skills on-demand in order to grow and compete. There are now over 100,000 Australian businesses registered on the platform, with 24,000 new businesses registered in the last 12 months. Australian businesses posted 96,500 projects over this period, spending almost \$9 million across a variety of skill categories, as seen in the chart below:

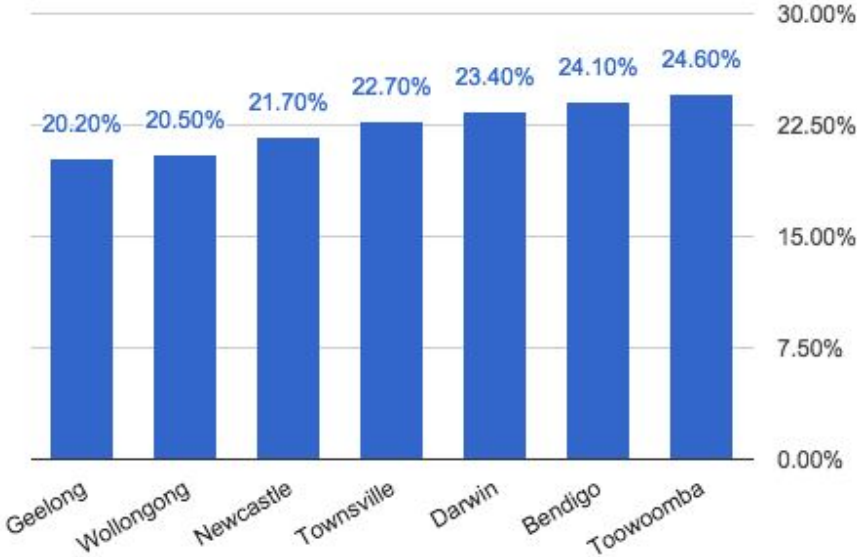


Freelancer.com’s users were primarily concentrated in the capital cities, but growth in users was fastest in the regional centres, showing that Freelancer is supporting businesses across the country. “Freelancer.com is empowering entrepreneurs in towns and regions that would otherwise be disadvantaged by limited access to specialised skills relative to urban centres”, says Theos. “It’s wonderful to see that Toowoomba, Bendigo and Townsville are some of the fastest growing regions in the country. We see technology enabling entrepreneurship and innovation in rural Australia”. Graphs below:

Australian user locations



Growth rates in regional centres



For more information or to schedule an interview, please contact:

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About Freelancer®

Eight-time Webby award-winning [Freelancer.com](http://www.freelancer.com) is the world's largest freelancing and crowdsourcing marketplace by total number of users and projects posted. 16.9 million registered users have posted over 8.6 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.

<http://www.freelancer.com/>