

Freelancer Limited

Hong Kong Investor Roadshow Presentation

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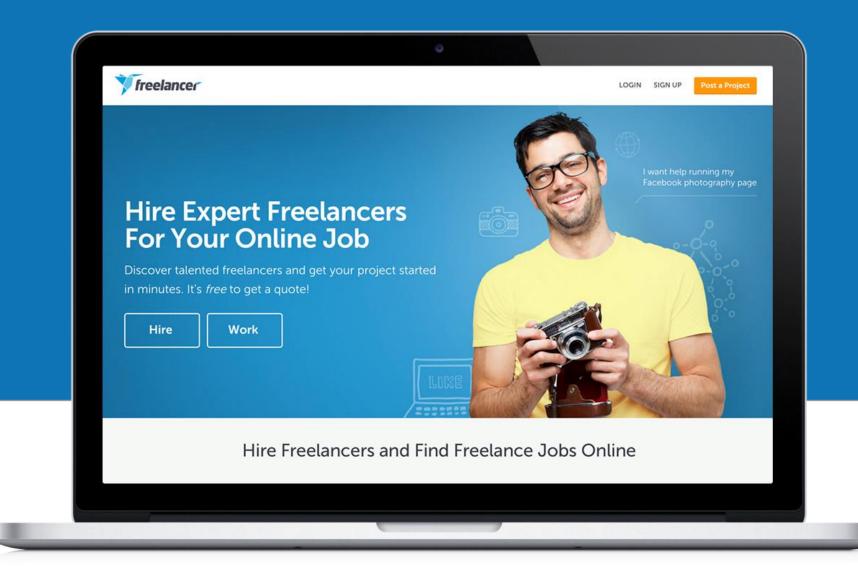
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7,142,635
PROJECTS & CONTESTS POSTED

14,468,912

REGISTERED USERS

\$2,712,502,704
TOTAL VALUE OF PROJECTS POSTED*



Design a Conference T-shirt

3d Modeling and Rendering

e< 1

By expertin3dworld

@ 7.9k

By valentinmihai07

US\$77





Dishoom Board Game

< 0

By nitexblue

② 2.6k

Blink Couriers Logo and Card

e< 1

By nipen31d

US\$92

2.6k

US\$100

9 15

¥ 14





Android Application For Dating

By lubus US\$384

222

US\$100

W 4

c 0

9 7



Air Jordan 11 Red Custom Design

By brennens3d

US\$35

10.5k

≪ 0





3D Kinesiology video

By LukaBau US\$945

MicioTrip Needs You!

By ysfworks

③ 1.2k

ik (

e<_0 0

9 1

US\$77



MEDICAL SUPPLY

3k

e<_0

% 1



By deztinyawaits

Design a Logo for 901Drones.

3D Animation of House Water

e< 0

e<_ 0

US\$200

US\$722

9 10

② 2.4k

System

By alextula2

@ 7.8k

% 3

3D Design for Golf Putter HeadBy CADWORX US\$190

@ 26.5k

e<* 0

9 29









"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" *

Freelancer is the world's largest freelancing and crowdsourcing marketplace by total number of users and number of projects posted.

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



or personal

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



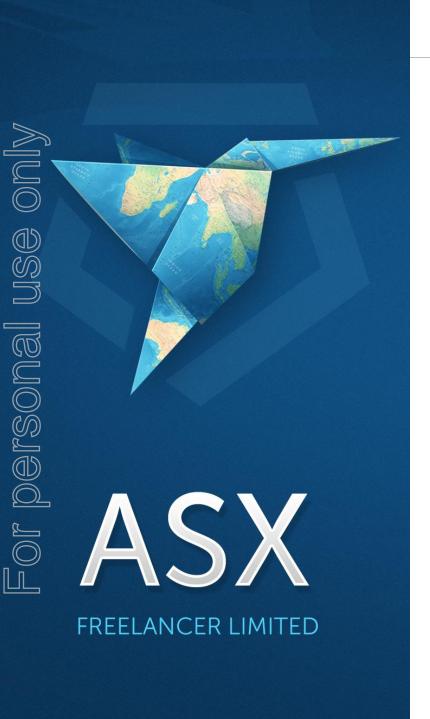


After two years I've been doing really well on Freelancer.com. The earnings are very good and now I have a lot of respect among my friends and family members. Thanks Freelancer for everything!

Shahzaib S. Graphic Designer Karachi, Pakistan







Freelancer Limited [ASX: FLN]

Key market statistics¹

ASX code	FLN
Listing price (15 Nov 2013)	A\$0.50
Share price (24 Feb 2015)	A\$0.885
Issued capital, comprising of:	437.5m
- Shares	430.0m
- ESP shares	7.5m
Market capitalisation	A\$387m
Free float ²	10.5%

Director shareholdings

Director	Shares	%
Matt Barrie (CEO & Chairman) ³	200.5m	45.8%
Simon Clausen (Non-Executive Director) ³	171.4m	39.2%
Darren Williams (CTO & Executive Director)	12.6m	2.9%
Total	384.6m	87.9%

- 1. Source: IRESS. Market data as at 24 February 2015.
- 2. Excludes 383,909,465 Director shares and 7,473,817 ESP shares which are subject to trading restrictions.
- 3. Excludes relevant interest in fully paid ordinary shares arising by virtue of having a voting power of over 20% in the Company, which has a relevant interest as a result of trading restrictions over shares issued under the Employee Share Plan.

Key financial highlights FY14

Freelancer delivers another record full year result

- Record Net Revenue of \$26.1m for FY14 (up 39% on pcp)
- Gross Payment Volume (GPV)¹ grew strongly to \$103.7m (up 23% on pcp)
- Gross margins of 87.1% in line with prior year (FY13: 87.6%)
- Continued improvement in Freelancer take rate² to 25.1% (FY13: 22.2%)
 - Operating NPAT³ of \$(1.5)m and operating EBITDA³ of \$(2.1)m
 - (excl. non-cash share based payments expenses)
 - Break even operating cashflow of \$(0.1)m in FY14
- As at 31 December 2014, cash and cash equivalents of \$20.2 million

- 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 non-cash share based payments expense of \$388k.



Key financial highlights FY14

Freelancer delivers another record full year result

\$18.8m \$84.4m	\$26.1m	39%
	·	39%
\$84.4m	0.100 7	
	\$103.7m	23%
22.2%	25.1%	13%
87.6%	87.1%	~
\$1.2m	\$(2.1)m	n/m
\$1.0m	\$(2.4)m	n/m
\$1.1m	\$(1.5)m	n/m
\$24.4m	\$20.2m	
	\$1.2m \$1.0m \$1.1m	87.6% 87.1% \$1.2m \$(2.1)m \$1.0m \$(2.4)m \$1.1m \$(1.5)m



^{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.

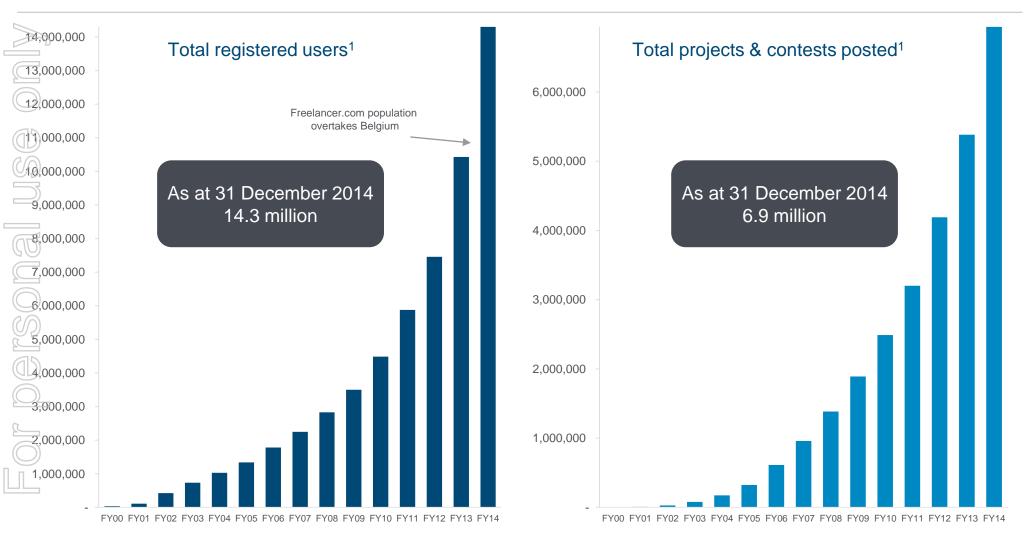
^{2.} Operating earnings are exclusive of expensed IPO costs of \$394k (\$275k net of tax) and non-cash share based payments expense of \$33k in FY13 and \$388k in FY14.

^{3.} Unless otherwise indicated, the numbers contained in this release are derived from the audited Freelancer Annual Financial Statements for the 12 months ended 31 December 2014.

^{4.} Take rate is calculated as Net Revenue divided by Gross Payment Volume.

Marketplace growth

Exceptional growth in registered users, projects and contests posted



^{1.} Number of user accounts, and projects/contests posted in the Freelancer marketplace as at 31 December 2014. User, project and contest data includes all users and projects from acquired marketplaces. Prior to FY09, all data is from acquired marketplaces.



Key marketplace highlights FY14

Freelancer delivers another record full year result

31 Dec FYE	FY13	FY14	Change %
New registered users in year	2.9m	4.6m	60%
Total registered users	9.7m	14.3m	47%
New projects & contests in year	1.2m	1.6m	31%
Total projects & contests	5.3m	6.9m	32%
Average completed project size ¹	A\$194	A\$177	-9%

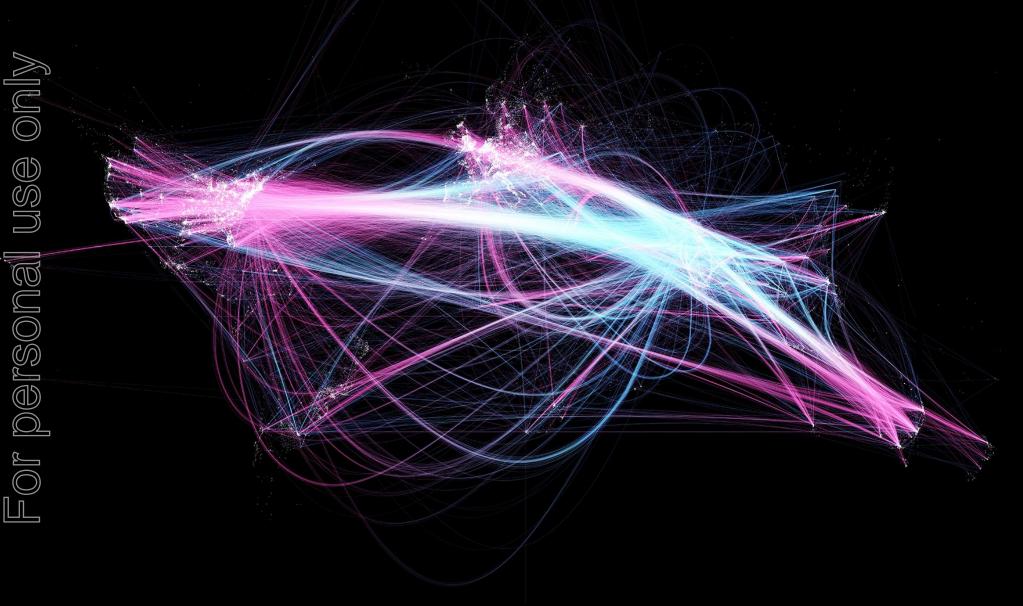
Exceptional growth in registered users, projects and contests posted

Average completed project size dropped in FY14 due to the lowering of minimum project size from US\$30 to \$10 in 2H13

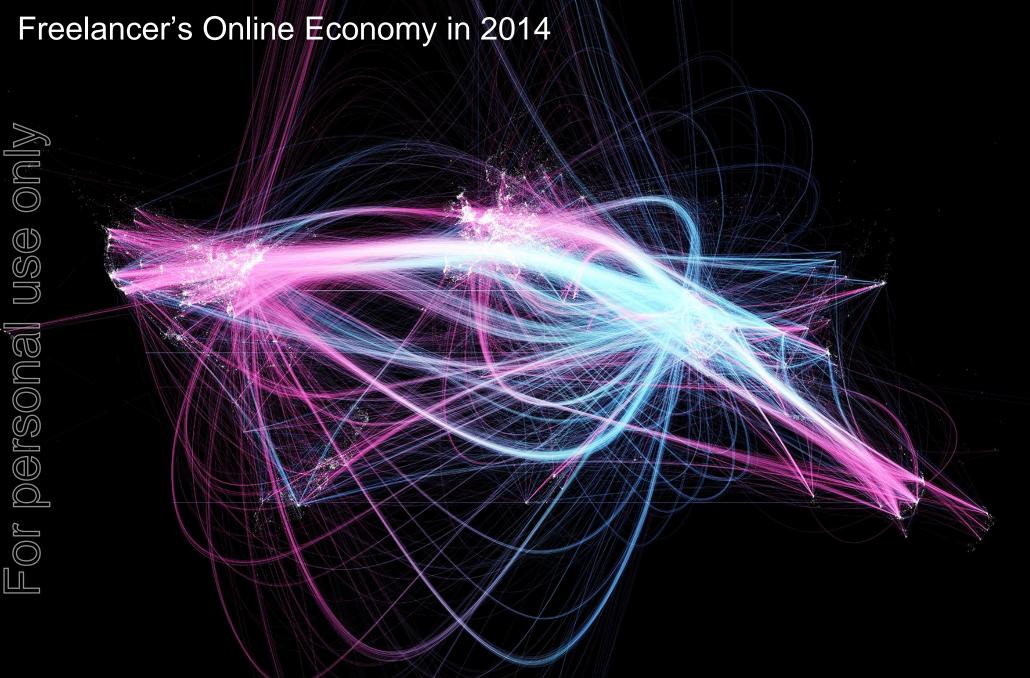


^{1.} Based on average AUD/USD exchange rates of 0.9677 for FY13 and 0.9015 for FY14.

Freelancer's Online Economy in 2013



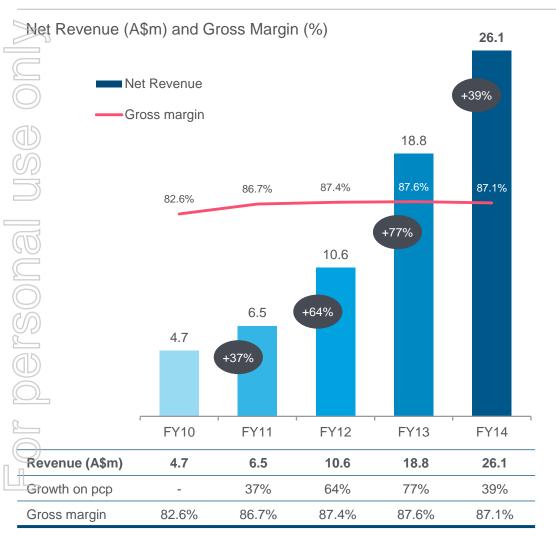






Revenue growth

Record FY14 net revenue of \$26.1m, up +39% on prior corresponding period

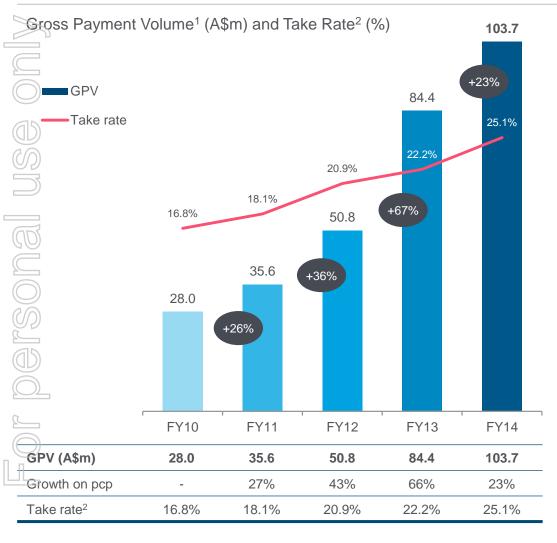


- Record net revenue of \$26.1m in FY14, up +39% on FY13
- Consistently high gross margins, 87.1% in FY14 in line with 87.6% in FY13
- Key revenue growth drivers
 - Increased user, project & contest acquisition
 - Increased marketplace efficiency and conversion rate improvements
 - Product development & increased take up of value-added services
 - Increased take-up and optimisation of memberships



Gross payment volume

Annual Gross Payment Volume¹ (GPV) exceeding \$100 million with continued improvement in take rate² in FY14



- GPV of \$103.7m in FY14, up +23% on pcp
- Continued take rate improvement to 25.1%
 - Increased take up of value-added services such as memberships and project upgrades, and other noncommission based revenue streams (incl. Warrior Forum)
- Key GPV growth drivers
 - User, project & contest acquisition
 - Conversion rate improvements

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



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. Based on Freelancer's unaudited management accounts which have not been subject to an auditors review.

Key operational highlights FY14

Expanded international footprint and increased its investment in talent to position for growth in FY14

FTEs	31 Dec 2013	31 Dec 2014	Change %
Sydney	80	100	25%
Manila	217	280	29%
London	0	3	-
Vancouver	0	7	-
Total	297	390	31%

- Sydney headquarters increased to 750m² to 1800m² in World Square (E&Y Tower)
- Manila regional office increased from 761m² to 2600m² in Bonifacio Global City (BGC)
- Opened London office in Angel to better service European market
- Opened Vancouver office to better service North American market



Summary profit & loss statement

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

(A\$m)	FY13	FY14	Change	
31 Dec y/e	Actual	Actual	(%)	
Net Revenue	18.8	26.1	39%	 Continued strong revenue and gross profit growth,
Gross Profit	16.4	22.7	38%	up 39% on pcp
margin (%)	87.6%	87.1%	n/m	 Gross margins in line with prior period
Employee expenses	(9.7)	(14.3)	48%	Continued investment in talent: product
Administrative expenses	(4.5)	(8.2)	83%	development, engineering & customer service
Occupancy costs	(8.0)	(2.1)	175%	 Approx. 390 FTEs at year end
FX gains / (losses)	(0.4)	(0.2)	(34%)	(up ~31% on Dec '13)
Share based payments expense	(0.0)	(0.4)	(0.4) 1075% • Increase in occ	 Increase in occupancy costs relate to head office
(E)BITDA	0.7	(2.5)	n/m	relocation in Sydney, expanded premises in Manila
EBIT	0.6	(2.8)	n/m	and new Vancouver and London offices
NPAT	0.8	(1.8)	n/m	 FX gains/(losses) relate to unrealised changes in
				AUD value of cash and user obligations
Excluding IPO share based payments expenses ¹				
EBITDA	1.2	(2.1)	n/m	
EBIT	1.0	(2.4)	n/m	
NPAT	1.1	(1.5)	n/m	 Exclusive of expensed IPO costs of \$394k (\$275k net of tax) and non-cash share based payments expense of \$33k in FY13 and \$388k in FY14.



Summary balance sheet

Strong balance sheet

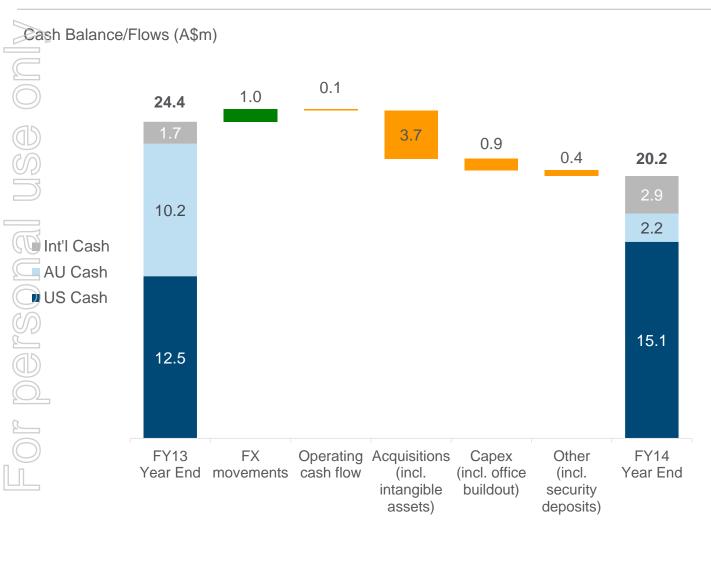
(A\$m)	FY13	FY14	Change
31 Dec y/e	Actual	Actual	(%)
Cash and cash equivalents	24.4	20.2	(17%)
Trade and other receivables	2.3	2.9	26%
Other current assets	0.4	1.1	187%
Rant and equipment	0.6	1.1	98%
Intangibles	8.9	13.0	46%
Deferred tax assets	0.8	1.8	126%
Total assets	37.4	40.2	8%
Trade and other payables	18.3	21.8	19%
Other liabilities	0.7	1.6	141%
Total liabilities	19.0	23.4	23%
Net assets	18.4	16.8	(9%)
Contributed equity	17.6	17.5	(0%)
Reserves	(0.2)	0.1	n/m
Retained earnings	1.0	(0.8)	n/m
Total equity	18.4	16.8	(9%)

- Total cash at period end of \$20.2m, no net debt
- Trade and other receivables inclusive of receivables from various payment gateways
- Increase in intangibles predominantly relates to goodwill recognised on the acquisition of Warrior Forum



Cash flow profile

Re-investing for growth



- FX movements relate to weakening AUD predominantly against USD
- Break even operating cash flow of \$(0.1)m
- Acquisitions included Warrior Forum, Fantero, zlecenia.przez.net and other intangible assets
- Capex increase on pcp predominately driven by headcount growth and fit-out of new premises in Sydney, Manila, London and Vancouver
- Other cash flow items incl. security deposits relating to new premises
- Total cash at period end of \$20.2m



Acquisitions FY14

Freelancer continues to consolidate the industry





The world's largest Internet marketing marketplace & community since 1997.

900,000 Internet marketing professionals.



Australia's leading startup conference and community.



Largest pure play freelance marketplace in Poland.



Virtual content marketplace.



FY15 outlook

Exceptional growth is expected to continue

Freelancer continues to demonstrate exceptional growth, with record net revenue, registered users and posted projects for the 2014 full financial year.

We expect that exceptional growth will continue in 2015 as it has each year for the last five years since the company was founded.

"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"

McKinsey Global Institute¹

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



Freelancer Limited

INDUSTRY DRIVERS

The other 60% of the world's population are about to join the Internet.

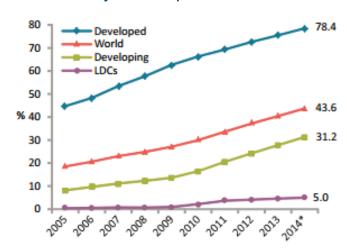


It's 2015

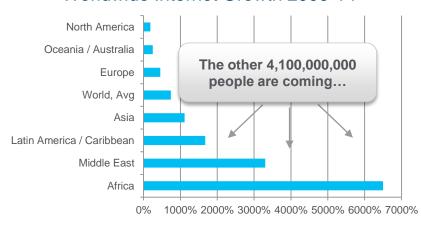
The other four billion are connecting at a tremendous pace

World population¹: 7,144,000,000 Number on the Internet²: 3,035,749,340 (42.3%) North America Europe 310 million users 582 million users 87.7% penetration 70.5% penetration Asia 1.386b (of 3996m) 34.7% penetration **Africa** 298m (of 1125m) Latin America 26.5% penetration 320m (of 612m) 52.3% penetration * latest data

Internet Users by Development Level 2005-2014E



Worldwide Internet Growth 2000-142



1. Source: United Nations

2. Source: Internet World Stats (June 2014)



Developing world self-educating to raise socio-economic status

The wealth of human knowledge is available online

The other 4 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

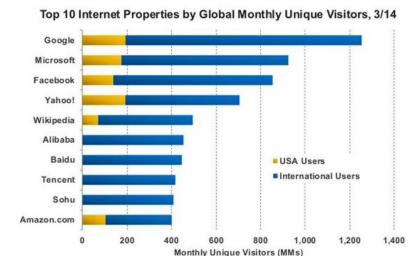






- The other 4 billion are rapidly self educating
- \$10 per day to \$10 an hour+
- 1. Source: comScore Global, 8/11.
- 2. Source: International Telecommunications Union, ICT Facts and Figures 2013; CNNIC, 31 December 2012.

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	654	1,473	15%	34%
	World	902	2,406	8%	34%











maraz2013

Logo Design, Website Design, Graphics Design, Banner Design, Character Design

US\$ 10 per hour

Y Hire Me

Follow



Invite to project

Dhaka, Bangladesh

It's currently 2 am I'm Offline









Member since July, 2013

Welcome to my profile.

My name is Maraz and I'm full time graphic designer. I act as a freelancer offering the highest of quality in creative and effective design and marketing solutions. To assess quality of the services I provide, please take a look through my portfolio. All my clients from were satisfied with the services I provided and recommended my services to others. I hope you or your company becomes the next 100% satisfied customer.

4.9/

5.9 / 10



(114 Reviews)

Earnings

84%

Jobs Completed

100%

On Budget

100%

On Time

13%

Repeat Hire Rate

Report violation



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







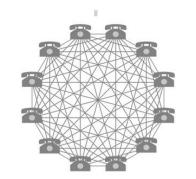




For personal



PRODUCTS



SERVICES

Freelancer Limited

COMPANY OVERVIEW

Empowering entrepreneurs, globally





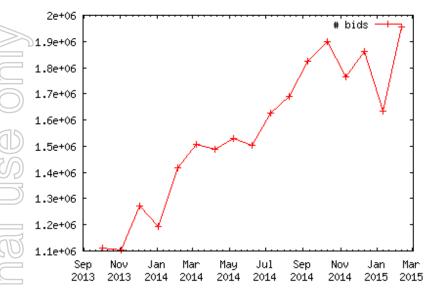




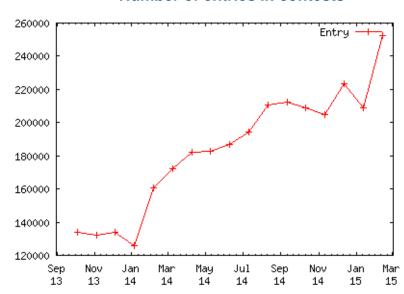
Large, high quality, on-demand entrepreneurial workforce

Marketplace liquidity

Number of bids on projects



Number of entries in contests



Actual completed projects







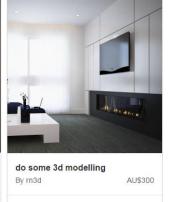






Actual contest entries





(S) 12.5k



9 19

Global, and growing

40 regional websites

North America Europe Asia Pacific US (International) United Kingdom Australia M Canada European Union New Zealand Jamaica France Hong Kong Bangladesh Germany India Greece **Africa** Portugal Indonesia South Africa **Spain** Japan Czech Republic Malaysia Latin America Sweden Pakistan Iceland Philippines Argentina Italy P.R. China Brazil Netherlands Singapore Chile Turkey Thailand Colombia Poland Ecuador

Romania

Russia

19 supported currencies

Mexico

III Peru **⊆** Uruguay

USD	HKD	MXN	PHF
AUD	INR	SEK	PLN
CAD	CLP	JPY	SGI
EUR	JMD	MYR	ZAR
GBP	IDR	NZD	

Our 24x7x365 multilingual support team

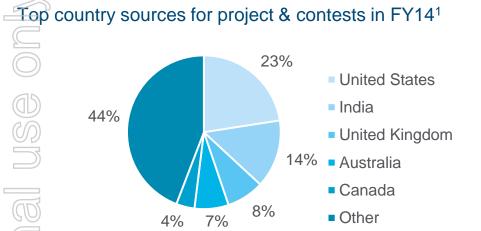


32 supported languages

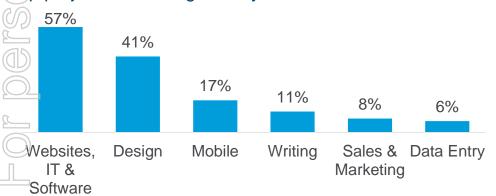
Afrikaans	Español	日本語	русский язы
বাংলা	Suomi	한국어	Shqip
Català	Filipino	Bahasa Malaysia	Svenska
Čeština	Français	Norsk-Bokmål	Kiswahili
Dansk	हिन्द	Nederlands	ภาษาไทย
Deutsch	Magyar	Polski	Türkçe
ελληνικά	Bahasa Indonesia	Português	Tiếng Việt
English	Italiano	Română	中文(简体)

Marketplace dynamics

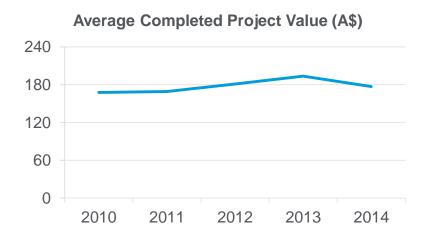
"Every job, every country, every language, every currency, at any time"







- ~750 job categories as diverse as Aerospace Engineering, Biotechnology, Sales, Manufacturing, Mechanical Engineering, etc.
- Complexity & sophistication growing year by year
- Average job ~\$177³



^{2.} Based on the value of project payments in the Freelancer Marketplace in FY14. Note that projects may be associated with multiple job categories which results in the addition of each category of work being greater than 100%.

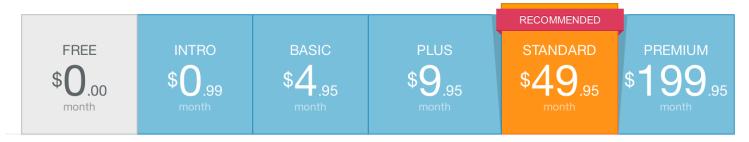


^{1.} Based on the number of good projects & contests posted (a subset of total projects & contests posted) in the Freelancer Marketplace in FY14.

Revenue model

Freelancer's revenue is generated from users posting jobs – as a project (outsourcing) or a contest (crowdsourcing)

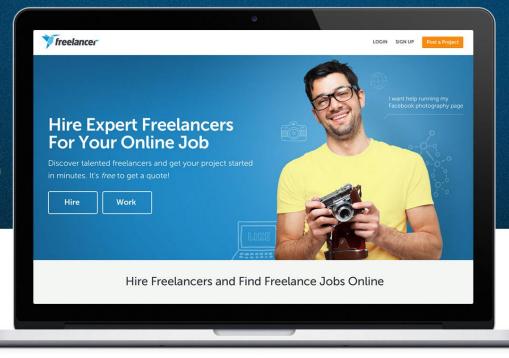
- For employers it's free to post a project, free to review bids, free to talk and review samples 0-3% project commissions paid by employers when a project is awarded and accepted
- For freelancers it's free to view projects posted, free to bid on projects, free to talk to employers and provide samples of work
 - -3-10% 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 in addition to varied commission rates



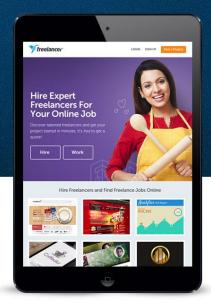
Other value added services include project upgrades, crowdsourcing contests and upgrades, bid upgrades, transaction fees, certification fees and advertising



BEAUTIFUL PRODUCT

















Tribal Pit Bull Dog By crayonscrayola US\$150

e<* 0

◎ 1.7k

9 22



3D Architectural Design By AbhishekDelhi83 US\$146 e<* 0 4.3k

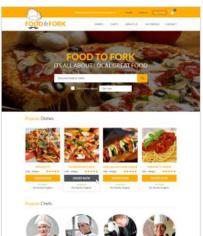


iPhone App Design By stniavla US\$250 e< 0 815 **9** 12

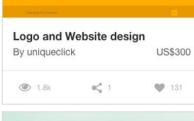


Proposal booklet design By Olywebart US\$193 e< 0 @ 3k ₩ 30











Cartoonists & Illustrators:



Houses in U	Jruguay	US\$500
② 29.9k	e<* 0	₩ 4



Ze Wurst Food Truck Logo By marissagillies US\$50 e<* 0 **9** 15 @ 1.6k









Sliding Puzzle App Design for \$55

Bids Avg Bid (AUD) Pr

Project Budget (AUD)

\$10 - \$30

Project Description:

have a simple iPhone puzzle app that I need to redesign. To start with, I am looking for a re-design for the main two scenes of the app.

The game is called 15 sliding puzzle, it is a simple puzzle where the player slide blocks until they finish game. The two screens that need to be re-designed are attached.

Deliverables should be in psd file format compatible with Photoshop CS5

Resolution should be: 1080x1920 pixels.

All screen ui components should be in separate layers, and easy to extract.

Additional image resources can also be included separately (e.g. background image, etc.).

Also all art work should be your of your own creation or you have the right to re-distribute them,

otherwise I'll not be able to accept it.

Greative work will be rewarded.

Experience with photoshop and mobile apps design is required for this simple project. If you can provide evidence for previous similar experience that will be an advantage.

Skills required:

Graphic Design, Photoshop, User Experience Design, User Interface / IA

Additional Files: screen2.png screen1.png





Design of a Fader for 3D Printing for \$64

Bids Avg Bid (USD) Project Budget (USD)

64 \$114 \$30 - \$250



COMPLETED



Project Description:

Create a single 3D model based on a basic conceptual drawing and description of a small product to be printed.

Object is basically a custom knob

- object is about the size of a US quarter
- Abject is about 1" tall or less
- object to have texturized side (similar to a quarter)
- object to have a threaded hole (empty cylinder) with specific specification size to slip over a metal post and insert a small hex screw

Additional Project Description:

05/11/2014 at 22:19 EET

Product will be printed using Shapeways.com "Frosted Detail Plastic" material. Must follow material specifications listed at http://www.shapeways.com/materials/frosted-detail-plastic

Logo attached is the design to be used. Basic sketch of product is attached as well. Detailed files will be delivered to winner. Please revise bid based on new information.

Skills required:

3D Modelling, 3D Printing, 3D Rendering

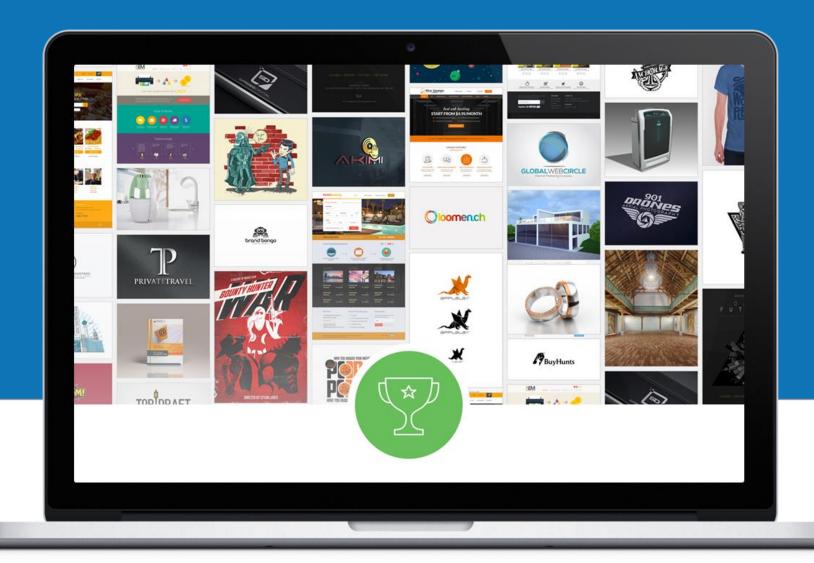






Crowdsource your job with Freelancer Contests

Over 82,000 Contests posted in 2014. An amazing 100% year on year growth!

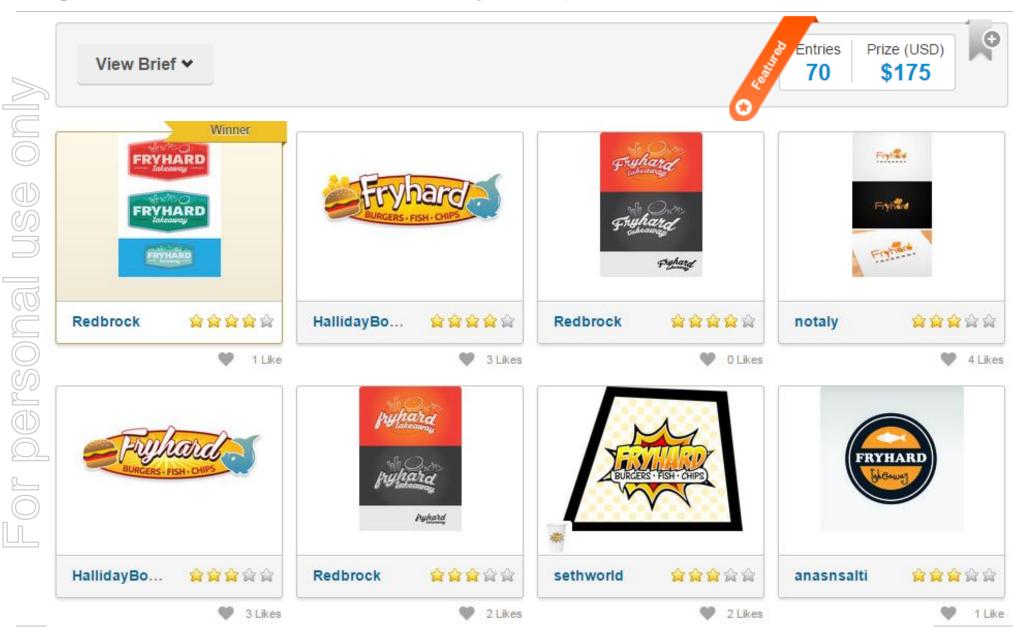


154,000+
CONTESTS LAUNCHED

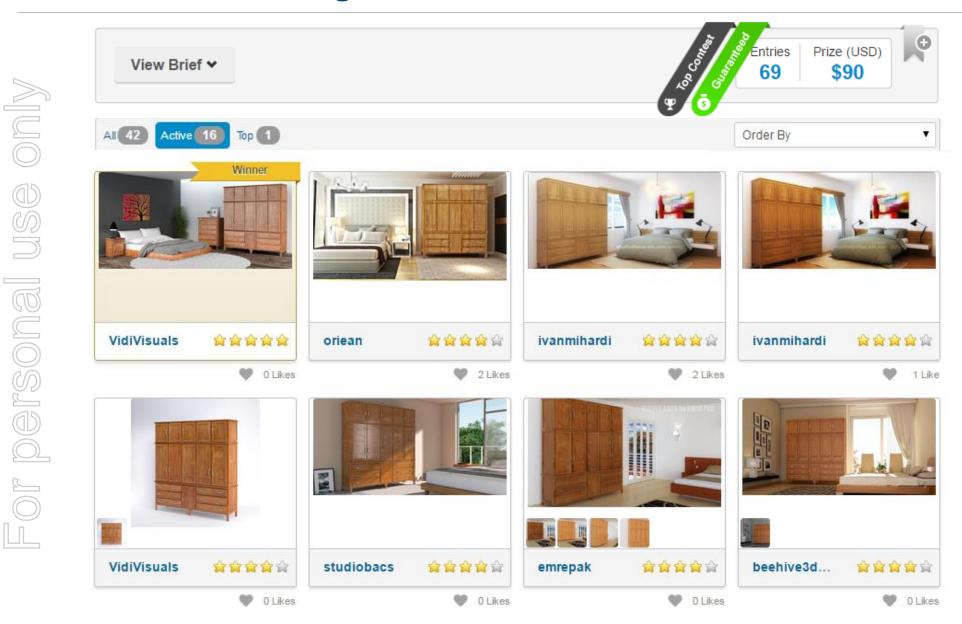
4.8 million CONTEST ENTRIES

US \$10.5 million

Logo for a Fast Food Takeaway Shop for \$175



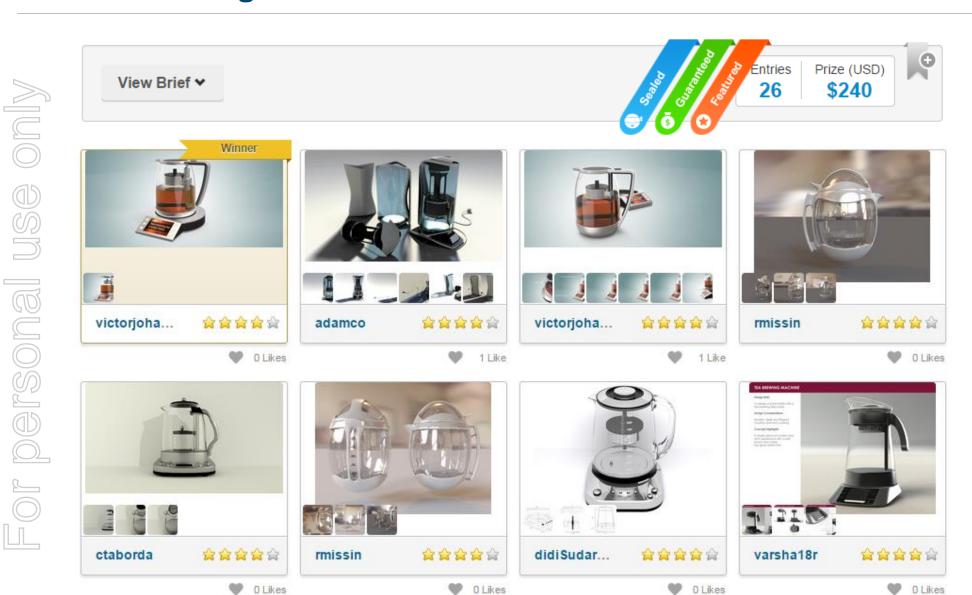
Ambient 3D Modelling of a Wardrobe for \$90







Industrial Design of a Water Kettle for \$240

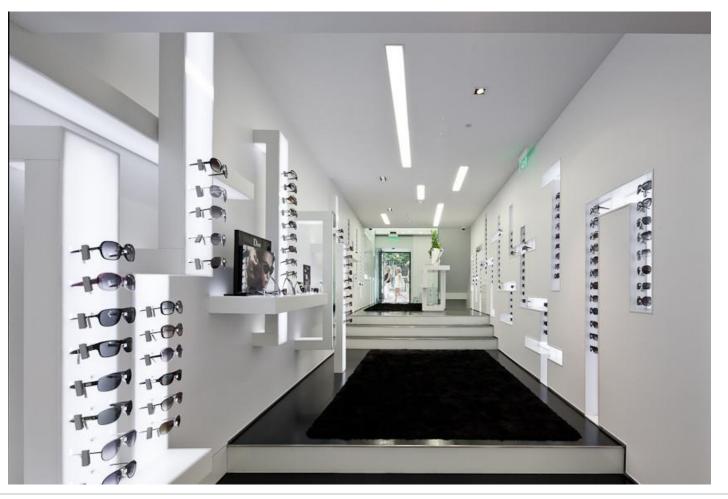






Design of an Optical Store for \$10 USD

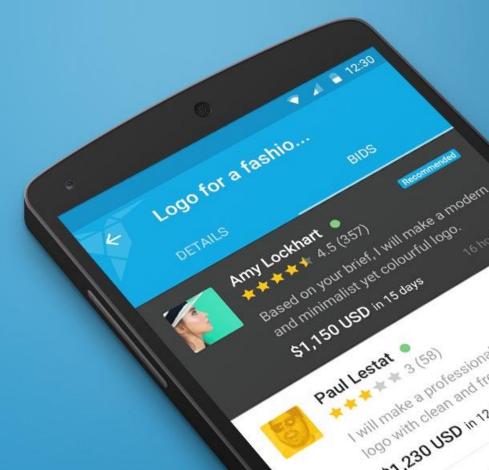






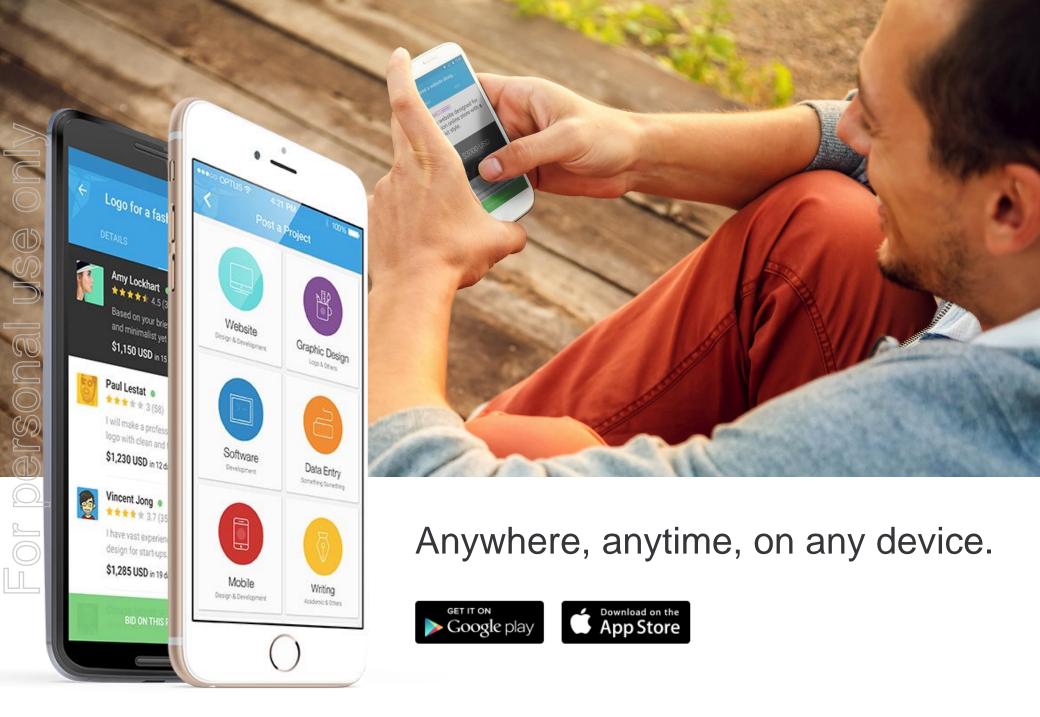
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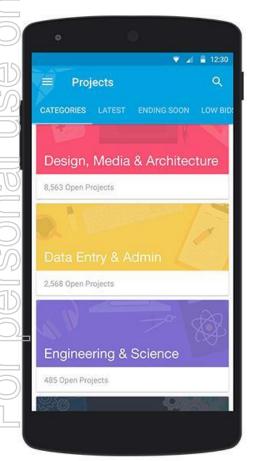
\$1,230 USD 1173

Vincent J



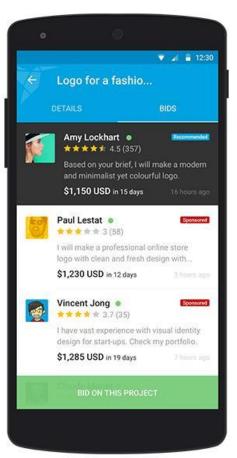
Browse

Find jobs that match your skills or just filter them by categories, latest and more.



Bidding

Don't wait until you get to your desk, get work anywhere, anytime.



Award & Accept

Manage projects on the go.

Review bids and get your projects started.



Contacts

Stay connected with your employers and freelancers. Discuss details and share files.



Mobile Milestones

February

Freelancer launches mobile website

April

Freelancer App 1.0 released for **Android**

July

Now compatible with **AndroidWear**

August

1 million messages sent

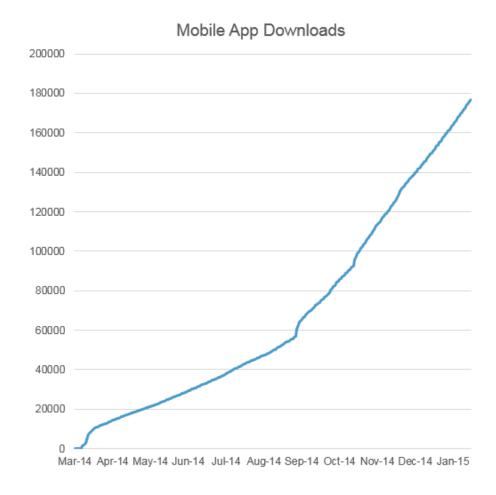
September

Android 2.0: post, bid, browse, award, accept jobs

November

Freelancer App 1.0 released for **iOS**

Mobile Stats



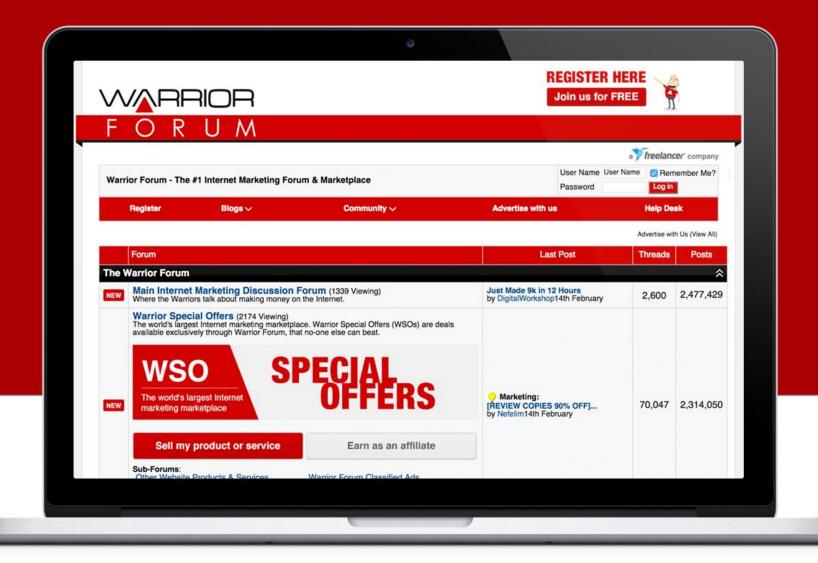
250% MAU GROWTH IN 2H-14 3 Million
MESSAGES VIA MOBILE

4 ☆
RATING IN THE APP STORES





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900k+

8.3 million

50k+
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 - 8,300,000+¹ posts in 608,000+¹ topics covering:

 Internet Marketing, Social Media, eCommerce, Growth Hacking, Email Marketing, Conversion Rate Optimisation, Mobile Marketing, Ad Networks (CPA, CPM, CPL), Google Adsense, Pay Per Click, Search Engine Optimisation, Product Reviews, Offline Marketing, Dropshipping, Copywriting, Viral Networks, Programming, Website Design, Blogs and Joint Ventures
- Warrior TV: Q&A with some of the finest Internet marketers and entrepreneurs in the world.



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Rand Fishkin
Co-founder of Moz.com
SEO Mastermind



Joanna Weibe Creator of Copyhackers Conversion Copywriter



Sean Ellis
CEO Qualaroo &
Growthhackers.com

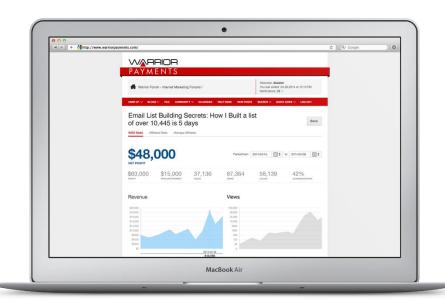


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Advanced system for selling products & services online



- Manage product sales and product delivery while recruiting top tier affiliates to promote products
- Track views, clicks and conversions. Calculate earnings per visitor, refund rates, average price
- Integrates with all major email marketing systems for all customers that purchase
- Build sales funnels and create joint ventures that maximise revenue for every sale







or personal

Milo esn For personal

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Brian Dean
Founder of Backlinko and SEO Expert
Warrior since 2012.

Google and Bing Certified Marketer and Bestselling author of Google AdWords for Beginners Warrior since 2011.

Igor Kheifets
CEO Success Stream Mentors
and List Building & Solo Ads
Master
Warrior since 2008.

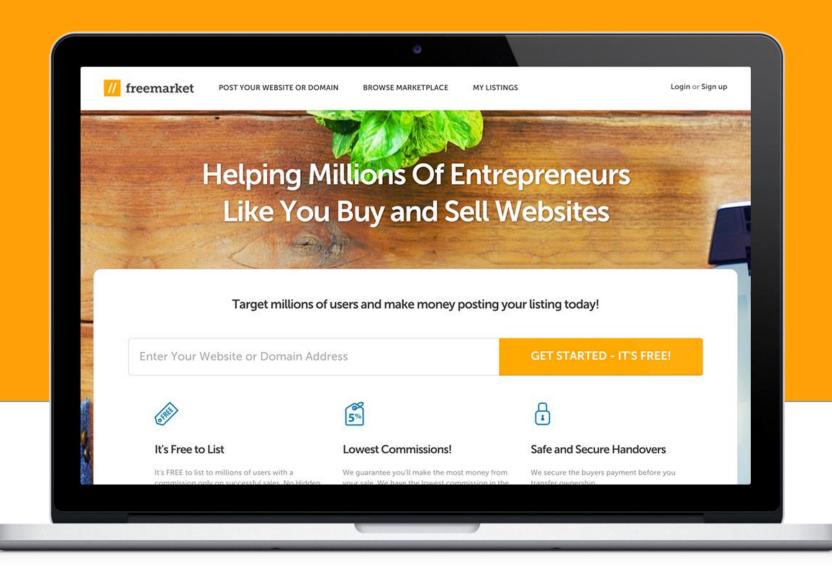
"The #1 site for launching a product, or selling a product or service on the Internet"

"I'm Corey Razabinski-Google certified marketer & author of Google Adwords for Beginners. I began my Internet Marketing career right here on Warrior Forum."

"I've been making money online on Warrior Forum for years where I've launched products & services that have collectively brought in seven figures"

// freemarket

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4.2 million

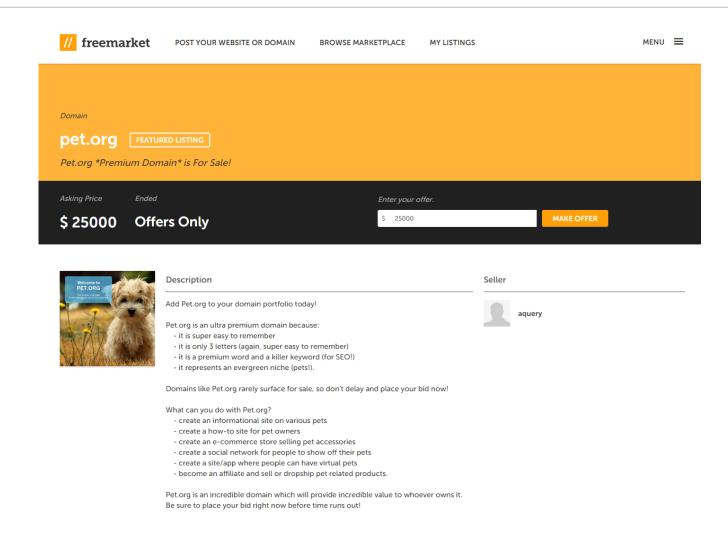
WEBSITE PROJECTS POSTED ON FREELANCER

8,715
CURRENT LISTINGS
(SINCE SEP '14)

\$1 million
HIGHEST CURRENT LISTING

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No listing fees and only a 5% commission- the lowest in the industry!





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