



## PressRelease

For immediate release

### Freelancer.com smashes through 3 million users, overtakes Kuwait for population

**Freelancer.com user base larger than some countries and set to continue saving businesses hundreds of millions in labor costs.**

SYDNEY: December 8, 2011 – Freelancer.com today cemented its reputation as the world's largest outsourcing and crowdsourcing marketplace by welcoming its 3,000,000th user. The milestone caps off a stellar year for Freelancer.com Chief Executive Matt Barrie and his team.

"2011 has been historic for us. More than 1.3 million projects have now been posted on Freelancer.com, earning freelancers globally over US\$110 million. Our user base is now larger than the entire population of Mongolia!", he said.

Freelancer.com estimates it has saved businesses in the developed world somewhere between half a billion and a billion of dollars to date. These achievements have attracted universal praise and accolades for both its business model and pioneering chief executive.

In 2011 Matt Barrie was named Technology Entrepreneur of the Year, by Ernst & Young, as well as the inaugural BRW Entrepreneur of the Year by Australia's most prestigious business publication.

Additionally, the International Academy of Digital Arts and Sciences awarded Freelancer.com the "Internet's highest honour" in the 15th Annual Webby Awards as Employment Site of the Year, plus the People's Choice Webby Award in the same category – out of 10,000 entrants from 60 countries. Freelancer.com also scooped 2 AIMIA awards and 3 Cool Company awards, dominating both award ceremonies.

As the company goes from strength to strength, so does the Freelancer.com story. A highly sought after speaker, Barrie presented all over the world in 2011, most notably at the Summit Series (USA). He will be one of 20 featured speakers, out of 600 presenters, at SXSW 2012 in Austin, Texas. SXSW is one of the world's largest interactive, music, film and technology festivals.

"The global labor force is being disrupted by technology. Five billion people worldwide are about to come online for the first time. They're smart, hardworking, and determined to dramatically improve their standards of living. Freelancer.com delivers the means by which they can achieve that, by working for small to medium businesses and entrepreneurs in the developed world", Barrie concluded.



### **About Freelancer**

Webby award winning Freelancer.com is the largest outsourcing and crowdsourcing marketplace in the world. Through Freelancer.com, businesses connect with 3 million independent professionals from all over the world. Employers can hire freelancers in areas such as software, writing, data entry and design, right through to engineering and the sciences, sales & marketing and accounting & legal services. The average job is under US\$200, making Freelancer.com extremely cost effective for small businesses, which often need a wide variety of jobs to be done, but cannot justify the expense of hiring full time.

### **For more information, contact:**

Vuki Vukasinovic      Communications Manager, US & APAC  
Email                      vuki@freelancer.com  
Tel (USA)                +1 (415) 830 3806  
Tel (APAC)               +61 2 8006 0132

Siobhan Sterling      Communications Manager, EMEA  
Email                      siobhan@freelancer.com  
Tel                            +44 7990 543829

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