



PressRelease

Freelancer.com acquires Warrior Forum, the world's largest Internet marketing marketplace & community

SYDNEY, April 15, 2014: Freelancer.com today announced that it has acquired Warrior Forum, the world's largest Internet marketing marketplace and community with over 732,000 members and ranked 225 in Alexa globally¹.

Founded in 1997 by Allen Says, Warrior Forum is the pre-eminent marketplace and community for Internet marketing professionals across the globe. Ranked by Alexa as the 225th most visited website in the world, the site also ranks in the top 150 websites in the United States and United Kingdom, and top 100 in Australia by traffic¹.

With over 732,000 members, Warrior Forum is the largest Internet marketing forum in the world. The community is comprised of the world's best Internet marketers, online entrepreneurs, growth hackers and technology specialists. Warrior Forum's user base includes Vice Presidents, Chief Marketing and Chief Growth Officers from some of the top Internet companies in the world.

Warrior Forum is world renowned for the War Room and Warrior Special Offers (WSOs). The War Room is an elite private discussion group where the world's best marketers share their experiences and learnings. WSOs are offers posted in the online marketplace exclusively by

¹ As at 12th April 2014 by www.alexa.com



War Room members that are special deals unavailable anywhere else on the Internet. This marketplace is the largest online marketing marketplace globally, and includes marketplaces for buying and selling products & services, websites, domain names, hiring freelancers and advertising freelance services. It also includes classified advertising and an affiliate program database.

Warrior Forum areas include Internet Marketing, Social Media, eCommerce, Offline Marketing, Dropshipping, Mobile Marketing, Ad Networks (CPA, CPM, CPL), AdSense, PPC, Search Engine Optimisation, Product Reviews, Articles, Copywriting, Viral Networks, Programming, Website Design, Blogs and Joint Ventures.

Warrior Forum Founder Allen SAYS said, "I started Warrior Forum back in 1997 with the goal of creating a community of like minded internet marketers to share ideas, learn from each other and build their online empires. In seventeen years our community has grown to over 730,000 members strong making us the world's largest Internet marketing forum."

"Today I am happy to announce that Warrior Forum will become part of the Freelancer.com family. I've spent a long time thinking about this and feel that Freelancer.com will be able to provide Warrior Forum with the talent, resources, energy and time to take the site to the next level. I'm pretty excited about what's in store- and look forward to seeing Warrior Forum grow."

Freelancer Chief Executive Matt Barrie said, "We are looking forward to working with the Warrior Forum community to take it to the next phase. Allen has done a tremendous job over the last 17 years to build the business to where it is today. Warrior Forum will remain independent, and we're committed to listening to the community and we'll be providing a dedicated team and resources to make the marketplace and forums even better".

Over 7.2 million postings have been made on Warrior Forum to date.



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 10.8 million registered users have posted 5.8 million projects and contests to date in over 650 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 Warrior Forum®

Warrior Forum is the world's largest Internet marketing marketplace and community. Founded in 1997 by Allen Says, Warrior Forum has grown to over 732,000 members and is ranked by Alexa in the top 250 websites globally. Warrior Forum is home to the War Room, an elite group of marketing professionals, and Warrior Special Offers (WSOs); marketplaces for buying & selling products & services, websites, domain names, hiring freelancers and advertising freelance services. Warrior Forum is the #1 site on the Internet for discussion around Internet Marketing, Social Media, eCommerce, Offline Marketing, Mobile Marketing, Ad Networks (CPA, CPM, CPL), Adsense, PPC, Search Engine Optimisation, Product Reviews, Copywriting, Viral Networks, Programming, Website Design, Content Marketing and Joint Ventures. See www.warriorforum.com.

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