

Airtasker

AUSTRALIAN MICROCAP

CONFERENCE PRESENTATION

24 October 2023, Sofitel Melbourne



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About Airtasker

Airtasker is building

the world's most trusted marketplace to buy and sell local services.

We connect people who need work done, with people who want to work.



It began with a chicken truck



Our mission:

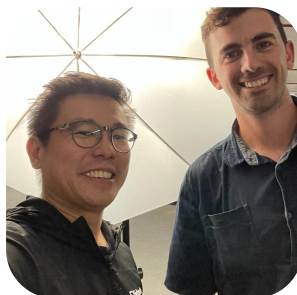
To empower people to realise the full value of their skills.

Creating jobs isn't a by-product of the work that we do: it's our core purpose.



"This has helped me see my value and my self worth."

Tess K



"This gives you the chance to help people and at the same time, feel appreciated for what you do."

Maico L

A new milestone we're proud to share...



Aligned with our mission, we've built a unique marketplace model and customer experience



Open marketplace

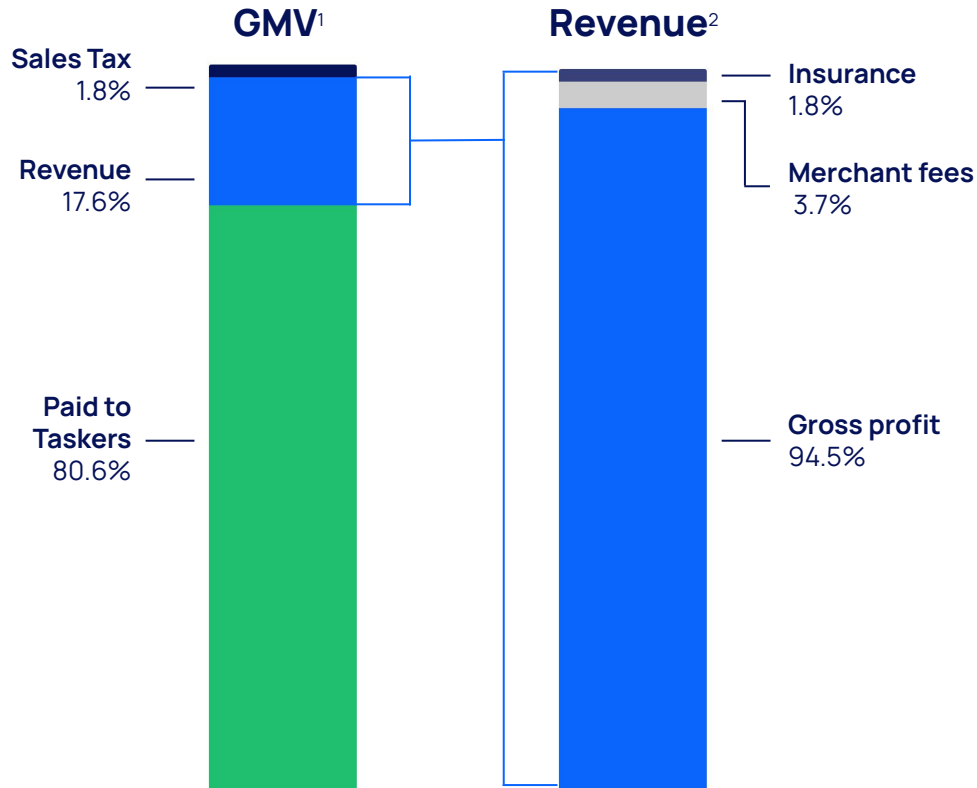
Built on transparency and accountability to enable trust with an efficient, light touch operating model.



Infinitely horizontal

Customers can get almost any task done, bringing together a highly fragmented local services industry and creating entirely new industries.

Revenue model tightly aligns Airtasker with the success of Taskers in our community



How does Airtasker make money?

- Free to post a task and receive offers
- Free to access jobs and create quotes
- Connection Fee is charged when users are successfully connected and a Service Fee is charged when the task is completed.

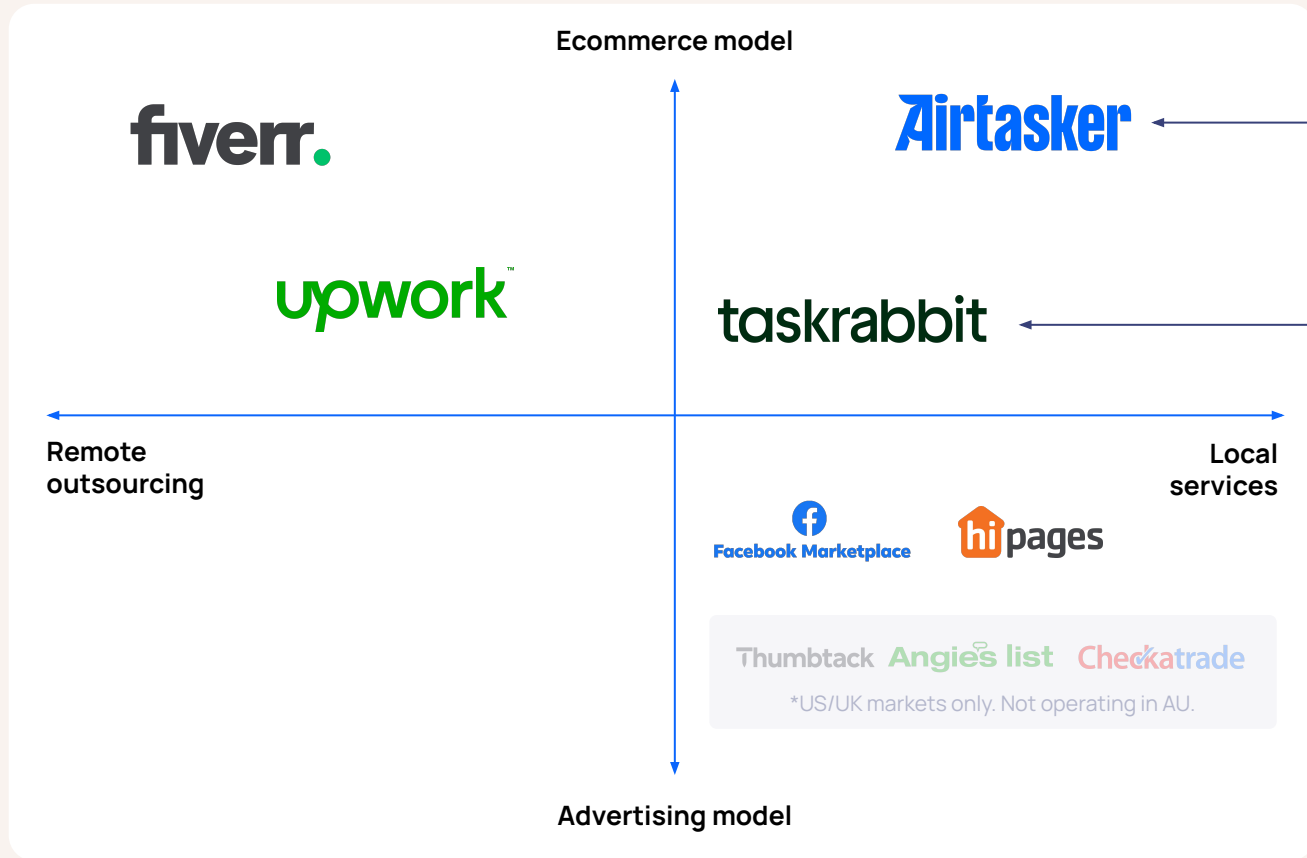
A truly win-win business model:

- **Low risk for Taskers.** Unlike advertising models, Taskers can access jobs with no upfront fees.
- **Widest range.** Removing upfront fees means Customers access the greatest range of services.
- **Strong gross margin.** Light touch model delivers 94%+ gross margins.

1. Gross marketplace volume (GMV) for Airtasker only. GMV represents the total price of all tasks booked through the Airtasker marketplaces before cancellations and inclusive of price adjustments between customers and Taskers, bonuses paid by customers to Taskers, fees payable by customers and Taskers to Airtasker, and any applicable sales taxes.

2. Revenue comprising the Airtasker and Onefare marketplaces.

Competitive Landscape: Airtasker is uniquely positioned as a global platform for local services



Community model

Free to join. Customers choose who they work with based on ratings, reviews and verified qualifications.

Curated supply model

Workers pay an upfront fee to join and Taskrabbit selects which workers can access jobs.

Financial Performance

FY23 Financial Performance:

- Revenue up 40.4% on pcp to \$44.2m
- GMV¹ up 33.7% on pcp to \$253.5m
- Net cash outflows reduced by 23.9% on pcp

Revenue

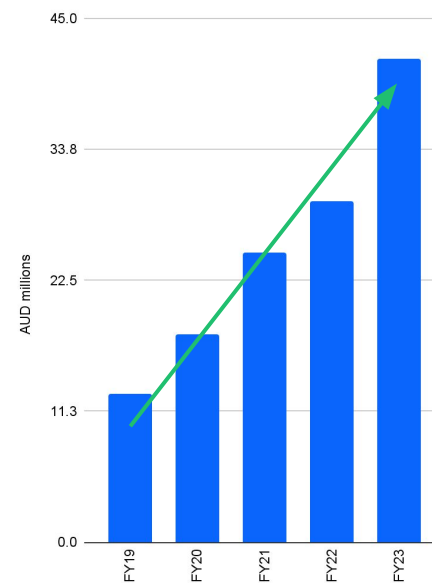
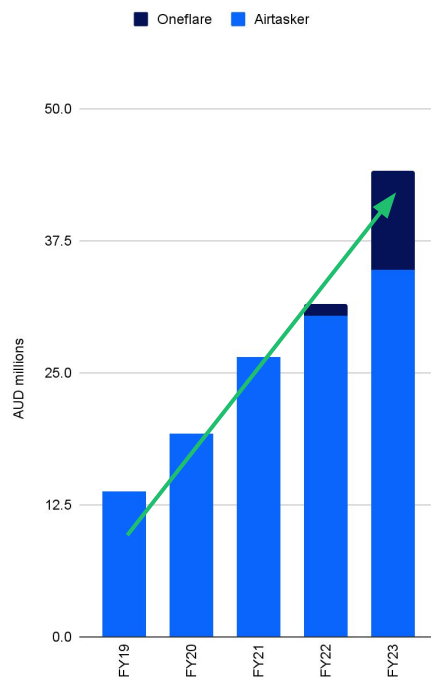
\$44.2m

+40.4% on pcp

Gross Profit

\$41.8m

+42.6% on pcp

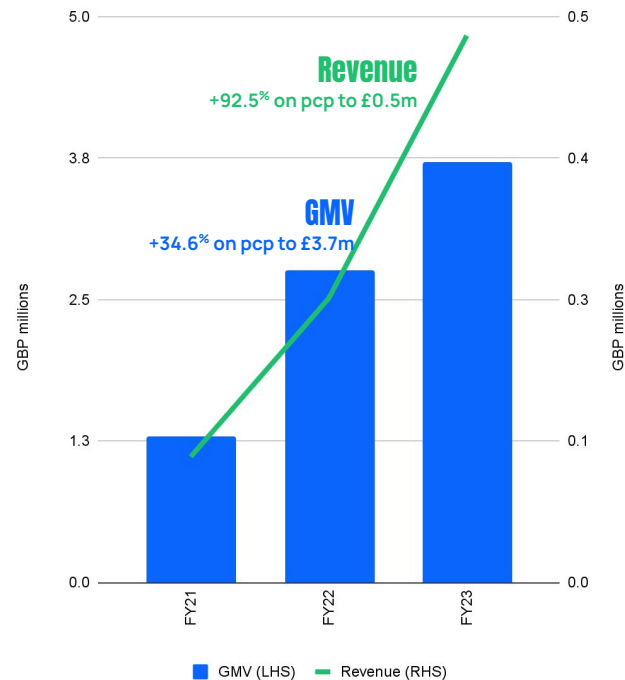


UK: New marketplaces GMV +35% & Revenue +93%

The UK city-level marketplaces are in the 'one to 100' phase during which we begin to balance marketplace supply and demand.

FY23 GMV grew 34.6% on pcp to £3.7m while FY23 revenue grew 92.5% on pcp to £0.5m.

UK Gross Marketplace Volume and Revenue

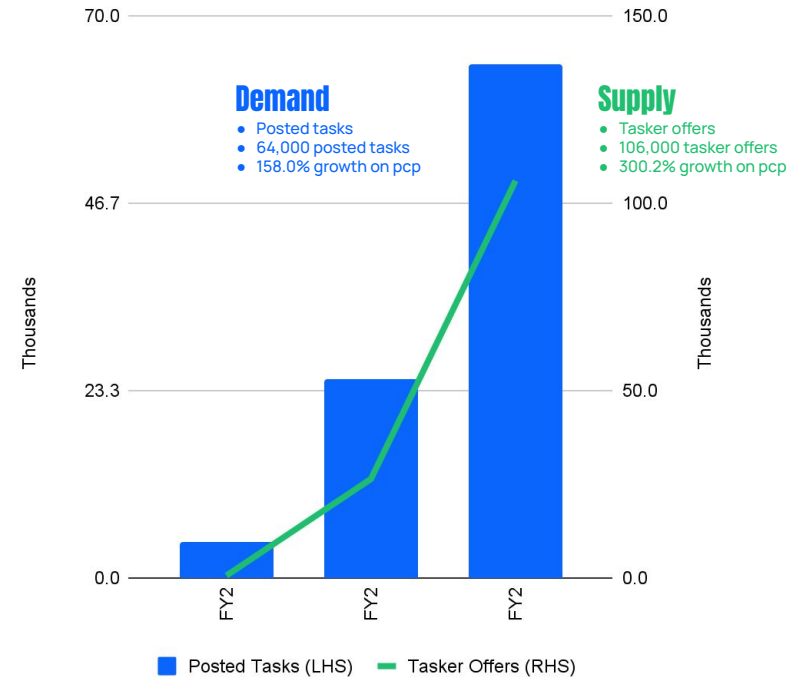


US: New marketplaces Posted tasks +158% & Tasker offers +300%

The US city-level marketplaces are in the 'zero to one' phase during which the key focus is on posted tasks in order to drive Tasker engagement.

In FY23 customer posted tasks increased 158.0% on pcp to 64,000 tasks while Tasker offers increased 300.2% on pcp to 106,000.

US Posted Tasks and Tasker Offers



Australian marketplaces cover Global Head Office expenditure

- In FY23, Airtasker's Australian marketplaces generated EBITDA of \$25.0m¹.
- Australian EBITDA¹ covers Global Head Office operating expenditure² and innovation investment³
- New Marketplaces leverage global head office operations but require upfront investment (primarily marketing expenditure) to establish network effects

Non-Statutory Operating Segment Data (\$m)

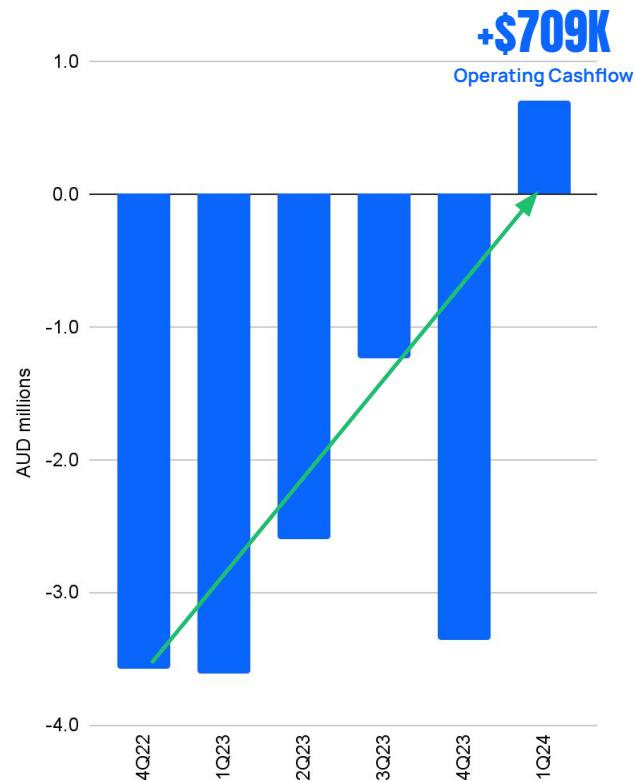
Established Marketplaces - Australian EBITDA	25.0
Global head office - operating expenditure ²	(21.1)
Global head office - Innovation investment ³	(3.9)
<hr/>	
Net EBITDA	0.0
New Marketplaces (UK and US) EBITDA	(8.0)
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Group EBITDA	(8.0)
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1. The Group has two operating segments, being the 'Established Marketplaces Segment' and the 'New Marketplaces Segment'. Australian EBITDA refers to the 'Established Marketplaces Segment' which consists of the Australian Airtasker and Oneflare marketplaces.
2. Operating expenditure relating to the Airtasker and Oneflare platforms and marketplaces (engineering, product support and maintenance), as well as back office support functions (executive, legal, finance and people operations).
3. Non-capitalisable innovation investment relating to the Airtasker and Oneflare platforms associated with the development of new features designed to enhance the customer experience, increase long term gross marketplace volume and grow long term revenue.

Positive operating cash flow, strong financial position:

- Strong balance sheet - \$16.1m cash and zero debt.¹
- FY23 net cash outflows reduced 23.9% on pcp.
- Operating cash flow positive in 1Q24.

Operating Cash Flow²



1. As at 30 June 2023.

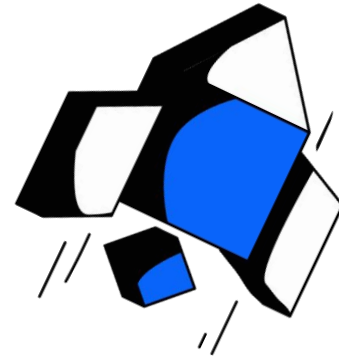
2. Per Appendix 4C Quarterly Cash Flow Report.

Growth Strategy

Highly focussed growth strategy:

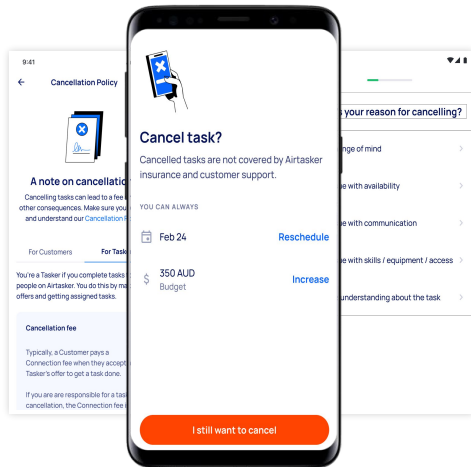


Invest in core
product experience

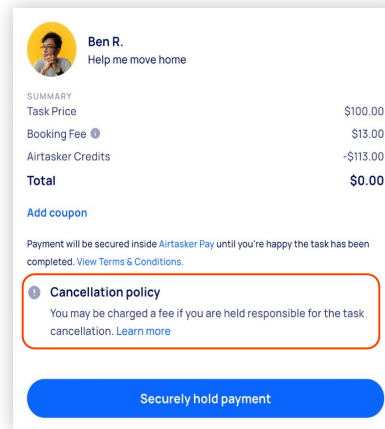


Scale in new markets
via media partnerships

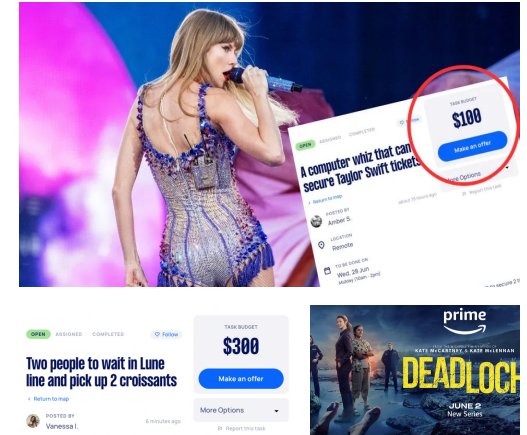
Invest in core product experience to consolidate Australian market leadership



Improve marketplace reliability
by establishing clear expectations and responsibilities (policies & incentives)



Address platform leakage
and align financial incentives to positive marketplace outcomes.



Invest in the brand
Continue to delight our customers and invest in a loved Australian brand.

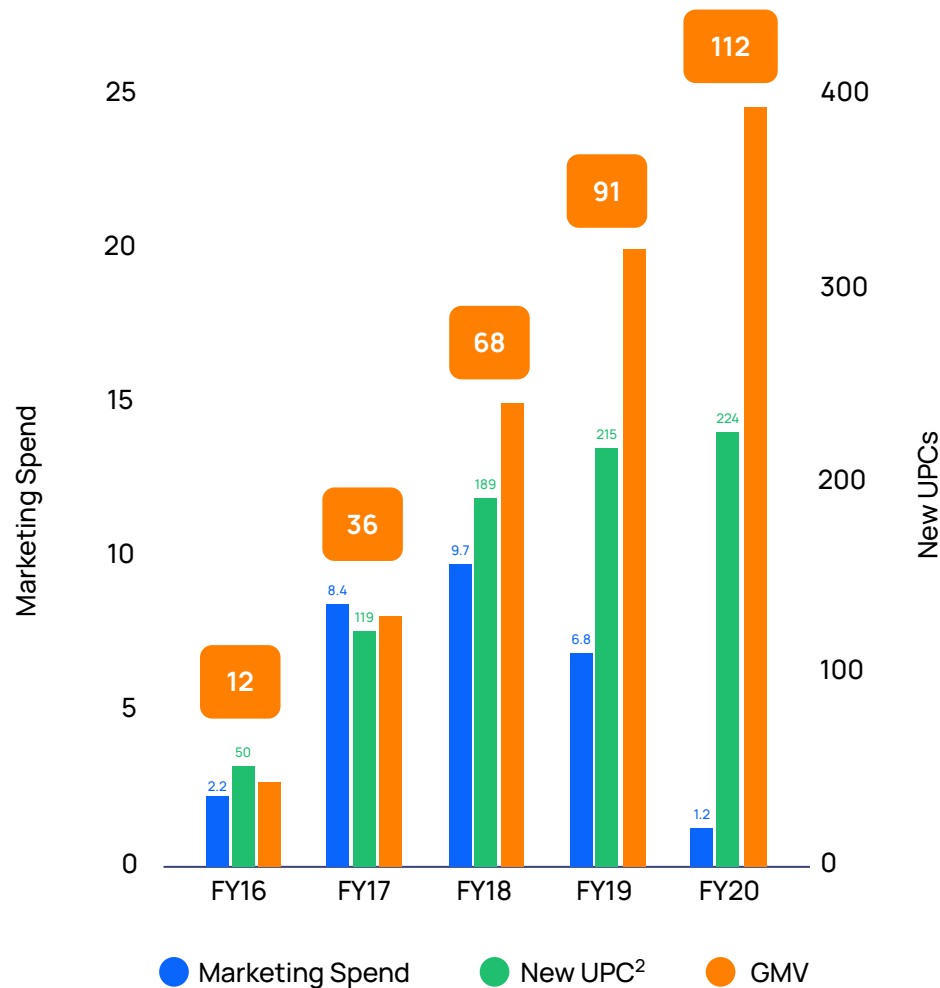
Roll out proven media partnership model to scale in new markets

Our media partnership strategy enabled Airtasker to build Australia's no. 1 marketplace for local services¹

Over 5 years, we generated:

- 60%+ brand awareness
- 20x revenue growth
- 5x partner investor returns

We're now replicating this model to drive rapid scale in new markets.



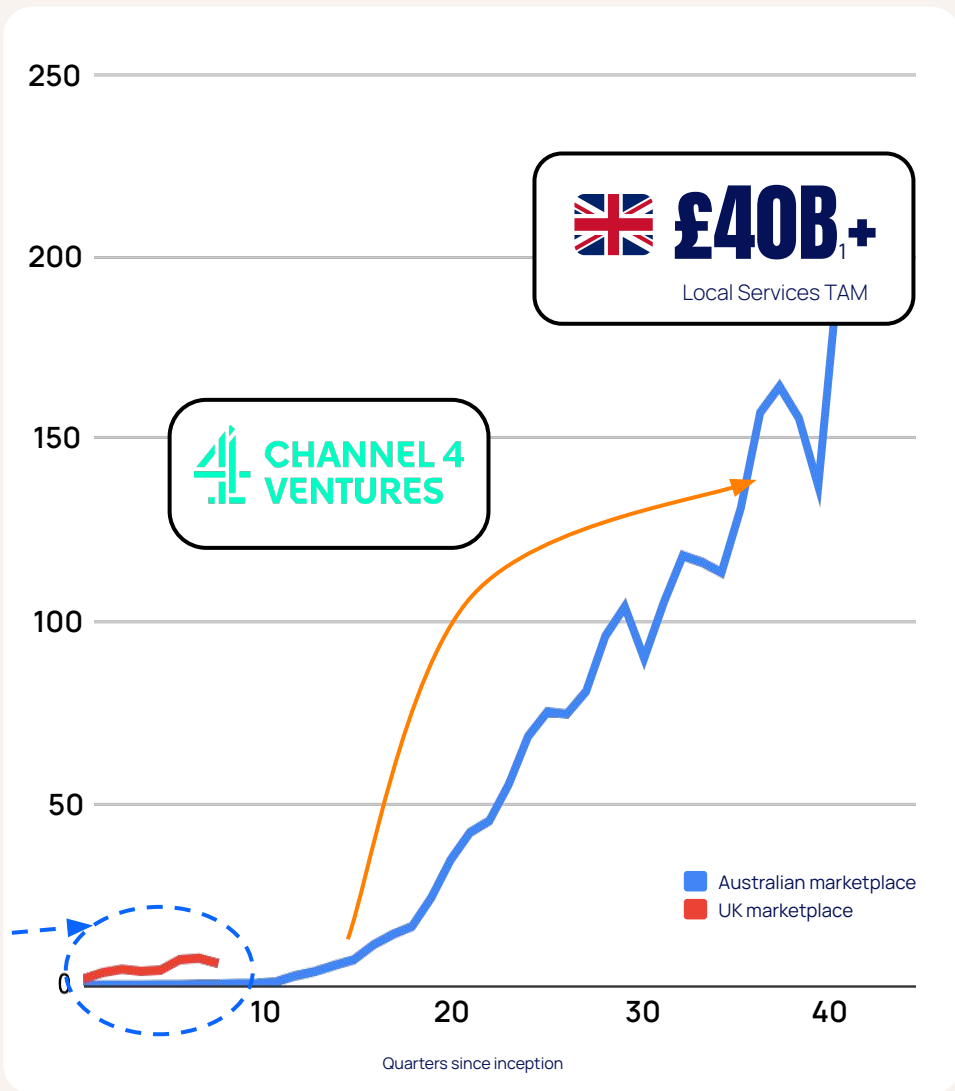
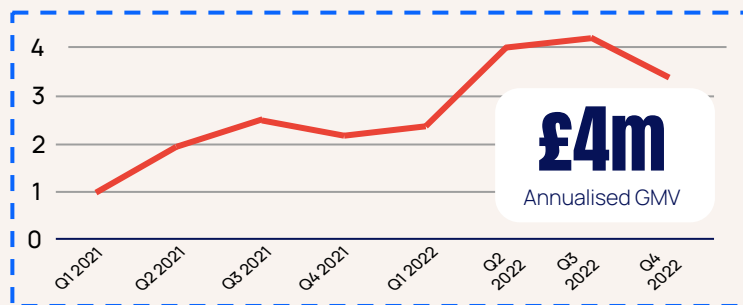
1. By Gross Marketplace Volume transacted per month in Sep 2023

2. New Unique Paying Customers (000s) acquired

Turbocharge UK marketplace with \$6.7m Channel 4 partnership

Channel 4 is a government-owned free-to-air television network in the UK.

47 million people
1.2 billion streams
78% reach of the UK population



1. Frost and Sullivan, 2021

AIRTASKER. YEAHTASKER!

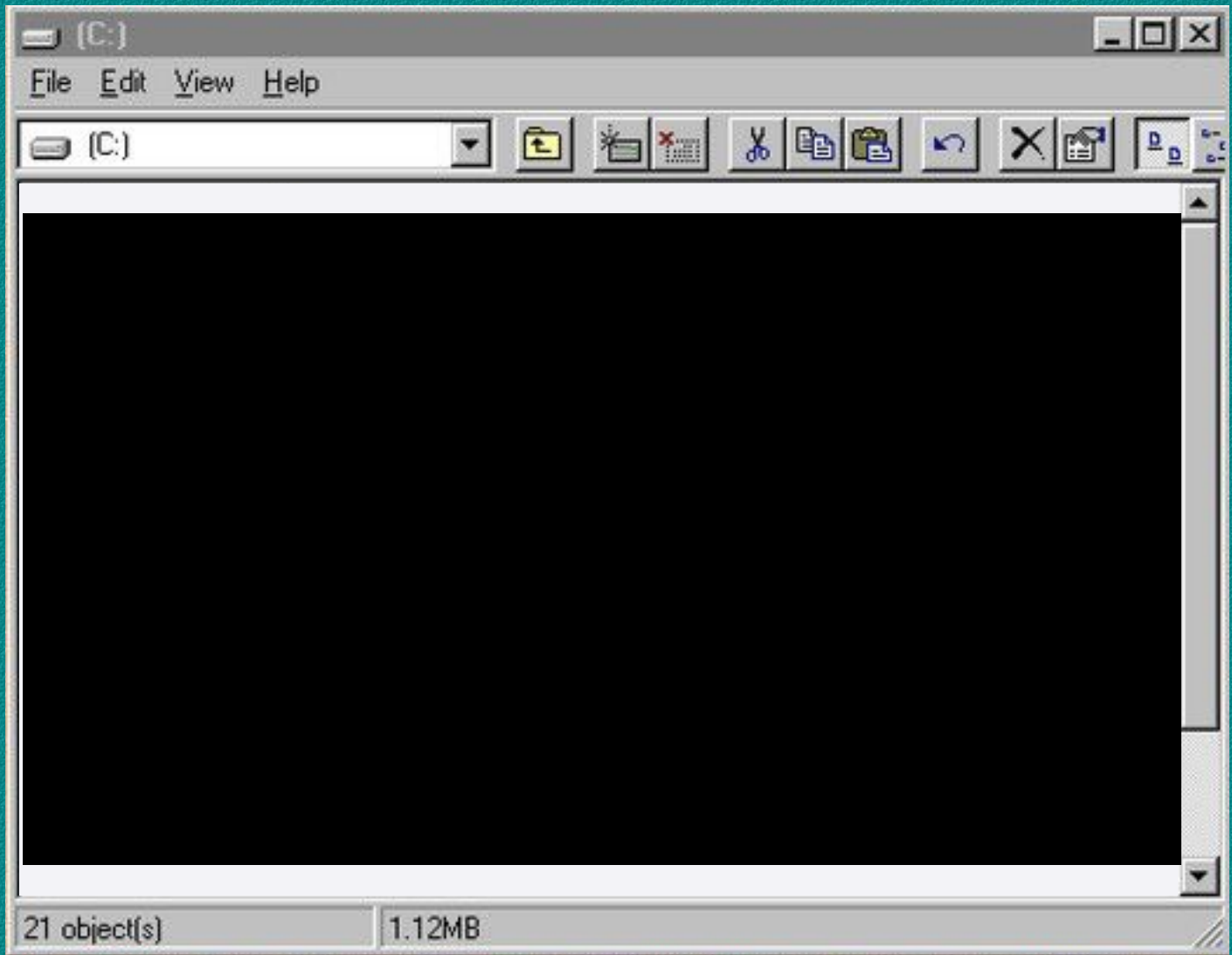
Mount artwork

Deep clean carpet

Fix boombox

Airtasker
**Get any
task done**

Post a Task



- mrWizard
- Computer
- My Network Places
- Recycle Bin
- Netscape Naviga...

Unique investment proposition:

Profitable economics

- On track for FY24 free cashflow positive result
- High operating leverage - 94% gross margins

Market leadership

- Australian market leadership
- Strong network effects - highly defensible

Proven growth model

- Proven media-for-equity partnership model
- \$6.7m Channel 4 media - 78% UK population reach

THAAAANKS

Airtasker