



ASX Announcement | 22 July 2014

Warrior Forum launches Warrior Payments

Freelancer Limited (ASX:FLN) (**Company**), which acquired Warrior Forum in April 2014, is pleased to announce the launch of Warrior Payments, www.warriorpayments.com, a revolutionary all-in-one payments, analytics, affiliate marketing and distribution platform which will transform the way people sell products & services online.

The Warrior Payments platform integrates payment processing, online product delivery, detailed analytics, affiliate marketing and distribution into the one service for a 2% fee on sales through the platform. It handles customer management, connecting with preferred mailing list services like MailChimp and AWeber. Warrior Payments allows sellers to provide special limited time offers including time-sale and dime-sale offers to create a sense of urgency around product launches. Warrior Payments' "Buy Now" buttons can be easily used anywhere on the Internet, including self-hosted sales pages. Anywhere that can take a small snippet of html code can now be a place that someone can sell their product or service through Warrior Payments.

In addition, every product or service using the Warrior Payments system gets listed in the Warrior Forum marketplace with detailed analytics on how these products and services are selling, and allows Warrior's network of over 780,000 of the world's top Internet marketers to request a payments link to sell any product or service in the marketplace. Warrior Payments takes the risk out of selling third party products & services with statistics like views, clicks, reviews and conversions now exposed to everyone, together with calculations like earnings per visitor, refund rates and average price. This secret sauce, that retailers have traditionally kept secret, is now available in real time, facilitating the crowd to instantly sell any product or service online with surety.

Commenting on today's product launch, Freelancer's CEO and Chairman Matt Barrie said, "If you are an entrepreneur or startup and trying to figure out how to launch your product or sell your product or service online, Warrior Forum has been the #1 site globally to learn how to do this since 1997. Today I'm extremely excited to announce an innovation that we have made to Warrior Forum which turns this network of over 780,000 of the world's top Internet marketers into your sales force, selling your product or service, making it the easiest way to make money online."

Attached is a short presentation on Warrior Forum including an overview of the Warrior Payments and Warrior Affiliate Network product releases.

Matt Barrie
CEO & Chairman
Freelancer Limited



About Warrior Forum®

Warrior Forum is the world's #1 Internet marketing community & marketplace since 1997. Warrior Forum was acquired by Freelancer.com, the world's largest online services marketplace in 2014. The Forum is the ultimate place to launch a product, or learn to sell a product or service online with over 780,000 of the world's top Internet marketers and entrepreneurs. Warrior Forum is ranked in the world's top 300 websites, top 200 in the United States and Canada, top 150 in the United Kingdom and top 100 in Australia according to Alexa. It is home of the War Room®, an elite discussion group of the world's top experts in the field, and the Warrior Special Offers marketplace has launched over 65,000 products & services to date. Warrior Forum also regularly livestreams Warrior Ask Me Anything Q&A sessions globally with the world's best entrepreneurs. For more information, visit www.warriorforum.com.

About Freelancer

Quadruple Webby award-winning Freelancer.com is the world's largest freelancing and crowdsourcing marketplace by total number of users and projects posted. Over 12.4 million registered users have posted 6.2 million projects and contests to date in over 600 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.



The #1 Internet Marketing Forum & Marketplace Since 1997

**#266 biggest website globally
#159 biggest in the USA***

784,156 Internet Marketers *

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



Brian Dean

Founder of Backlinko and SEO Expert
Warrior since 2012.

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



Igor Kheifets,

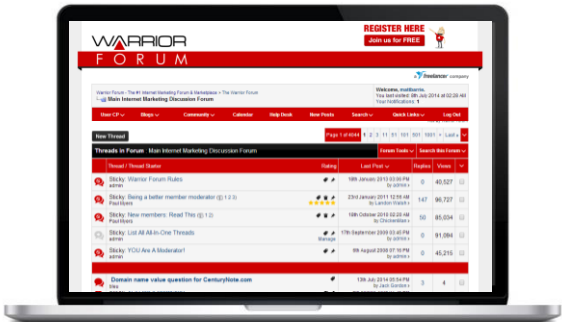
CEO Success Stream Mentors and List Building & Solo Ads Master
Warrior since 2008.

Warrior Forum

The #1 Internet Marketing Community since 1997

- Started by Clifton Allen Says, Jr. in 1997 (17 year history), a pioneer in niche marketing
- Over **7,300,000** posts in **563,000** threads covering areas including:
 - Internet Marketing, Social Media, eCommerce, Growth Hacking, Email Marketing, Conversion Rate Optimisation, Mobile Marketing, Ad Networks (CPA, CPM, CPL), Adsense, PPC, Search Engine Optimisation, Product Reviews, Offline Marketing, Dropshipping, Articles, Copywriting, Viral Networks, Programming, Website Design, Blogs and Joint Ventures
- Great brand and global cult following:

Currently Active Users: 18133 (2639 members and 15494 guests)
Most users ever online was 161,840, 19th June 2013 at 07:50 PM.



SPRING 2014
WARRIOR
NETWORKING
EVENING
RALEIGH



Marketplace (Warrior Special Offers)

The World's Largest Internet Marketing Marketplace - The #1 Place to Launch a Product or Service Online

- Buy & sell **products** and **services**
- Hire **freelancers** and **offer services** for hire
- Buy & sell **complete websites** and **domains**
- **Web hosting** offers
- **Classified advertising**
- **\$20 per listing, \$20 to bump listings**



Introducing..

MacBook Air



The easiest way you'll make money online

Tap into the Warrior network of over 780,000 Internet marketers to sell your product or service. Earn commissions as an affiliate promoting the best offers to your network. Warrior Payments manages it all.

Sell my product or service

Earn as an affiliate



Warrior Payments

Integrated payments system for selling products & services online



- Manage **product sales** and **product delivery** with **integrated analytics** and **distribution to a global network of affiliates**
- Create a **payment button** for your **offer** which incorporates detailed **tracking & analytics**
- Easily **customise** and **embed** these **payment buttons** on your **sales pages**. **Works anywhere on the Internet!**

SELECT A COLOUR



SELECT YOUR BUTTON STYLE

Introducing **LeadOctopus**

Review
Ben Adkins
"The software is above and beyond anything I've seen lately in terms of the social uses. The potential behind Lead Octopus is unreal. A lot of though went into this software and your results will reflect that."

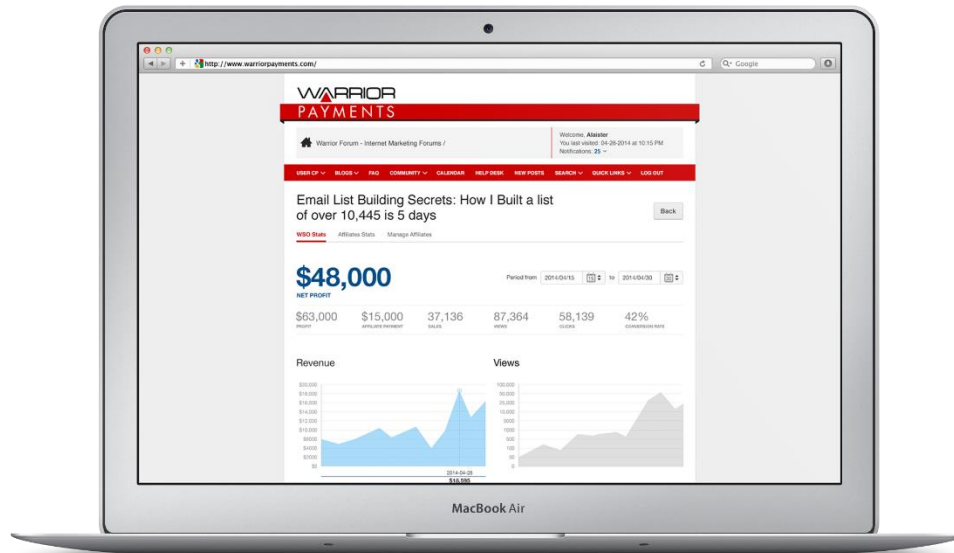
BUY NOW \$18.88
powered by Warrior

Warrior Payments

Integrated analytics and financial dashboard



- Detailed **analytics** track your **sales** and **affiliates**
- Create urgency and reward customers who take action through **dime-sale** (prices increase after X sales), **time-sale offers** (price increases after X hours)
- Follow **views**, **clicks** and **conversions**. Calculate **earnings per visitor**, **refund rates**, **average price**
- Easily **integrate** automated **email marketing systems** with customers that purchase through Warrior Payments



HOW IT WORKS



STEP 1

Create a new offer (WSO)

Launching a new product and selling to millions has never been this simple! Enter in the details, price, upload product and select if you would like affiliates to promote it

STEP 2

Embed our special payment button on your sales page

Our Warrior Payments button allows you to accept payments, automatically send your product once purchased and manage affiliates to sell your product. You can embed the button on a new WSO thread, your existing WSO thread or your own sales page



STEP 3

Promote your product and we take care of the rest

We take care of payment, product delivery and affiliate payouts. We even allow your paid customers to leave reviews and social proof to help you sell more!

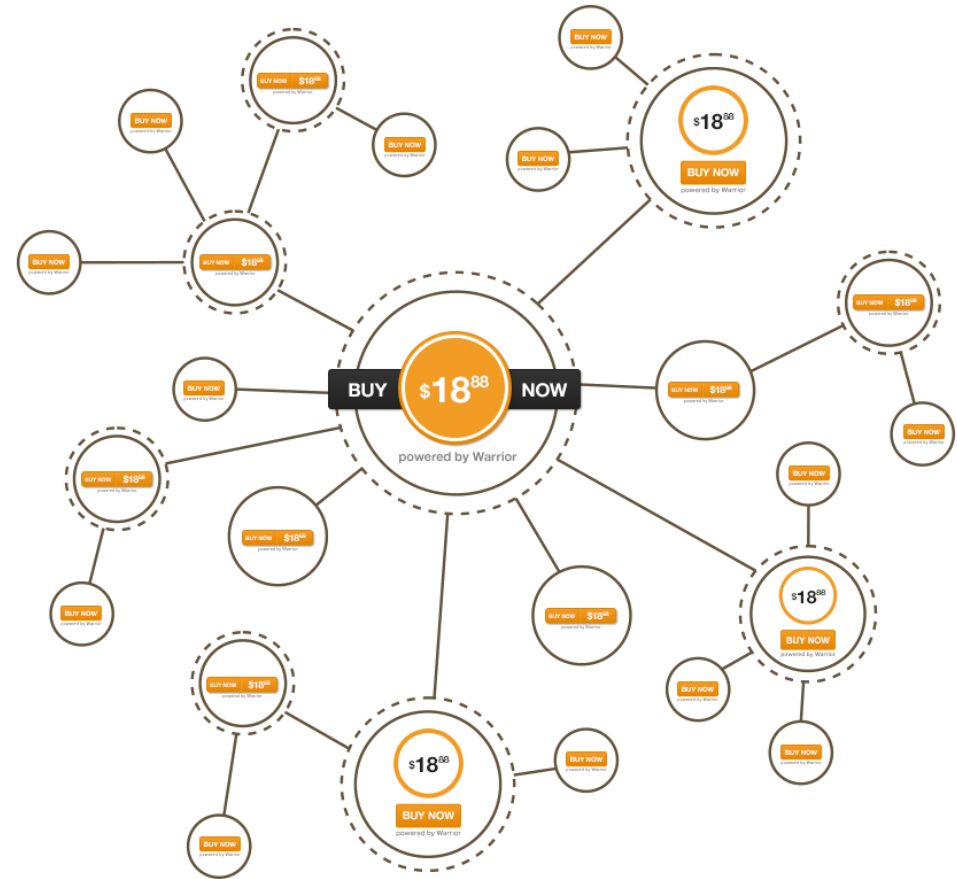
Create a product now

Warrior Payments

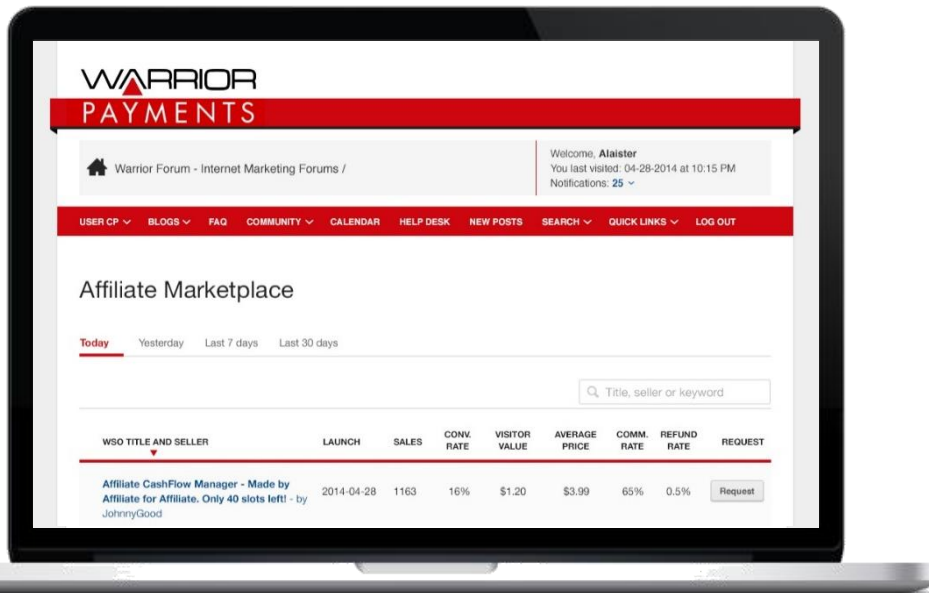
Integrated distribution to affiliate network and commission management



- Offers are automatically listed in a marketplace where affiliates compare conversions
- Affiliates can see the analytics about your product and request their own unique links to sell
- Affiliate commissions are automatically managed by Warrior Payments
- Harness the power of the Warrior Affiliate Network



780,052 Internet Marketers on
Warrior Forum! *



Warrior Affiliate Network

The easiest way to make money online



- Find **products** and **offers** most suitable for you to promote to your network
- **Filter** by the number of **sales**, **conversion rate**, **customer feedback**, **reviews**
- Get up to 100% commission **paid straight into your account**
- **Make money without needing to develop a product!**



HOW IT WORKS



STEP 1

Find a product to promote

On the affiliate marketplace you can find suitable products for you to promote. You can filter by number of sales, conversion rate and even the number of reviews.

STEP 2

Promote your unique affiliate link everywhere you can

You'll receive a unique link which will track the sales that you refer. Use this link to promote the product everywhere you can, including your blog and social media.



STEP 3

Earn affiliate commission for every sale you refer

You'll be able to see the number of sales you refer and earn affiliate commission on them. This is truly the easiest way to make money online!



Promote as an affiliate

Learn from Legends

- Weekly live streaming from the world's best entrepreneurs and marketers, archived in the **War Room**



Noah Kagan
#30 Facebook, #4 Mint.com
Chief Sumo, AppSumo



Rand Fishkin
Cofounder, Moz.com
Wizard of Moz, SEO Expert



Brian Dean
Founder, Backlinko
Digital & Content Marketing Expert



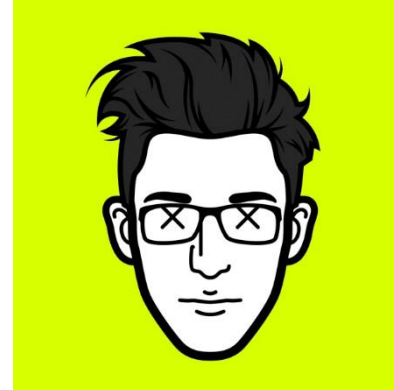
Matt Bacak
2010 Internet Marketer of the Year
Internet Marketing Legend



Joanna Weibe
Creator of Copyhackers
Conversion Copywriter



Chris Hexton
CEO, Vero
Email & Conversion Expert



Bronson Taylor
Host & Cofounder,
Growthhacker.tv



Sean Ellis
CEO Qualaroo &
Growthhackers.com

The War Room

Elite private discussion group for entrepreneurs & marketers

- Access **secrets** shared by the **world's top entrepreneurs & marketing experts**
- **Hours of Q&A video** recordings from **experts** across every field
- Access **free product & special deals** not available anywhere else
- Subscription only \$97 per annum

“My mind is blown from the War Room”

- Tiffany Lambert, CEO Write Consultants

“The best investment I've made in a long time”

- James Clark, The Art of Marketing Online

**“If Warrior Forum is a gold mine,
the War Room is a diamond mine”**

- Stephen Saha, Owner of eCoverExpert.com

OVER
30,000
MEMBERS

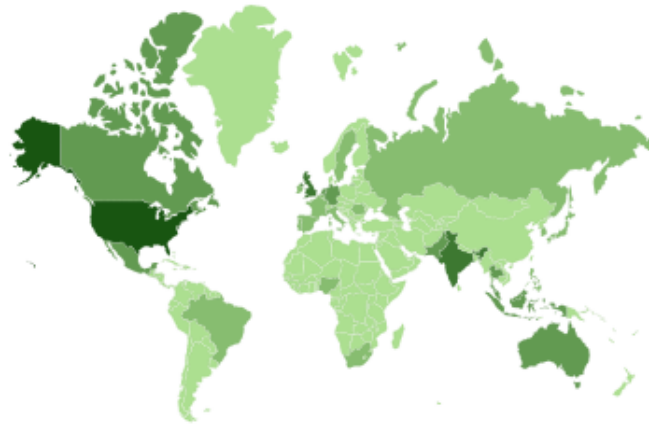
**THE
WAR
ROOM**

Warrior demographics

Audience Geography

Where are this site's visitors located?

Visitors by Country



Country	Percent of Visitors	Rank in Country
 United States	37.2%	159
 India	10.8%	250
 United Kingdom	6.9%	136
 Australia	3.4%	94
 Canada	3.4%	181
 Pakistan	2.3%	140
 Malaysia	1.7%	124
 Singapore	1.7%	82
 Thailand	1.7%	147
 Mexico	1.6%	518

[Less](#)

“Thanks to Warrior Forum I already:

- Made my first sale
- Made my first \$10,000
- Made my first \$1 million
- Learnt a #*\$& load
- Made some (read: many) great friends
- Became a work at homer

Retired from the school of hard jobs!”



Martin Salter

Video Marketer. Warrior since 2004.