



## ASX Announcement | 3 November 2014

### **Freelancer appoints Pete Cooper as Regional Director, Australasia and acquires technology startup conference & community, SydStart**

Freelancer Limited (ASX:FLN) (**Freelancer**) today announced that it has appointed Pete Cooper as Regional Director, Australasia to lead media, communications and business development in Australia and New Zealand and acquired the assets of SydStart, the largest technology startup conference & community in Australia.

Having been established in 2009, SydStart is now Australia's largest technology startup conference, expo and professional community including around 5,000 tech startup professionals, investors and ecosystem participants. Freelancer has been a significant sponsor of SydStart since 2011 and will continue to host the community to further develop Australia's technology market.

Mr Cooper has previously held a number of senior and executive leadership roles in regional and global financial and technology companies and more recently founded SydStart, the largest specialist Australian technology startup conference, expo and professional community. Mr Cooper was recently recognised by the technology community with the inaugural 'rocket contributor' award for his unique work developing the national startup ecosystem.

**Commenting on the acquisition and hire, Freelancer's CEO and Chairman Matt Barrie said, "For the last five years, Pete has run what I think is the best technology conference in the country and we're pleased to welcome him to the team. I'm excited to now be working together, and to also be taking SydStart to the next level."**

Matt Barrie  
CEO & Chairman  
Freelancer Limited

### **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 13 million registered users have posted 6.6 million projects and contests to date in over 700 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.