

# Gigred Company Presentation



## Disclaimer

Before proceeding, please carefully review the following terms and conditions. These apply to this presentation, its oral delivery by Gigred Studios Private Limited ("Gigred" or the "Company"), any representative of the Company, and any question-and-answer session that follows. By accessing this presentation, you agree to be bound by these terms.

This presentation and its contents may not be reproduced, redistributed, published, or shared, in whole or in part, with any other person, directly or indirectly, for any purpose. It is not intended for, nor should it be distributed to, individuals or entities in jurisdictions where such distribution or use would contravene applicable laws or regulations or require registration or licensing.

This presentation is not an offer to sell or a solicitation to buy equity in the Company and should not be relied upon as the basis for any investment decision. These statements include predictions and expectations about future operations, financial performance, business strategies, and market dynamics. Terms such as "expect," "plan," "believe," "anticipate," and similar expressions indicate forward-looking statements. These statements are based on management's current expectations and are not guarantees of future results. Actual outcomes could differ materially due to various risks and uncertainties, including, but not limited to, political and economic instability in India, fluctuations in market demand, competition, cybersecurity threats, reliance on third parties, and other factors.

Given the rapidly changing environment and inherent uncertainties, the forward-looking statements here should not be taken as predictions of future events. We disclaim any obligation to update or revise these statements except as required by law.

Industry and market data presented here are derived from third-party sources, management estimates, and publicly available information. While we believe this data to be reliable, it is subject to risks and uncertainties, and actual results may differ materially.

# Key Investment *Features*

1

Vast market potential with minimal online presence

2

Our distinctive e-commerce strategy enhances efficiency and transparency

3

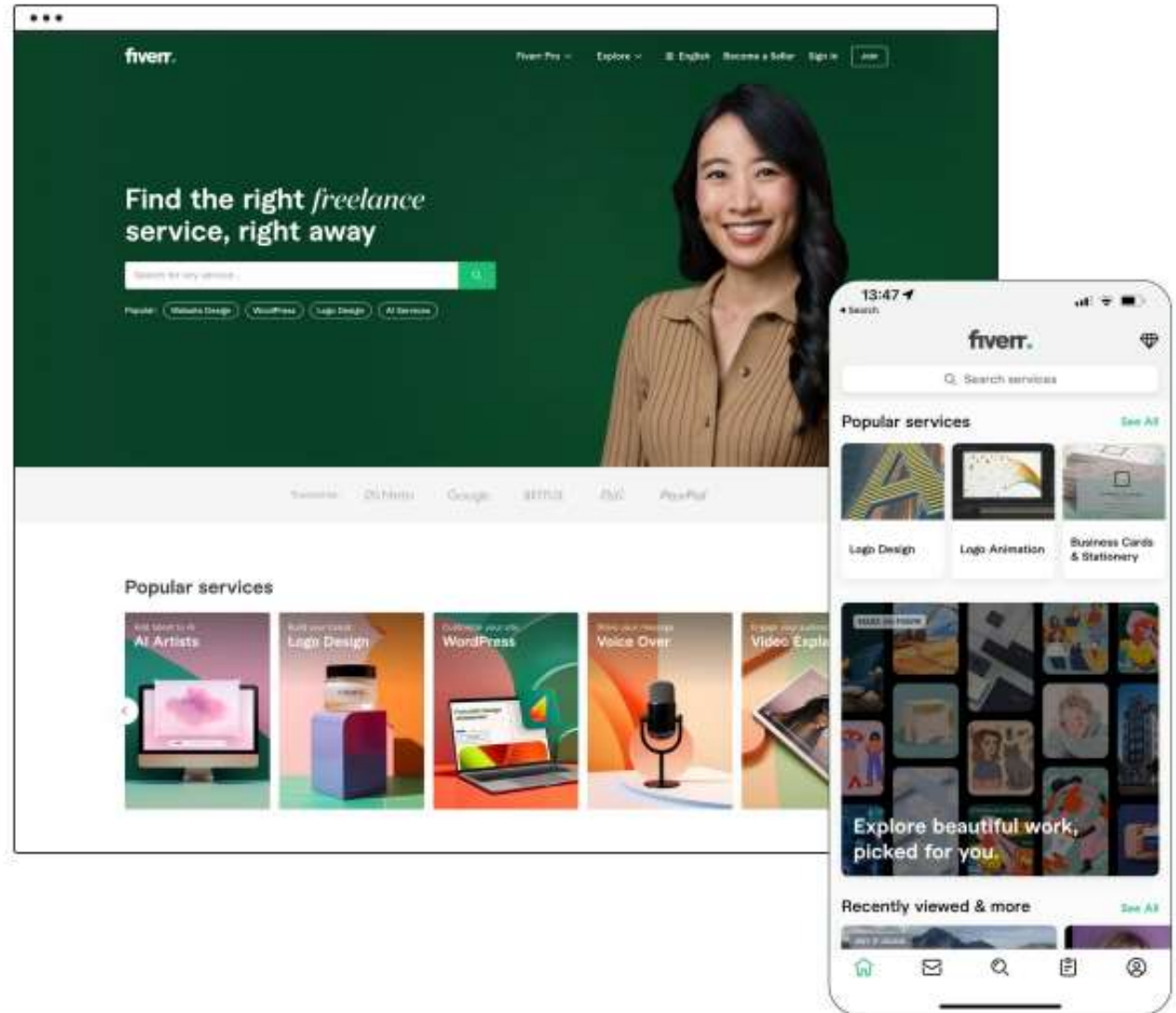
Robust business model featuring a high take rate, strong customer retention, and marketing effectiveness

4

Growth and operational scalability drive substantial cash flow generation

# Fiverr is a **leading platform** that connects businesses with talent

Fiverr is a *global marketplace* that connects freelancers and businesses for **digital services** from graphic design and copywriting to voice over, music, AI services and coding, film editing, and much more.





# Large Market Opportunity

The world is  
changing and the  
way people *work* is  
changing with it.

## *Traditional* workplace

Long-term employment

Work from the **office**

**Local** teams

Work **offline**

Work full time, receive **monthly salary**

Study young, **standard profession**

**Stability**

## *Future* of work

**Experience building** and **freelancing**

Work from **anywhere** (nomads, co-working)

**Global & remote** teams

Work **digitally**, leveraging collaboration tools

Get paid for action and **results**

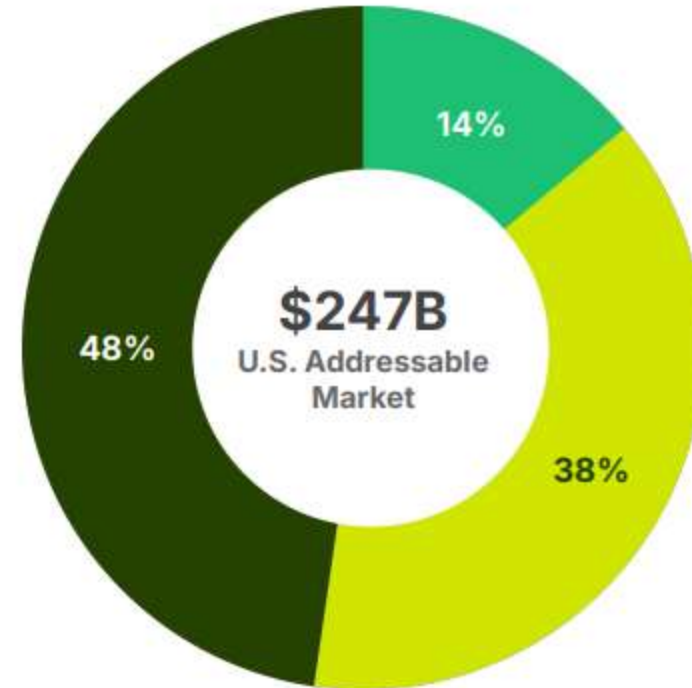
**Continuous** study, gain unique expertise

**Fulfillment**

# Large Market Opportunity

2021 Estimated Income for U.S. Independent Skilled Creative, Technical, and Professional Services

[Freelance Economic Impact Report](#)



C - Motion Picture and Video Industries, Sound Recording Industries, Photographic Services, Independent Artists, Writers, and Performers, Photofinishing.

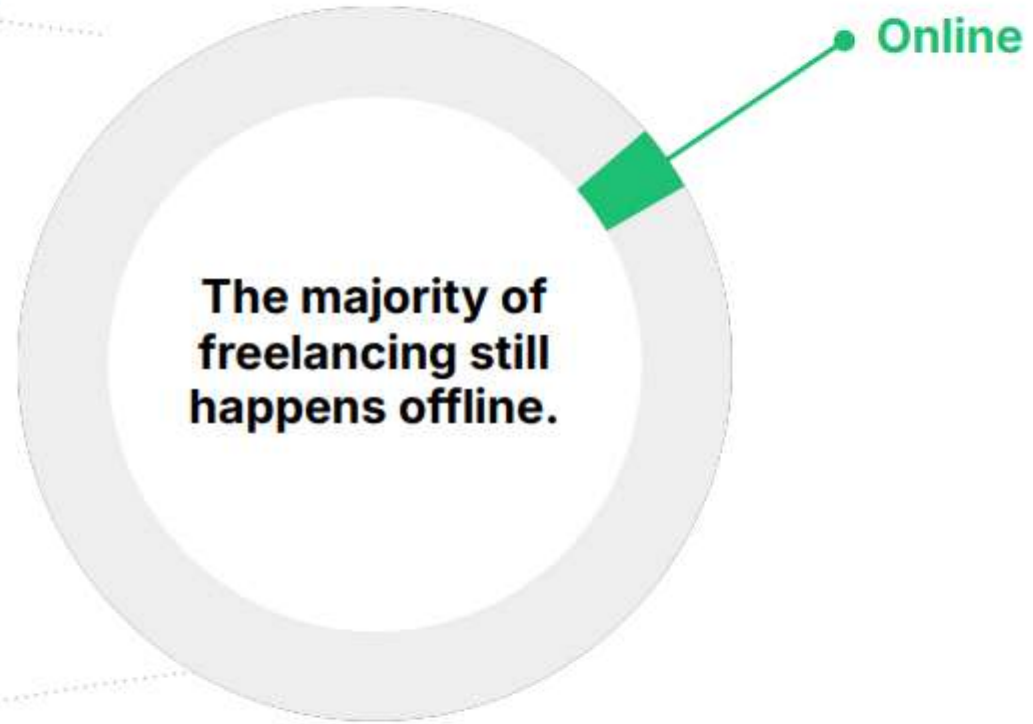
TS - Data Processing, Hosting, and Related Services, Other Information Services, Architectural Services, Landscape Architectural Services, Engineering Services, Drafting Services, Geophysical Surveying and Mapping Services, Specialized Design Services, Computer Systems Design and Related Services, Translation and Interpretation Services, All Other Professional, Scientific, and Technical Services.

PS - Legal Services, Accounting, Tax Preparation, Bookkeeping, and Payroll Services, Management, Scientific, and Technical Consulting Services, Advertising, Public Relations, and Related Services, Marketing Research and Public Opinion Polling, Office Administrative Services, Document Preparation Services, All Other Business Support Services, Educational Services.

Source: U.S. Census Bureau, Non-Employer Statistics (NES) and Rockbridge Associates

# Freelancing is still an *old-school* business.

Just like e-commerce in 1994, freelancing activity is gradually migrating to the online world.



Source: Staffing Industry Analysts (SIA), McKinsey, US Census of Bureau



# High friction in *traditional* freelancing business.

Every stage of the process has traditionally been disconnected, with little consistency from person to person.



# Our Unique E-Commerce Approach



# Redefining *Freelancing* Through E-Commerce



## **Service-as-a-Product Model**

Simplifying the buying and selling of digital services, along with bidding on jobs, just like shopping on Amazon, with a robust, SKU-style service catalog.



## **On-Demand Access**

No lengthy hiring processes or long-term commitments—business support is available exactly when it's needed.



## **All-in-One Platform**

Empowering businesses to meet their deadlines while freelancers concentrate on their passion.



## **Global Network**

Connecting a worldwide community of businesses and freelancers to redefine the future of work.

**We are *not* an  
online staffing  
company.**

**fiverr.**

## Staffing company

Short/long term temporary employment  
Bidding, vetting and contract negotiation  
Opaque and non-standardized  
scope, timing and cost  
Connection only

## Fiverr

Service-as-a-product (SaaP)  
Browse, search, click to order  
Transparent timing, price  
and deliverables  
End-to-end platform

## Our value to *buyers*



Transparency and certainty of price, scope of work and quality and speed



Value for money



Access to an expansive catalog of digital services



Access to a diverse pool of freelancers



Trusted brand for customer service

Buyer NPS: **64**



*NPS: Net Promoter Score, for full year ending December 31, 2023.*

## Our value to *sellers*



No bidding / negotiation to win projects



Maximize deal-flow



Flexibility and control



Frictionless payment and business support



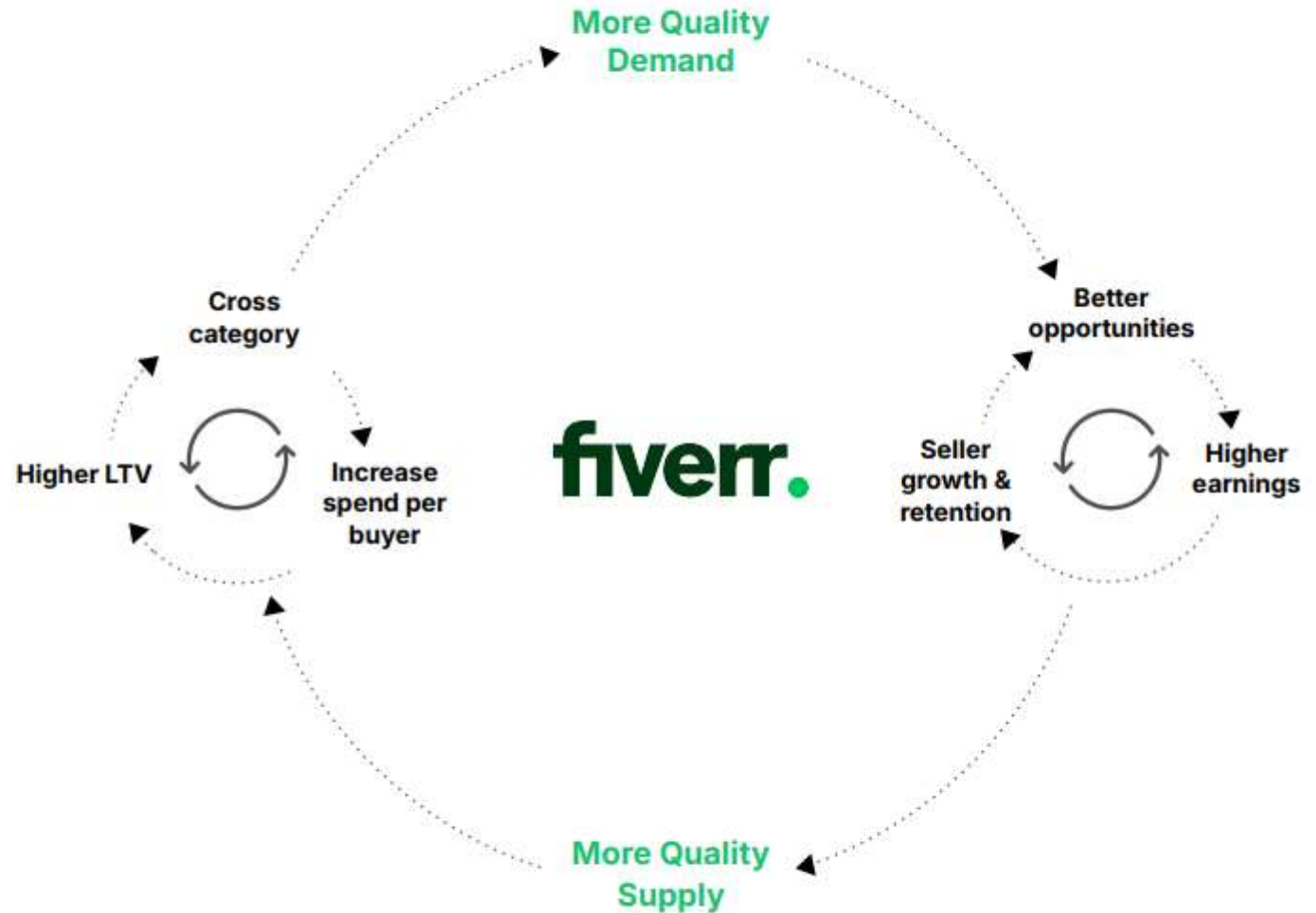
Credentialed storefront



Success management and support

Seller NPS: **79**

**Our two-sided marketplace creates powerful flywheel effects.**



# Powerful business model



oted

LIVE,  
HAPPY,  
HEALTHY  
PLANTS



THIS SIDE UP

# How Fiverr works.

An illustrative example of a \$100 transaction on core marketplace.

Service Catalog

## A seller lists a service for \$100

Under our SaaS model, sellers list their service offerings on our marketplace first. Each Gig has well defined scope of work, time of delivery, price, and other spec of the service. Millions of these gigs make up our extensive service catalog, which buyers use to search and browse to find the exact service they are looking for.

Order

## The buyer pays \$105.50 to Fiverr

Once the buyer navigates through our catalog and finds the service they want, they place the order and pay Fiverr the cost of the gig plus the service fee, which is 5.5% of the purchase amount. For purchases under \$100, buyers pay an additional \$3.00 small order fee.

Fulfillment

## Work starts immediately upon order

Upon order, Fiverr prompts the buyer to send the seller the files required in the gig description, along with a briefing document with instructions. Once received, the seller can start to work on the project immediately. They can also communicate and collaborate during the course of project through our platform.

Delivery & Payment

## Fiverr pays the seller \$80

14 days after the delivery of the project, if no issue raised by the buyer, Fiverr makes 80% of the transaction value available for seller to withdraw.



## Our Strategy.

fiverr.



**Global**



**Horizontal**



**Organic network effect** drives majority of new buyers



Target audience: **SMBs**, or “**zero to enterprise**” as we call it



**High value creation** from transaction #1



Drive **high LTV** with **repeat** and **cross-category** purchases

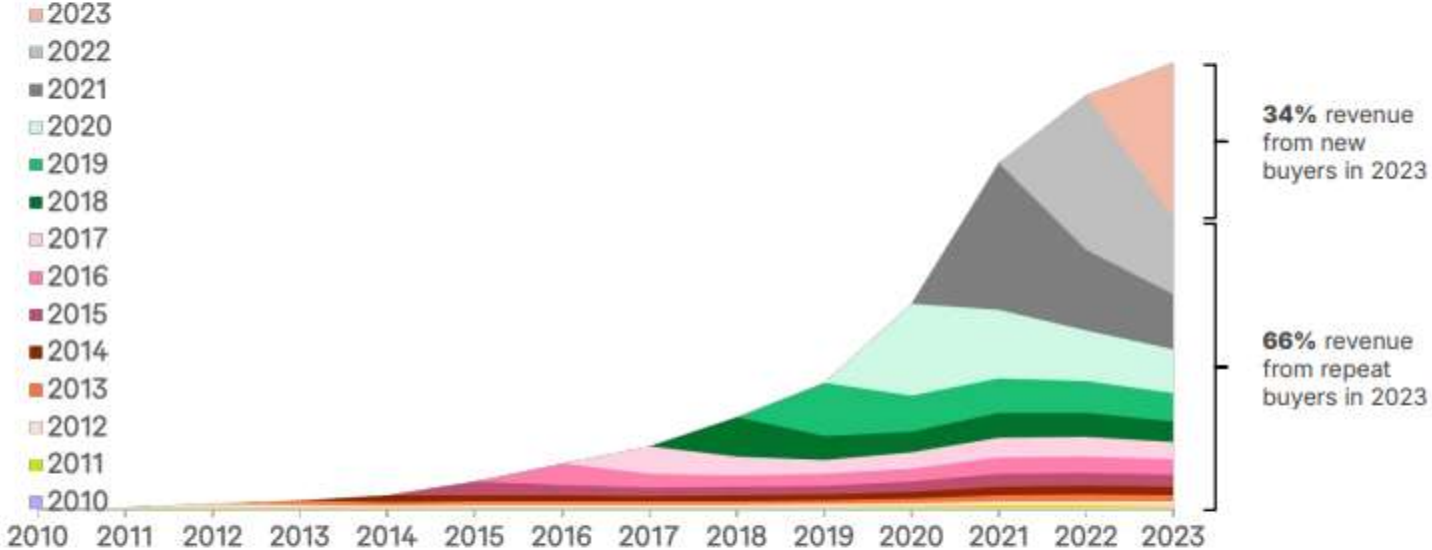
**Our large buyer base continues to *spend more* with us**

**Active buyers (millions) / Spend per Buyer (\$)**

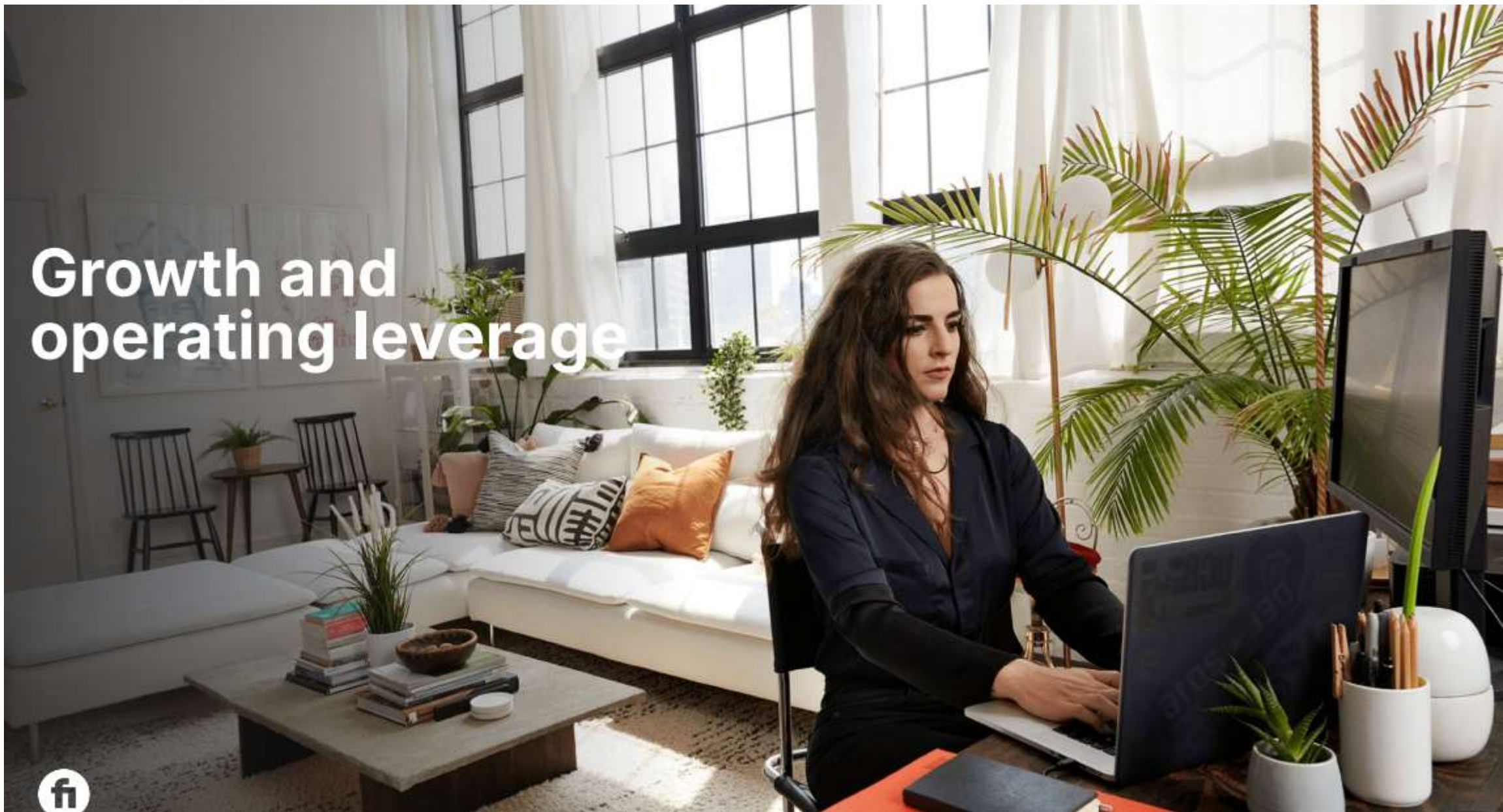


*Consistent cohort behavior on core marketplace with majority of revenue from repeat buyers*

Revenue composition by annual cohort 2010-2023

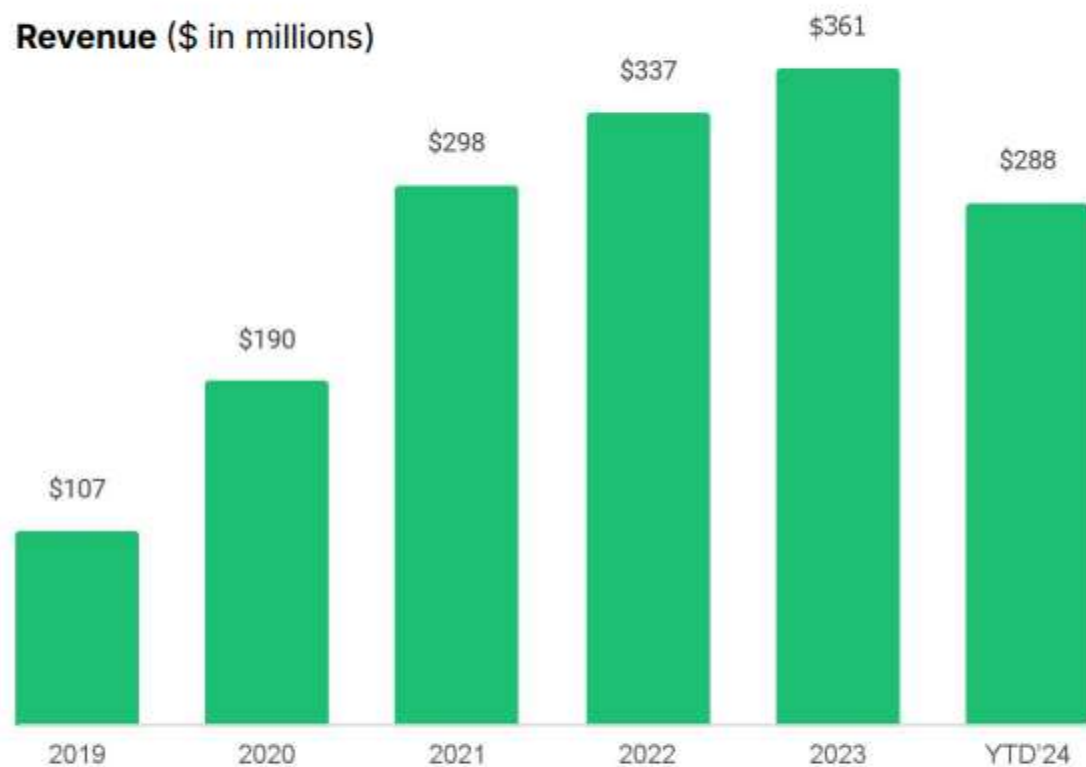


# Growth and operating leverage



**Our marketplace has scaled up significantly since IPO**

Revenue (\$ in millions)



*YTD 2024 represents the three months ended 6/30/24*

## Continue to drive efficiency towards *long-term target model*

**~25%**

Adjusted EBITDA margin 2027

**\$300M+**

Cumulative Free Cash Flow  
2025-2027

**+14%**

Free Cash Flow  
CAGR 2024-2027

*Note: Adjusted EBITDA margin and non-GAAP operating expenses are non-GAAP metrics. See the appendix to this presentation for a reconciliation against the nearest GAAP measure. Some amounts in this presentation may not total due to rounding. All percentages have been calculated using unrounded amounts.*

# Multiple levers to drive *long-term growth*

Encompassing every aspect of the future of work



Innovate technology  
& services



Bring new buyers  
onto the platform



Move upmarket for  
buyers & sellers



Expand our  
Gig catalog



Expand  
geographic  
footprint

# International Expansion

Expanding Fiverr's footprint to unlock growth potential in non-English speaking countries

Fiverr.com  
available in:

- ✓ English
- Deutsch
- Español
- Français
- Português
- Italiano
- Nederlands



# Thank You

We appreciate your time and interest in Gigred. Join us in revolutionizing the freelance marketplace—where talent meets opportunity!

For inquiries or collaboration, feel free to reach out:  
[partnership@gigred.com](mailto:partnership@gigred.com)

Let's build something great together!



# GR