

Seven West Media becomes large strategic investor and media partner in disruptive local services marketplace Airtasker as the unique start-up accelerates past 600,000 members

7 June 2016 -- Seven West Media - Australia's leading integrated media and content creation company – today announced its investment in Airtasker, Australia's fastest growing digital mobile marketplace connecting people to outsourced tasks and services.

Seven West Media has secured a 15 per cent shareholding and will provide media support and investment to further drive brand awareness and usage via a ground-breaking national integrated TV sponsorship and digital support across Seven's leading content and brands.

Tim Worner, CEO and Managing Director of Seven West Media, said: "We are excited to partner with and support the growth of Airtasker. We continue to pursue opportunities to build our company through key strategic investments in new disruptive ventures which can scale rapidly with the benefit of the promotional power of our assets. Airtasker is an exciting investment for SWM and we will drive brand awareness and engagement for Airtasker via our massive audiences in a way that only Seven West can."

Commenting, Clive Dickens, Seven West Media's Chief Digital Officer, said: "Airtasker is a unique and highly innovative Australian brand in the fast growing mobile 'peer to peer' economy, with over 600,000 already having transacted in everyday tasks. Airtasker has a highly scalable online platform that simplifies the end-to-end task process and provides a rich and valuable data platform, which is a strong competitive advantage," Mr Dickens said.

Airtasker was founded 2012 by Tim Fung (CEO) and Jonathan Lui (COO) who both previously worked as part of the founding team at MVNO Amaysim. "We're enormously passionate about the opportunity for Airtasker as we pass over 600,000 community members, over \$40 million in annualised transaction volume and more than 200,000 community-verified user reviews. With thousands of active workers, many earning more than \$5,000 per month completing tasks, we're excited about future of improving the Airtasker product, customer experience and community through technology." said Tim Fung, Airtasker CEO.

"Seven's investment is super exciting and will help take Airtasker to the next level, reaching everyday Australian people and businesses get more done with their day. Over the past year, we've zoomed past 600,000 community members on our platform with more than \$40 million worth of tasks completed annually via Airtasker. With Seven's backing, we're getting excited about the journey ahead and making our goal of creating Australia's no. 1 local services marketplace a reality."

About Airtasker

Airtasker is a trusted community marketplace for people to outsource tasks, find local services or complete flexible jobs to earn money – online or via mobile. Whether it's handyman work, office admin, photography or anything else, users can simply post a task for free and then choose from rated, verified and reviewed people ready to work straight away. Founded in 2012 by entrepreneurs Tim Fung and Jonathan Lui, Airtasker has grown to support more than 600,000 users across Australia and over \$40 million worth of tasks are processed on Airtasker per year. For more on Airtasker: <https://www.airtasker.com/how-it-works/>