

LEAN FREELANCE

KWORK

According to the results of 2018-2019, the most visited freelance platform in CIS. Consolidating the achieved success and striving for new highs!

What is the key to Kwork success?

We were the first to offer a fundamentally new concept of freelance - an online service store at a fixed price, where the service is sold as a product.

A couple of mouse clicks or screen taps - and the service is in your basket. Just pay and wait for the result.

This format of interaction between sellers and buyers was a real breakthrough. The sellers were able to pre-determine the volume and nature of the work that they are ready to do for the specified price, and buyers were able to quickly and easily place an order without negotiation. That was in October 2015.

In December 2018, Kwork.ru became the leader of the Russian freelance market, ahead of such giants and centenarians as **FL.ru** and **Freelance.ru**



Order for 500 rub



Kwork numbers

Already achieved
and growing

2000000+

More than

2.5 mln

Visitors montly

More than

300 ths

Active kworks*

About

10 ths

New kworks* weekly

More than

2 mln

Registered users

More than

10 ths

New projects on
demand monthly

More than

100

Countries —
where our customers
and freelancers are
based

* = services

What Kwork offers today

The uniqueness of the project is that you can buy and sell anything - any service, any experience and any skill. There is a huge demand for any talent!

64 As of today's date*
on Kwork sections of services —

from web development and web design to copywriting, music creation and online courses

Sellers have an opportunity to create individual offers for the specific needs of the customer to satisfy any need.

Individual offer

Sellers can offer quotes in 3 price categories with a different set of services.

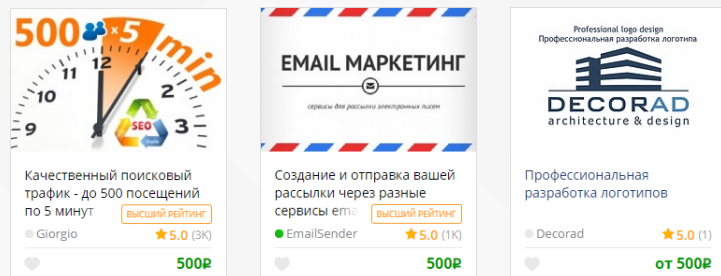
Economy

Standard

Business ✓

Why buyers are choosing Kwork

Typical services can be purchased and fit into the budget of 7-20 EUR.



Affordable

Freelancers spend from several hours to 6 days to deliver in the most popular areas.

The average delivery time for an order is just 1 day and 9 hours.

Fast

Money comes to the account of the contractor only after the customer has checked and accepted the work.

To resolve disputes, there is an arbitration, the assistance of which is rarely required - only 1 out of 100 cases ends up in arbitration.

Reliable

Why freelancers love Kwork

Protecting freelancer interests

The presence of the necessary amount for payment of services on the buyer's account is a prerequisite for the order. This protects freelancers from dishonest and insolvent customers.

Waterfall of well-paid and challenging tasks

The number of buyers looking for an artist for their tasks on Kwork is constantly growing. Last year the record holder freelancer completed almost 4,000 orders in a year.

High earnings

Over the year, the average income of freelancers increased by **13.7%**. Within the framework of the platform, some projects reached as high as 1.200 EUR. The most successful freelancers in a year manage to earn from **15 to 40 thousand EUR**.

Success stories

Real stories of people who believed in themselves and in Kwork.

Work at Kwork as a family business



Gulnar Gulieva
Elshan Gurbanov

Kwork's top designers together completed more than 9,000 orders. Prior to joining freelance, Gulnar worked as an inspector in a pension fund and dreamed of becoming a designer. The dream came true thanks to the help of her husband and Kwork.

◆
As of today, a mother of two has more than 4,000 positive reviews about her work and 98% of successful orders. *

* July 2019

Law moves from offices to the Internet

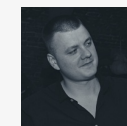


Eldar Lamazof

A lawyer with 7 years of experience preferred freelance to office work, proving by his own example that it is possible to provide any service remotely. Eldar was one of the first professional lawyers at Kwork. He managed to take his place under the sun in a popular niche on time - since 2016, the number of legal services orders on the exchange has grown 13 times.

◆
As of today, Eldar has successfully completed 441 orders. *

Creativity can and should make money



Oleg Godunov

Before freelance Oleg was engaged in graphic design of materials in a geological company, dreaming of getting rid of the creative and time limitations in his work. The moment of dismissal and acquaintance with Kwork became a turning point for him. Today Oleg has a professional recording studio at home, he is actively engaged in voice acting and graphics as a top seller of the exchange and sincerely loves his job.

◆
Fulfilled 300 orders * and inspired every third client to become a returning customer.

New opportunities for buyers

Today, customers can not only choose from the offers of freelancers, but also create their own projects on the platform.

- Every day, an average of **400 projects** and tasks are published on the platform. Their average monthly number exceeds 10,000.
- The total amount of tasks reaches **1.5 mln EUR** rubles per month.
- The price of tasks varies from 7 to 7000 EUR.

This once again confirms that freelance has already moved from the field of part-time work to the sphere of solving large-scale and highly paid tasks.

Made on Kwork

The success of the freelance marketplace is the success not only of its performers, but also of customers. And especially valuable if the name of the customer speaks for itself. Kwork sellers carried out orders that prove that freelance is already competing with large offline companies.



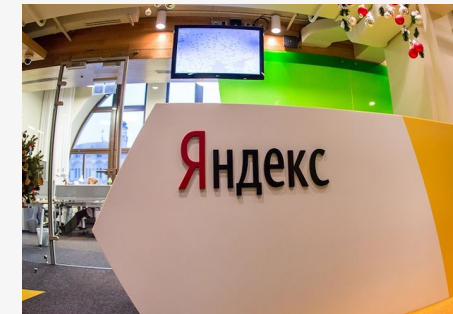
— drawing a frame Grigory Leps kit
(famous Russian singer)



— booklets and flyers for the Mosfilm
film studio



— image processing for IKEA



— making videos for Megaphone,
Yandex.Taxi, UBER, MediaMarkt,
Tricolor TV

What's next?

Kwork is constantly evolving. Each new step is only an intermediate stop on the way to global goals.

Kwork on the path to absolute leadership in the CIS freelance market and entering the global competition

The demand for freelance services is growing by tens of percent annually. And taking into account the fact that 73% of customers and freelancers are found on platforms, Kwork's growth potential is almost unlimited.

KWORK

**Platform that represents the
present and the future of lean
freelance**

**Kwork is a
trading name of
Mirafox Limited**