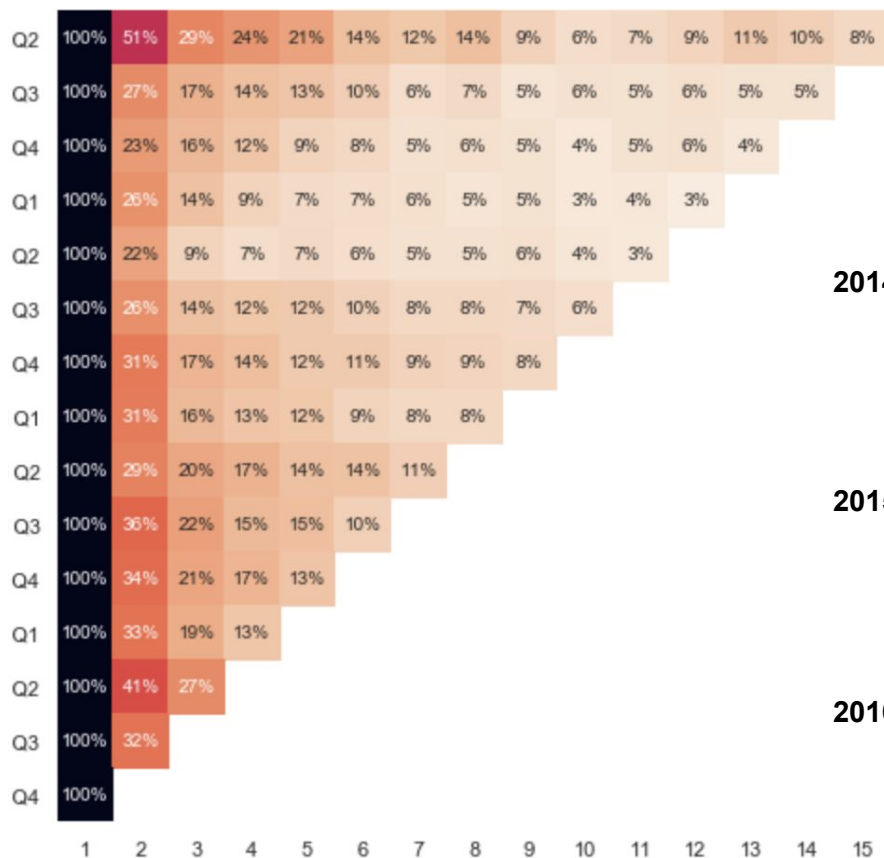


Airtasker Retention

Tasker Retention is Improving

Customer Retention has Fallen in 2016

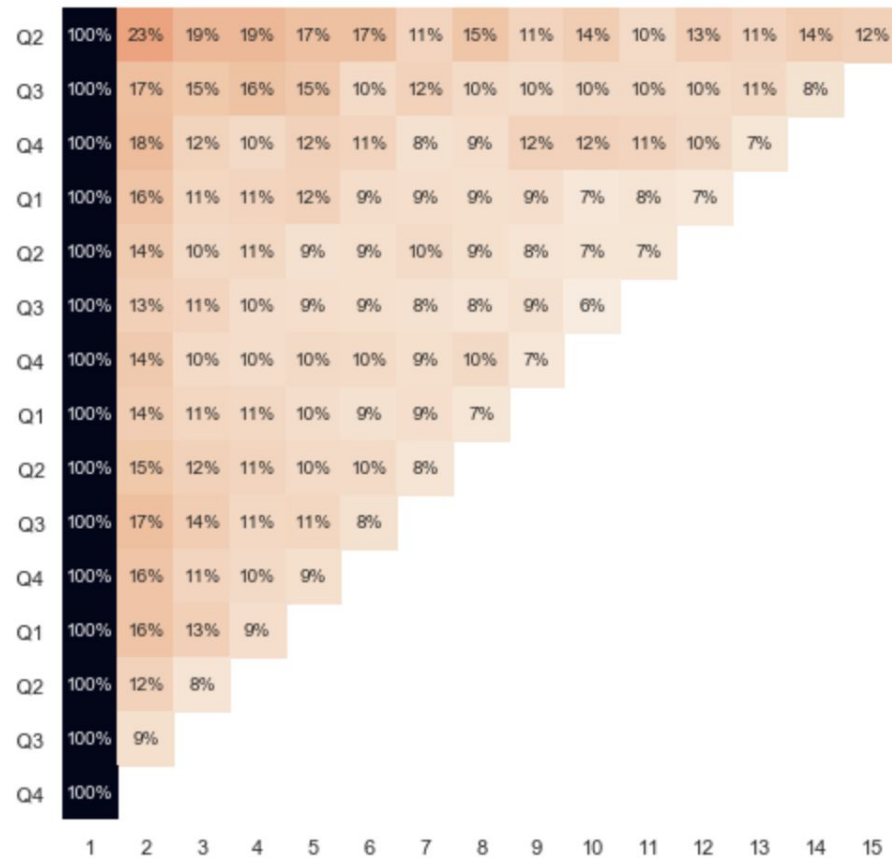
2013



2014

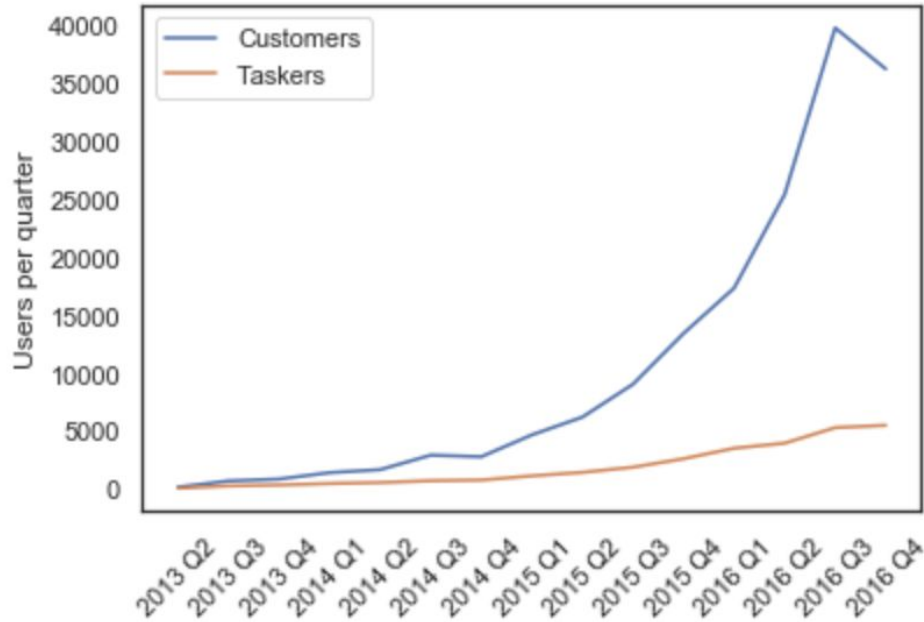
2015

2016

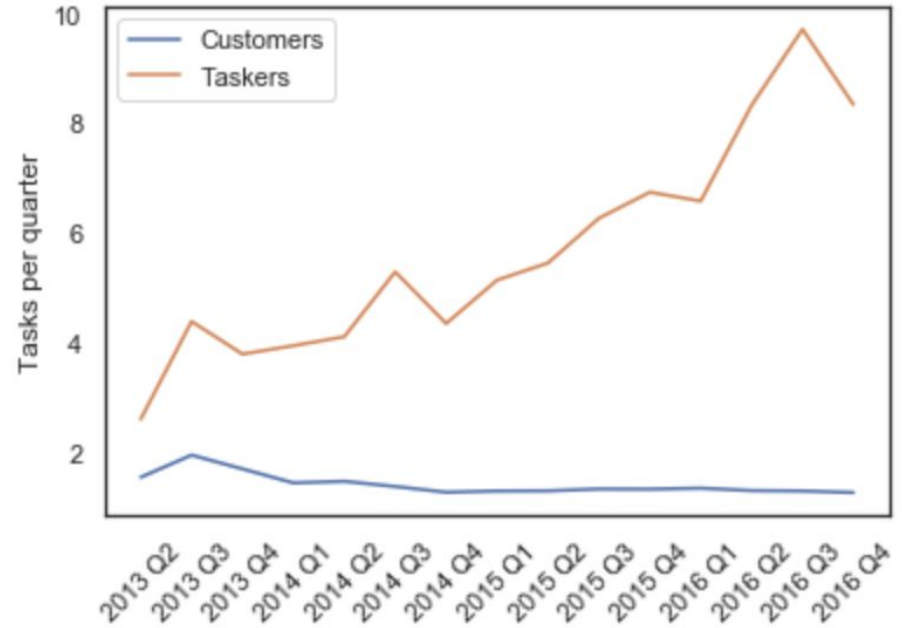


Quarters from First Task

Customer Growth is Outpacing Taskers



Taskers are Taking on More Work



Additional Analyses

- Acquisition channel / synchronous marketing
- Task Category
- Geographical Region
- Application Platform (Web, Mobile Web, iOS, Android)
- Satisfaction rating
- Posted v. assigned price
- Incomplete tasks
- Customer Service contacts
- Referrals
- Seasonality