



Migrant Domestic Workers Employment Platform

Confidential

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www.helperchoice.com

Our objective:

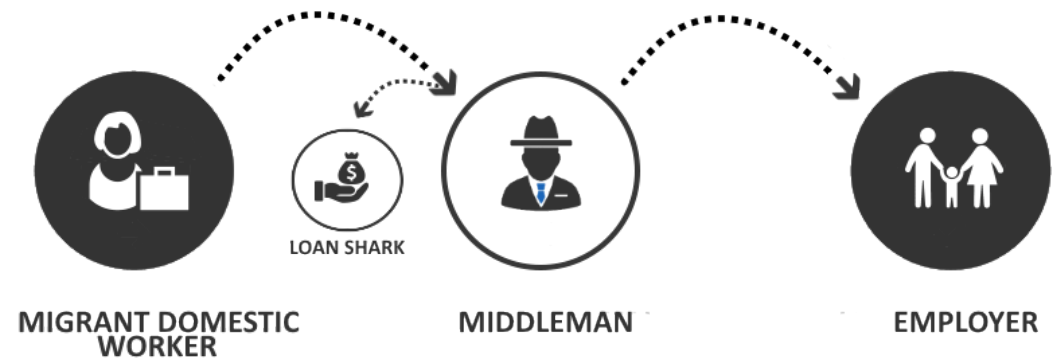
**Play a leading role in
eradicating the modern slavery
of migrant domestic workers by
giving them greater control
over the hiring process**



Migrant domestic workers are:

- Vulnerable to **exploitation**
- Often charged illegal & exorbitant **placement fees**
- Forced into **debt** as a result
- Not in a position to **choose** employers

The problem



What HelperChoice does



Global online network for employers & helpers

- They can connect & conduct **mutual interviews**
- HelperChoice **removes the middleman**
- It's **free** for domestic workers
- **Highly-advanced** platform and extensive database
- We undertake initiatives to **raise awareness**

Progress made



- More than **7,000 matches** facilitated
- **US\$8.5 million** worth of illegal placement fees avoided
- **130,000** sign ups
- Users in over **20 countries**
- Improved **awareness**
- **340,000** Facebook followers
- Now recognised as an **alternative model** by the ILO

The road ahead

Strong footprint: The Asia-Middle East corridor

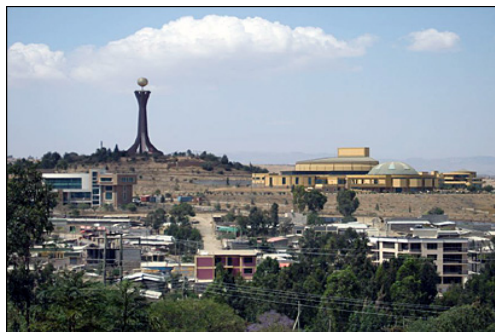
Medium term: LATAM and South Africa

Long Term: Global reach

There are **11.5 million** migrant domestic workers worldwide



Hong Kong, Singapore, Dubai
1mio FDWs

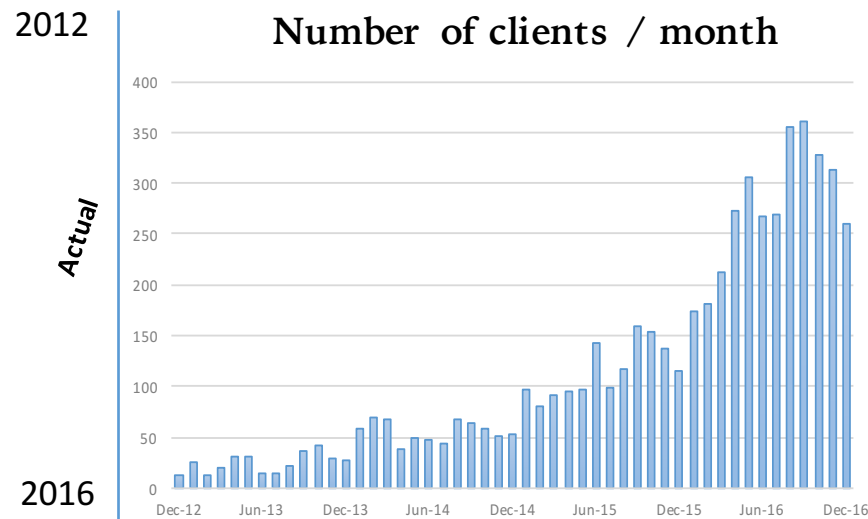


Middle East & Africa
3 mios FDWs



LATAM
1.6 mios FDWs

Growth and objectives



In 2016:

3,200 paid clients for a revenue of US\$150,000

Team of 5 people

Fragmented market – No big players

2018

Projection



Team of 12

5,000 clients/month

Revenue: US\$5mio/year

Community of 3mio users

What we need

Strong
Values

Efficient
Team

Good
Image

In-house
IP

To accelerate our progress, we need:

- Funding & sponsors
- Talents and expertise
- Public awareness of the issues at hand

