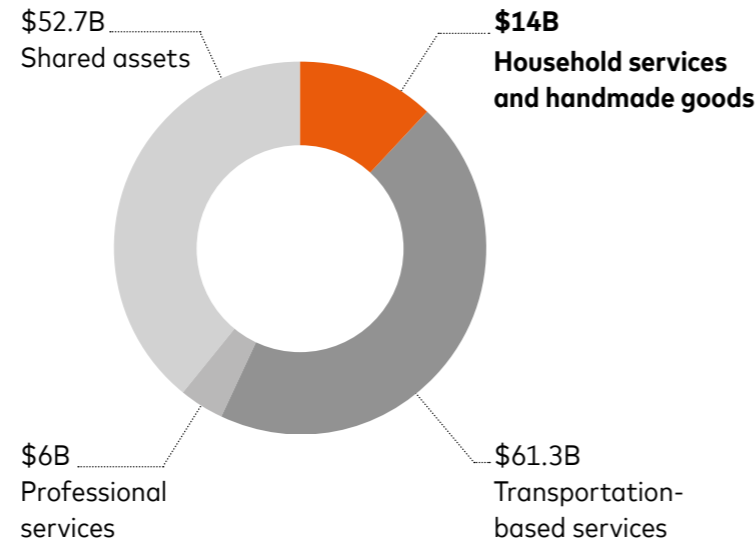


Creating a connection for goods and services

Gig platforms connect people and businesses to independent workers for on-demand services

\$134B disbursements in the gig economy globally in 2018



The household services and handmade goods sector provided

\$14B in disbursements to **8.1M** freelancers in the sector globally in 2018



Projections show an almost equal rate of growth for disbursements and freelancers in the sector by 2023

78%

growth in disbursements

83%

growth in freelancers

Two key models comprise the household services and handmade goods sector



49%
Household services
On-demand platforms offering household services, including caregiving and baby-sitting



51%
Handmade goods
On-demand platforms for sourcing handmade goods, or other miscellaneous goods and services

Real-time payouts can address pain points for gig workers in the sector



Financial stress from income volatility



Capital requirement for high cost nature of gigs

Real-time payouts are also important for household services and handmade goods platforms



Mitigate offline transactions



Grow and retain gig workforce

All data points specific to gig workers connected by technology platforms to businesses and/or consumer customers, rather than aggregate freelancer population

Source: Mastercard and Kaiser Associates (2019) Gig Economy Industry Outlook and Needs Assessment