

M.O.O.N.TM report

Mobile Optimized On-Demand Network

A REVOLUTION OF THE REAL
SHARING ECONOMY

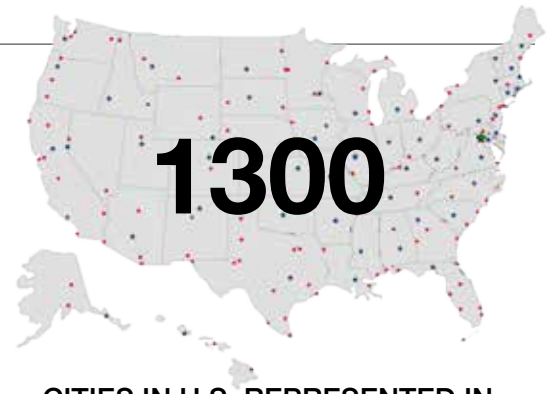
Moonlighting
Opportunity. Everywhere.

FEBRUARY 2015

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Be Your Own PRESIDENT

Since the time of our Founding Fathers, Americans have taken pride in fostering a society built upon freedom and opportunity. Today, the emerging on-demand market embodies this hardworking, entrepreneurial spirit of the American workforce. Over the previous 90 days, Moonlighters across the country have begun taking control of their future by joining the Moonlighting movement and becoming their own President. Not simply confined to 17 major metropolitan areas, the Moonlighting revolution instead reaches all 50 states. From LA and NYC to Happy Valley, OR. and Winterport, ME. users have posted supply and demand jobs in over 1300 U.S. cities. The on-demand attitude, which values work freedom, immediacy and accessibility, is rapidly growing. For example compared to December, user engagement—measured by time spent in the app—increased 128%. Additionally, total number of created opportunities and Moonlighting profiles both grew, by 123% and 163%, respectively.



CITIES IN U.S. REPRESENTED IN
MOONLIGHTING MARKETPLACE



TIME MOONLIGHTING UP
128%

NEW JOB GROWTH UP

123%



NEW MOONLIGHTER
GROWTH UP
163%



The Uber of You!

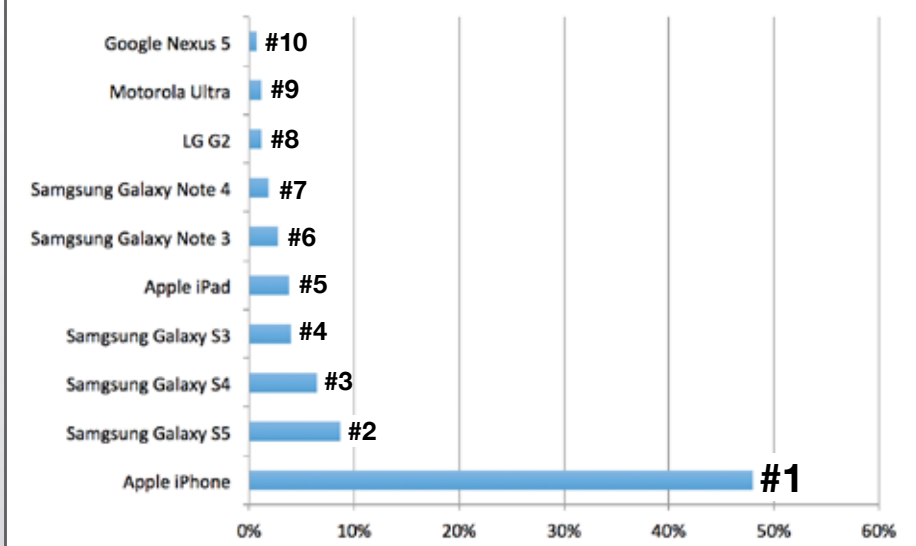
The true beauty of the Moonlighting marketplace becomes apparent in the substantial diversity of services offered. Rather than confining users to pre-determined categories and a single skillset, Moonlighters are only limited by their own creativity and vision. As a completely open and on-demand marketplace, users can post and respond to jobs such as: Data Scientist, Surfing Instructor, Firewood Delivery, Videographer, Babysitting, Digital Marketing and everything in between right from their Mobile phones and tablets.

The top 5 fastest growing segments on Moonlighting include:

1. Social Media Marketing & Web Development
2. Personal Assistant
3. Babysitting
4. Personal Driving
5. Handyman services

Furthermore, the Moonlighting marketplace value as measured in U.S. dollars, has increased 168% from December. This growth not only represents the burgeoning on-demand economy but also the development and proliferation in mobile commerce as a whole.

TOP 10 HANDSETS



MOONLIGHTER AVERAGE GIG (M.A.G)
\$145.73
 JANUARY

MOONLIGHTER
 AVERAGE GIG
\$244
 FEBRUARY

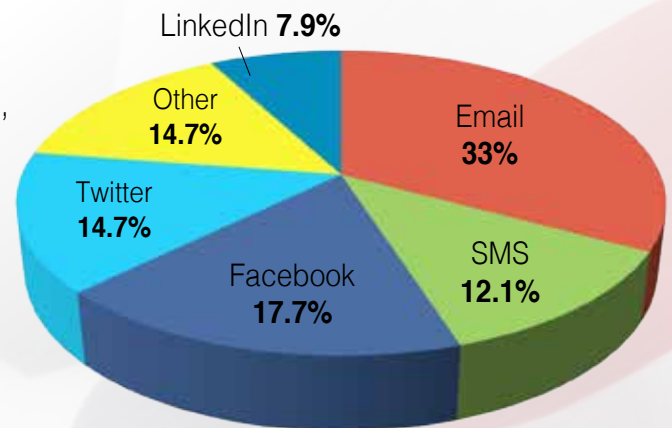
JOB MARKETPLACE
 DOLLARS INCREASE
168%



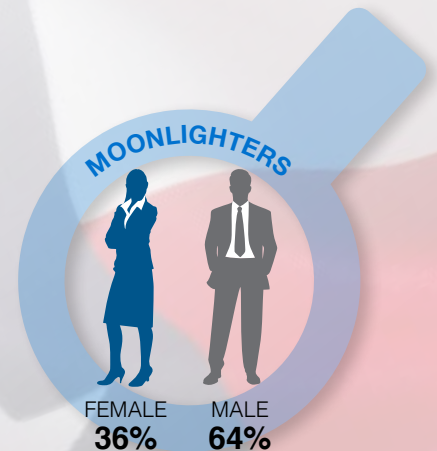
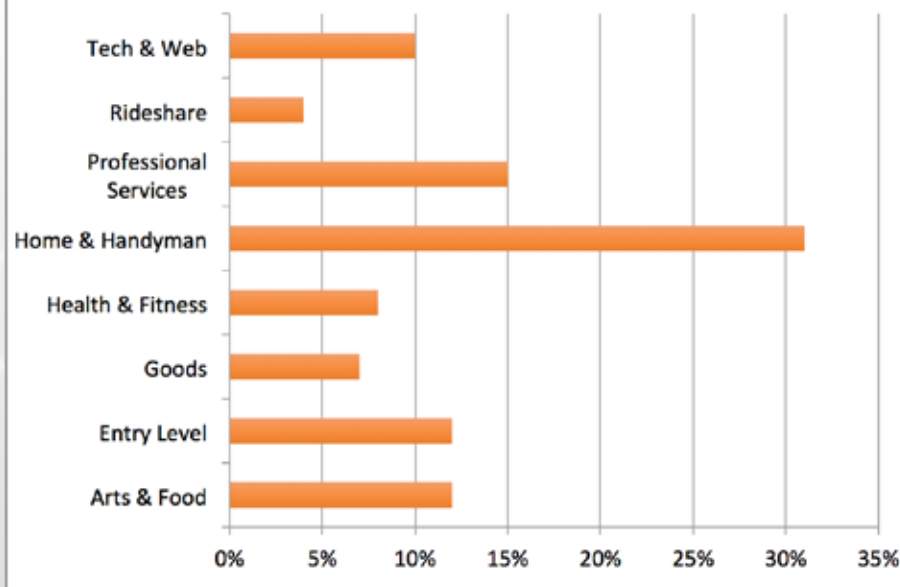
How Small Businesses and Moonlighters Interact with the Platform

Moonlighting is ideal for small businesses looking to find and hire employees for part time or freelance work. Small businesses are hiring Moonlighters who work as copywriters, personal assistants, accountants, graphic designers, and SEO, digital and social media marketers. Over the past 30 days small business participation on the Moonlighting marketplace has grown to 42%. Moreover, sharing on the platform continues grow with a healthy spread across all mediums. This exemplifies the advantages of using Moonlighting, an open on-demand market inherently built upon values of security and trust.

SOCIAL SHARING



MOONLIGHTING JOB DIVERSITY

**42%**

SMALL BUSINESSES

**58%**

PERSONAL

GLOSSARY

Blue Collar Jobs – Trade jobs that require manual labor like electric, plumbing, carpentry, cleaning, moving, etc.

Get Stuff Done – Term for individuals or small businesses in need of hiring someone to perform a job. i.e. Jeff needs to “Get Stuff Done” or hire someone to design his website.

Entry level – Educated millennials entering the job force with no specified skills but seeking experience.

Make Money Now – Term for individuals or small businesses who are offering services and are interested in being hired. i.e. Roy needs to “Make Money Now” and is available for hire to clean your pool.

M.O.M. – Mobile Optimized Mother. Term used to describe tech savvy mothers who activate their mobile device to help in managing the household and their everyday life.

Moonlighter – Users who participate in the 1099 economy as either an employer or as an employee using the Moonlighting Marketplace.

Moonlighting – The action of hiring or offering up services on the Moonlighting Marketplace.

Moonlighting Average Gig (M.A.G.) – A statistic that tracks the average job dollar amount.

Professional Services & Consulting – Short term, industry specific consultations for small, medium and large business corporations.

Sharing Economy – An emerging marketplace of collaborative consumption where individuals and businesses engage in peer to peer activity that includes sharing human and physical resources.

White Collar Jobs – Formally trained professionals that require technical, non-manual labor like engineers, accountants, web designers, lawyers, etc.



Methodology

These insights here are based upon Moonlighting's national platform observations across thousands of mobile Moonlighting transactions. As an independent mobile platform company, we are capable of reporting on and analyzing a rich set of data collected across thousands of monthly impressions. Elevating and driving the mobile app sharing economy forward is central to our company mission.

Summary & Reporting

ABOUT MOONLIGHTING'S M.O.O.N™

The Mobile Optimized On-Demand Network (M.O.O.N.)™, delivers unique insights into the 1099 Sharing Economy. The report will share the behaviors of the part time worker and portfolio career employee who choose "moonlighting" as a path to a more enriched career. The platform will reveal the movements and tendencies of the average moonlighter over a wide variety of job categories from both the employee and employer side of the 1099-hiring ledger.

Visit www.moonlightingapp.com for this report each month as Moonlighting uncovers valuable seasonal developments in employment and financial trends that will shape and define the "new" sharing economy.

ABOUT MOONLIGHTING

Moonlighting is the first open, on demand marketplace that empowers people to earn extra money and get something done instantly. Moonlighting creates a virtual marketplace for individuals and small businesses, enabling more effective and efficient communication between those interested in hiring with those who are interested in being hired. Using Moonlighting's mobile optimized, on demand platform, individuals can easily identify people to hire and jobs they can fulfill. Users can eliminate anonymity by posting jobs and sharing them within their trusted social networks (Facebook, Twitter, Linked In) or with friends in their contact book. By simply posting the need to hire or be hired from the Moonlighting mobile app, users can target services they are most interested in engaging in. Through Moonlighting's mobile technology, users can also make more intelligent and better-informed hiring decisions in real time. Using Moonlighting's proprietary payment platform, users can complete their hiring transactions right from their mobile device.

For questions about the data in this report, or for recommendations for future reports, please reach out to us at support@moonlightingapp.com

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