



M.O.O.N.TM report

Mobile Optimized On-Demand Network

A REVOLUTION OF THE REAL
SHARING ECONOMY

Moonlighting
Opportunity. Everywhere.

MARCH 2015

How Moonlighters are MAKING THEIR OWN LUCK

It is often said that luck is what happens when opportunity and preparation meet. Today, the burgeoning on-demand market has led to the creation of tools — such as Moonlighting — that empower everyone, from Moms to experienced business owners, to make their own luck. Over the previous four months, the Moonlighting revolution has spread all over the United States reaching more than 2400 cities. As people from coast to coast continue downloading and utilizing Moonlighting they are creating their own luck. The number of active users increased by 176% compared to the previous month. Furthermore, the total number of job opportunities grew 191%.



MOONLIGHTER AVERAGE
GIG (M.A.G)

\$130.86



MOONLIGHTING JOB
OPPORTUNITIES
GREW

191%



Source: Moonlighting, Q1 2015.

Hard Work Pays Off

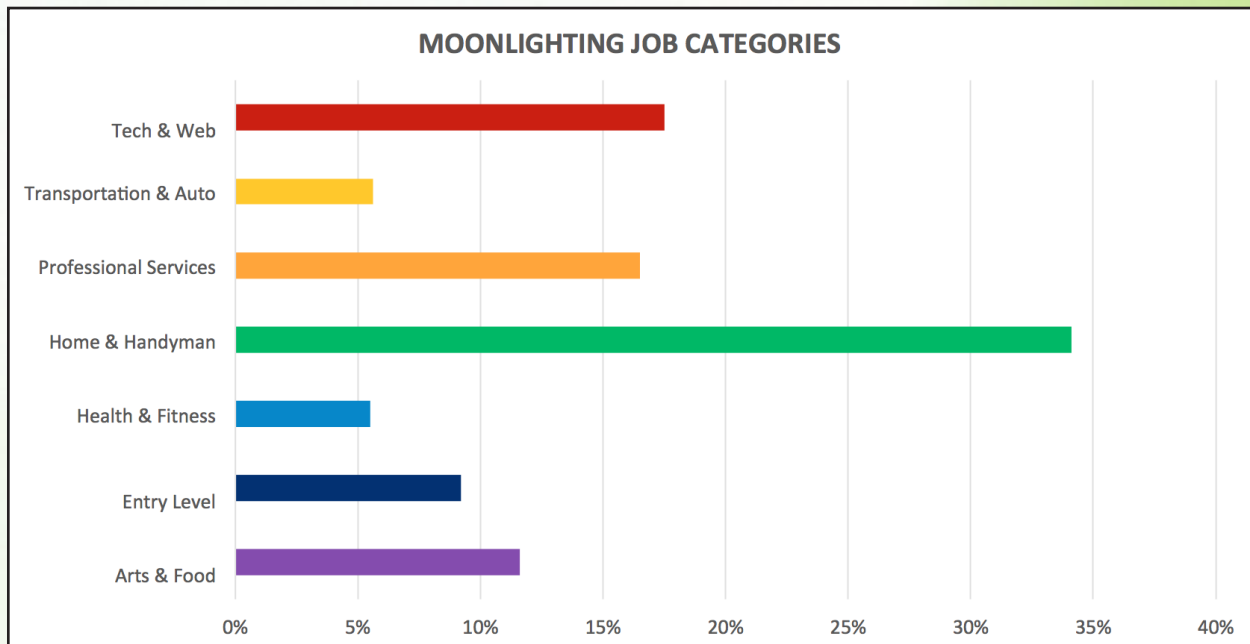
The Moonlighting platform empowers users to embrace the entrepreneurial spirit and achieve success. In the words of our nation's third President, Thomas Jefferson, "I am a great believer in luck, and I find the harder I work, the more I have of it." Moonlighters on the app are working harder than ever, and it is clear that all of this hard work is paying off. Compared to January, the total number of transactions increased by 126%. Additionally, the Moonlighting marketplace dollar value rose over 189%.



**TOTAL NUMBER OF
TRANSACTIONS INCREASED
126%**

Moonlighting is a completely open platform where users can create and respond to as many jobs as they want in just as many areas of work. We continue to see rapid growth in the job segments of social media marketing & web development, personal assistant, babysitting, personal driving, and handyman services.

**MOONLIGHTING
MARKETPLACE DOLLAR
VALUE ROSE
189%**



THE GOLD

At the End of the Rainbow

Designed for people with hard-working, entrepreneurial mindsets, Moonlighting is the perfect toolset to enable people to create opportunity and grow their business. Moonlighters who complete transactions on the platform continue to use the payment tool for repeat business. The total number of “receive payment” accounts and “make payment” accounts both rose by 132% and 131%, respectively. Exemplifying the advantages of the on-demand economy, job and user sharing on the platform has continued to grow over the last 30 days; with Email and Facebook making up the two most popular modes of sharing, followed closely by Twitter and SMS. The payment and sharing tools allow users to find additional income and be the person they want to be, and the graph below shows how Moonlighters self identify. These features empower a diverse group, giving them and everyone else the agency to get stuff done and make money now.



132%

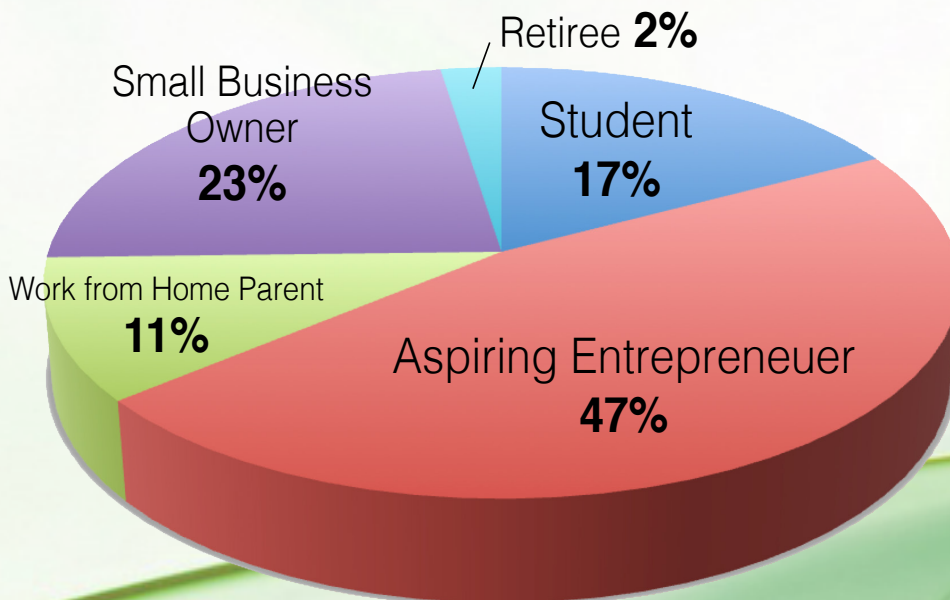
INCREASE IN
“RECEIVE PAYMENT”
ACCOUNTS



131%

INCREASE IN
“MAKE PAYMENT”
ACCOUNTS

MOONLIGHTER PROFILE



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 Moonlighting.

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

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

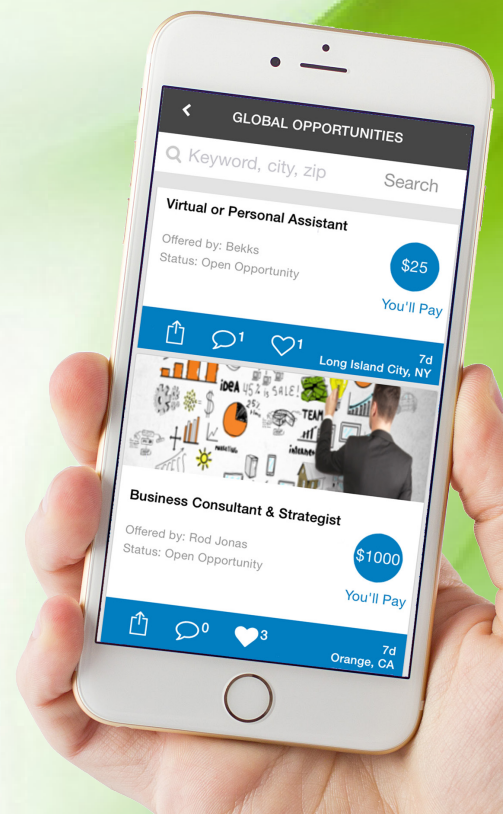
Professional Services & Consulting – Short term, industry specific consultations for small, medium and large business corporations.

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 mobile, on demand application 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. 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. 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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