



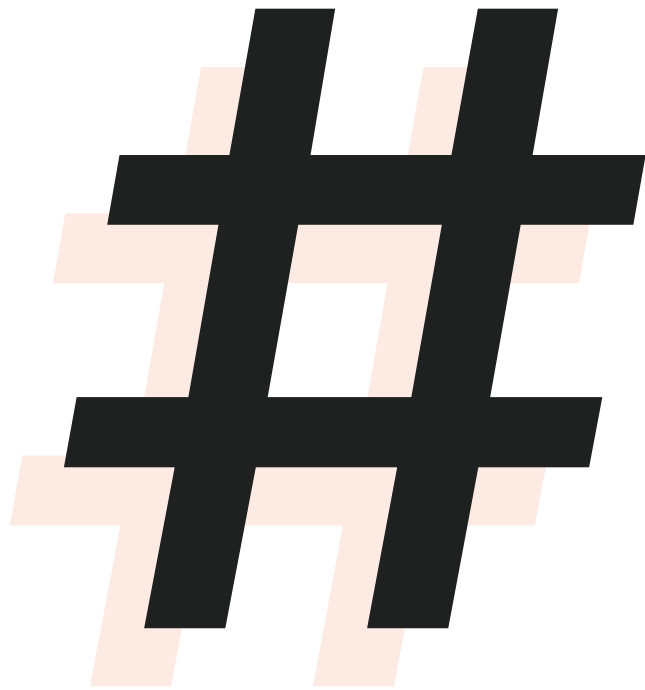
# 2021

*Annual Report*

**ROAMLER**

*January - December*





**CHANGING  
THE  
WAY  
PEOPLE  
WORK**

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The cover features a large, light gray number '2021' in the background. Overlaid on the top left of the '2021' is a black rectangular box containing the words 'Annual Report' in a white, italicized serif font. The top right corner of the cover is decorated with a curved, low-poly orange shape. A thin, light gray rectangular frame is positioned behind the '2021' text, and a small orange horizontal bar is located below the '2021' text.

*Annual Report*

2021



# BEFORE WE START

Dear Reader,

2021 has been a crucial year for Roamler. Impressive steps have been taken, thanks to the ambition of our teams, the trust of our clients, and the dedication of our communities. We have celebrated our 10th anniversary by welcoming on board Datling and Mobeye, two strategic acquisitions that will enable us to extend our service range and international reach.

This annual report will take you through the most relevant figures about our activity across Europe in 2021. From Community Management to Sales, IT developments, Operations and Marketing, all our professionals have worked towards a common goal: changing the way people work through data-driven flexible resourcing.

Jeroen ten Haave





# A FUTURE PROOF SOLUTION

During the past decade we have learned that flexible resourcing can make a difference for both businesses and individuals. Businesses can leverage data and technology to add efficiency to their organization and scale operations. Individuals can access new possibilities and gain full control over their lives and careers. We as Roamler, can pursue our vision of giving rise to a new way of working, based on opportunities and individual skills, rather than geographical boundaries and a conventional 9-to-5 mindset.

That is why we continuously invest in data, technology, and talent, to ensure the most accurate and efficient match between our clients and our community of flexible professionals. In the coming years, our digital platforms will be able to add even more value with a wider portfolio of solutions and services. Building further on our

assets, we possess a future proof solution. We not only aim at becoming a bigger part of operational business processes thanks to a growing community across Europe but, most importantly, we pursue the goal of being able to share our data and expertise through a fully consultative approach.

In 2022 we renew our strong commitment to allow both companies and people the flexibility they need to adapt to rapidly evolving scenarios and changing economies, to build together a sustainable, fair, and transparent way of working.

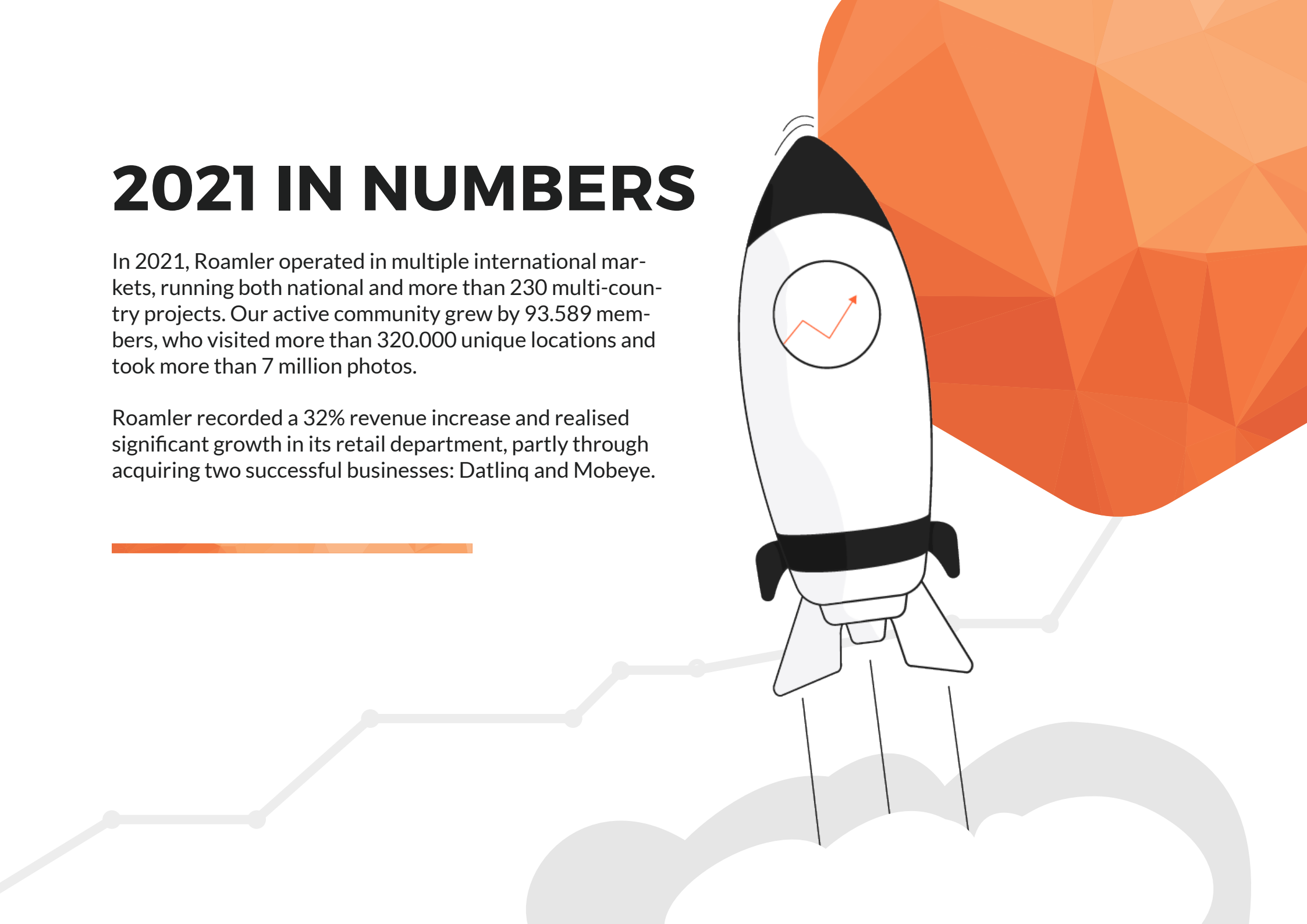




# 2021 IN NUMBERS

In 2021, Roamler operated in multiple international markets, running both national and more than 230 multi-country projects. Our active community grew by 93,589 members, who visited more than 320,000 unique locations and took more than 7 million photos.

Roamler recorded a 32% revenue increase and realised significant growth in its retail department, partly through acquiring two successful businesses: Datling and Mobeye.





# COMMUNITY

21%

of new Retail Roamlers  
know us through social  
media channels

26%

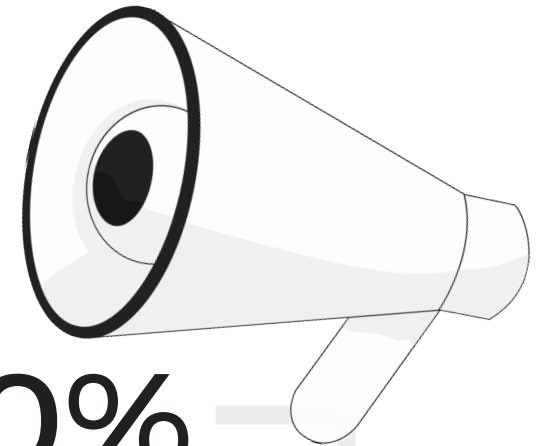
of new Retail Roamlers  
know us through online  
advertising

30%

of new Retail Roamlers  
know us through  
word-of-mouth

6

Roamlers have modelled  
for us in photoshoots







1.205

Care Roamlers  
became active

90.957

Retail Roamlers became  
active

1.427

Tech Roamlers  
became active





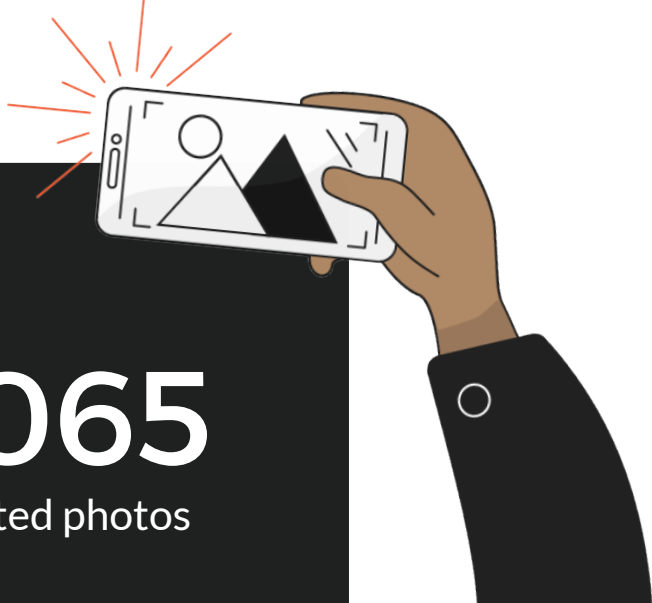
## QUOTES FROM THE CROWD

“

I've been actively using this app for almost 7 years now and I'm super happy to be able to earn some extra money this way! The crew working behind the scenes at Roamler is always ready to assist with tasks and answers questions quickly.

”





**7.004.065**  
submitted photos

**1.397.335**

tasks performed  
by Roamlers



**323.072**

unique  
locations visited  
by Roamlers

OPERATIONS



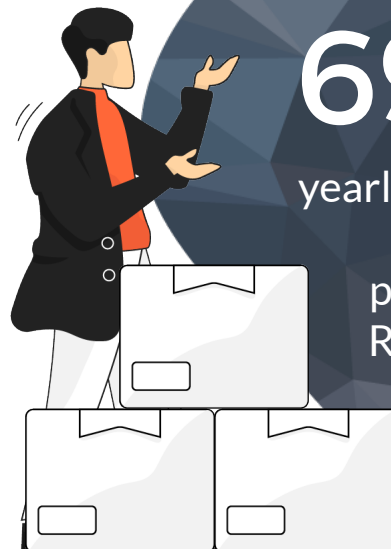


DATLING  
a roamlar company

JDE

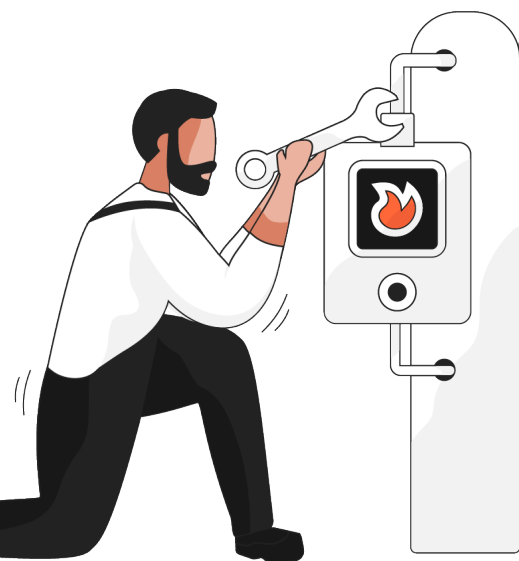
4.553

- the most visits performed within  
one Retail project in 2021  
(JDE together with Datling)



69.156

yearly merchandising  
and sales tasks  
performed by our  
Retail community



110.397

yearly installations and  
reparations performed  
by our Tech community

2.000+

healthcare tasks  
performed on a  
daily basis by our  
Care community







“

## QUOTES FROM THE CROWD

I have been a Roamler for a long time now. In the beginning they offered fun small tasks, with which you could earn a small amount of money. Now, I notice that the company has grown. There is more to earn, it is a good concept from which not only companies can gain a lot, but also the consumers themselves.

”





# SALES RETAIL

**309**

Retail clients  
served in 2021

**92%**

of Loyal and Existing  
customers are  
responsible for Retail's  
2021 revenue

**21%**

growth of our top  
ten Retail customers



**111**

newly onboarded  
Retail clients







231

multi-country  
projects



## QUOTES FROM THE CROWD

“

Nice app where you can  
do tasks for a good com-  
pensation! Tasks are  
clearly explained!

”

8

clients in Client  
Advisory Board

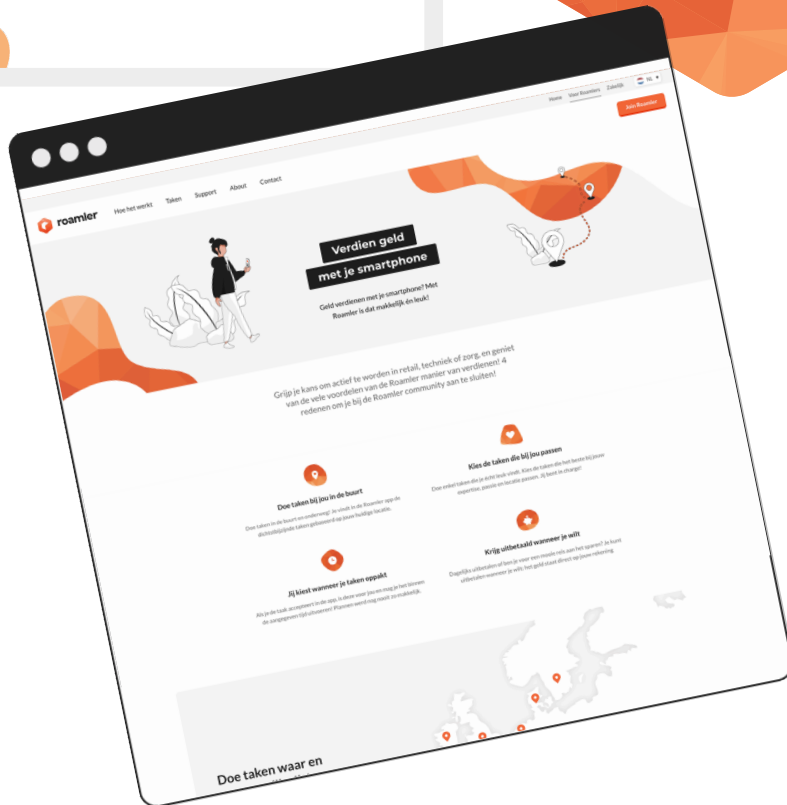




# MARKETING & DESIGN

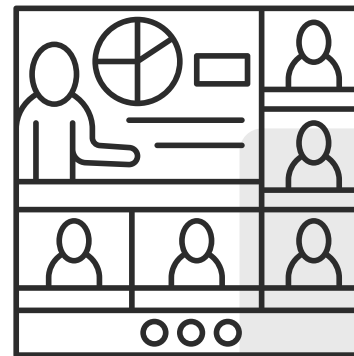
284

newly designed  
website pages



174

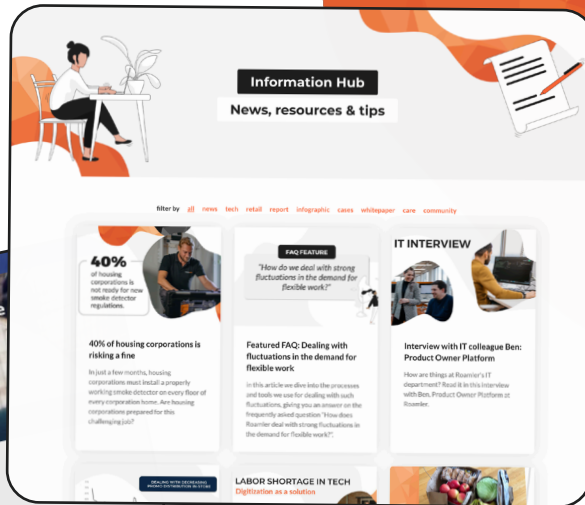
custom-made illustrations  
for the new website



5

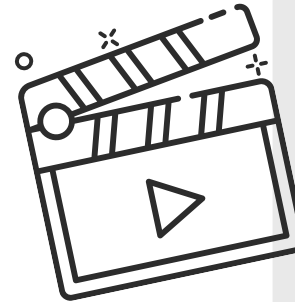
webinars hosted  
(incl. Datlingq)





74

written B2B blog posts  
(incl. Datling)



697

photos taken for the  
CSR Stop Motion  
video





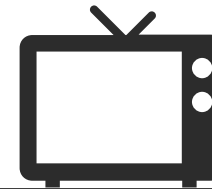
28%

growth in HQ Roamler  
LinkedIn followers  
(1.106 new followers)



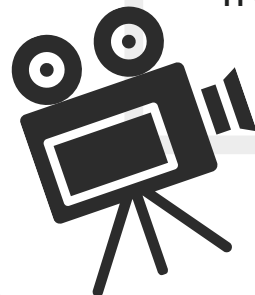
34.034

submissions for consumer  
behaviour research

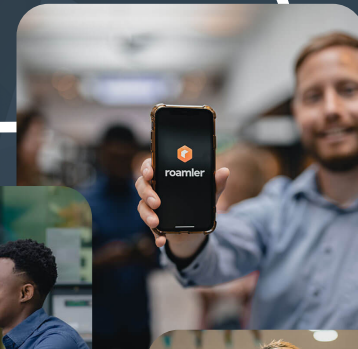


1

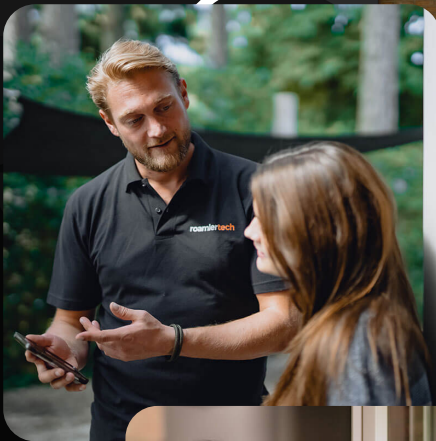
professionally  
streamed meeting  
from a tv studio







**331**  
new photos from  
Tech and Retail  
photoshoots







## QUOTES FROM THE CROWD

“

I have been a Roamler for at least 8 years now. It is a very nice app, a nice way to earn some extra money, and to broaden your horizons. I've traveled across the country for Roamler's tasks and I enjoyed it immensely.

”



# IT & DATA

NEW

113

new features added  
to the Roamler app



24

Roamler app  
releases

5.704

used Invite codes  
(Roamler's referral  
program)



1.154

written Roamler app  
reviews





60

PowerBI dashboards  
built by the Data team



15

customised dash-  
boards for internal use

40

customised dashboards  
delivered to customers



538

data requests  
from colleagues





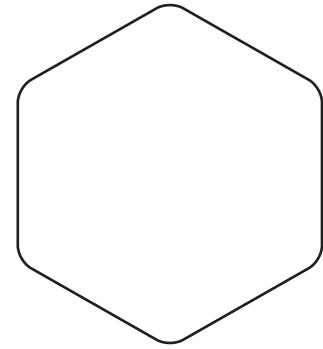


## QUOTES FROM THE CROWD

“

Roamler is the first app I've found that not only promises money, but actually pays you. At first it seems too good to be true, but it really works. And there are many more tasks available than expected.

”





HR

306

employees



10

Roamler babies  
born in 2021



112

new people joined in 2021







**23**

colleagues  
working 5+ years  
in the company

**54%**



**46%**

the division of  
male vs. female in  
the company



# FINANCE



**163.368**

euros is the highest amount  
earned by a Roamler in 2021

**2**

new  
acquisitions



**DATLINGO**  
a roamler company



**MOBEYE**  
a roamler company



**32%**

growth in revenue  
compared to 2020 excl.  
acquisitions



# SUSTAINABILITY & CSR



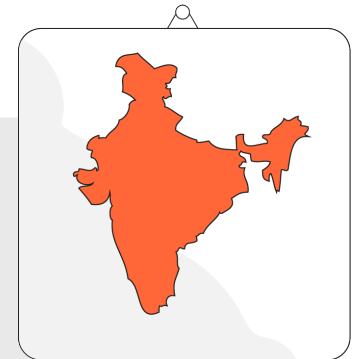
**4.430.000**

km's saved thanks to  
proximity model



**1108**

tons of CO2 saved  
thanks to proximity  
model



**102**

Indian girls saved  
through CSR program







## QUOTES FROM THE CROWD

“

Roamler is a fun app and you can earn really good money with it! These are tasks that you can perform in your daily life, and you can even earn money while shopping!

”



# CULTURE



90

new desks in  
the new HQ

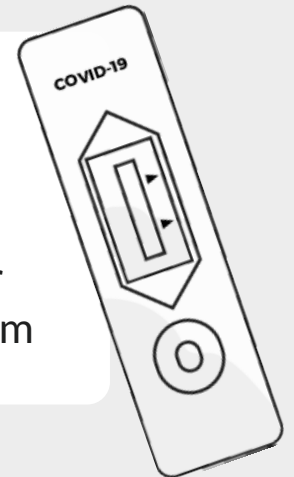


10

years of Roamler  
existence

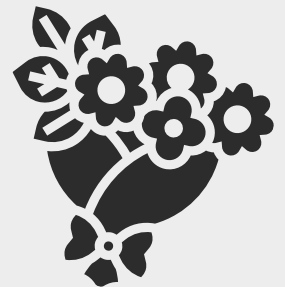
1.545

Covid tests taken in our  
office Covid testing room



33

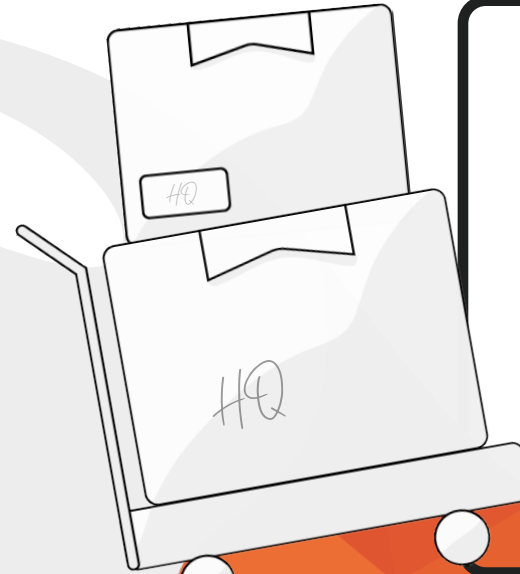
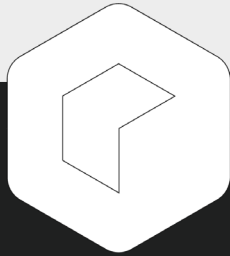
flower bouquets sent  
to colleagues and  
contacts





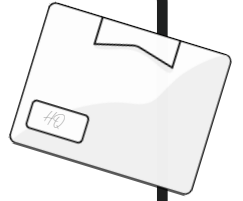
4

newly added offices in 2021  
(Amsterdam, Rotterdam, Paris and Berlin)



50

moving boxes  
used to move  
everything to  
the new HQ



0 vs. 28

big plants in the  
old vs. the new HQ









## QUOTES FROM THE CROWD

“


Nice to be able to earn some extra money every now and then, wherever you are. Handy overview in terms of distance from a task, compensation and explanation.

”










Super fun  
to carry out tasks.  
A little more difficult  
during Corona,  
but still enough  
choice of tasks.  
Very clear app.




I've been  
executing Roamler  
tasks for years! Very  
nice to earn some  
pocket money. By the  
way, this 'pocket  
money' quickly grows  
into a large  
amount!



Amazing app  
with awesome people  
behind the company! It's  
a cool way to earn some  
money and have fun while  
doing so.



The Roamler app  
is very user-friendly. You can  
easily navigate between the  
different menus. Wherever you  
open the app, the location and  
mileage you are away from a  
store is always updated.



Execute  
tasks every now and  
then while you're shop-  
ping and immediately  
earn your drink on a  
terrace!  
I say win win.

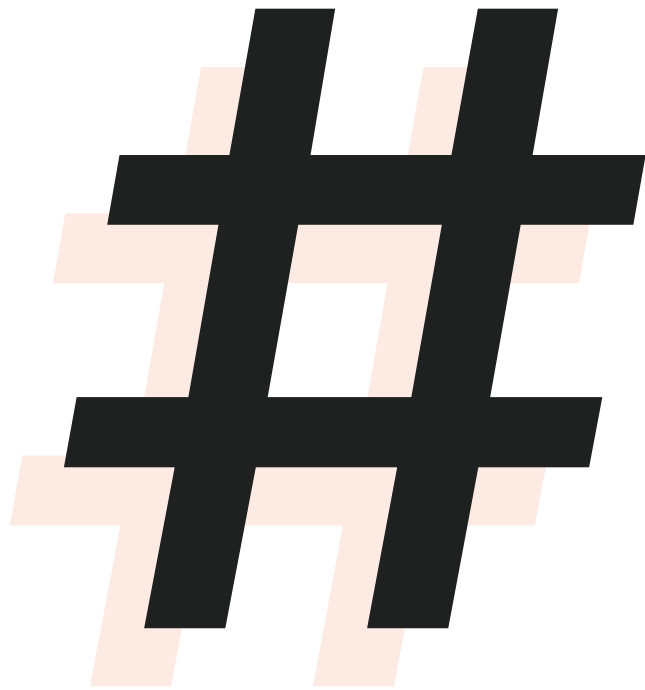


Roamler  
is a nice app to  
earn extra money!  
The tasks vary and  
the contact with  
Roamler is quick  
and easy.



Great app,  
clear and easy to  
use. I don't leave  
the house  
without looking in  
the Roamler  
app first 😊.





**CHANGING  
THE  
WAY  
PEOPLE  
WORK**

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**roamler**

[www.roamler.com](http://www.roamler.com)