



ASX Announcement

12 July 2011

nearmap.com revenue soars 2000%

ipernica ltd

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Postal Address:

Postal Address: P O Box 1327,
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Australian Stock Exchange:

Code: IPR

Board of Directors

Non-executive Chairman:

Ross Norgard

Managing Director:

Graham Griffiths

Non-executive Directors:

Karl-Christian Agerup

Rob Newman

Brad Rosser

Senior Management:

nearmap.com Chief Executive:

Simon Crowther

Chief Financial Officer:

Mark Maitland

General Counsel:

Jonathan Lawe Davies

Capital Structure

Fully-Paid Shares on Issue:

323.1 million

Unlisted Options on Issue:

7.76 million @ 16c

28.92 million @ 20c

12.50 million @ 40c

49.18 million

Cash Reserves:

A\$13.2M as at 31 Mar 2011

Perth, Western Australia – Diversified technology and intellectual property group, ipernica ltd (ASX:IPR), today announced that 100% owned subsidiary nearmap.com earned revenue from its subscription and on request services for FY 11 was in excess of \$3.5 million (unaudited), an increase of over 2000% on the previous financial year's result.

nearmap.com has approximately 70 Government users, as well as penetrating a number of commercial sectors including major clients in insurance, real estate, utilities and mining & exploration. Total contract value of all subscription and on request sales to all of those sectors to date is \$8.3 million (approximately 69% Government). Please see note at end of release explaining the Company's revenue recognition policy.

Customer retention rates following the first years subscription are running at 95%, with most licensees renewing for 2 years. The Department of Climate Change & Energy Efficiency recently renewed its license for a further 12 months with a total contract value of \$1 million. These renewals reflect a high level of customer satisfaction with nearmap.com and the unique capability the Company delivers through its capture, processing and serving of high quality and current photomaps. This renewal rate provides nearmap.com with an increasingly assured revenue stream to fund growth.

In addition, nearmap.com content is widely used in the Small to Medium Enterprise ("SME") and consumer sectors, which represents a substantial additional revenue opportunity. To more effectively monetize these additional revenue streams, nearmap.com has refined its strategy to offer its mapping content to all commercial users on a paid for subscription model. It will achieve this by making it easier for business users to access and subscribe only to relevant parts of the content to support their specific needs, via desktop and mobile applications and e-commerce facilities.

Simon Crowther, nearmap.com Chief Executive Officer, said "Our focus going forward is to effectively monetise all of our content cross platform including web, mobile, mobile apps and our API's. We are actively developing new subscription models and products to support this strategy and to address the significant demand we are experiencing for our content from multiple sectors and from SME's through to the Federal Government."

nearmap.com is confident that its focused Business to Business ("B2B") strategy will deliver substantive additional sales in FY12.

nearmap.com now has in place the appropriate level of geospatial sales personell to address the Australian market, and is progressing a number of reseller agreements to address specific market segments. This sales activity will be supported by e-commerce to enable more efficient collection of subscription revenues, especially from the SME sector.

The Company will also work more closely with third party developers to expand the business applications that can access nearmap.com content (through the productisation of its Application Programming Interfaces ("API's")). There will also be a number of updates to the nearmap.com web site with enhanced usability and tools.

Note : Revenue Recognition Policy

nearmap.com recognises revenue from its subscription based licenses over the term of the licenses granted. This term is usually 12 months although the Company has entered into some 2 and 3 year licence agreements with payment terms varying between 100% upfront and spread over the term of the licence.

Revenue from on-request sales (commissioned surveys) are recognised primarily over the period during which the surveys are captured, processed and published in accordance with the percentage completion method.

As revenue recognised in accordance with the policy significantly understates the current level of sales (and accordingly the cash flow effect) nearmap.com also advises the market of its "sales" to customers, that is licences for existing content or on-request contracts entered into with customers. These sales include new sales and renewals by existing customers.

about nearmap.com

nearmap.com is an online photomap content provider. The Company's breakthrough technology enables the photomaps to be updated much more frequently than other providers. With more than 75% of Australia's population covered regularly, nearmap.com is changing the way governments, companies and communities see their world.



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about ipernica

ipernica is a diversified technology and intellectual property ("IP") commercialisation group which is focused on the creation and exploitation of IP rights on a global basis, including 100% owned subsidiary nearmap.com.

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