ASX Announcement 16 August 2011

ipernica launches sponsored American Depository Receipts ("ADR") program

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

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
27.57 million @ 20c
12.50 million @ 40c
47.83 million

Cash Reserves:

A$11.1M as at 30 June 2011

Perth, Western Australia – Diversified technology and intellectual property group, ipernica ltd (ASX:IPR), today announced the establishment of a sponsored American Depositary Receipt ("ADR") program.

ipernica has appointed The Bank of New York Mellon ("BNYM") as its Depositary Bank to establish the ADR facility.

A depositary receipt is a negotiable security that represents one or more of a company's publicly traded shares. The depositary receipts are created by a custodian bank holding ipernica shares and instructing BNYM to issue the depositary receipts. No additional ipernica shares will be issued through this facility.

As the Company expands internationally, the primary benefit of the ADR program is to create a broader secondary market for ipernica securities in North America, by providing better access for American investors to deal in ipernica securities.

The ADRs will be tradeable via licensed U.S. brokers in the ordinary course of trading in the Over-The-Counter ("OTC") Market in the U.S.

Particulars for the ADR program are as follows:

U.S. Exchange: OTC
Ticker Symbol: IPRNY
CUSIP Number: 46262X103
ADR to Ordinary Share ratio: 1:40

Any questions in relation to the ADR facility, including obtaining a written prospectus in respect of the ADRs meeting the requirements of Section 10 of the US Securities Act of 1938, can be directed to BNYM at www.adrbnymellon.com.

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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