Mr Graham Griffiths (Managing Director)

ASX : IPR

www.ipernica.com

Australian Microcap Investment Conference

18 October 2011

Business Overview

- nearmap.com
  - Aerial PhotoMaps
  - Innovative technology
  - Annuity Revenue model
  - International growth opportunity

- ***Intellectual Property Licensing***
  - IP intermediary
  - FY11 revenue $12.5M
  - $83M gross revenue since 2007

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Company Summary : Market Data

Share Price	5.5c
52 week Low/High	4.8c / 13.5c
Market Capitalisation (@5.5c)	$17.7M
Annualised liquidity	15.1%
Net Cash (30 June 2011)	$11.1M
Net Cash per share	3.4c
Enterprise value	$6.6M
FY11 Cashflow positive: Improvement in operational cashflow	$7.8M

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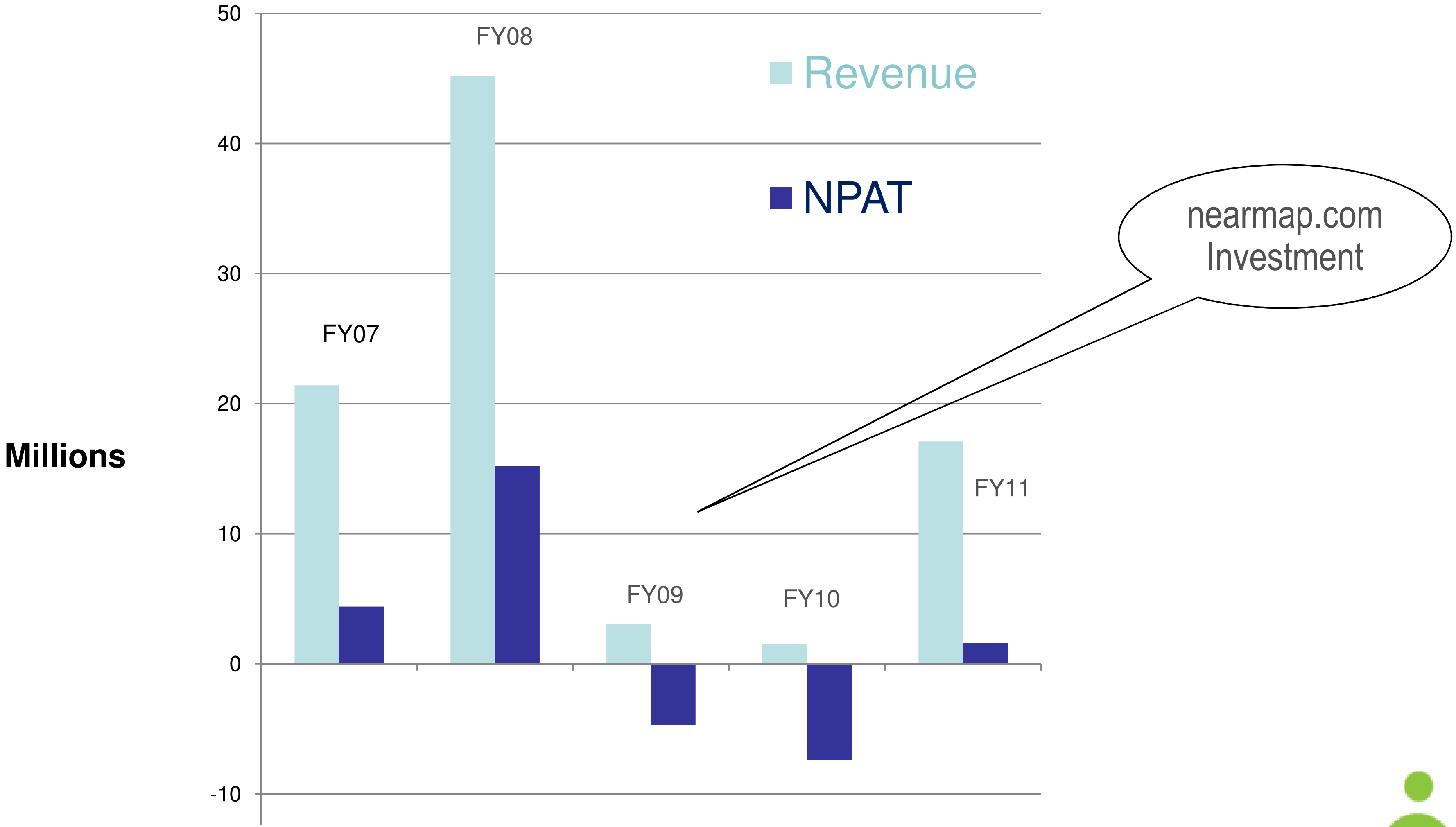
Company Summary : Financials



Company Summary : Financials

	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011
Revenue	$21.4M	$45.2M	$3.1M	$1.5M	$17.1M
Profit Before Tax	$5.5M	$17.9M	-$4.7M	-$7.8M	$1.7M
Net Profit After Tax	$4.4M	$15.2M	-$4.7M	-$7.4M	$1.6M
Earnings Per Share	1.79c	5.8c	-1.56c	-2.29c	0.50c
Net Equity	$12M	$28M	$27M	$20M	$22M

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Company Summary : Share data

Major Shareholders	**Shares**	**%**
: Ross Norgard (non exec chairman)	49,645,773	15.37%
: Stuart Nixon (founder nearmap.com)	40,526,609	12.54%
: Planetek Italia SRL (Italian spatial co.)	15,828,974	4.90%
Shares held by Directors and Mgt	56,721,931	17.56%
Top 20 Shareholders	183,551,930	56.82%
Total Shares / Shareholders	323,056,101	1,403
Total Options Outstanding		
: Director, Advisory Board & Employee	35,335,000	~18c
: Vendor (expire Nov 11)	12,500,000	40c

Board of Directors

Ross Norgard (Non Exec Chairman)

- Former managing partner Arthur Andersen
- Multiple Directorships eg BRM

Karl-Christian Agerup (Non Exec Director)

- European venture capitalist
- Director of Schibsted ASA (Scandinavian media group)

Graham Griffiths (Managing Director)

- International Sales, Marketing & Management career
- Held senior positions with AT&T (US) and NCR (Asia Pacific)

Rob Newman (Non Exec Director)

- Tech entrepreneur/venture capitalist
- US (Silicon Valley) & Australia

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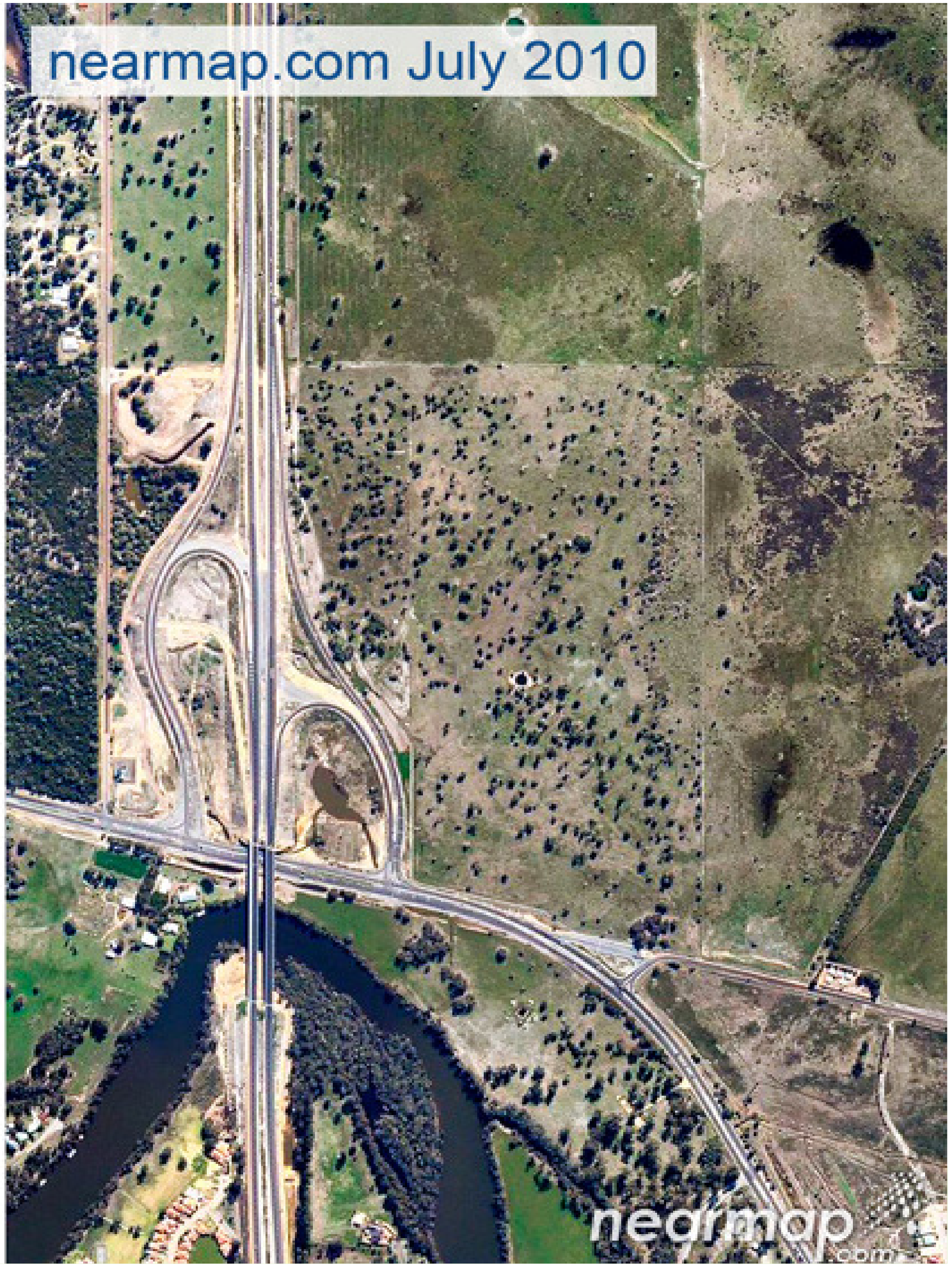
nearmap.com

What makes us unique?

- Currency
- Clarity
- Change

Currency (regular updates)




Clarity

Change (over time)

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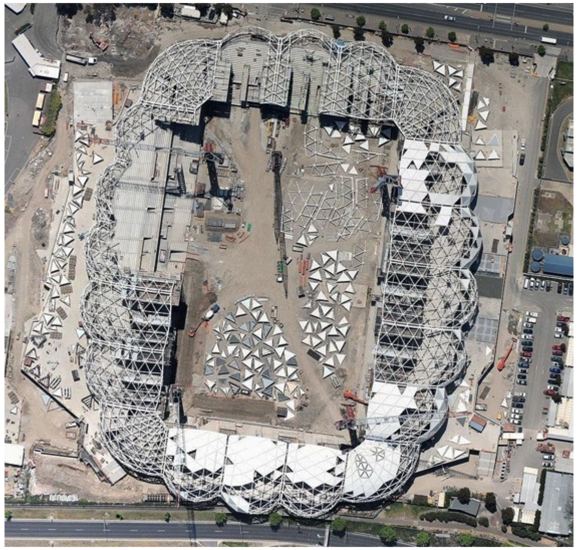
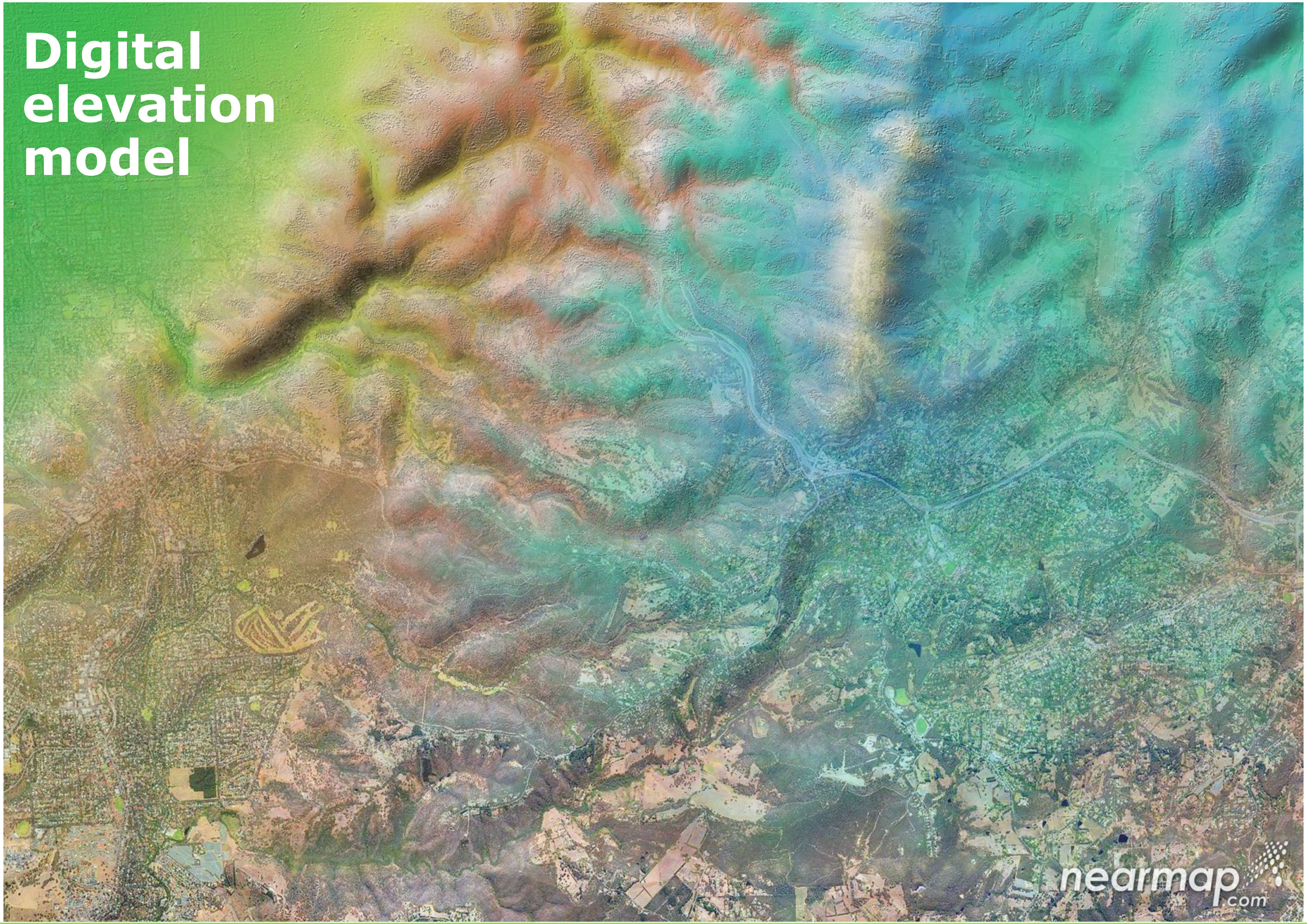


Innovation : PhotoMaps

Innovation : Oblique (N/S/W/E)

Innovation : Terrain



Innovation : HyperPod

- Concurrent PhotoMap & Terrain capture
- Substantial cost reduction
- International patent pending

Innovation : HyperVision

- Automated image processing into PhotoMaps
- Significant cost and time reduction

Management & Advisory Board

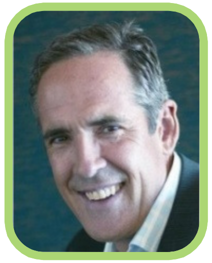
Simon Crowther CEO
- Internationally experienced digital content executive
- Former MD Canada's largest Communications agency
- Former Head of Global Sales & Licensing Granada Media

Advisory Board

Cliff Rosenburg
- MD of Aust. & NZ LinkedIn
- Fmr MD at Yahoo! Aust & NZ

David McGrath
- Director of Group Content APN
- Former Director of News & Information Services at Yahoo!7

Rob Antulov
- Media & technology advisor
- Fmer Director of Strategy at Fairfax Media



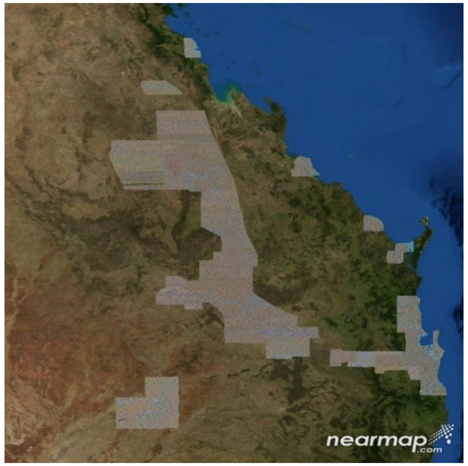
Stephen Langsford
- IT/Digital Media entrepreneur
- Quickflix founder

Progress

- Launched www.nearmap.com (Nov 2009)
- Regular coverage 75% of the Australian population
- Customer validation
  - Sales to 30 June '11 $8.3M
  - Government
    - 70+ clients (incl. $1M pa Dept Climate Change)
  - Commercial clients include:
    - QGC (part of BG Group)
    - Sensis
    - IAG Insurance
    - RP Data
  - 95% renewal rate existing customers (most 2 years)

Revenue Model

- Multiple revenue streams
  - *Annuity content subscription model*
  - *On request capture*
- Broad market
  - *Government*
  - *Commercial*
- Sales
  - *Direct*
  - *Indirect (resellers)*
    - *Education : Omnilink*
    - *Real Estate: RP Data, Hometrack*
  - *e-commerce support*



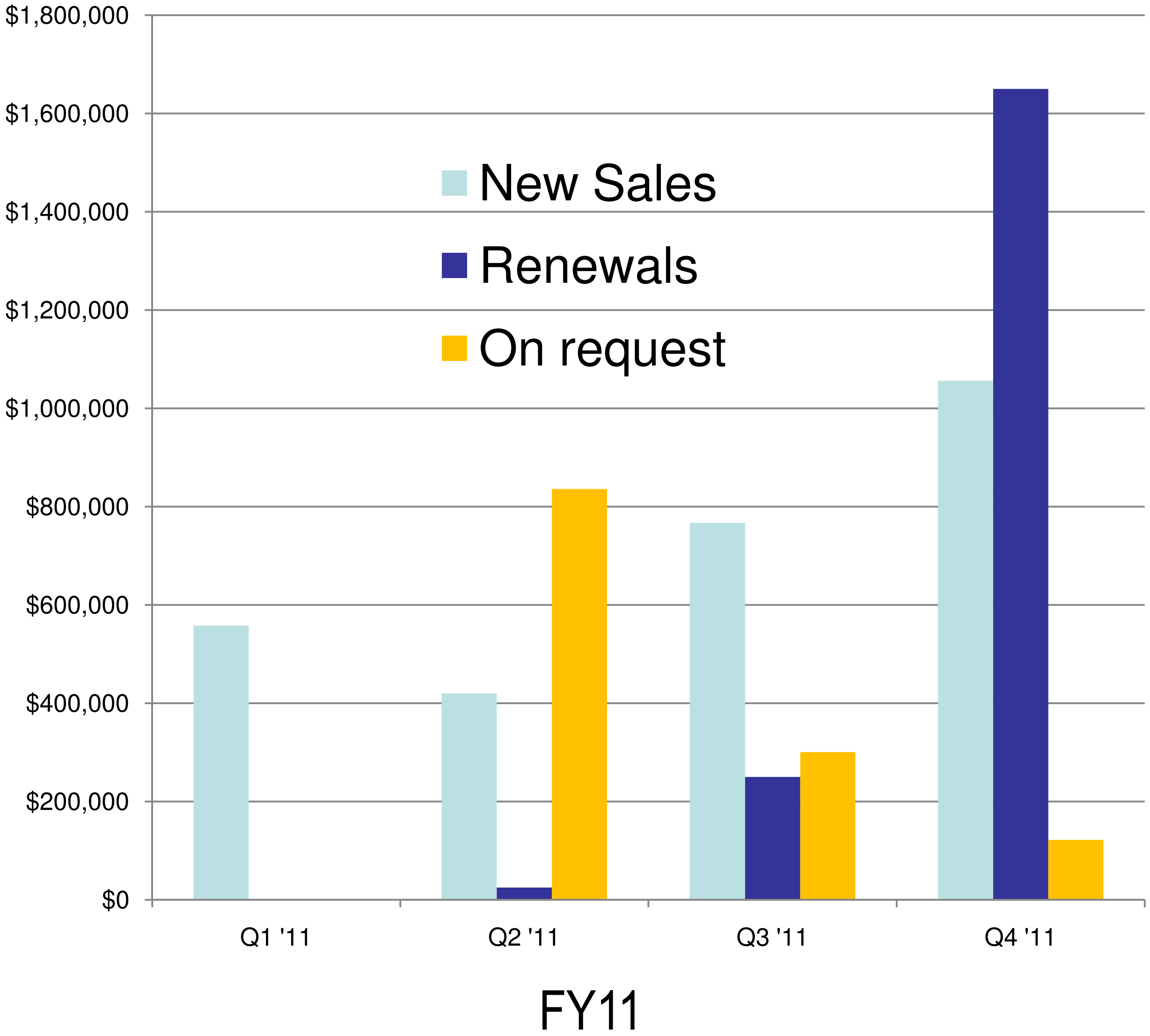
Surat & Bowen basins Queensland : client QGC

Sales

(to 30 June 2011)	CONTENT **New Sales** ($'000s)	CONTENT **Renewals** ($'000s)	**On Request** ($'000s)	Total Sales ($'000s)
Q4 2011	$1,056	$1,650	$122	$2,828
Q3 2011	$767	$250	$301	$1,318
Q2 2011	$420	$25	$836	$1,281
Q1 2011	$558	-	-	$558
FY 2011	$2,801	$1,925	$1,259	$5,985
Increase p.a.	21%			159%
FY 2010	$2,310	-	-	$2,310
TOTAL	$5,111	$1,925	$1,259	$8,295
	62%	23%	15%	

Annuity revenue base

Sales Momentum



<u>Renewals</u>

- Annuity revenue base $5.1M
- 95% renewal rate

FY12 Focus

Customers
- retention
- renewals

Financial
Cashflow positive on an ongoing operational basis

Resellers
- support
- add more

Technology
- improve user experience
- extend e-commerce facilities
- enhance content management

IP Licensing : Track Record

- FY11 Revenue $12.5M
- $83M gross revenue since 2007

Stat Mux
A$43M

SAR
A$30M

Other
A$10M

- Substantive ongoing portfolio

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Group Summary & Outlook

- Platform for sustainable revenue and profit growth established

- Cash flow positive in FY12

IP Licensing

- Proven business model & track record

- Substantive ongoing portfolio

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