2011 AGM : IPR

24th November 2011

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Mr Mark Maitland

Director of Finance / Company Secretary

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2011 financial highlights

	FY11
Total Income	$17.1M
EBITDA	$3.8M
Net Profit After Tax	$1.6M
Earnings Per Share	0.50c
Net Equity	$22M
Cash Flow	$1M

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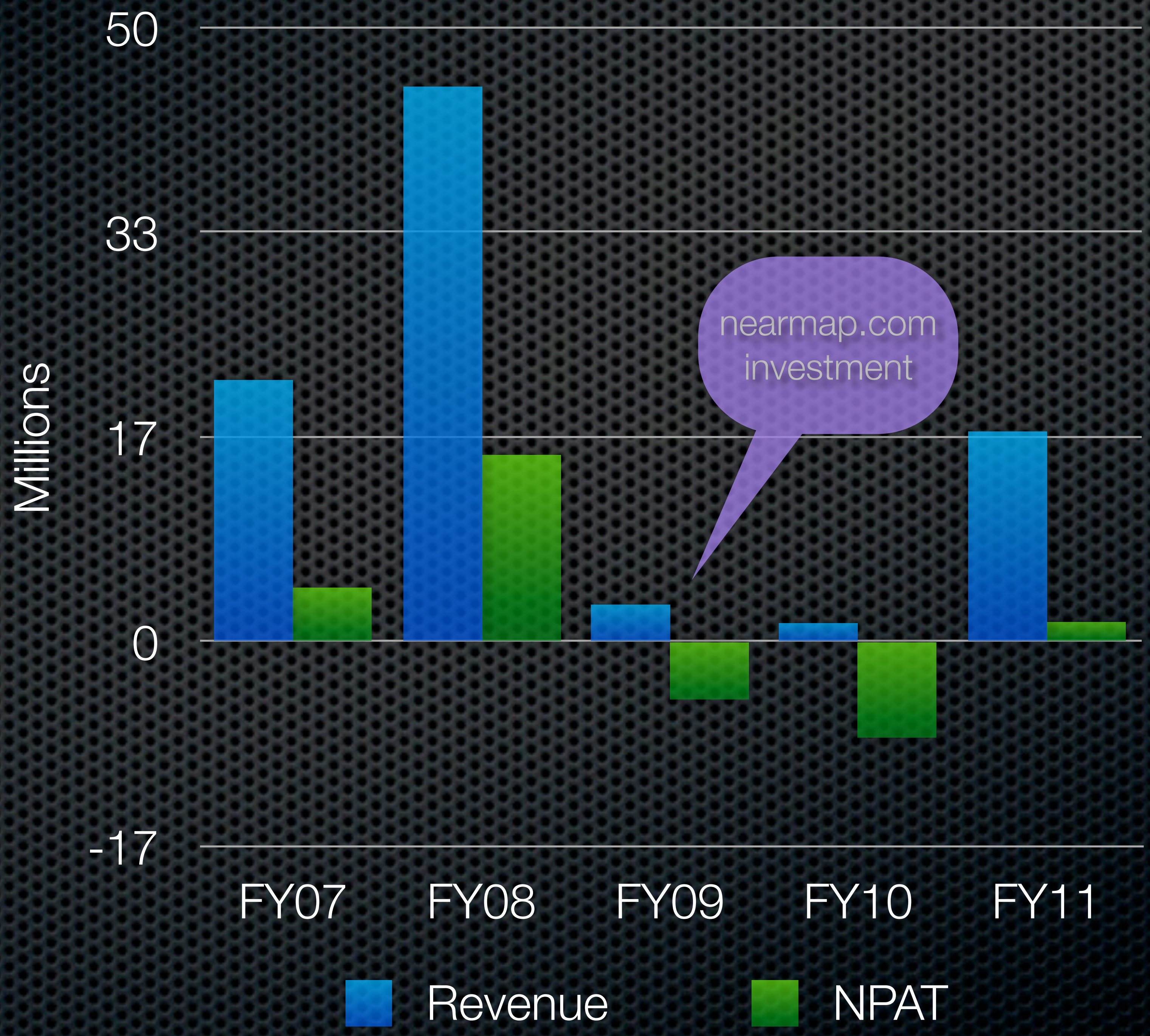
historical performance



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segment results

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- Total income of $3.8M (2010 : $172k)
- EBITDA -$3.5M (2010 : -$5.9M)
- Total Assets $13.7M
- Net Assets $8.9M

Intellectual Property Licensing

- Total income of $12.5M (2010 : $744k)
- EBITDA $6.75M (2010 : -$2.3M)
- Total Assets $8.7M
- Net Assets $2.0M

capital structure

	Shares	%
Share Capital		
Total Shares / Shareholders	323,056,101	1,392
Top 20 Shareholders	181,729,826	56.25%
Shares held by Directors and Management	51,447,923	15.93%
Options		
Director, Advisory Board & Employee	31,201,665	~19c
No debt		

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advisory board

Mr Cliff Rosenburg

MD of Australia & NZ LinkedIn

Former MD at Yahoo! Australia & NZ

Mr David McGrath

CEO of VIAP

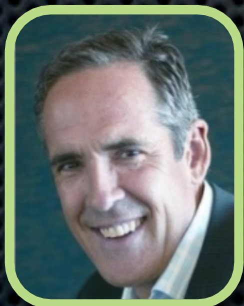
Former Director of Group Content APN

Former Director of News & Information Services at Yahoo! 7

Mr Rob Antulov

Media & technology advisor

Former Director of Strategy at Fairfax Media



Mr Stephen Langsford

IT/Digital Media entrepreneur

Quickflix founder

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Mr Jonathan Lawe Davies

VP of Licensing & General Counsel

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business focus

nearmap.com — Intellectual Property Rights — **IP licensing**

commercialise valuable IP

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IP licensing : track record

- FY11 revenue $12.7M
- $83M gross income since 2007

Stat Mux	SAR	Other
A$43M	A$30M	A$10M

- Substantive ongoing portfolio

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IP licensing : business

- ipernica is an IP intermediary - facilitates transactions between IP owners and the IP consumers (e.g. broker)
- Generate money from transactions in 3rd party intellectual property
- Specialist in the defence and licensing of infringed intellectual property rights

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IP licensing : business

- Expertise in the design & implementation of IP enforcement and licensing strategies
- Strategy is to build a portfolio of programs, leveraging 3rd party funding where appropriate
- Objective is to obtain compensation for unpaid royalties (past & future) via licensing, sale & litigation

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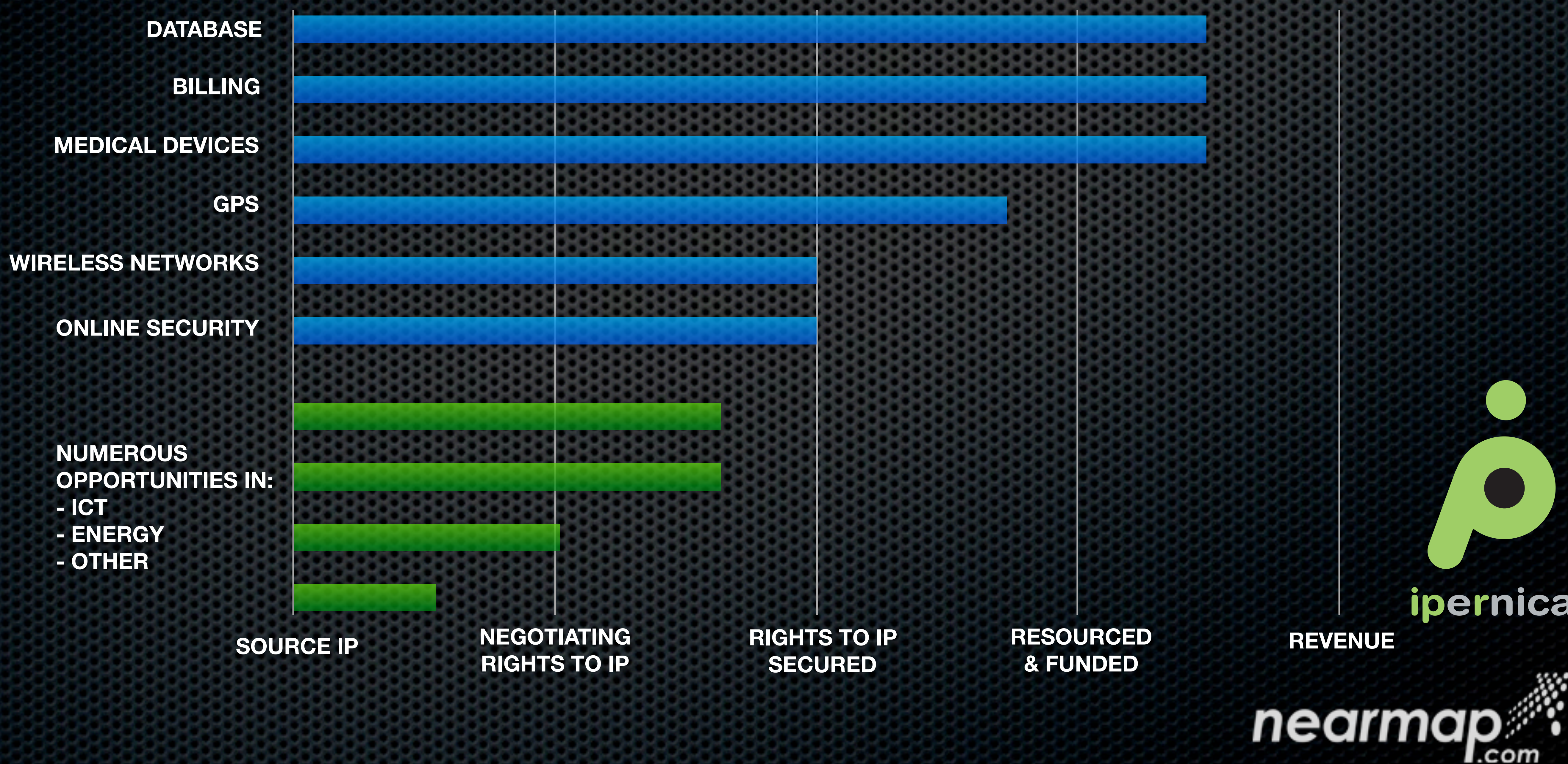
IP licensing : portfolio



Mr Simon Crowther

Group Managing Director

twitter @nearmapCEO

AGM 2011

- the nearmap.com proposition
- last year in review
- our focused mission
- objectives this year

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our unique proposition

- disruptive technology
- our own IP
- end to end solution
- proven business model
- multi platform potential
- multiple income streams

how we disrupt

- currency, clarity, change
- cost
- digital business
- own our content

last year in review

- achieved 95% renewals
- 50%+ customers renewed for 2 years
- high profile involvement in Brisbane Floods
- $8.3M cumulative sales to date
- $6.0M sales last year
- growth within key verticals
- focused strategic direction

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our focused mission

- primarily a B2B content provider
- digital business - nearmap.com 2012
- we help organisations make better decisions
- multi platform strategy
- make it easy to buy our content
- scaleable business model

multiple revenue lines

- e-commerce - our first shop for schools
- resellers - multiple partners
- direct sales - increased penetration
- new subscription products e.g. SaaS
- per tile consumption - easy entry point
- proactive capture & sale - North West WA
- advance plus royalty per sale
- developer licence

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diverse customer base

- universities
- secondary schools
- environmental consulting
- solar panel installation
- large commercial
- real estate
- Government
- TV production
- utilities

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year so far

- we attract top talent
- 90% renewal rate
- breadth of customers
- Sydney office
- product focused & fast
- creating a scaleable structure

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2012 - big ambitions

- content control
- new subscription products
- relaunch nearmap.com
- mobile applications
- promote our developer licence
- productise our API's
- be excellent digital marketers
- achieve cash flow positive position

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