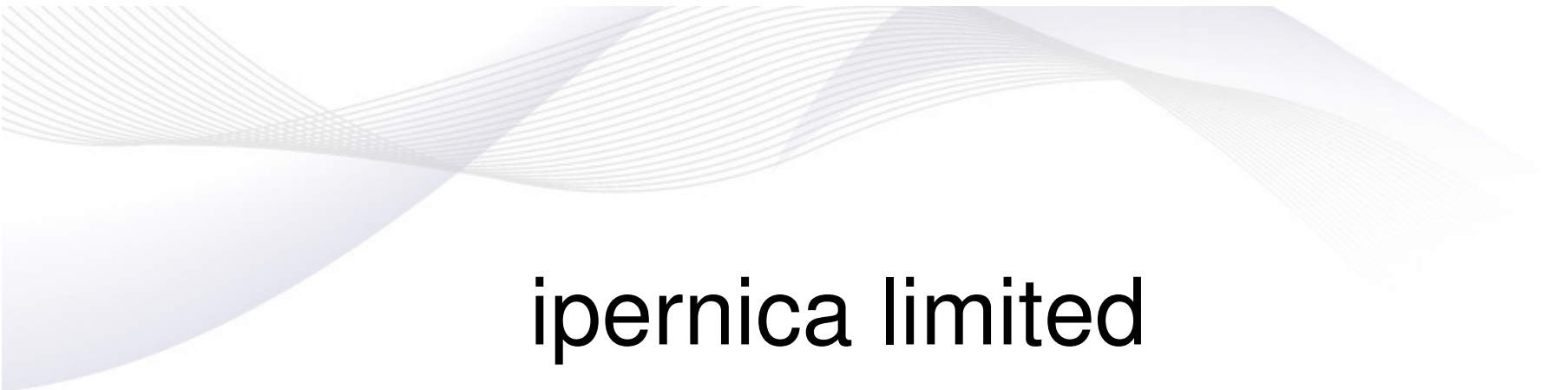




ipernica limited

Simon Crowther (MD)
Mark Maitland (CFO)

Investor roadshow
March 2012





Growth foundations now in place

Putting ipernica on the map

A complete technology solution

Refocused growth strategy

Operational growth foundations

Group restructure

- Refocused growth strategy centred around nearmap.com
- Appointment of two key nearmap executives – Paul Cousins as VP of Sales, and Wilfried Schaffner as VP of Engineering
- Opening of Sydney office

nearmap.com – the growth engine

- Early stages of commercialisation
- Set to deliver sustainable profitability

Expanding customer base

- New subscription customers within nearmap.com across local and state government and commercial sectors
- nearmap.com launched its first e-commerce site targeting the education sector and appointed its first reseller, Omnilink Pty Ltd

Established contracts

- Reseller agreement with Digital Mapping Solutions (DMS) a leading supplier of Geographic Information Systems (GIS) to Local Government Agencies throughout Australia

Geographic coverage

- Capture of North-West of Australia economic hotspots

Financial growth foundations

Growing earnings

- Revenue up 85% largely driven by annual subscription revenues through nearmap.com
- nearmap.com customer receipts and customer sales up substantially on last year

Cashflow

- Strengthening operating cashflows
- nearmap.com on track to be cash flow positive in 2012

Strong balance sheet

- Strong balance sheet with essentially no debt and \$7.5m cash @ 31 Dec 11

Growth foundations now in place

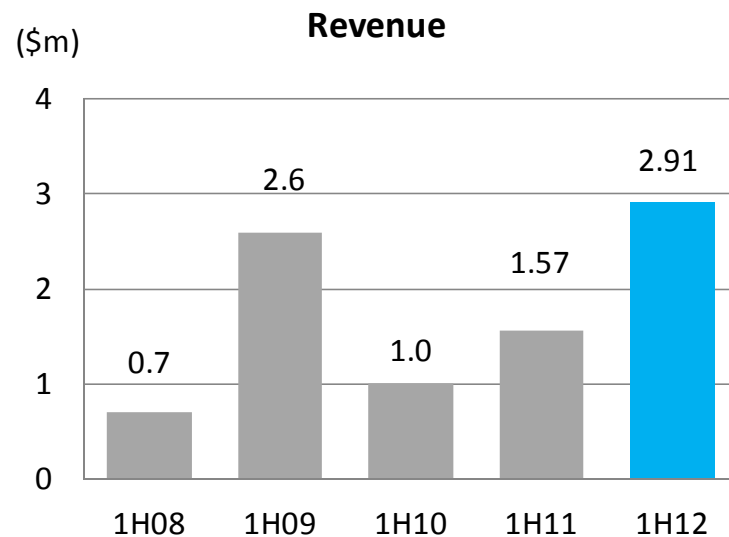
Putting ipernica on the map

A complete technology solution

Refocused growth strategy

Growing revenue

\$m	1H12	1H11	Change
Revenue	2.91	1.57	↑ 85.4%



- nearmap.com market performance reflects:
 - customer receipts up 110% to \$3.57m
 - customer sales up 23% to \$2.25m
 - 90%+ customer renewal rate
 - increased revenue from commercial sector
- IP licensing performance reflects lumpy revenue profile and weak earnings visibility

nearmap.com – the growth engine

Revenue up 95%, an incredible start

\$m	1H12	1H11	% Change
Revenue	2.59	1.33	↑ 95%
% of total Group revenue	89%	85%	

- nearmap.com focus, clearly the right strategy
 - stronger revenue model
 - multiple income streams and diverse customer base
 - achieved in excess of \$10m cumulative sales since the launch of the site two years ago
 - creating a scalable structure
 - strengthening sector reach across govt and commercial
 - launch of initial e-commerce site
 - established contracts
 - geographic coverage

Strong balance sheet

The company continues to maintain a strong balance sheet with essentially no debt and \$7.5m cash

\$m	31 Dec 11	31 Dec 10
Cash	7.49	7.50
Property, plant & equipment	2.20	2.51
Goodwill & intangibles	8.39	8.74
Licensing program costs	2.39	2.41
Total assets	24.05	23.46
Borrowings	0.015	0.18
Total equity	18.24	16.72

- Strong balance sheet with essentially no gearing
 - total assets up 2.5%
 - total equity up 9.1%

Improving cashflows

\$m	1H12	1H11
Operating cashflows	(1.10)	(2.41)
Investing cashflows	(2.46)	(0.46)
Financing cashflows	(0.09)	(0.08)
Net decrease in cash	(3.65)	(2.96)
Cash at end of period	7.49	7.50

- Operating cash outflow reduced by \$1.31m to \$1.10m
 - nearmap.com moving closer to cash flow breakeven – on track to occur in 2012
 - Bulk of cash outflows relate to the Company's IP licensing business due to lumpy nature of business
- Investing outflows of \$2.46m
 - \$1.69m payment to administrator of QPSX Europe to finalise SAR liabilities

Growth foundations now in place

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Refocused growth strategy

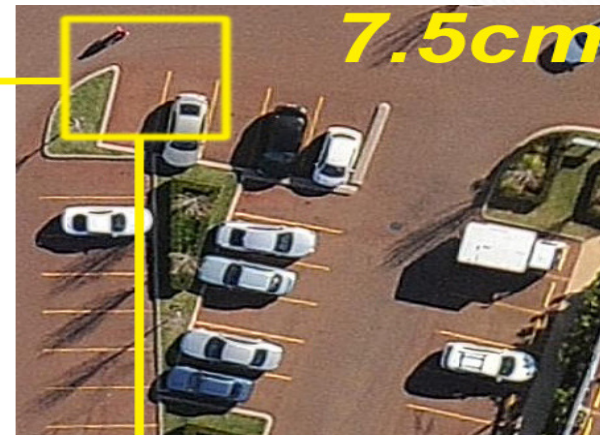
Traditional aerial imagery – multiple shortcomings

- Large capital and operational costs
- Slow capture with altitude limitations
- Manual processing
- Expensive and/or out of date
 - eg 10cm overheads \$100/km²
 - 6+ months old from day one

nearmap.com – the solution

- Disruptive technology innovation
 1. Capture – HyperPod
 2. Process – HyperVision
 3. Serve – HyperWeb
- Multiple outputs
- Highly accessible and scaleable
- Redefines traditional industry cost structures
- Complementary solution

Clarity



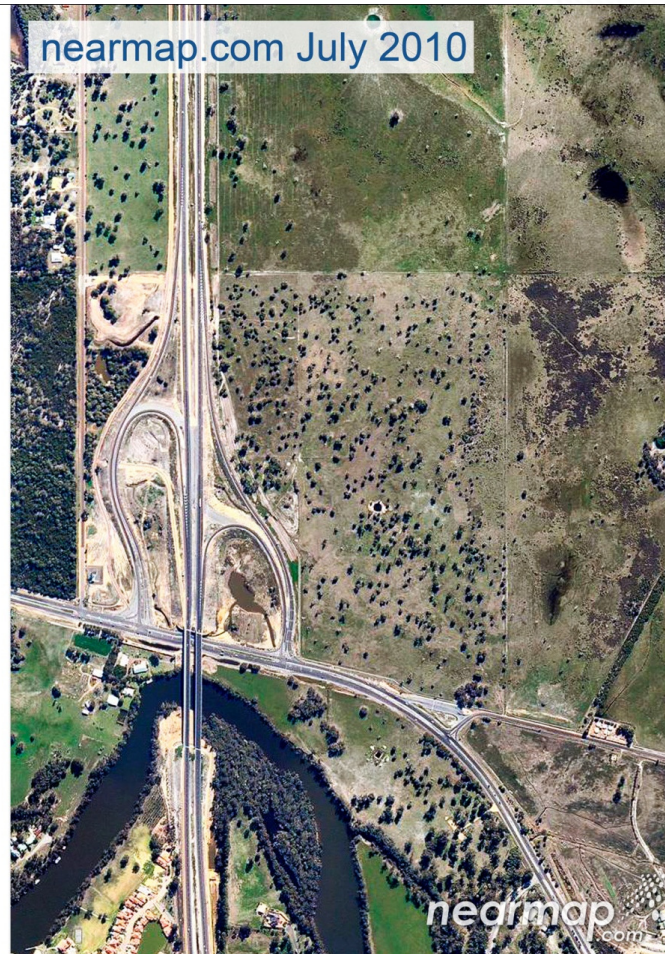
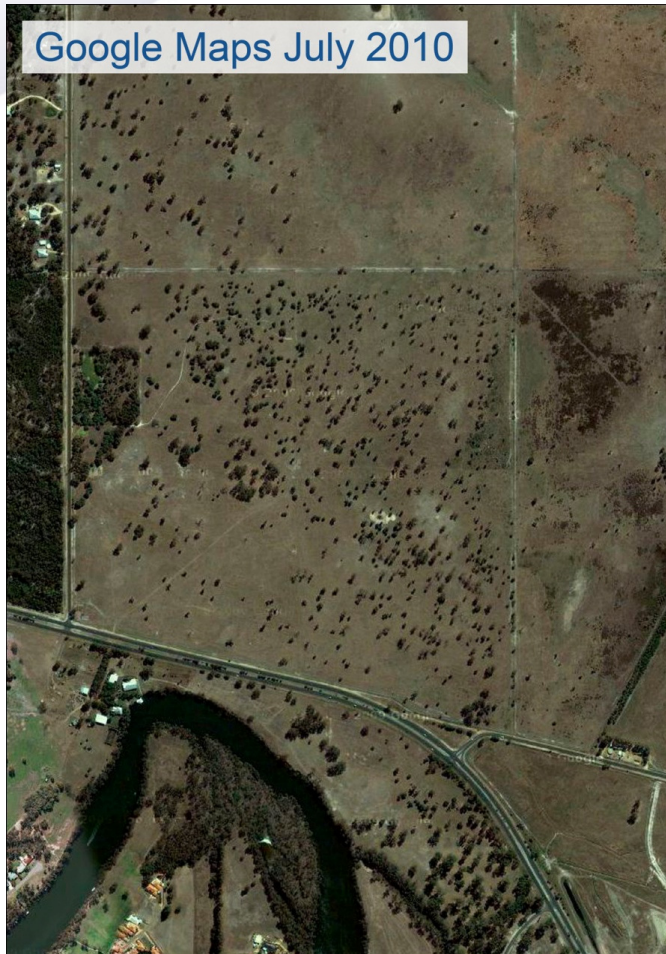
Currency



Change



Google Maps vs nearmap.com



Monetising nearmap.com

- Direct sales - established team with strong sales leader
- Reseller agreements with Omnilink & DMS
- Initial e-shop functionality introduced
- Enhanced & fully integrated e-commerce platform under development
- Development of mobile applications
- Upgraded web site with complete UX overhaul designed to drive transactions
- Content managed more effectively – local, regional and national purchase options

Growth foundations now in place

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Refocused growth strategy

Uniquely positioned to grow

Renewed strategic direction

- Transition from reliance on licensing/assertion to digital content platform
- nearmap.com now the growth engine
 - growing subscription based revenue stream
 - content monetisation; Government and commercial sector focus

Market positioning

- Opportunity to capture market given better transparency of business
- Differentiated from Google and others
- Potential international expansion

Expect nearmap to become cashflow positive in 2012

In summary...

Growing revenues underpinned by renewed strategic focus

- Expanding customer base, increased sector reach, regional expansion and strong renewal rates driving revenue growth
- Strengthening operating cash flows with nearmap.com to be cash flow break-even in 2012
- Essentially no debt with \$7.5m cash

Refocused strategy around nearmap.com as growth engine

- Strong team in place to implement change
- Set to deliver sustainable profitability

Consolidation and continued growth

- Early stage of commercialisation – monetisation of content has begun
- Scaling the business – domestic and offshore



Appendix

1 H financial performance

\$m	1H12	1H11	Change
Revenue	2.91	1.57	85%
Profit/(loss) before tax	(3.87)	(3.56)	
Net profit/(loss) after tax	(3.87)	(3.53)	
Earning/(loss) per share (cents)	(1.20)	(1.09)	
Net tangible assets per share (cents)	2.3	1.7	35%
Net equity	18.24	16.72	9%
Cash at bank	7.49	7.50	

Disclaimer

Some of the information contained in this presentation contains “forward-looking statements” which may not directly or exclusively relate to historical facts. These forward-looking statements reflect ipernica limited’s current intentions, plans, expectations, assumptions and beliefs about future events and are subject to risks, uncertainties and other factors, many of which are outside the control of ipernica limited.

Important factors that could cause actual results to differ materially from the expectations expressed or implied in the forward-looking statements include known and unknown risks. Because actual results could differ materially from ipernica limited’s current intentions, plans, expectations, assumptions and beliefs about the future, you are urged to view all forward-looking statements contained herein with caution.