



NEARMAP

Investorfirst 'Online' Conference

15 May 2012



Growth foundations now in place

Financial overview

nearmap.com - unrivalled technology solution

Refocused growth strategy

ipernica

- Two major lines of business
 - **nearmap.com** – Online Photomap content
 - **Intellectual Property Licensing** – Licensing of intellectual property rights
- Recently refocused growth strategy centred around nearmap.com

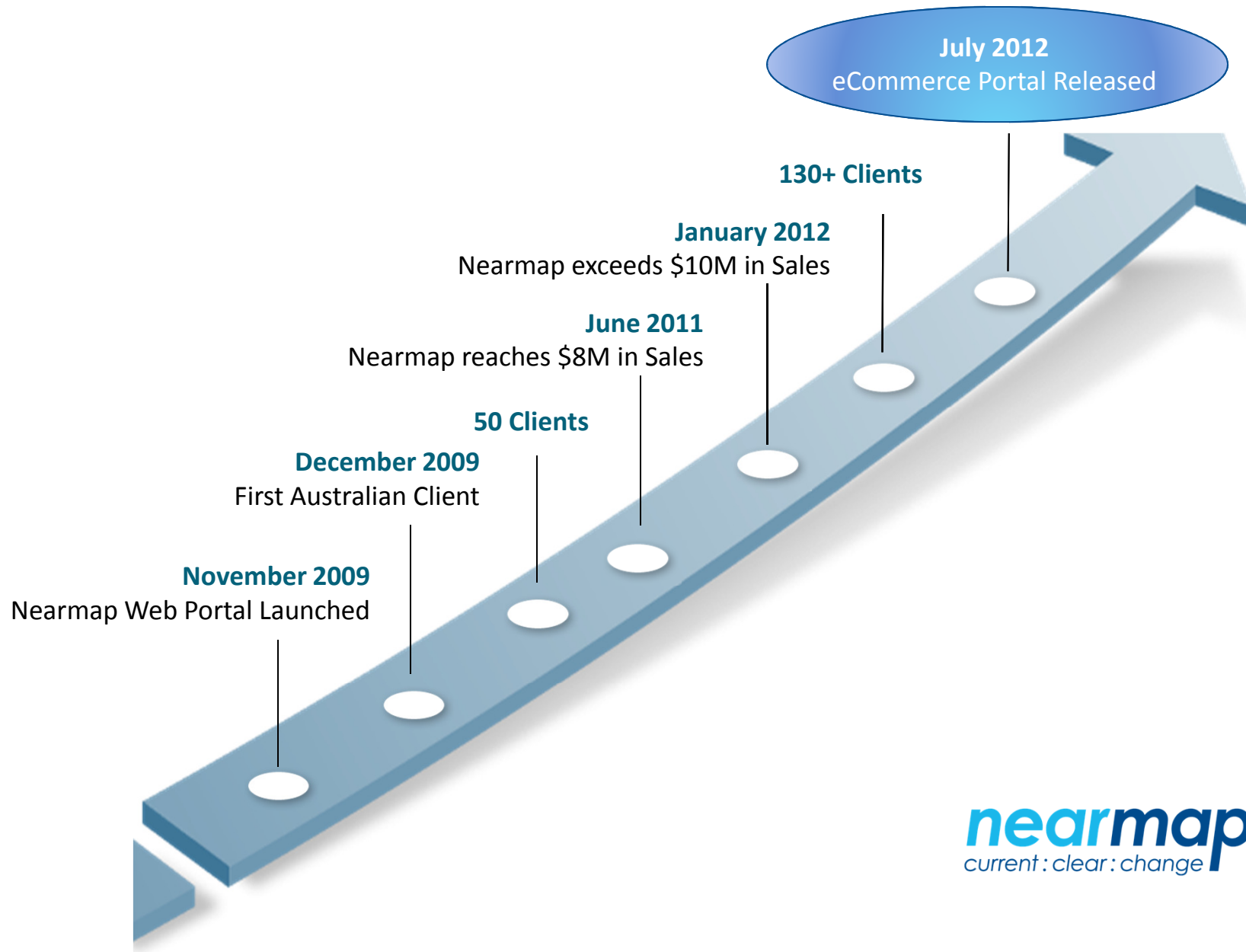
ipernica	ASX:IPR
Market cap	\$17.8m
Shares on issue	323m
Major shareholders	Ross Norgard - 15.4% Stuart Nixon - 12.5%



nearmap.com – the growth engine

- High resolution photomaps covering 75% of the Australian population
- Revenue generated through licensing content to government agencies and the commercial sector
- Competitive advantage
 - Frequently updated photos
 - Terrain maps
 - High resolution

nearmap.com history



Growth foundations now in place

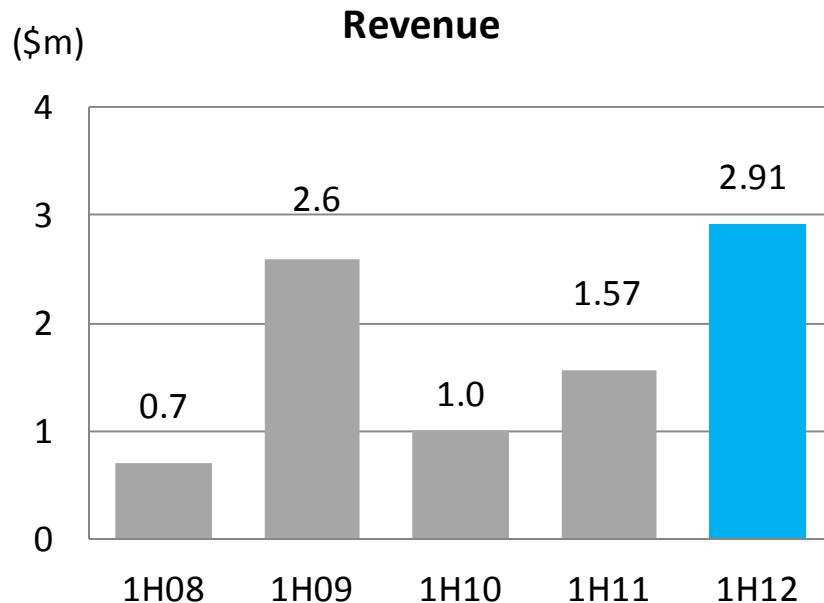
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Refocused growth strategy

Growing group revenues

\$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
 - Revenue of \$2.59m up 95%
- IP licensing performance reflects lumpy revenue profile and weak earnings visibility
 - Revenue of \$0.07m

Strong group balance sheet

The company continues to maintain a strong balance sheet with essentially no debt and \$7.5m cash (\$6.25m at 31 March 12)

\$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 group cash flows

\$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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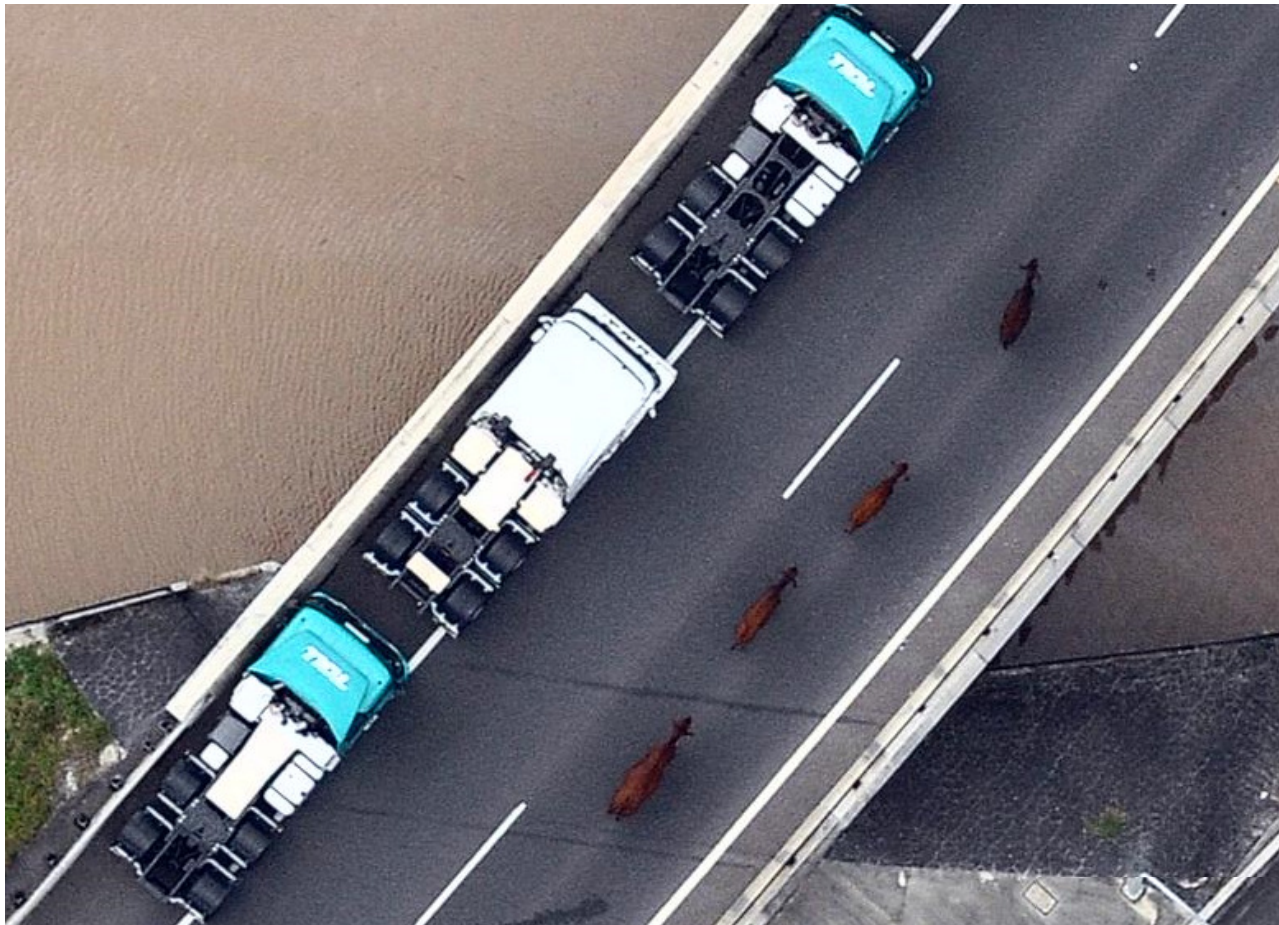
Refocused growth strategy

A complete solution

- ✓ **Currency** – Monthly and quarterly updates
- ✓ **Clarity** – Resolution to 3cm
- ✓ **Change** – Ability to regularly monitor change over time
- ✓ **Coverage** – 75% of Australia's populated areas
- ✓ **Distribution** – Online, stand alone or integrate
- ✓ **Multiple data types** – PhotoMaps, Obliques & Terrain

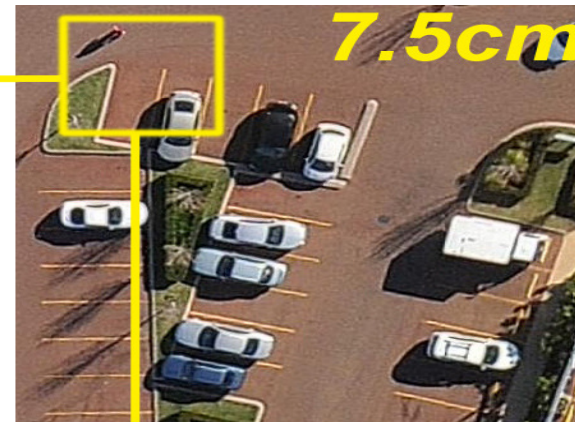
Currency

Online in 4 days



Clarity

Unrivalled clarity



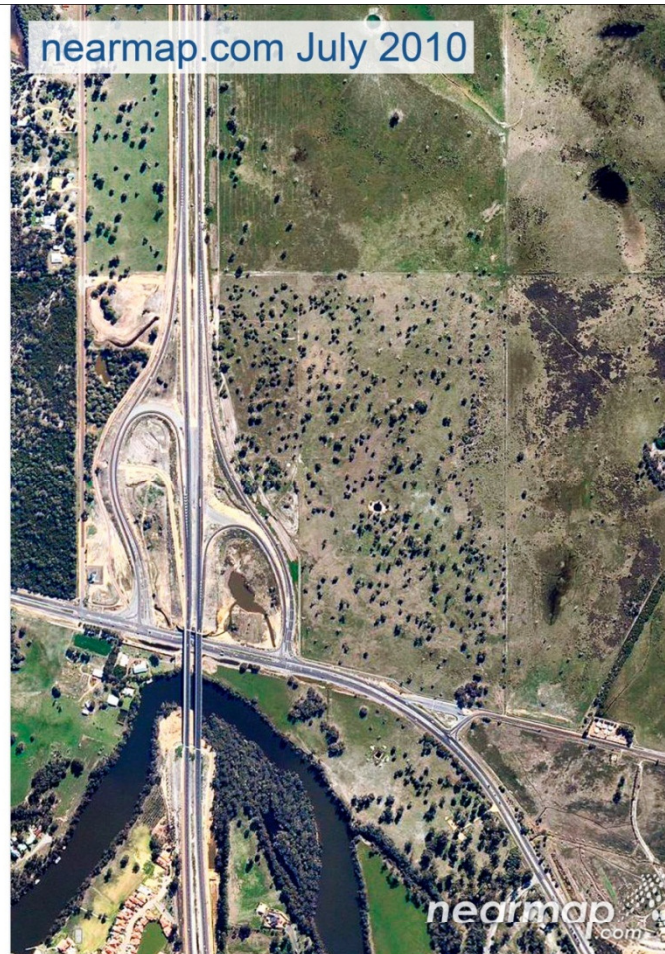
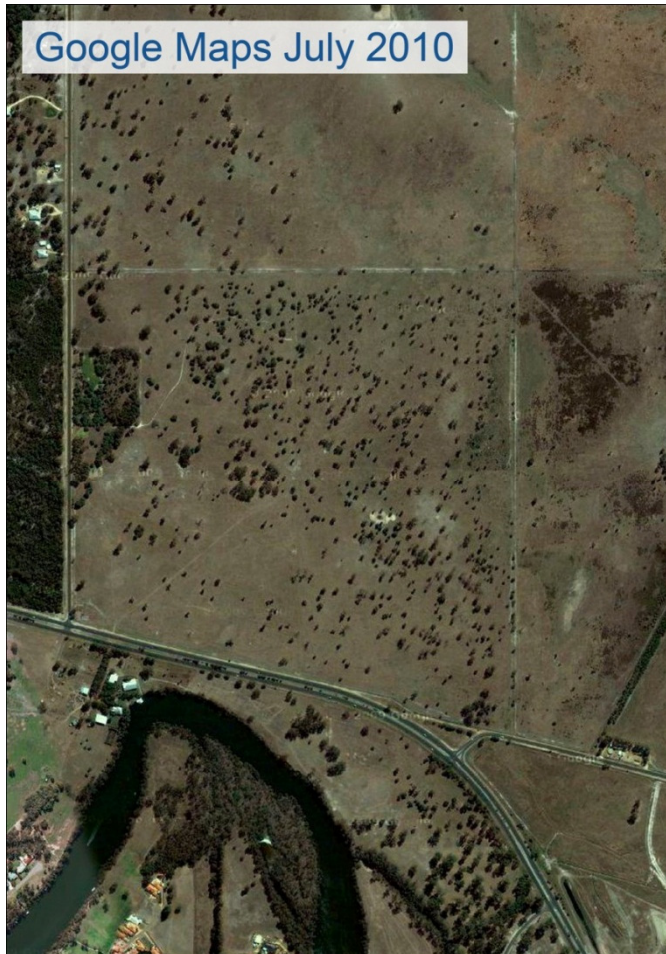
nearmap
current : clear : change

Change

**Track, monitor and manage environmental change
AND change over time**



Google Maps vs nearmap.com



nearmap
current : clear : change

Our Customers

Federal & State Government



Commercial



Local Governments



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

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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 positive in 2012
- Essentially no debt with \$6.25m cash (31 March 12)

Refocused strategy around nearmap.com as growth engine

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

We've Only Just Started

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

Appendix

Currency

2012 St George Flood Coverage

Captured at the peak of the floods on 7th February, Processed (mosaiced, colour balanced, rectified) & Published

All in 4 days

Currency – Online in 4 days



Currency

NearMap Aerial Imagery

VS

Google Satellite Images

Kennedy St., Kingston, ACT





kennedy st, kingston, canberra



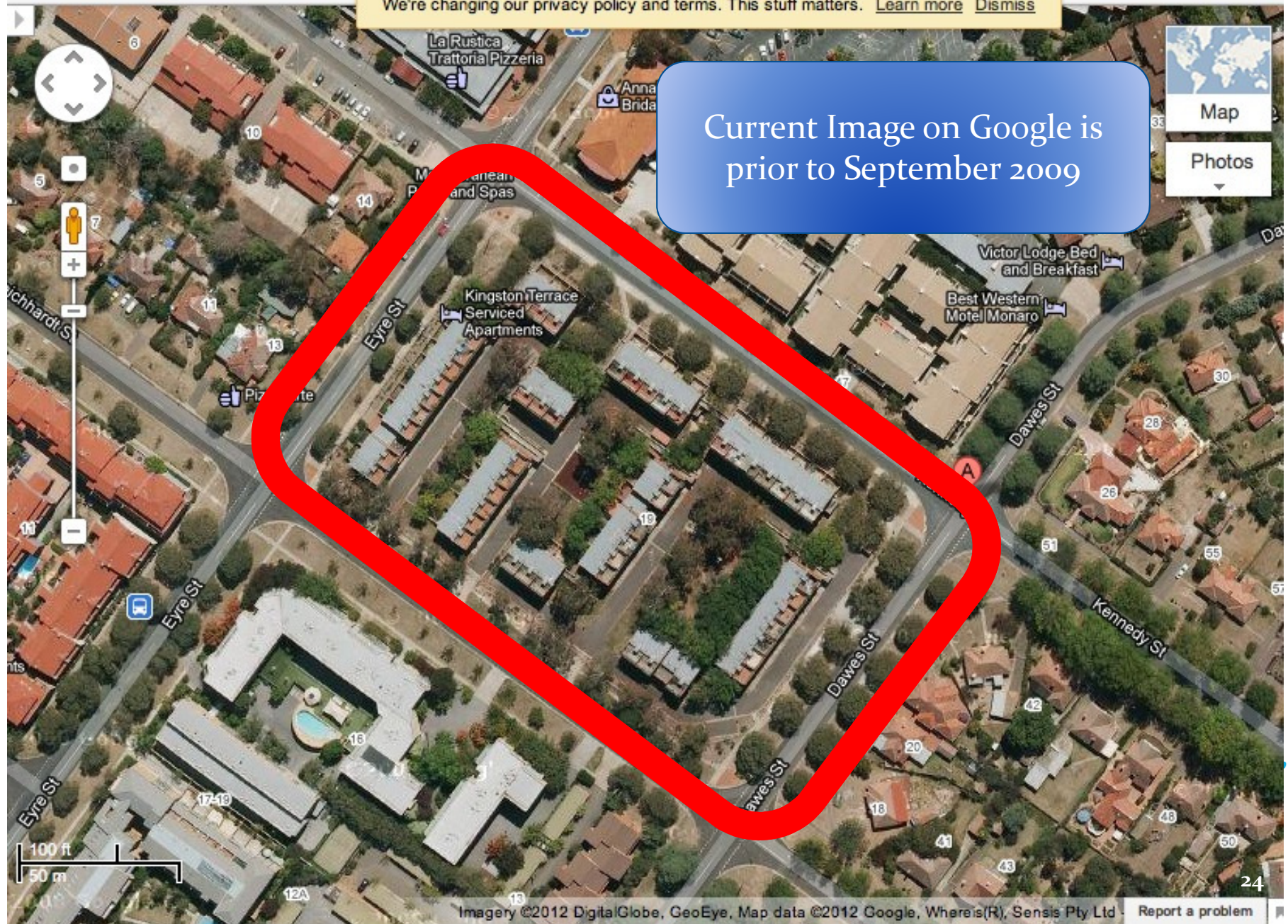
We're changing our privacy policy and terms. This stuff matters. [Learn more](#) [Dismiss](#)



Map

Photos

Current Image on Google is
prior to September 2009





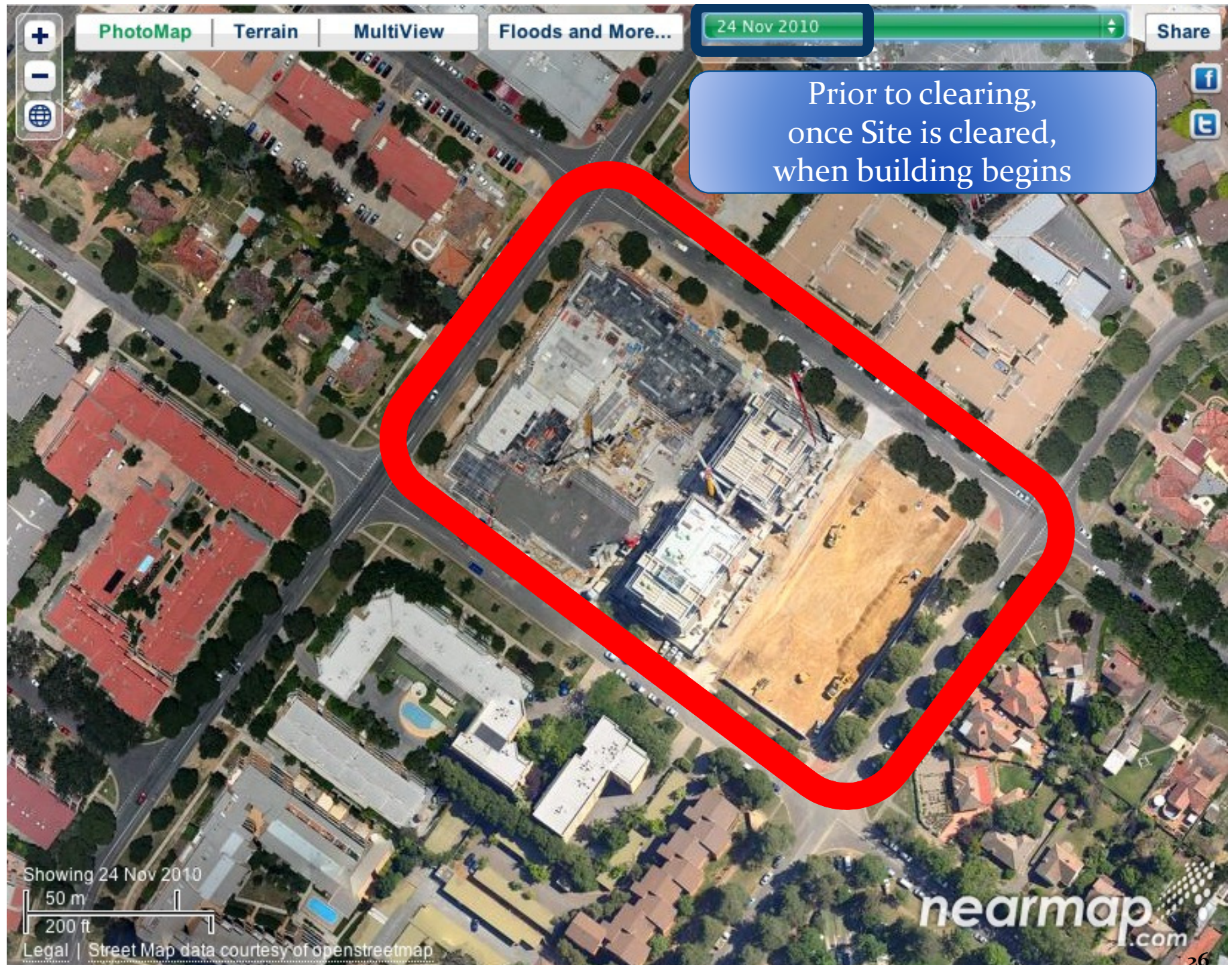
nearmap captured the site 6
times during 2010 / 11

Showing 19 Jan 2010

50 m
200 ft

Legal | Street Map data courtesy of openstreetmap

nearmap.com



Prior to clearing,
once Site is cleared,
when building begins

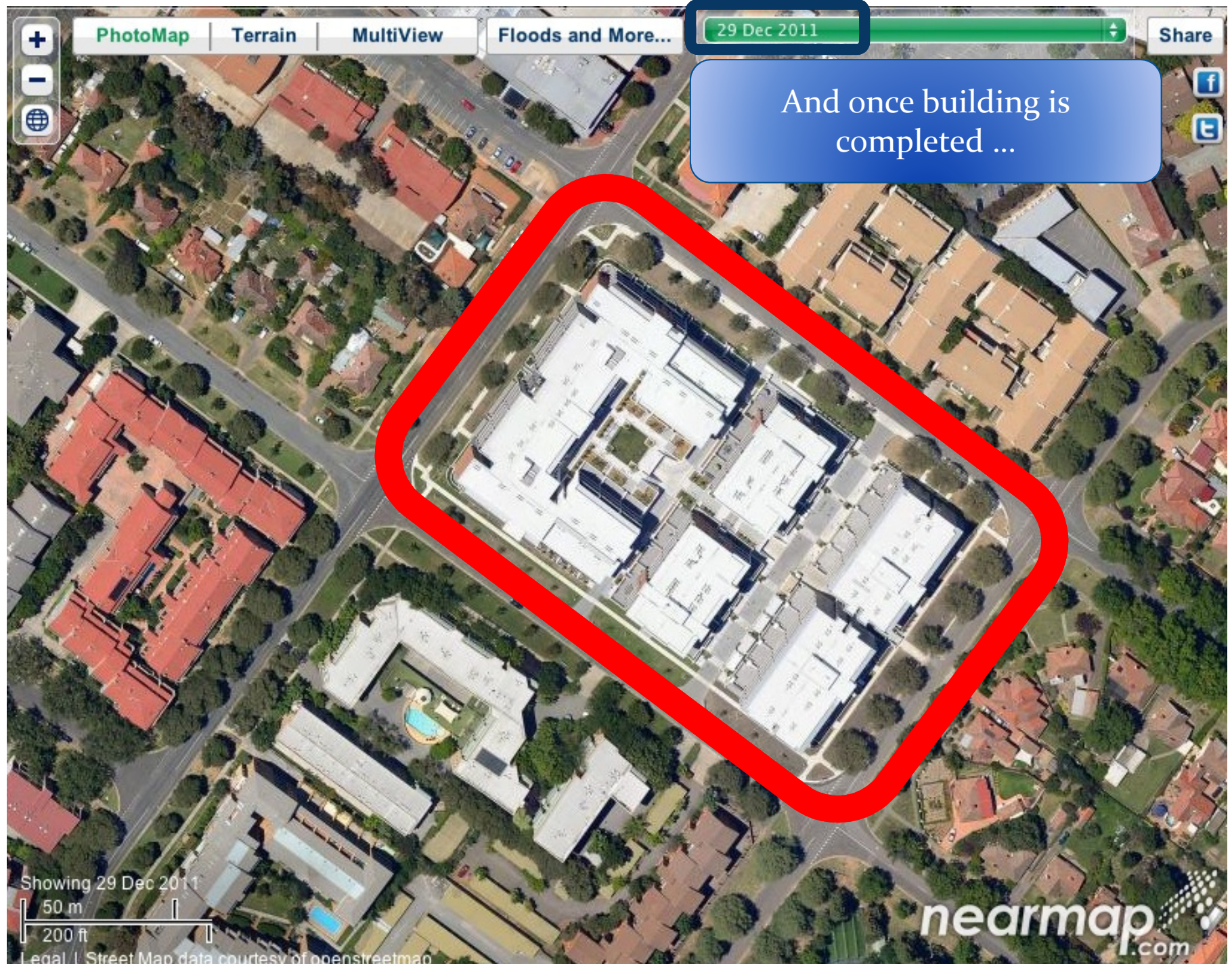
Showing 24 Nov 2010

50 m

200 ft

Legal | Street Map data courtesy of openstreetmap

nearmap.com



Clarity

Typically we capture at 7.5 and 10cm
3cm resolution in Perth shows unrivalled
clarity.



Showing 24 Aug 2011



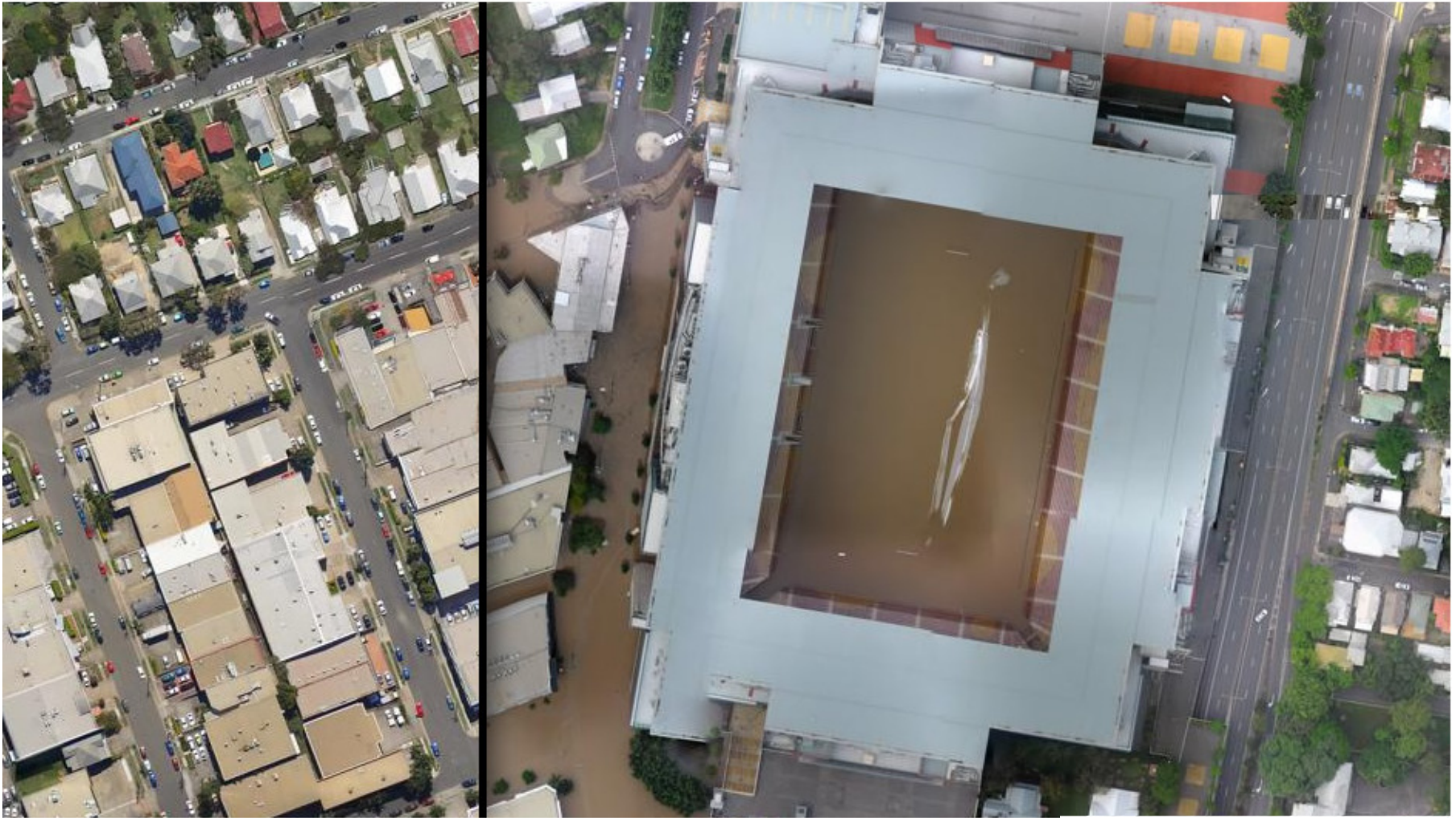
Legal | Street Map data courtesy of openstreetmap

nearmap
com

Change

Gain the ability to track, monitor & manage
environmental change AND
change over time.

Changing Environment – Flood



Changing Environment – Flood



Change Over Time - Sydney



November 2009

Change Over Time - Sydney



April 2010

Change Over Time - Sydney



December 2010

Change Over Time - Sydney



June 2011

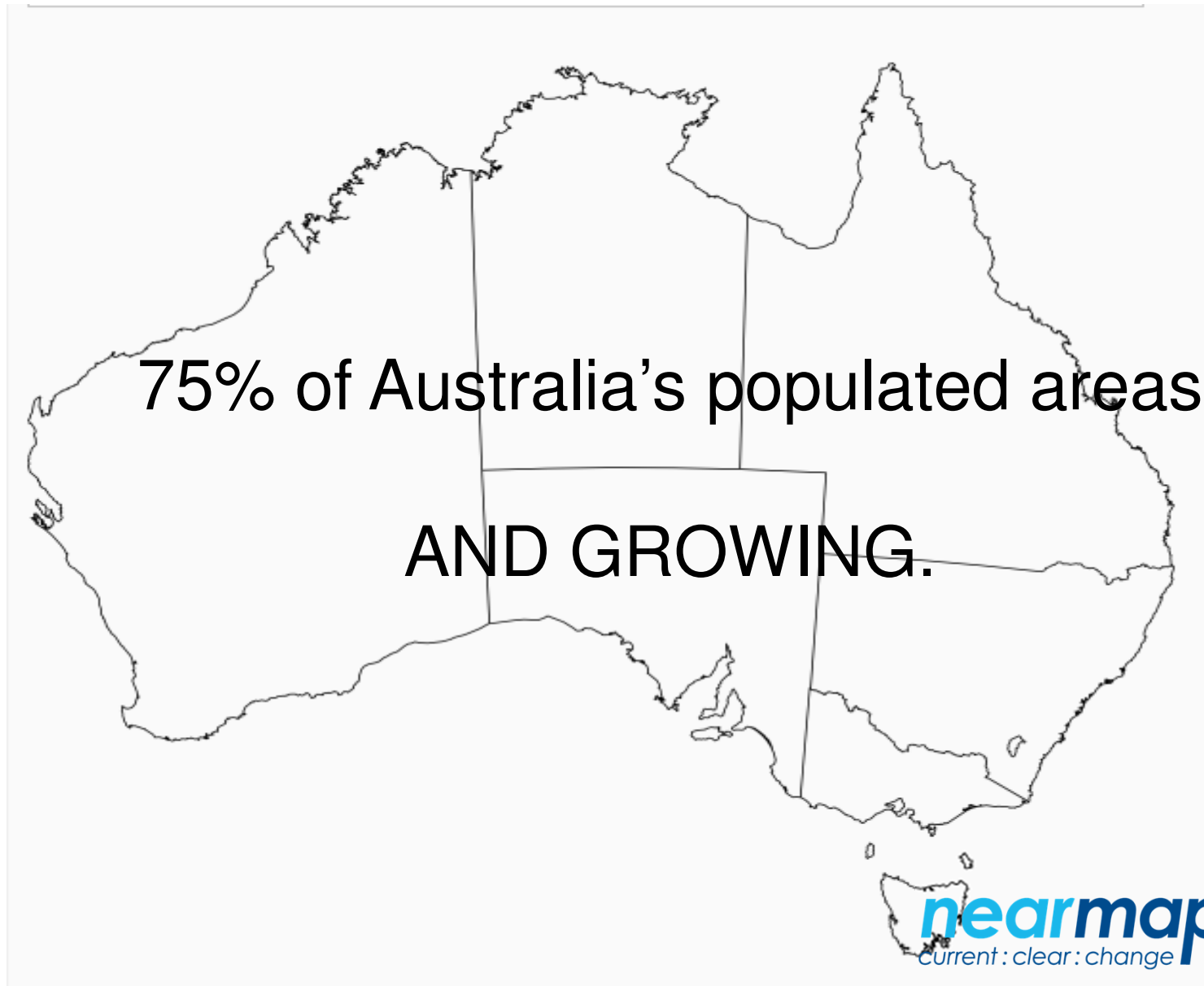
nearmap
current : clear : change

Change Over Time - Sydney



October 2011

Coverage



Distribution

- Web application
- Connect to NearMap server (WMS)
- Download Licenced Area

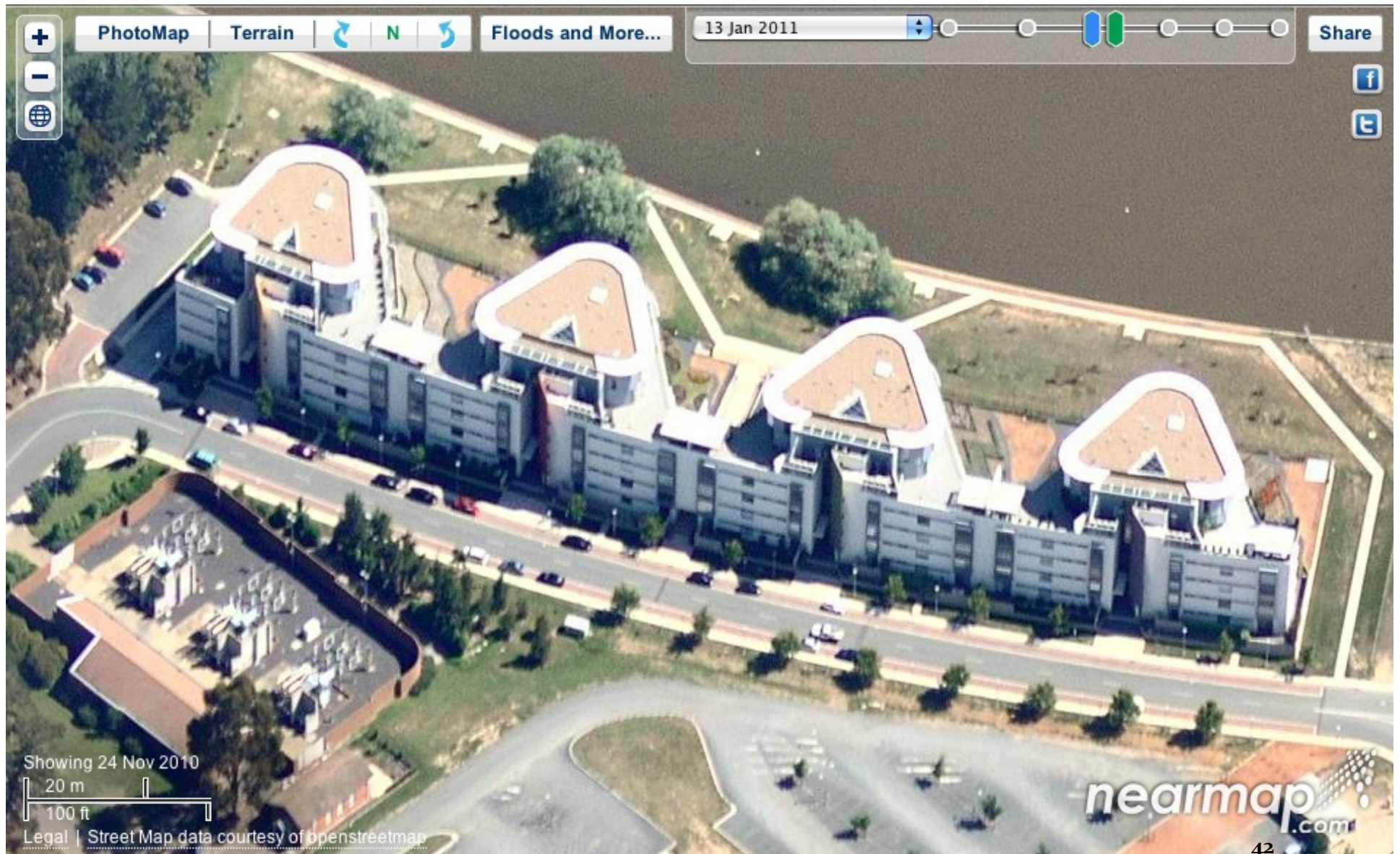
Multiple Data Types

- PhotoMaps (verticals)
- MultiView (obliques looking N,E,S,W)
- Terrain (topography)

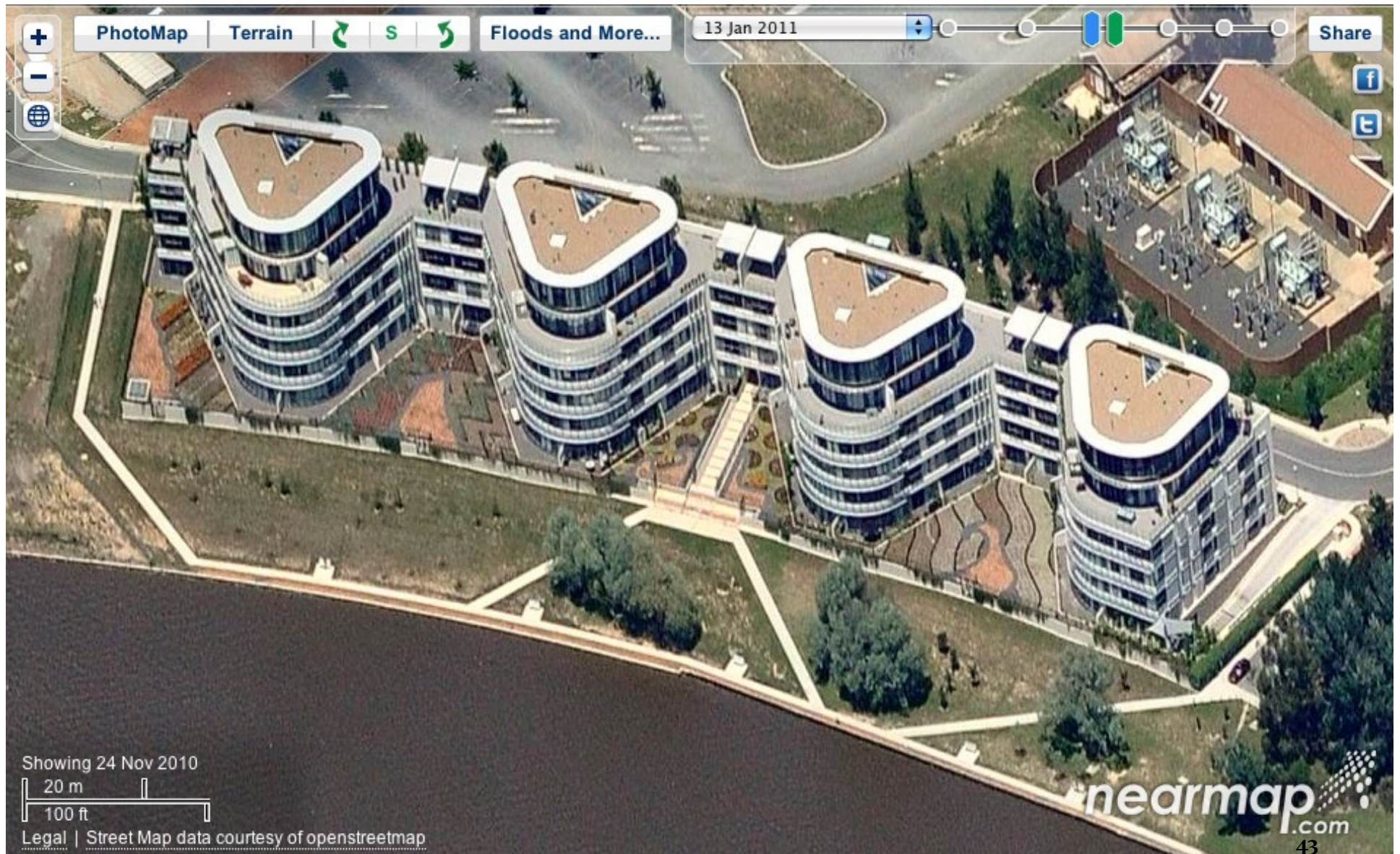
Multiple Data Types – PhotoMap



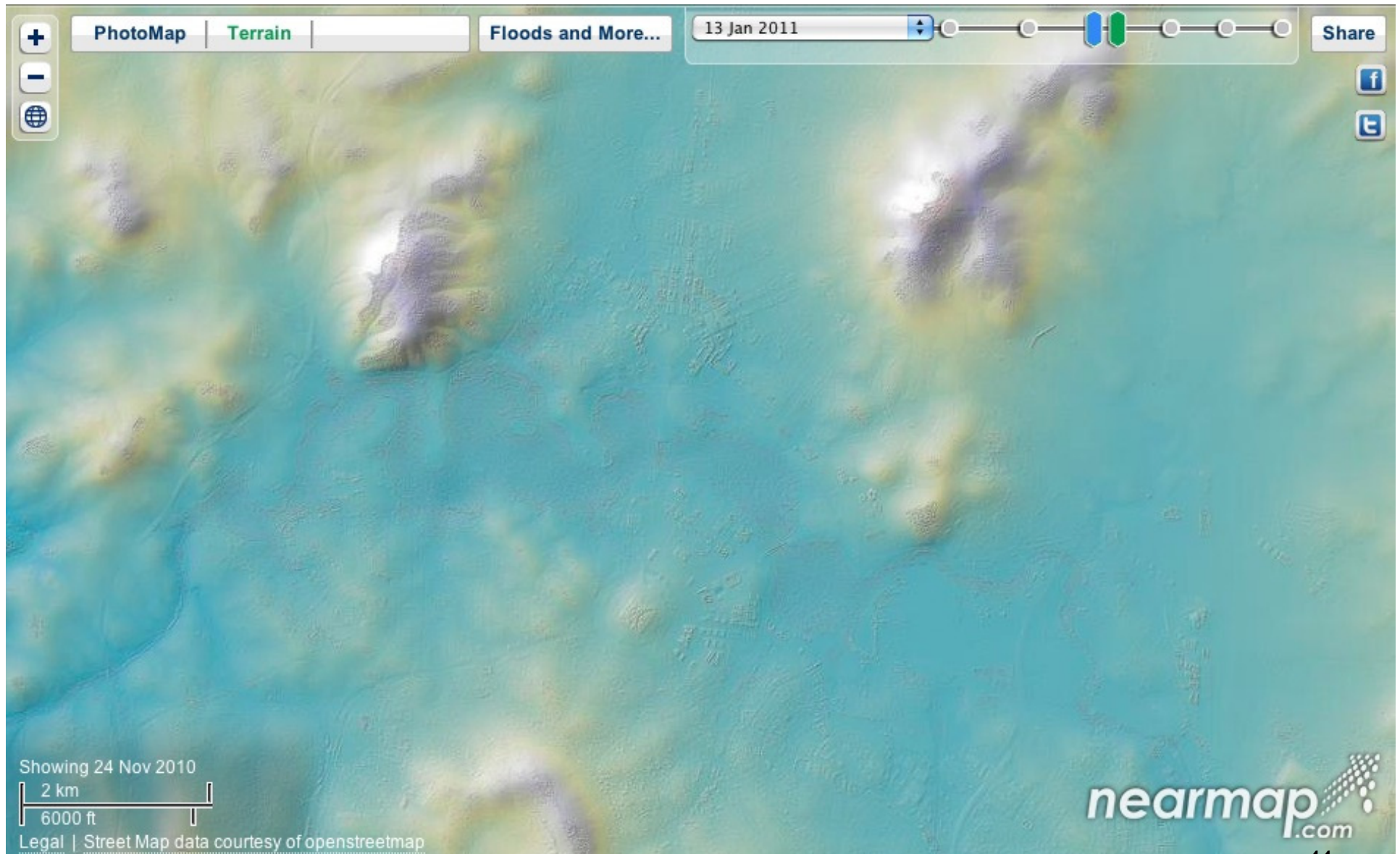
Multiple Data Types – MultiView



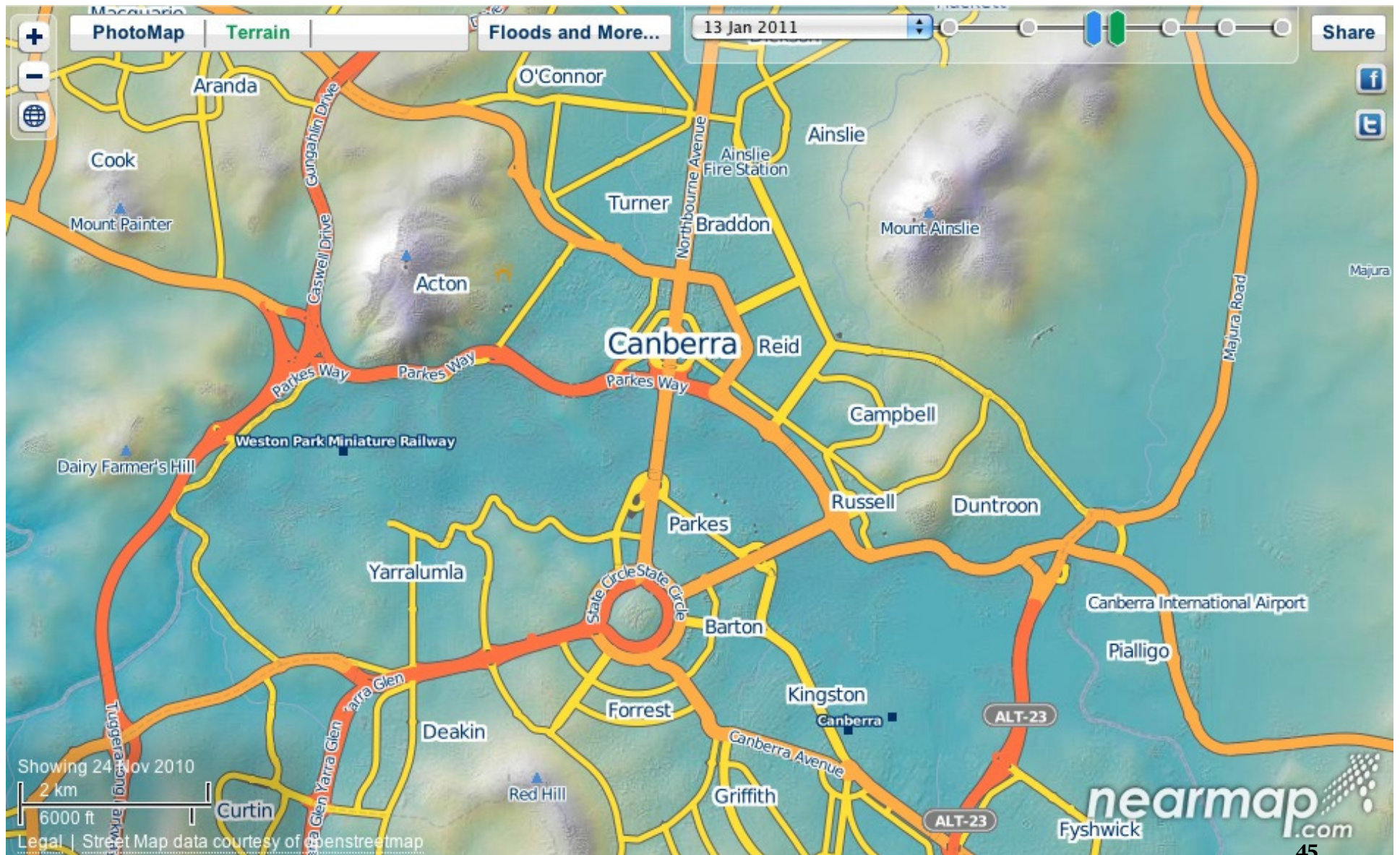
Multiple Data Types – MultiView



Multiple Data Types – Terrain



Multiple Data Types – Terrain



Disclaimer

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