

ASX Announcement

3 July 2012

ipernica Ltd

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Postal Address:

Postal Address: P O Box 1327, West
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Australian Securities Exchange:

Code: IPR

Board of Directors:

Non-executive Chairman:

Ross Norgard

Managing Director:

Simon Crowther

Non-executive Directors:

Rob Newman

Cliff Rosenberg

Senior Management:

Director of Finance:

Mark Maitland

VP Licensing & General Counsel:

Jonathan Lawe Davies

Capital Structure:

Fully-Paid Shares on Issue:

323.1 million

Options over Unissued Shares

3.36 million @ 16c

6.75 million @ 20c

10.11 million

Cash Reserves:

A\$6.25M as at 31 Mar 2012

IPERNICA BOARD CHANGES

Perth, Western Australia – ipernica Ltd (ASX: IPR) is pleased to announce that Cliff Rosenberg has transitioned from the Advisory Board onto the main Board as a Non-executive Director effective 3 July 2012.

In addition, Karl-Christian Agerup has resigned from the board.

Rosenberg has extensive digital media experience, having held senior positions at high profile online media and telecommunication companies. His addition to the Board reflects the realigned strategic focus of the Company towards nearmap, and the attractive growth opportunities available for the business.

Rosenberg is Managing Director ANZ and Southeast Asia at LinkedIn, where he has taken an active role in the expansion of LinkedIn across the SE Asia region. He is also a Non-Executive Director at online restaurant booking and review site, Dimmi, and Chairman at Sound Alliance, one of the largest independent online publishers in Australia.

Previously Rosenberg was Managing Director at Yahoo! Australia and New Zealand, Managing Director iTouch Australia and New Zealand and Head of Corporate Strategy and General Manager Wireless Internet at Vodafone Australasia.

Commenting on the new Director appointment, ipernica's Chairman Mr Ross Norgard said that the Board was delighted that Mr Rosenberg had agreed to join the main board given the realigned strategic focus of the business towards nearmap.

"Mr Rosenberg's experience strengthens the board at an exciting time for the Company. nearmap has a clearly defined business model and we are very pleased with the early stages of its commercialisation. Cliff's strong track record in the online space combined with significant international experience across multiple digital platforms significantly strengthens the Board as we continue to grow nearmap.

"I would also like to thank Mr Agerup for his service to ipernica. His contribution during the transformational phase the business has been progressing through has been invaluable. Having previously lived in Perth, but now residing in Norway,

both the Board and Mr Agerup agreed that the geographic distance made his board participation more difficult,” added Mr Norgard.

Following the transition of Mr Rosenberg to the main Board, nearmap has also decided to wind down the Advisory Board effective 31 July 2012. Mr Norgard thanked Mr Langsford, Mr Antulov and Mr McGrath for their contribution to nearmap. “The Advisory Board has contributed substantially to the formulation of the strategy and direction of the nearmap business during this transformational period” Mr Norgard said.

An Appendix 3X “Director’s Initial Interest Notice” from Mr Rosenberg and an Appendix 3Z “Final Director’s Interest Notice” from Mr Agerup will follow.

For further information please contact:

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ABOUT NEARMAP.COM

nearmap.com is an innovative online photomap content provider that creates and serves high quality, current and changing photomaps. The Company’s breakthrough technology enables photomaps to be updated much more frequently than other providers. With more than 75% of Australia’s population covered regularly, nearmap.com is changing the way Australian governments, companies and communities see their world.



ABOUT IPERNICA

ipernica ltd (ASX: IPR) is a digital content and technology commercialisation group with two major lines of business:

- nearmap.com
- Intellectual Property ("IP") Licensing: the licensing of intellectual property rights on an international basis.

Further information can be found at www.ipernica.com