

ASX Announcement

4 October 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

Capital Structure:

Fully-Paid Shares on Issue:

323.1 million

Options over Unissued Shares

4.80 million @ 20c

Cash Reserves:

A\$5.35M as at 30 Jun 2012

GRANT OF OPTIONS - CLARIFICATION

Further to the announcement earlier today regarding the proposed grant of options, the company wishes to clarify the option pricing strategy detailed in the announcement. The exercise price of the options will be the greater of:

- 7.5 cents; and
- an amount calculated as 43% above the 5 Day VWAP prior to the date of the General Meeting at which shareholder approval will be sought.

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