

ASX Announcement

27 November 2012

ipernica Ltd

ABN 37 083 702 907

Head Office:

Street Address:
Level 6, 6 – 8 Underwood Street,
Sydney, NSW, 2000

Tel: +61 2 8076 0700

Fax: +61 2 8076 0701

Email: nearmap@nearmap.com

Postal Address:

Postal Address:
P O Box R1831,
Royal Exchange, NSW, 1225

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:

Ross Hawkey (CFO)

Paul Peterson (VP Engineering)

Andrew Murray (VP Product)

Capital Structure

Fully-Paid Shares on Issue:

323.1 million

Options over Unissued Shares

4.7 million @ 20c
14.0 million @ 7.5c

Cash Reserves:

\$5.18m at 30 September 2012

APPOINTMENT OF NEW CHIEF FINANCIAL OFFICER

[Sydney, New South Wales] – ipernica limited (ASX: IPR) is pleased to announce the appointment of Ross Hawkey as Chief Financial Officer.

Ross is an experienced financial professional with 26 years' experience working for small and large companies across various industry sectors. He is a commercially astute management professional with extensive business experience in the information technology sector, and has established and grown businesses from the early stage of their life cycles.

Ross was most recently the Chief Financial Officer of DataDot Technology Limited. His prior roles have included being Chief Financial Officer and Chief Information Officer of Mission Australia, and Chief Financial Officer of Bravura Solutions Limited.

Commenting on his appointment as Chief Financial Officer, Ross said "Having been a nearmap subscriber for some time, I am delighted to be able to join the company and be part of the senior executive team that will lead the company through its next exciting phase of growth. I am looking forward to being a partner in the business and know what it is like to grow a relatively new business like nearmap whose ambition is to expand locally and offshore."

The Company advises that Mark Maitland has resigned after having been Chief Financial Officer of ipernica and nearmap for the past three years. Following the relocation of the Company's head office from Perth to Sydney, Mark has decided to pursue other opportunities in Perth.

The Company's Managing Director, Simon Crowther thanked Mark for his dedication and substantial commitment over the past three years, and wished him well with his future endeavours. "Mark has been a key member of the management team both at nearmap and at the holding company level, that has seen the business successfully transition away from IP licensing and assertion towards nearmap and its growth platform," added Simon.

Commenting on Ross Hawkey's appointment, Simon said "The Board is delighted that Ross has accepted the role of Chief Financial Officer. With the Company having substantially evolved in a short space of time, Ross' extensive financial background and industry experience will nicely complement the senior executive team's existing skill set as we continue to progress the growth of nearmap."

For further information please contact:

Simon Crowther
Managing Director
T:+61-2 8076 0700
E: simon.crowther@nearmap.com

Investors

Ronn Bechler
T:+61-400 009 774
E: ronn.bechler@marketeye.com.au

Media

Amber Daines
T:+61-404 145 939
E: amber.daines@marketeye.com.au

ABOUT NEARMAP

nearmap 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 is changing the way Australian governments, companies and communities see their world.



Further information can be found at www.nearmap.com