

ASX Announcement 29 November 2012

CHANGE OF NAME AND REGISTERED OFFICE

[Sydney, New South Wales] – nearmap Itd (ASX: IPR/NEA) is pleased to announce that it has now formally changed its name from ipernica limited to nearmap Itd.

The company's name change follows the Annual General Meeting held on 20 November 2012 at which shareholders passed the resolution approving the change of company name. nearmap has reserved the ASX ticker code of NEA which will be updated by the ASX on Friday 30 November 2012.

The Company also advises that it has changed its Registered Office and contact details as follows:

Registered Office: Level 6, 6-8 Underwood Street

Sydney NSW 2000

Contact details

Postal Address: PO Box R 1831

Royal Exchange NSW 1225

Telephone: +61 2 8076 0700 Facsimile: +61 2 8076 0701

Email: nearmap@nearmap.com

ipernica Itd

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 / (NEA)

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

For further information please contact:

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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