



ASX Release

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nearmap strengthens its senior executive team with new VP of Sales

nearmap Ltd (ASX: NEA) is pleased to announce that the company has strengthened its senior executive team with the appointment of Jason Fitzgerald as Vice President of Sales.

Jason is an experienced sales and marketing director with over 20 years' of expertise in the automotive, digital media and technology industries in Australia and internationally. He has a successful track record of managing sales teams in early stage technology companies and fast growth businesses.

Jason has held a number of senior sales and marketing roles with the objective of growing top-line revenues. These include roles with Comcity (Australia), Certus IT (United Kingdom) and Paragon Internet Consulting (Australia). He was also the Asia Pacific Regional General Manager for JATO Dynamics.

With nearmap having recently relaunched its revamped nearmap.com website, and having successfully erected a paywall to generate subscription revenue, Jason brings the "large client" experience needed to further grow revenues in the government and commercial sectors.

Commenting on Jason's appointment, Chief Executive Simon Crowther said that Jason was an ideal addition to the senior executive team at a time when the company is only just starting to realise its potential.

"Having put in place the key fundamentals to drive sustainable profitable growth, nearmap is now ready to be scaled. In order to drive nearmap's next phase of growth, we are delighted to have been able to recruit a sales and marketing executive with Jason's calibre and track record.

"In his role as Vice President of Sales, Jason is responsible for achieving nearmap's revenue objectives that will drive the company into a cashflow positive position. His focus will be on monetising nearmap's unique spatial data proposition by securing profitable long term subscription agreements with SMEs, government and commercial organisations," added Simon.

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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

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