



## ASX release

23 September 2013

### NEARMAP STRENGTHENS ITS BOARD WITH APPOINTMENT OF RICHARD NOON

nearmap Ltd (ASX: NEA) is pleased to announce that it has appointed Richard Noon as a Non-executive Director, effective immediately. Richard is the former CEO and Director of Finance and Technology of Webjet, and has significant digital and international expansion experience.

During his eight years at Webjet, sales grew tenfold, profit before tax grew thirteen fold, and Webjet expanded into seven overseas markets. Webjet appeared in BRW's Fast 100 list four times and Deloitte's Technology Fast 50 list six times, as well as being first in Hitwise's Travel Agency category.

Richard has seasoned internet marketing skills having co-founded digital marketing agency Amplify in 2003. Amplify supplied strategic, search engine marketing and content services.

In his early career, Richard worked extensively in the travel industry, establishing a number of travel technology businesses that collectively won five Best Product and Service awards.

Commenting on Richard's appointment, nearmap Chairman Ross Norgard said:

"The nearmap Board is delighted that Richard has agreed to join us, and we are looking forward to his contribution. Richard has substantial experience and a successful track record building and growing digital businesses in Australia and then expanding into offshore markets.

"Having successfully relaunched the revamped [nearmap.com](http://nearmap.com) website towards the end of last year, we are now focused on growing our sector leading digital business delivering paid subscription services. Richard's strong experience with digital businesses will complement the Board's existing skill set and the company's focus on growing into new customer and product segments as well as assisting in exploring offshore opportunities."

An Appendix 3X "Director's Initial Interest Notice" for Mr. Noon follows. Subject to shareholder approval, the Board has agreed to grant Mr Noon 2,000,000 options, each having an exercise price that is 143% of the five day volume weighted average price of the Company's shares prior to the date of issue, with half to vest 12 months and the remainder to vest 24 months from date of issue; expiring 48 months from the date of issue.

#### About nearmap

nearmap is an innovative online PhotoMap™ content provider that creates and serves high quality, current and changing maps. The Company's breakthrough technology enables our maps 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 businesses government use our maps to manage their projects and planning.

#### Further Information

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