



Investor roadshow
October 2013



Business successfully transformed

FY13: growth across all key metrics

FY14: growth continuing

Substantial market opportunities

Well placed to continue growing



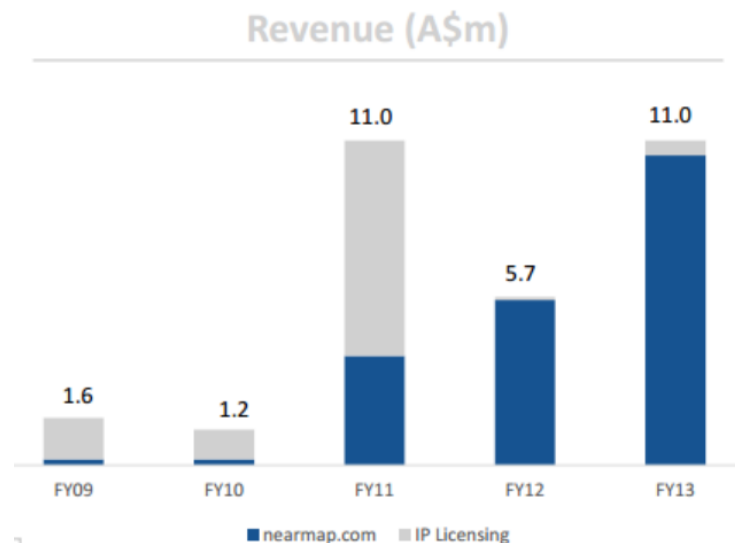
Business successfully transformed

Group restructured	• Focused 100% on nearmap – launched new nearmap.com site • Closed IP assertion business – no remnants left • Relocated corporate head office to Sydney
Expanding customer base	• New subscription customers across commercial, local and state government sectors • Enhancing product features and launching new subscription plans to enhance appeal to broader group of users
Outsourced data storage	• Successfully outsourced data storage to Amazon Web Services, providing scalability and operational savings
Grown IP portfolio	• Received aerial mapping system patent from the US Patent Office in July 2013
Growth achieved	• Strong growth in FY13 revenue, earnings and cashflows • Strong balance sheet – no debt and growing cash balance

FY13: growth across all key metrics

\$m	FY13	FY12
Total income	12.8	6.1
Revenue	11.0	5.7
EBITDA*	1.0	(5.6)
Net loss after tax	(1.0)	(10.4)
Earning per share	(0.3)c	(3.2)c
EBITDA Margin^	9%	(98)%

- Results only include 7 months of nearmap.com's new subscription revenues
- Margin increase reflects scalable nature of business model



- nearmap.com driving revenue growth:
 - Revenues up 93% to \$11.0m
 - 95% of FY13 revenue generated by nearmap
- IP Licensing business now closed

FY13: growing cash balance

\$m	FY13	FY12
Cash	13.4	5.4
Other current assets	3.0	4.5
Total assets	22.7	20.1
Unearned income*	10.1	5.0
Other current liabilities	1.6	3.4
Total liabilities	11.7	8.4
Equity	11.0	11.7

- 110% growth in unearned income to \$10.1m reflects increase in subscriber base
- No debt

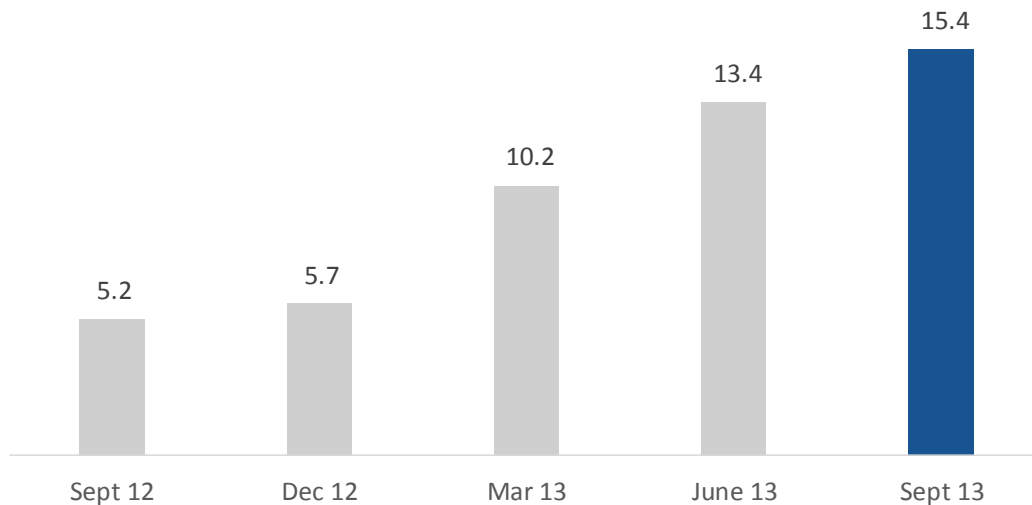
*Unearned income represents invoiced sales to be recognised as accounting revenue in future periods

\$m	FY13	FY12
Net operating cashflows	8.1	(3.1)
Investing cashflows	(0.1)	(2.6)
Financing cashflows	-	(0.1)
Net increase (decrease) in cash	8.0	(5.8)
Cash at end of year	13.4	5.4

- Operating cash inflow of \$8.1m
 - nearmap.com became cashflow positive during Q2 FY13
 - improved cash flows reflect increased cash receipts, and tight working capital management

FY14: growth continues

Cash balance at quarter end



- Four consecutive quarters of positive cashflows drove growth in cash balance to \$15.4m @ 30 Sep 2013
- Cash receipts from customers in 1Q14 were up 77% to \$4.6m (1Q13: \$2.6m)
- Net cash inflow in 1Q14 of \$2.1m (1Q13: net outflow of \$0.2m)

Substantial market opportunities

Results of a recently completed market sizing exercise

- 1 million – the number of Australian businesses that make up the total addressable market
- 67k – the number of businesses that are considered as nearmap's target market
- 6 key industries
 - Architects & Engineering
 - Construction
 - Insurance
 - Roofers & Solar Panel installers
 - Real Estate Professionals
 - Government
- Current penetration rate of these target markets is still low

The foundations for growth are in place

The new site was launched at end of November 2012

- Users previously accessing content free of charge now required to pay a fee
- Refocused growth strategy centred around:
 - monetising nearmap's high quality, current and changing PhotoMap™ content
 - generating growing recurring subscription revenues
- Continued high renewal rate of existing “paid” customers following introduction of the new site
- New government and commercial customers as well as SMEs (new market for nearmap) signed up

Well placed to continue growing

Building and broadening Australian customer base

- Further building presence in Enterprise (government and corporate) market
- Increasing demand from SME market
- Enhanced engagement with key industry segments – data rich verticals
- Entry into casual business user market

Enhancing product offering

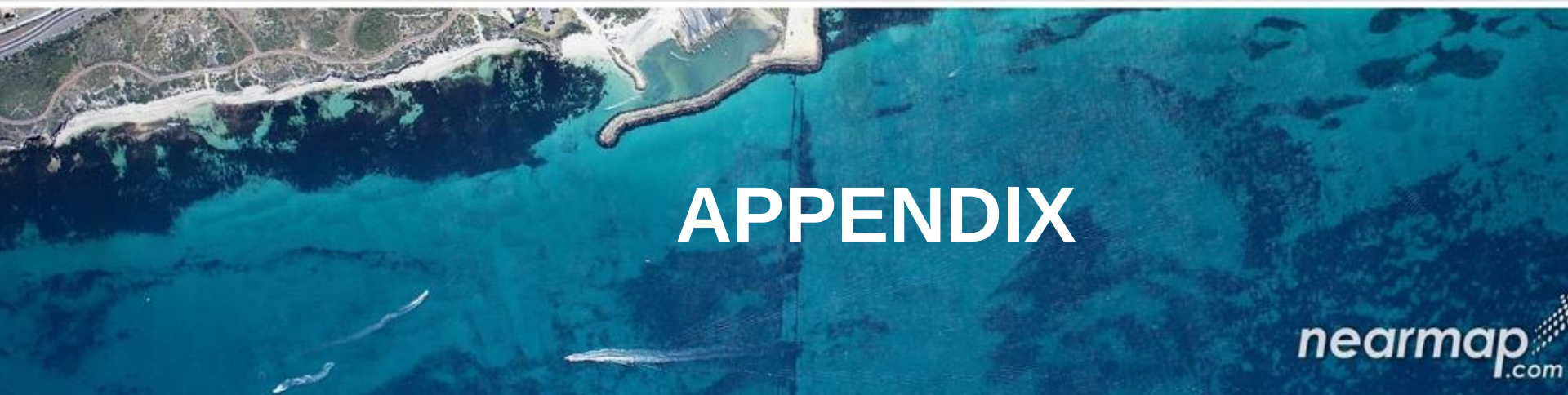
- Introduction of new subscription plans to cater for new and existing customers
- Further monetisation opportunities that leverage nearmap's unique geospatial mapping content

Offshore markets

- Evaluating global opportunities



Q & A



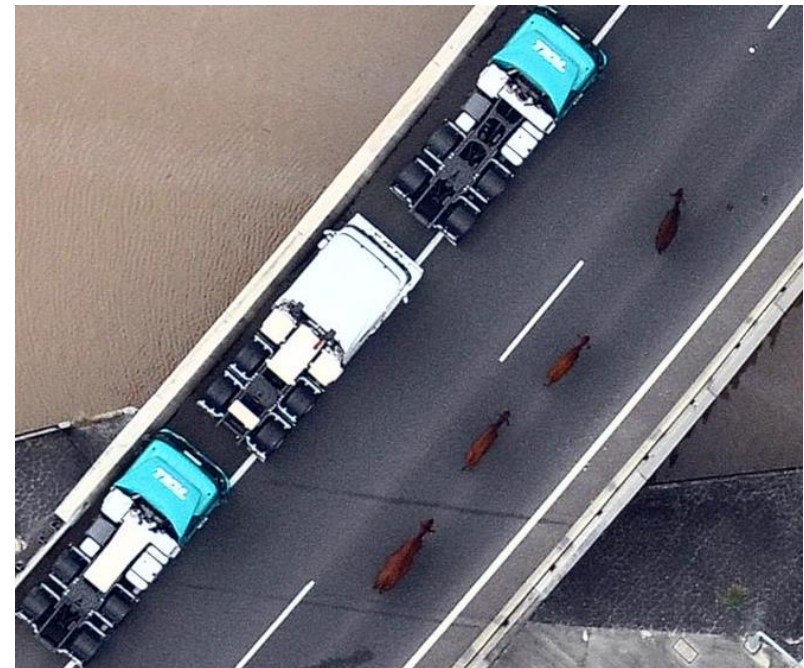
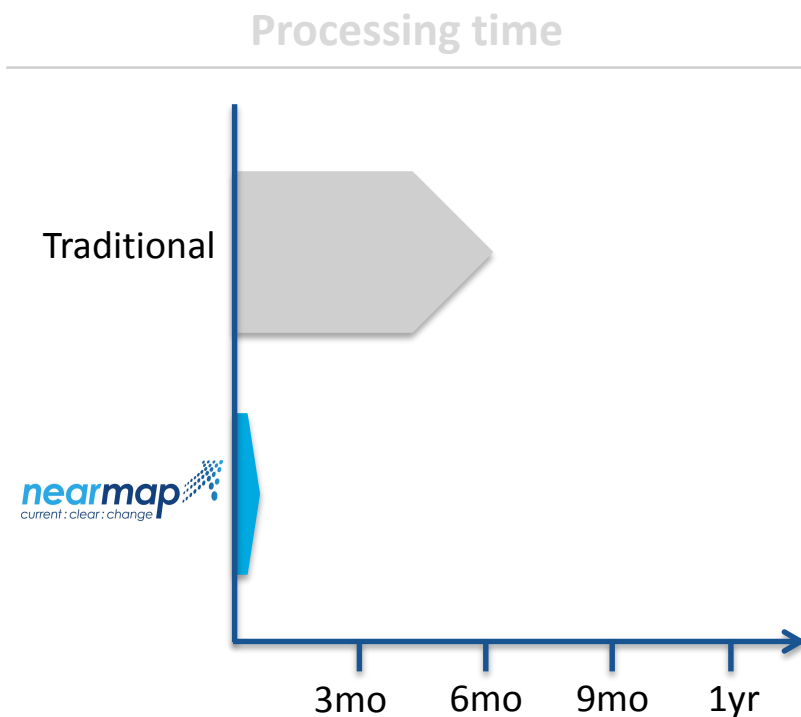
APPENDIX

A complete solution

- ✓ **Current** – Regular updates, quarterly updates
- ✓ **Clear** - Resolution to 1cm
- ✓ **Change** - Ability to regularly monitor change over time
- ✓ **Coverage** - 85% of Australia's populated areas
- ✓ **Multiple data types** - PhotoMaps™, Obliques & Terrain

Current

Images delivered within days, rather than months after flying



Brisbane floods – nearmap was the only company to capture the flooded areas and publish within days

Clear

- Breakthrough imaging technology
- High resolution allows decision making

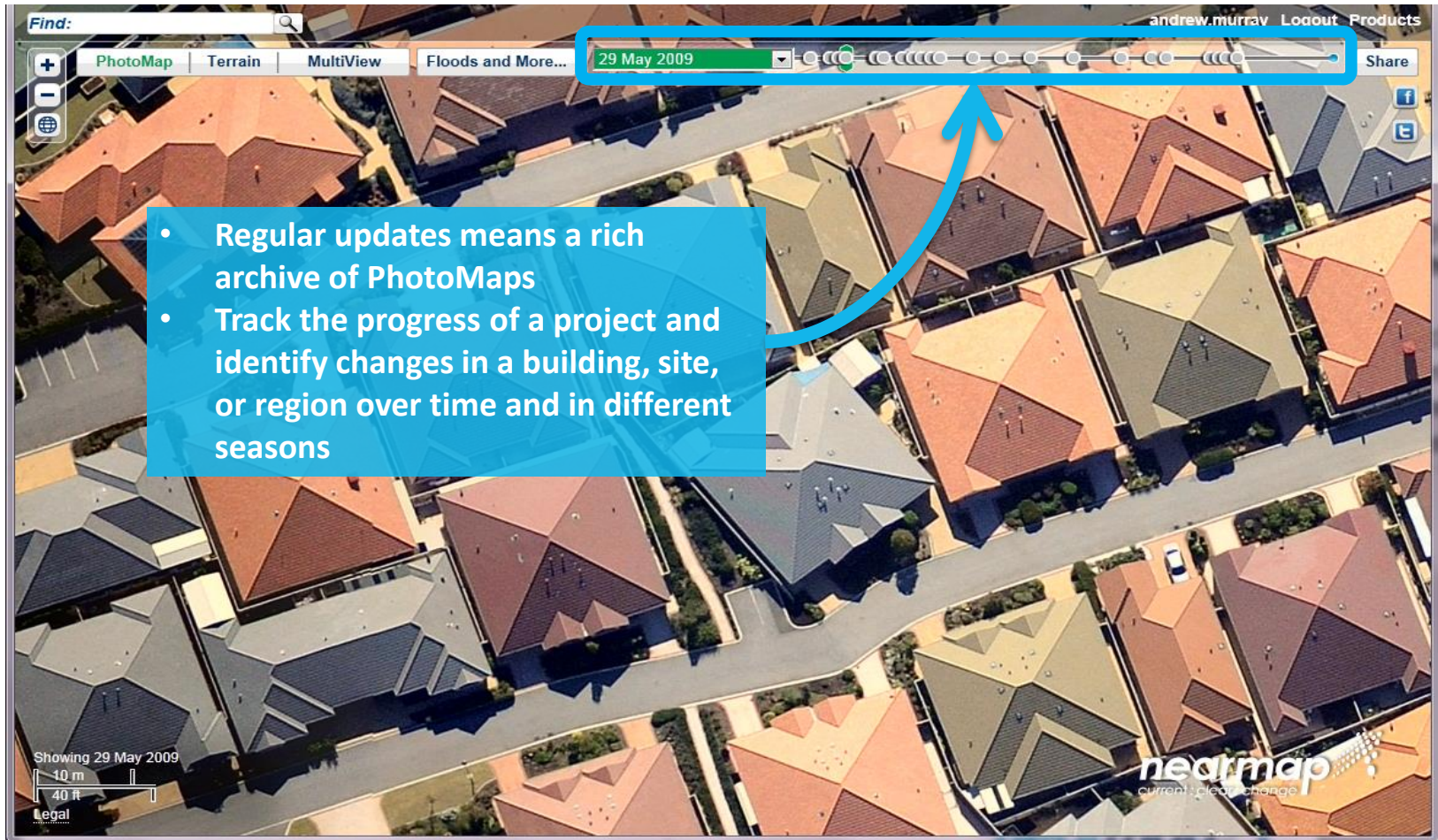


Accurate measurements

- Measuring the area of a roof or site
- Determining the space available for equipment
- Determining the ideal placement of components on roof designs
- Determining the ideal location for buildings, pathways, or building extensions
- Planning access routes for vehicles and heavy equipment



Change



The screenshot displays the Nearmap web application interface. At the top, there is a search bar labeled 'Find:' and a navigation menu with options: 'PhotoMap', 'Terrain', 'MultiView', and 'Floods and More...'. A timeline slider is visible, showing a sequence of dates from '29 May 2009' to the present, with a blue arrow pointing to a specific date. The main map area shows an aerial view of a residential neighborhood with various roof colors. A blue text box is overlaid on the map, containing two bullet points. In the bottom left corner, there is a scale bar indicating '10 m' and '40 ft', and the text 'Showing 29 May 2009'. The Nearmap logo is in the bottom right corner, with the tagline 'current : clear : change'.

- Regular updates means a rich archive of PhotoMaps
- Track the progress of a project and identify changes in a building, site, or region over time and in different seasons

Change

Track and compare changes over time

Stadium construction over time



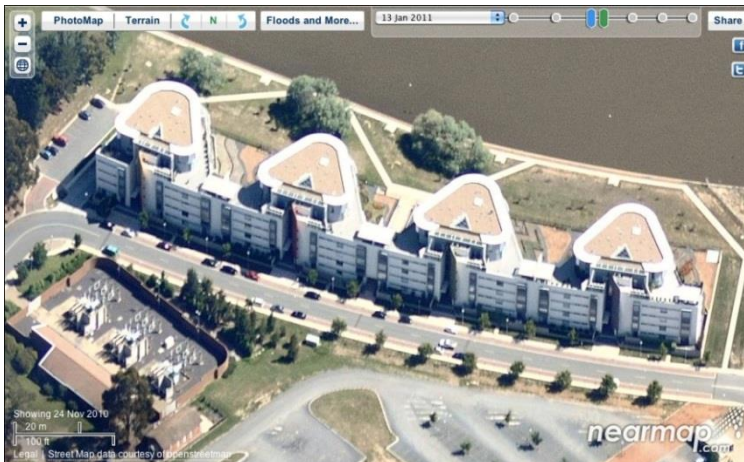
- nearmap's TimeView feature provides timely and vital insight into changes that are constantly occurring. Use TimeView to easily compare site and environment changes over time

Multiple data types

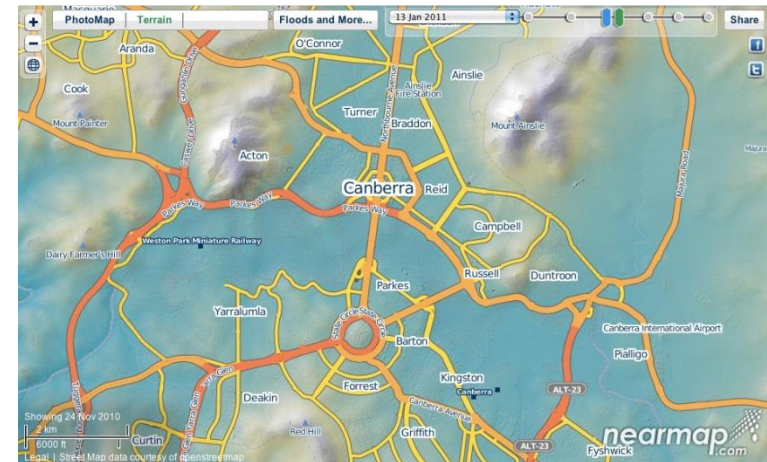
PhotoMaps™



Obliques

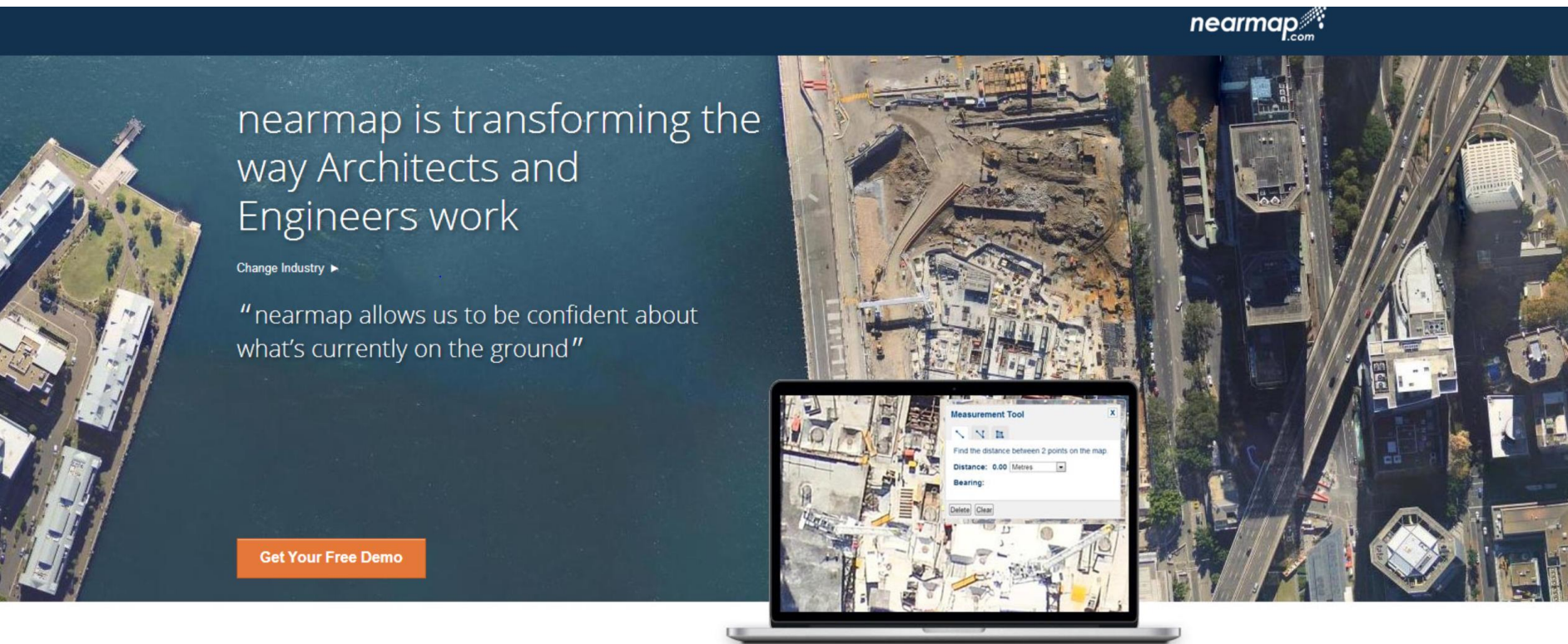


Terrain



Industry specific landing pages

Architects and Engineers



nearmap is transforming the way Architects and Engineers work

Change Industry ▶

"nearmap allows us to be confident about what's currently on the ground"

Get Your Free Demo

nearmap.com

Measurement Tool

Find the distance between 2 points on the map

Distance: 0.00 Metres

Bearing:

Delete Clear

Architects and Engineers use nearmap

Plan and design using detailed and up-to-date site imagery

- Inspect sites from the desktop
- Avoid unproductive travelling time
- Communicate visually with clients

Measure lengths and areas accurately

- Plan and design using detailed and up-to-date site imagery
- Measure lengths and areas accurately
- Inspect hard-to-reach parts of site
- Visualise surrounding environment

Provide quicker turnaround on quotes and avoid unproductive travel time

- Track project progress over time
- Monitor changes in site environment

Integrate with GIS applications

- Provide quicker turnaround on quotes

Industry specific landing pages

Construction Professionals

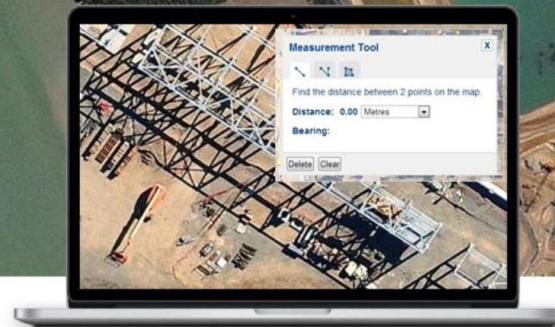
nearmap.com

nearmap is transforming the way Construction Professionals work

Change Industry ▶

"Using nearmap to check site dimensions and layout means I avoid costly site visits and can prevent cost blowouts"

Get a Quote



Construction professionals use nearmap

Improve efficiency

- Inspect sites from the desktop
- Avoid unproductive travelling time
- Plan site access
- Communicate visually with clients and contractors

Obtain accurate site information

- Plan and design using detailed and up-to-date site imagery
- Measure lengths and areas accurately
- Inspect hard-to-reach parts of site
- Visualise surrounding environment

Track progress

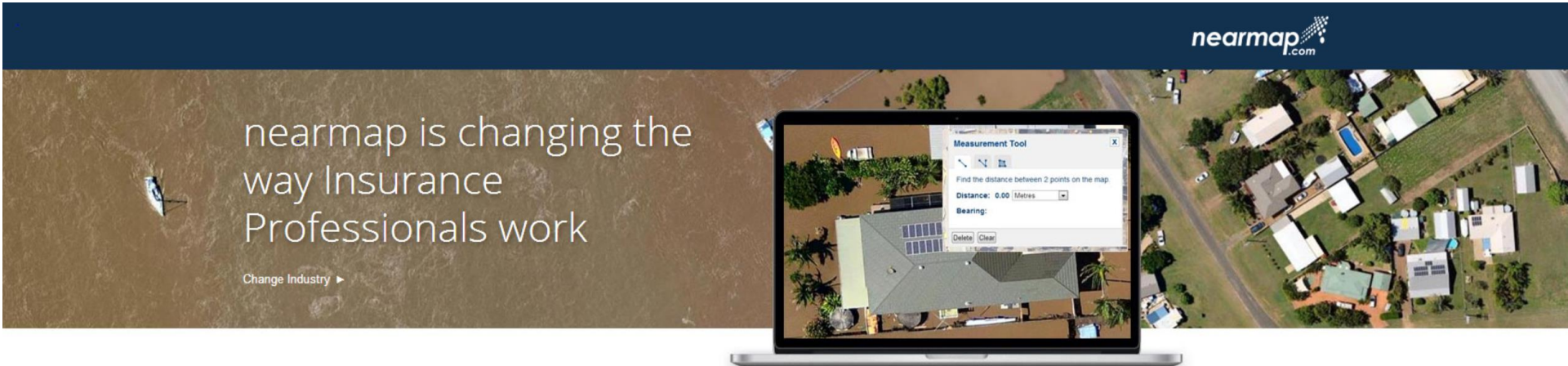
- Track project progress over time
- Monitor changes in site environment

Find prospective development sites

- Locate prospective development sites from up-to-date imagery

Industry specific landing pages

Insurance Professionals



- Save time by remotely assessing and surveying properties
- Understand the features of the surrounding area
- Understand if the property is in a risk zone
- Get recent property views and track changes over time

Industry specific landing pages

Roofers & Solar Panel Installers

nearmap.com

nearmap is transforming the way Roofers & Solar Panel Installers work

Change Industry ▶

"nearmap is the most cost effective way for us to quote"

Get a Quote



Roofers & Solar Panel Installers use nearmap

Improve efficiency

- Quote from the desktop and generate more quotes per day
- Avoid unproductive travelling time
- Communicate visually with clients

Obtain accurate roof information

- Identify roof layouts and features
- Measure dimensions and areas accurately
- Inspect hard-to-reach parts of roof
- Determine available areas for solar panel installation
- Identify seasonal shadowing from timeline

Improve customer service

- Provide quicker turnaround on quotes

Industry specific landing pages

Real Estate Professionals

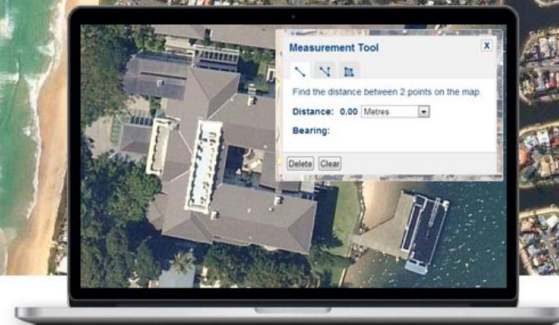
nearmap.com

nearmap is transforming the way Real Estate Professionals work

Change Industry ▶

"We manage land estates and being able to show a client an up to date image of their project always gets a 'wow!' response"

Get a Quote



Real Estate Professionals use nearmap

Improve efficiency

- Inspect properties from the desktop
- Avoid unproductive travelling time

Obtain accurate property information

- measure dimensions and areas accurately
- identify recent property improvements
- inspect hard-to-reach parts of property
- identify property aspects requiring attention
- review adjacent properties
- locate prospective properties

Track progress

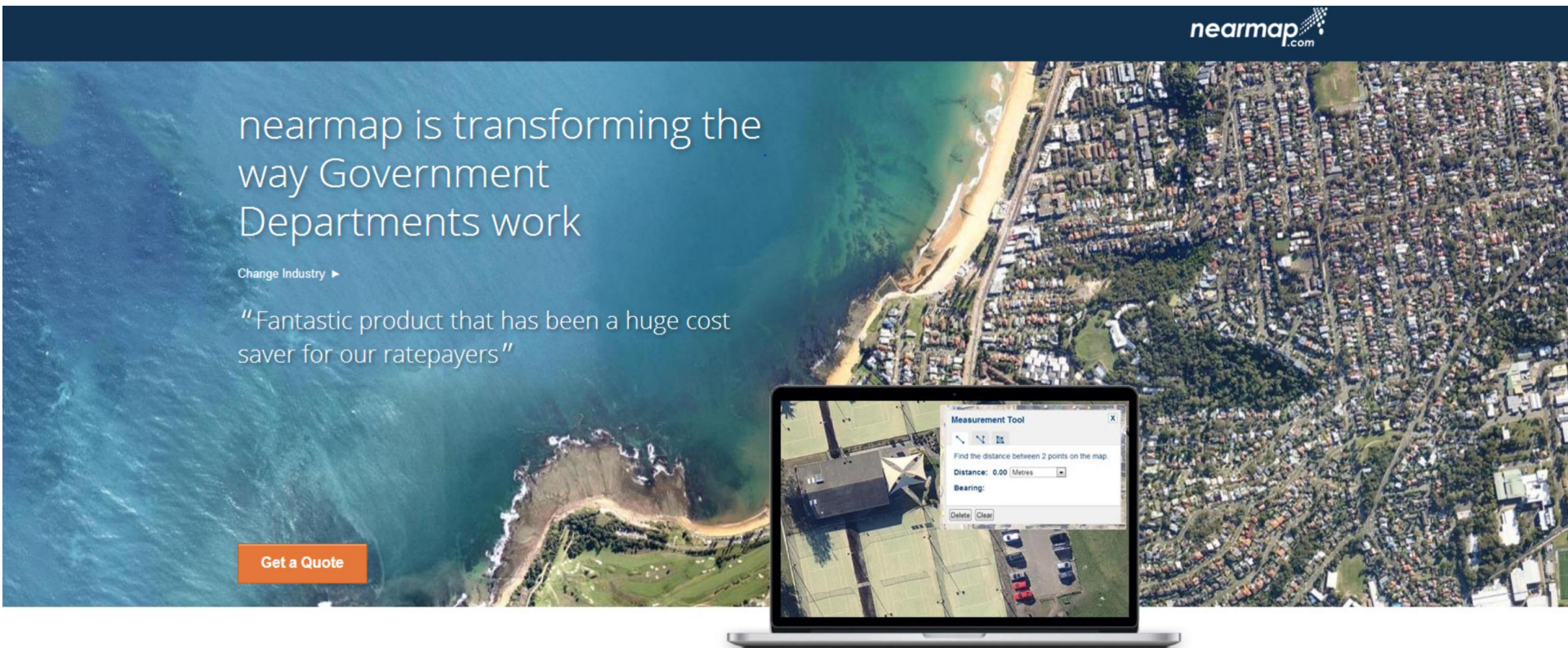
- track progress of development projects over time
- track nearby works projects

Improve customer service

- provide better property images to clients

Industry specific landing pages

Government departments



nearmap is transforming the way Government Departments work

[Change Industry ▶](#)

"Fantastic product that has been a huge cost saver for our ratepayers"

[Get a Quote](#)

nearmap.com

Measurement Tool

Find the distance between 2 points on the map

Distance: 0.00 Metres

Bearing:

Delete Clear

Government departments use nearmap

Improve efficiency

- Inspect infrastructure and properties from the desktop
- Avoid unproductive travelling time

Improve planning

- Identify un-approved developments
- Check site conditions before issuing approvals
- Measure distances and areas accurately
- Inspect hard-to-reach parts of sites
- Verify planning compliance

Track changes

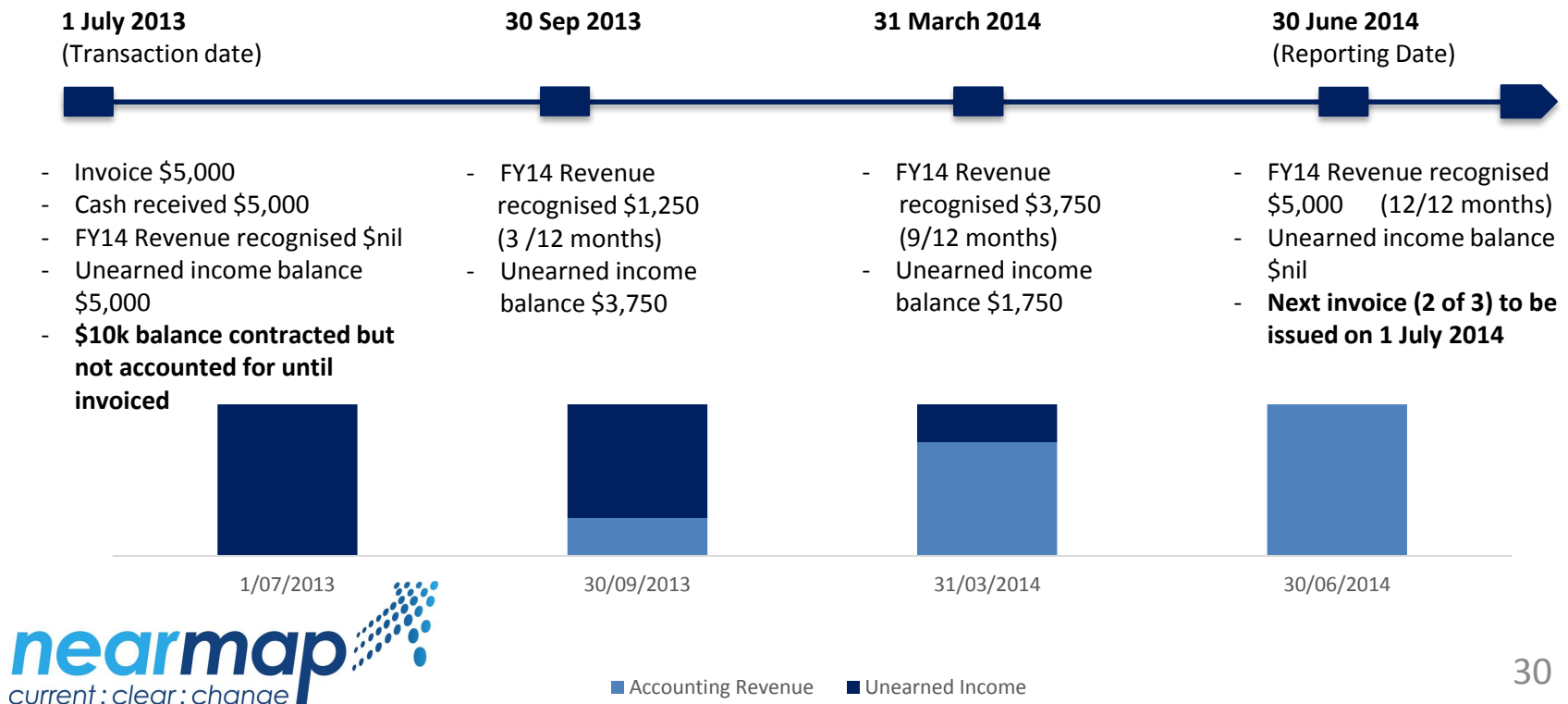
- Track land use over time
- Monitor environmental changes
- Manage street trees
- Track works projects

Improve customer service

- Respond more quickly to customer enquiries

Revenue vs Cash receipts

- nearmap's prepaid subscription model results in a timing difference between sales, cash generation and accounting revenue
- Payment plans available include monthly, yearly and multi-year upfront to suit our customers' needs
- Consider a customer that enters into a three year contract valued at \$5,000 per annum on 1 July 2013:



Disclaimer

Some of the information contained in this presentation contains “forward-looking statements” which may not directly or exclusively relate to historical facts. These forward-looking statements reflect nearmap limited’s current intentions, plans, expectations, assumptions and beliefs about future events and are subject to risks, uncertainties and other factors, many of which are outside the control of nearmap limited.

Important factors that could cause actual results to differ materially from the expectations expressed or implied in the forward-looking statements include known and unknown risks. Because actual results could differ materially from nearmap limited’s current intentions, plans, expectations, assumptions and beliefs about the future, you are urged to view all forward-looking statements contained herein with caution.