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Current.Clear.Change

20 April 2015
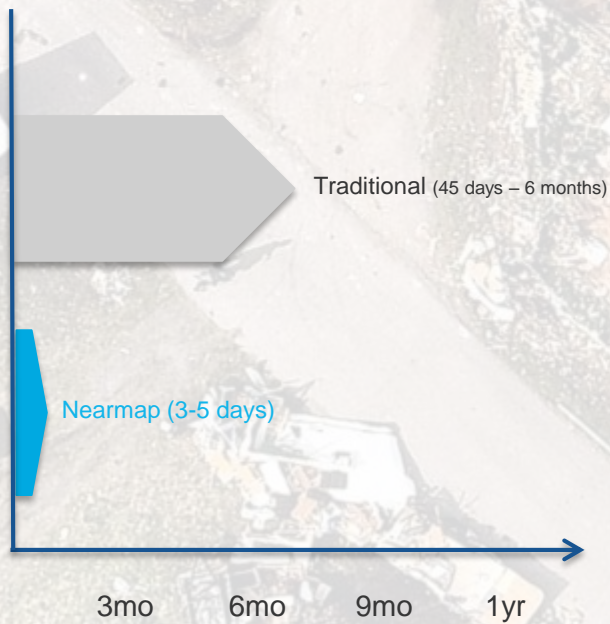
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Images delivered within days of capture.

Traditional (45 days – 6 months)

Nearmap (3-5 days)

| 3mo | 6mo | 9mo | 1yr |

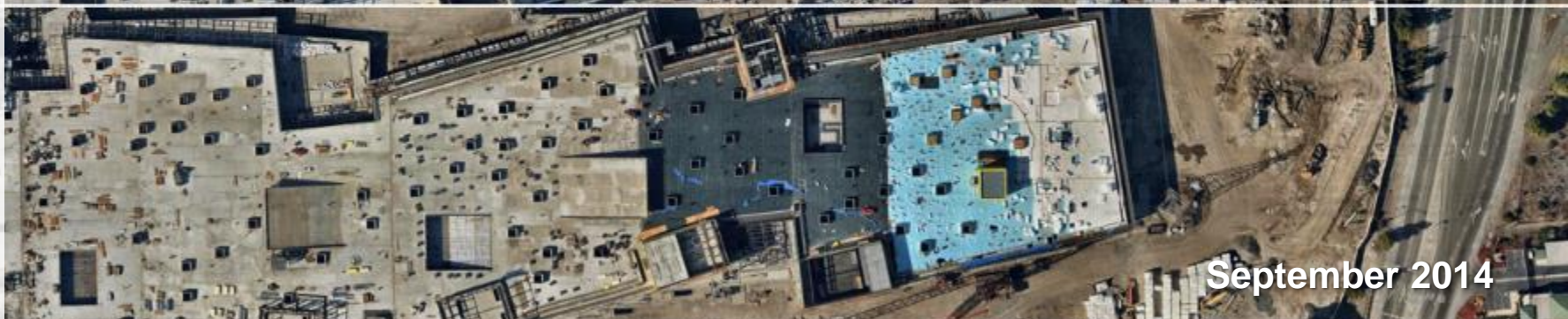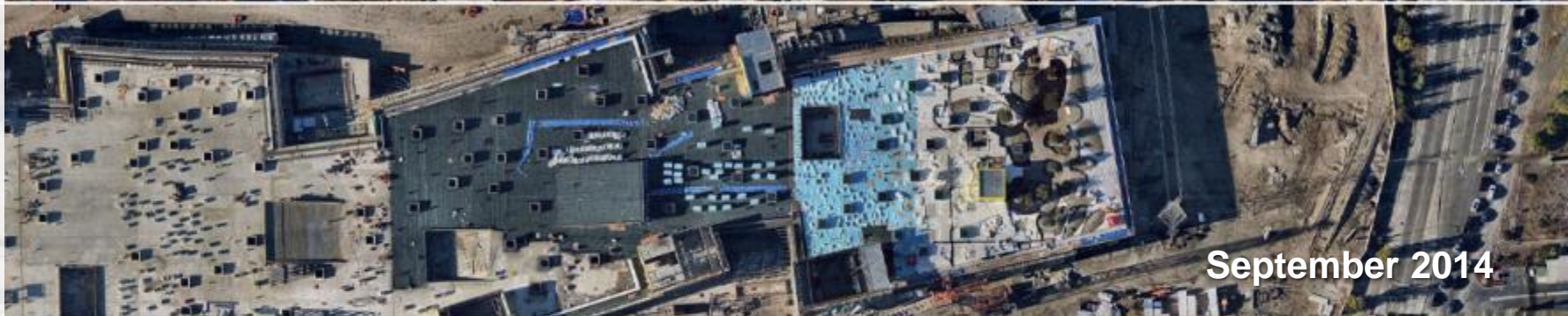# Current.
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High resolution imagery enables effective decision making..

Kingsford Smith Airport – Sydney NSW– 27 March 2015

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Track change over time..

Facebook Campus Development

February 2015

September 2014

September 2014

August 2014

Value Metrics
Australia

$11.4M
Revenue

$21.8M
Cash

36K
Named Users

20.3M
Population Captured

1.6M
Total KM Captured

170TB
Image   Database

Australian Business

Pyramid diagram (bottom to top): Named Users, Customers, Revenue
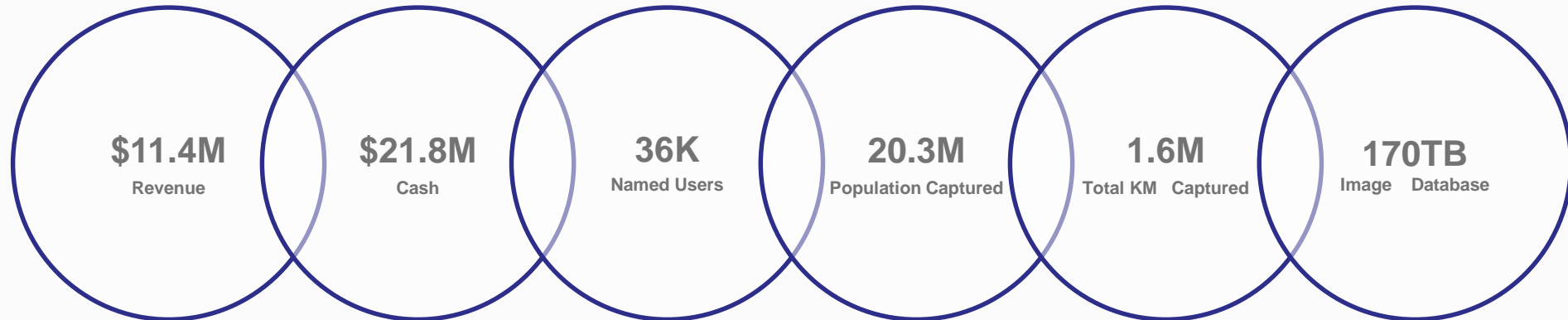
- Growth company firmly in the growth phase of the business lifecycle
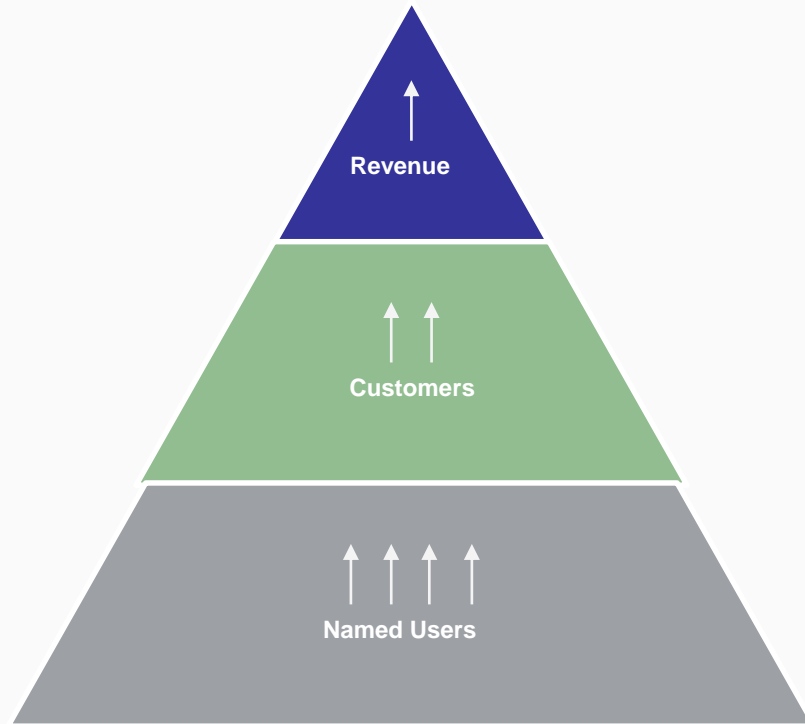
- Strong subscriber base with long term contracts and minimal churn

- Low incremental customer acquisition costs

- Continued investment to facilitate growth:
  - Strengthening systems for scalable growth
  - Increasing the sales and marketing capability
  - Broadening management bandwidth
  - Planned investments to support long term expansion

- Observed change in sales mix resulting from implementation of the data usage model and preliminary personal product offering

  - Sales aimed at increasing users per enterprise customer
    - Providing future upsell opportunities based on usage

  - Personal product offering aimed a leveraging fixed cost base
    - Adding to incremental gross profit
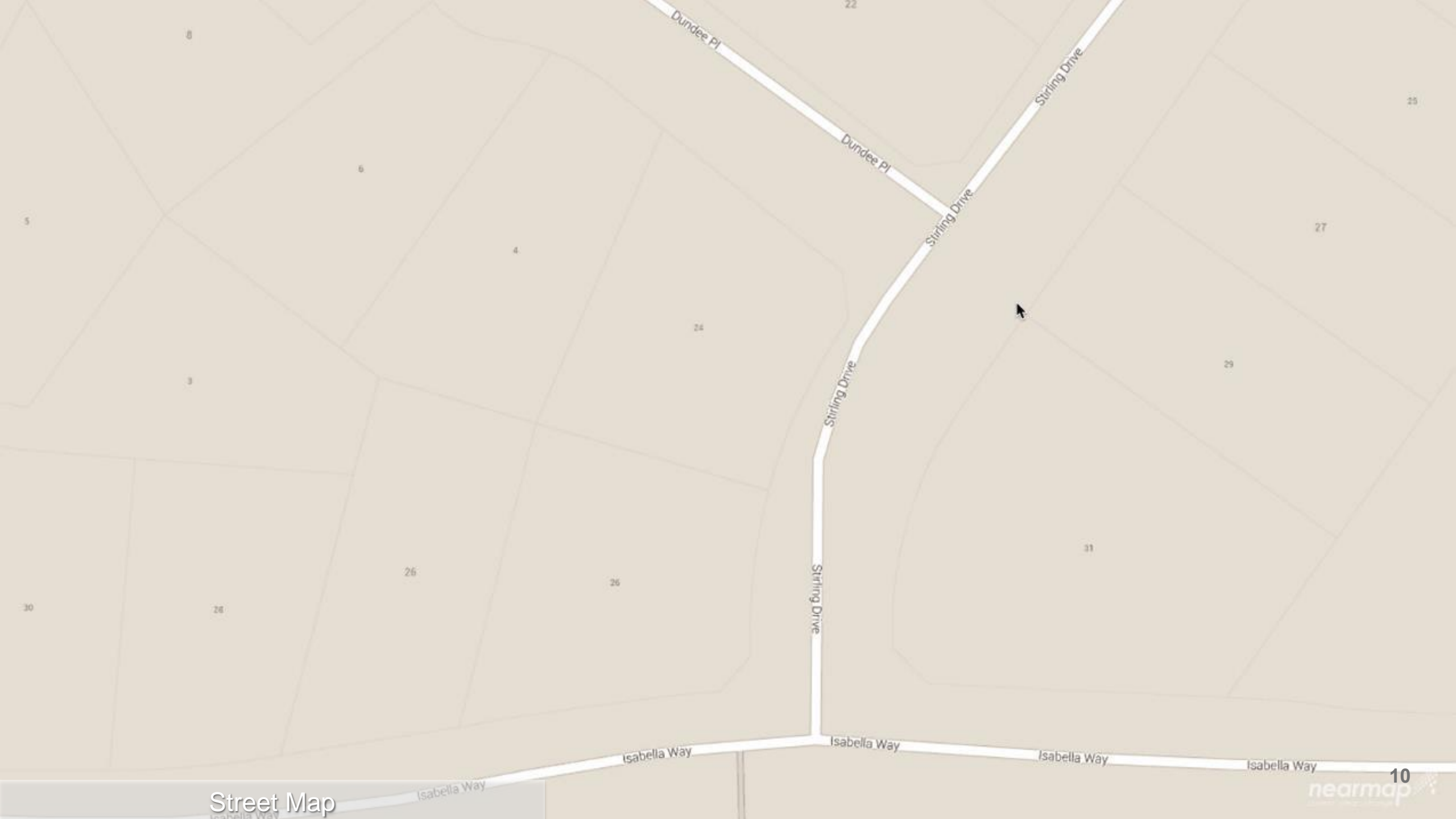
United States Expansion

- The nearmap business model is a natural fit for the US, with its high level of urbanisation, high per-capita GDP and similar business mix to Australia.

- The US strategy is focused on establishing a sales and marketing organisation that will initially target government and enterprise customers to generate immediate subscription revenue.

- Small business and personal users will be given a period of free access to drive adoption.

- Capture and commercialisation will be fully funded from existing cash flows.

- The US metropolitan capture program is designed to capture 50% of the US population during FY15 (150m people), scaling to multiple captures per year into FY16.

- The easy-to-use map browser has already been localised for the US, including Google street maps and address search, demographic data overlays, and features for key verticals such as solar and insurance.

- US imagery is stored via Amazon Web Services.

- First-year combined capital and capture costs are expected to be around $8m.

- Sales and marketing costs will be incurred as incremental to this capital investment.

- Ongoing capture costs are expected to be around $8m per year.

- The aspirational revenue run-rate is $30-$50m by December 2017.

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nearmap Product & Technology

Paul Lapstun, CTO

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PhotoMaps™ and Map Browser

- Fast, reliable access to up-to-date high-resolution PhotoMaps™ in a web browser

- Major metros updated 6 times or more a year

- Sydney, Melbourne, …

- New York, Los Angeles, …

- A remote presence tool and a visual analytics tool

Dundee Pl

Stirling Drive

Isabella Way

Street Map

Dundee Pl

Stirling Drive

Dundee Pl

Stirling Drive

25

27

Stirling Drive

Stirling Drive

26

31

30

28

Stirling Drive

Isabella Way

Isabella Way

Isabella Way

Isabella Way

Isabella Way

Isabella Way

Raine & Horne

FOR SALE

Bowral

Stirling Drive

Stirling Drive

Street View

Google

nearmap

Measurement

- PhotoMaps™ are accurately georeferenced

- Use to measure:

- Location

- Distance

- Area

- Volume

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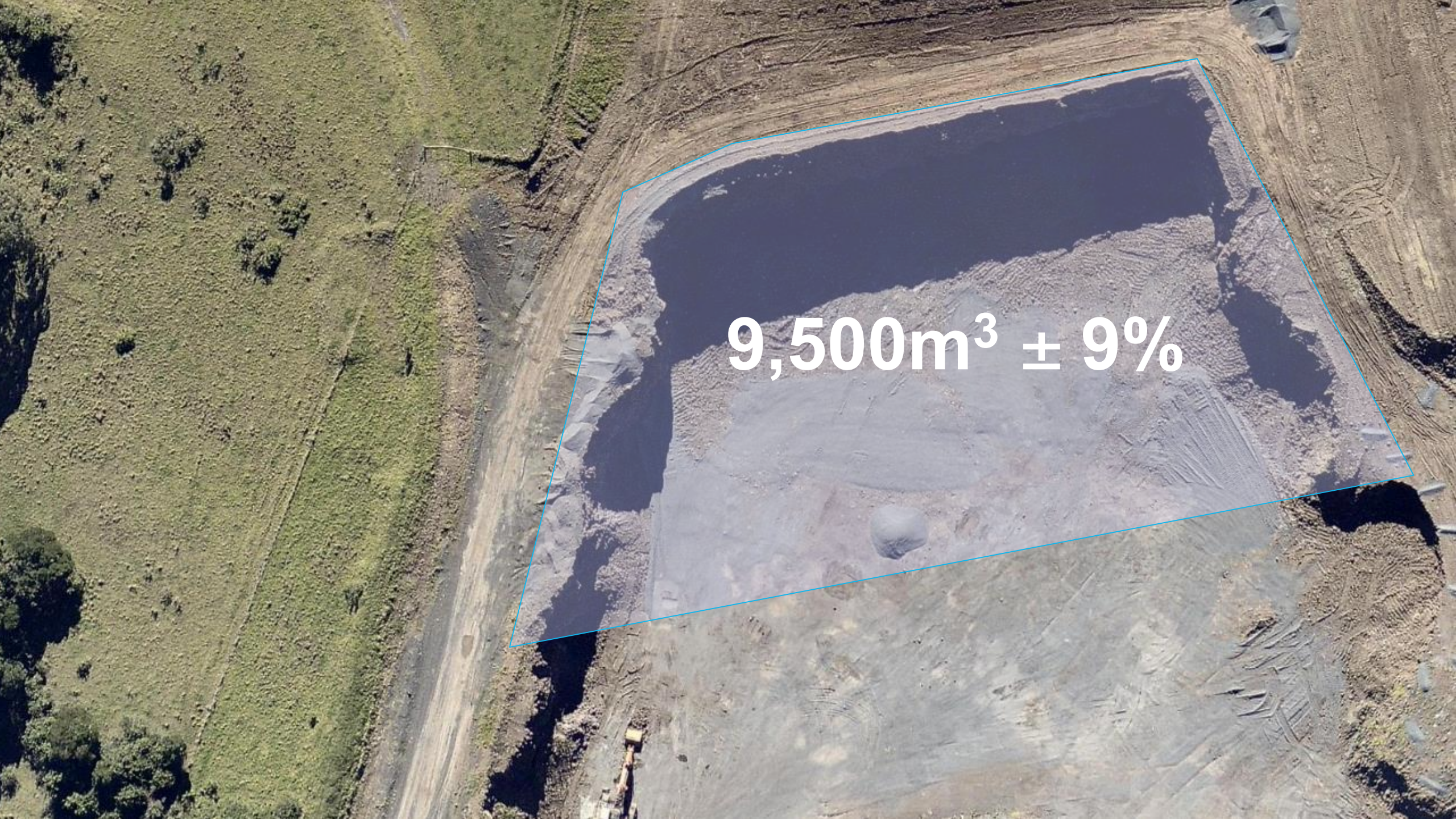current : clear : change

27.69m

608.28m²

9,500m³ ± 9%

Solar Panel Modelling

- Automatically model solar panel energy output

- Latitude & longitude

- Panel orientation & tilt

- Panel type

- Historical cloud cover

- Seasonal temperatures
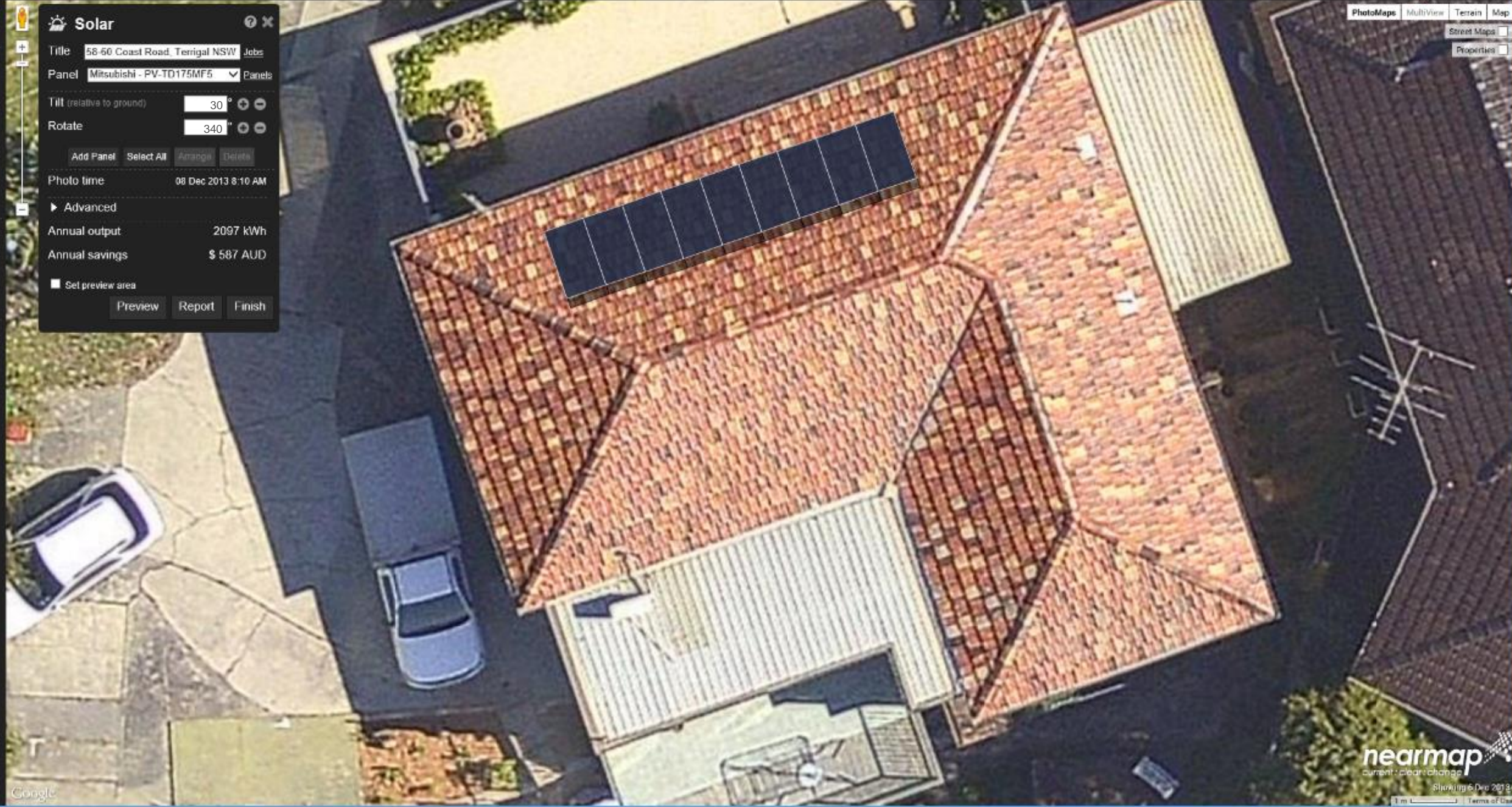
Estimated Energy Output

Estimated Average Daily Energy Output by Month
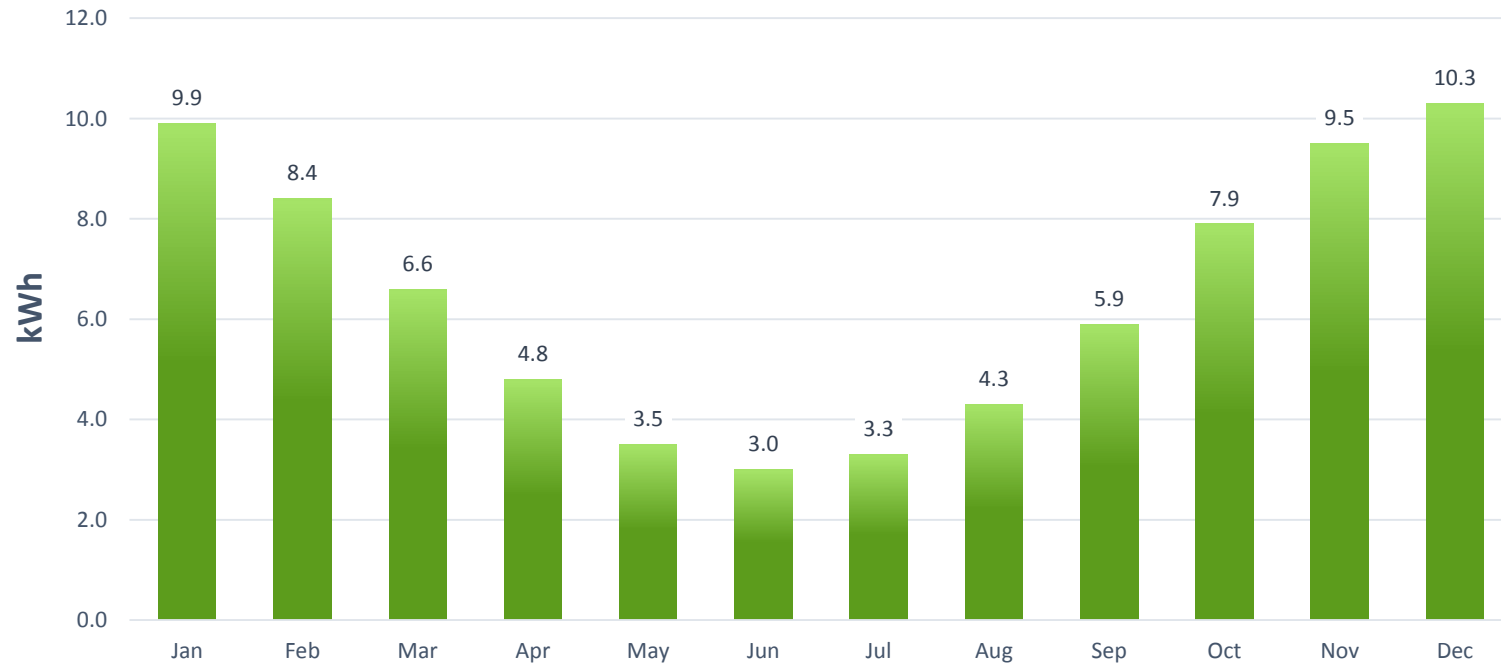
Site Planner

- Place auto-scaling objects & annotations

- Plan site layout & access

- Includes a variety of ready-to-use objects

- Residential

- Commercial

- Construction

- Traffic control

Kirribilli House, Sydney

Layers

- Overlay a variety of data sets
- ABS data
- Property data
- Etc.
- Overlay property and administrative boundaries
- Upload own KML data

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Median weekly household income, Brisbane

Property Boundary

House:	10-12 Kalang Ave
Year Built:	1989
Land Area:	1180 m2
Living Area:	590 m2
Lot Plan:	22/DP202483
Title Ref:	
Volume Folio:	
Distance:	
Improvements:	Swimming Pool, Air con
LGA	NSW310
Locality	KANAHOOKA
Parcel Status	Registered
Parcel Type	Lot Parcel
State	NSW
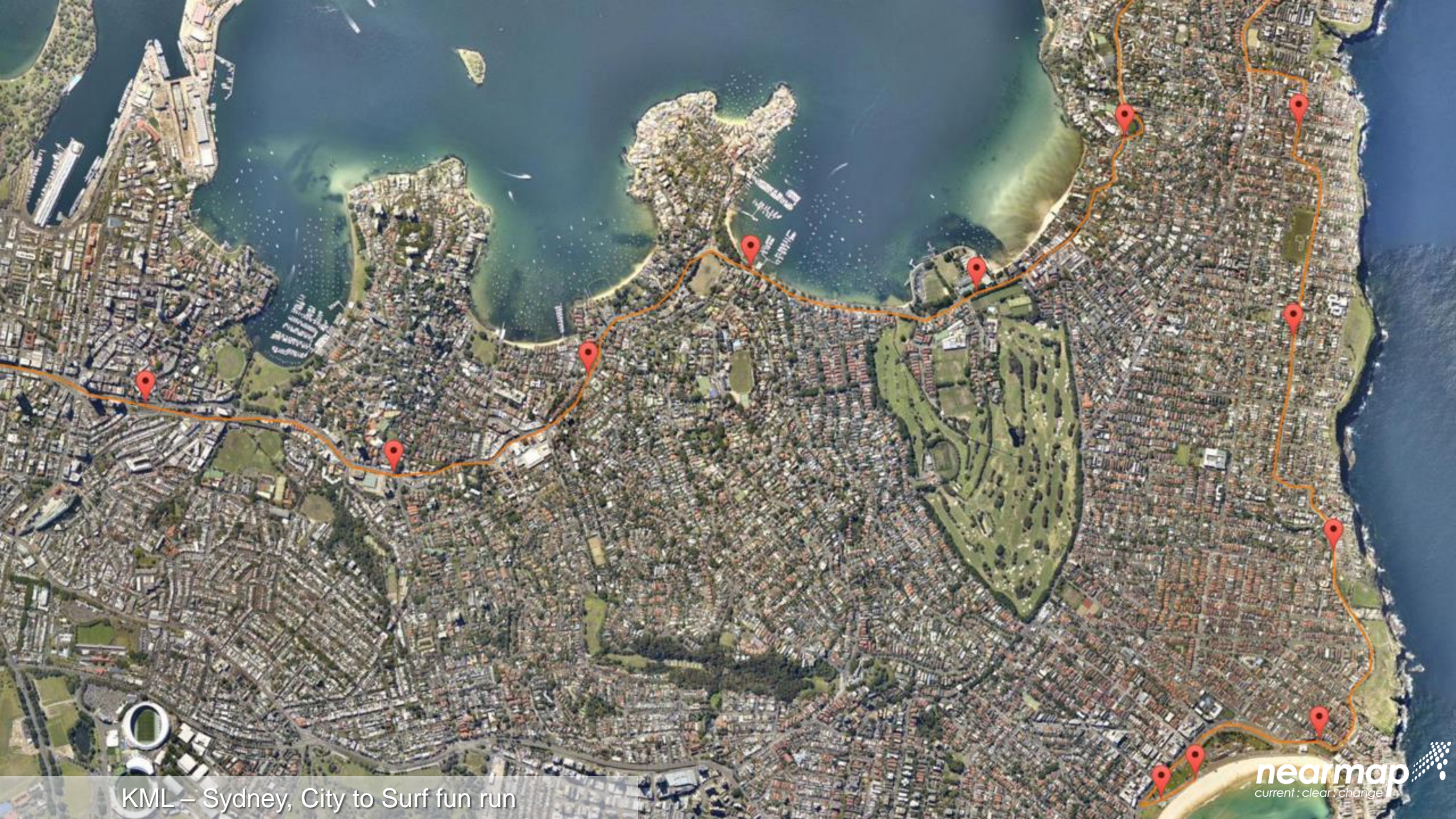
KML – Sydney, City to Surf fun run

Elevation Data

- Describes shape of terrain, vegetation and buildings

- Generated from multi-view stereo imagery, not LIDAR

- Updated every flight

Kalgoorlie Super Pit
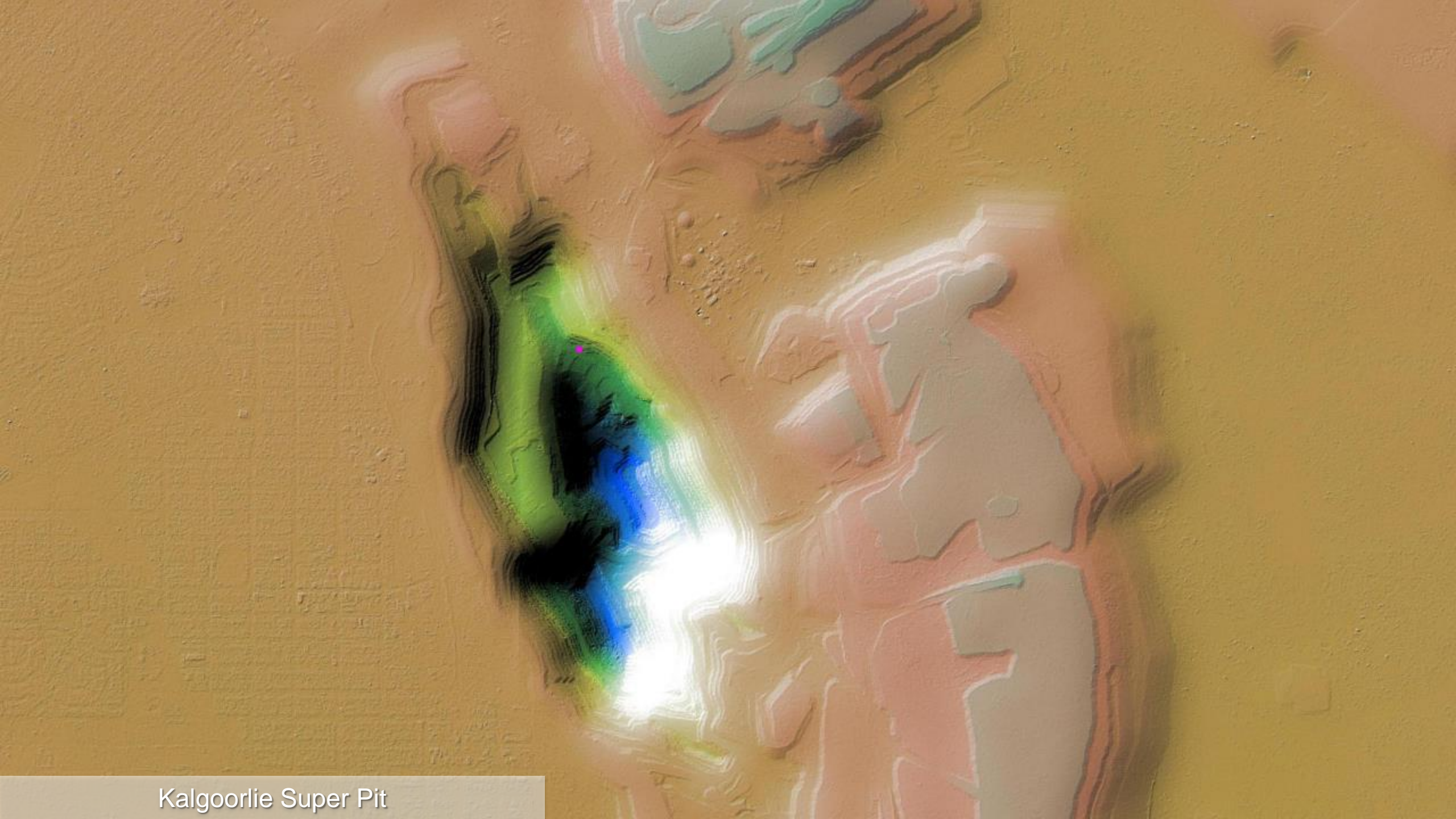
Kalgoorlie Super Pit

Flood Modelling

- Model flood scenarios
- Assess insurance risk
- Plan flood mitigation
- Value affected properties

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Brisbane River Flood simulation

Brisbane River Flood simulation

10m

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Actual Brisbane Flooding – January 2011

Shadow Analysis

- Visualize shadows cast by terrain, vegetation and buildings

- Analyse seasonal and time-of-day effects

- Predict solar panel losses

Aerial Imaging Technology
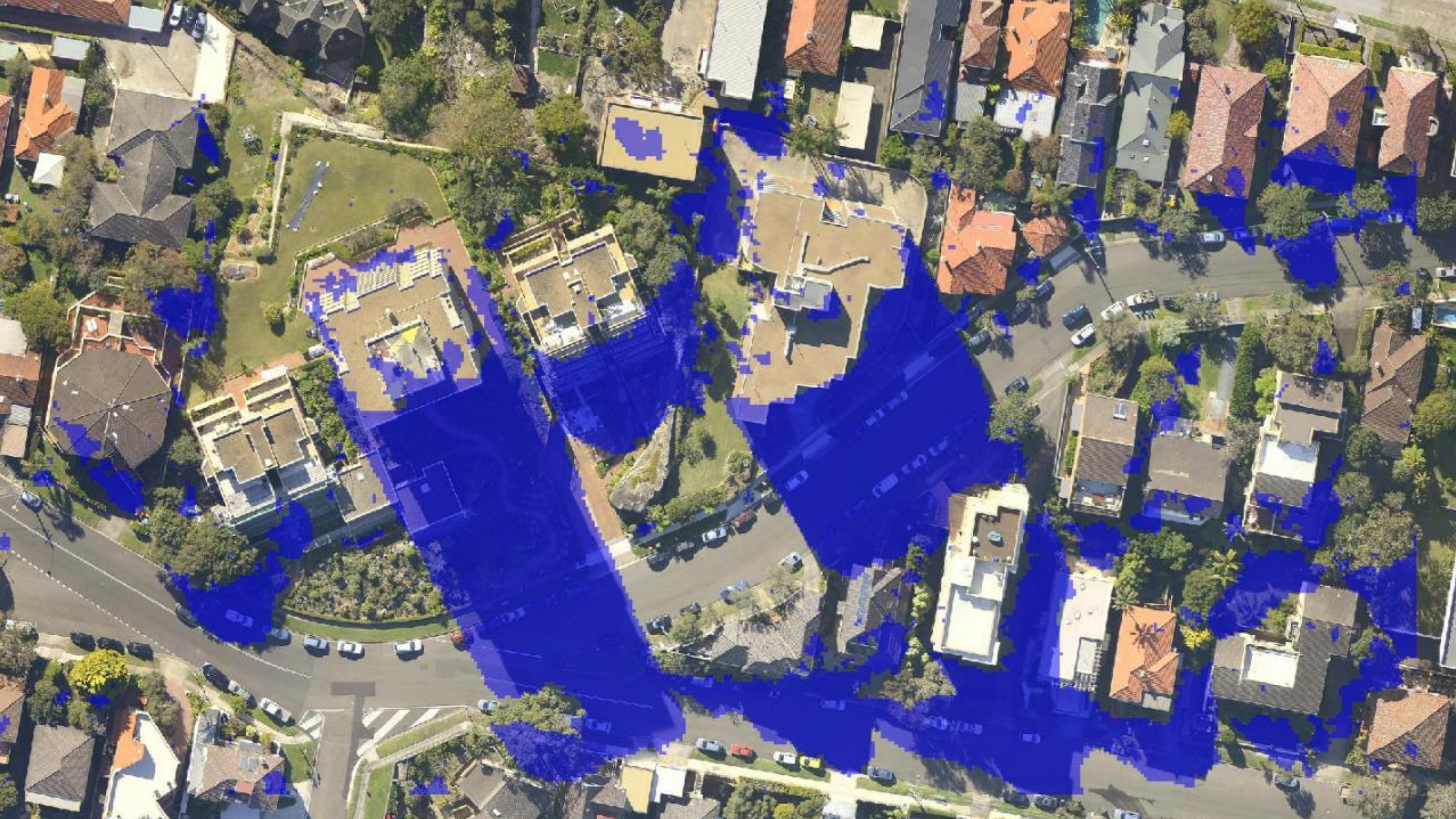
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Aerial Imaging Technology

- Highly productive aerial camera systems

- Designed and manufactured by nearmap

- Patented & patents pending

- Highly efficient cloud-based photogrammetry software

- Developed by nearmap

- Key enablers of nearmap's unprecedented capture frequency

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Next-Generation Aerial Imaging R&D

- Flying higher and faster, and capturing wider areas, for even greater productivity

- Highly modular and scalable approach

- Using in-house electronic, mechanical and optical design capabilities

- Patents pending

Aerial Imaging Programs

- Australia
- Regularly capture 85% of population (20M people)
- Operational since 2009
- United States
- Regularly capture 50% of population (150M people)
- Operational since 2014

Apple Campus 2 construction, February 2015

Business Outlook

- FY15 has started strongly with continued growth in named users
  - Complemented by the launch of new personal products and the successful transition of "white label" customers

- Growth targets remain unchanged
  - $30-$50m revenue run-rate by December 2015
  - $8m combined capture and capital costs
  - First US sales during 2H FY15
  - Gross profitability in US during CY16

- Increase frequency of US capture program
  - Target 7 major metropolitan areas 6 times annually
  - New York, Los Angeles, Chicago, Miami, Philadelphia, Dallas and San Francisco

- Disciplined investments to drive future growth
  - Strengthen systems and processes
  - Sales and marketing
  - Regional management resources

Appendices

1. Company Profile

2. Management & Board Profiles

3. Results Scorecard

4. Segment Note

5. Income Statement

6. Balance Sheet

7. Cash Flow Statement

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Company Profile

Built around proprietary PhotoMaps™ aerial imagery technology, nearmap is a visual analytics company with a focus on empowering businesses with timely and reliable information on which to make decisions quickly and with confidence. Our breakthrough technology enables imagery to be updated much more frequently than other providers. With 85% of Australia's population covered regularly, nearmap is changing the way governments, companies and communities see their world.

Key Milestones and Financials

- Reaffirmed Australian revenue-run rate of $30-$50 (December 2015)
- Achieved US capture target of 150m people
- Launched nearmap Insurance (31 July 2014)
- Launched new FAA-approved aerial camera system (17 July 2014)
- Seamlessly integrated platform with Google Earth (10 June 2014)
- Launched property intelligence tools (29 May 2014)
- Launched nearmap Solar (10 April 2014)
- Received new patent for aerial camera system (19 May 2014)
- Generated maiden profit (24 February 2014)
- Launched nearmap Rail (12 February 2014)
- Executed licence agreement for Google Maps (19 December 2013)

VALUE METRICS	1H15	2H14	1H14
Revenue	11.4m	10.0m	7.9m
Gross Profit	10.0m	9.0m	7.0m
Adjusted EBITDA	4.3m	3.3m	2.5m
EBIT	0.7m	1.0m	0.8m
Net Cash	21.8m	23.3m	17.5m

10 Largest Shareholders (As at December 2014)

Name	No. Shares	% Shares
National Nominees Limited	26,941,122	7.75
JP Morgan Nominees Australia Limited	26,077,205	7.50
Longfellow Nominees Pty Ltd <Norgard Super Fund>	20,381,128	5.86
HSBC Custody Nominees (Australia) Limited	11,978,902	3.45
Longfellow Nominees Pty Ltd <The Aeolus A/C>	11,881,128	3.41
Citicorp Nominees Pty Limited	11,933,499	3.43
MR Simon Benedict Crowther & Ms Fiona Kyla Crowther <Wisebuddha A/C>	10,000,000	2.88
RBC Investor Services Australia Nominees Pty Limited <BKCUST A/C>	7,690,958	2.21
HSBC Custody Nominees (Australia) Limited <NT-COMNWLTH Super Corp A/C>	6,696,488	1.93
Mr Paul Arthur Peterson	4,141,341	1.19

Management & Board Ownership (As at December 2014)

Name	Shares	Options
Ross Norgard	50,076,295	0
Cliff Rosenberg	2,775,000	0
Rob Newman	4,000,000	0
Simon Crowther	10,000,000	7,000,000
Gerhard Beukes	1,775,000	7,500,000
Paul Lapstun	2,500,000	6,000,000
Paul Peterson	4,141,341	3,500,000

Management

Board
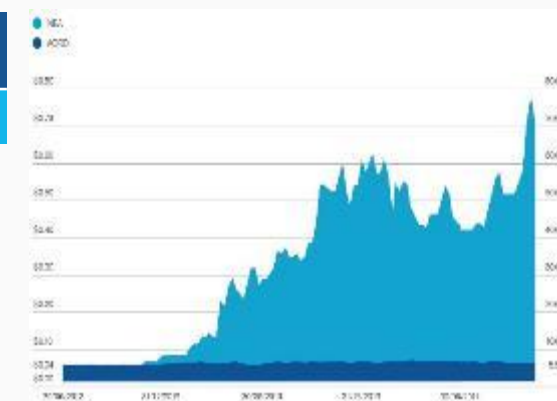
Simon Crowther, Managing Director & CEO

Simon has extensive knowledge and experience managing diverse content and data related businesses, including Managing Director of Canada's largest Communications Agency and Director of Copyright Promotions Group (CPG), Europe's largest entertainment and sports IP/ rights management agency. Simon was part of the management team that floated CPG on the FTSE in the mid 90's. Previously, he was Head of Global Sales & Licensing for Granada Media (now ITV), the largest commercial broadcaster in the UK and one of Europe's largest content producers.

Gerhard Beukes, Chief Financial Officer

Gerhard has held finance and group controller positions in various divisions such as banking, auditing, financial advisory, risk, tax services and specialist consulting. He served most of his career at Deloitte in South Africa, the US and Australia. Gerhard is a registered Chartered Accountant, a member of the executive team of the South African Institute of Chartered Accountants of Australia in New South Wales, and a member of the Financial Executives Institute of Australia.

Paul Lapstun, Chief Technology Officer

Paul has over 25 years' experience in conceiving, developing and commercialising consumer electronics and software products in Australia, the US and UK. He holds more than 1200 granted US patents, making him the 3rd most prolific inventor worldwide. Before joining nearmap, Paul was CTO of Netpage at Silverbook Research, where he co-invented and led the research and development of digital pen and paper technologies. Prior to that he developed video and animation products for Canon, Rank Cintel and Integrated Arts.

Paul Peterson, Senior VP of Product & Engineering

Paul has held various senior executive positions with a primary focus on the development of software products. He joins nearmap from Hawaiian Telcom where he was Director of Enterprise Software. Previously, he was Vice President of Engineering for Myriad Australia focusing on social networking platforms for a wide range of mobile devices. Paul has successfully delivered highly profitable global software products, platforms and services for over 25 years across a wide range of industries.

Ross Norgard, Non-Executive Chairman

Ross is a Fellow of the Institute of Chartered Accountants and former managing partner of Aurthur Andersen DMP Hungerfords and its successor firms in Perth, Western Australia. He has held numerous positions on industry committees including past chairman of the West Australian Professional Standards Committee of the Institute of Chartered Accountants, current member of the National Disciplinary Committee, Chairman of the Duke of Edinburgh's Award Scheme and a former member of the University of WA Graduate School of Management (MBA Programme).

Cliff Rosenberg, Non-Executive Director

Cliff is the Managing Director for LinkedIn South East Asia, Australia and New Zealand. He was formerly the Managing Director of Yahoo! Australia and New Zealand where he was responsible for all aspects of the local operation for mare than three years. Previously, Cliff was head of corporate strategy for Vodafone Australasia and also served as an international management consultant with Gemini Consulting and Bain Consulting.

Dr Rob Newman, Non-Executive Director

Rob has established a unique track record as a successful high technology entrepreneur in both Australia and the Silicon Valley. He has twice founded and built businesses based on Australian technology, both times successfully entering overseas markets. One of those companies, Atmosphere Networks, was established by Rob with US Venture Capital backing of USD34m and he ran it until it was acquired for USD123m.

Results Scorecard
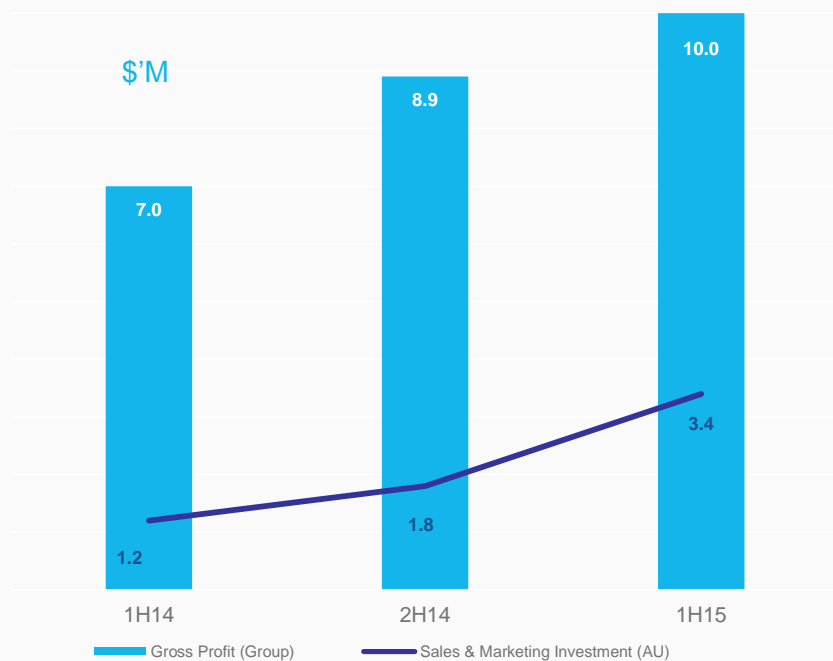
Key Metrics (AU)	1H15	2H14	1H14
Subscription Revenue	11.2m	9.6m	7.8m
Revenue	11.4m	10.0m	7.9m
Gross Profit	10.1m	8.7m	6.7m
Adjusted EBITDA	7.5m	7.1m	5.6m
EBIT	7.2m	6.9m	5.5m

% Total Revenue	1H15	2H14	1H14
Sales & Marketing (AU)	25%	18%	16%
Business Overheads (GROUP)	50%	60%	61%

HIGHLIGHTS

Tight cost controls and low central overheads

Change in culture towards Sales & Marketing driven organisation

$'M

Chart:
- 1H14: Gross Profit (Group) 7.0, Sales & Marketing Investment (AU) 1.2
- 2H14: Gross Profit (Group) 8.9, Sales & Marketing Investment (AU) 1.8
- 1H15: Gross Profit (Group) 10.0, Sales & Marketing Investment (AU) 3.4

Legend: Gross Profit (Group) | Sales & Marketing Investment (AU)

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Segment Note

	1H15	AU	US	Global	1H14	AU	US	Global
Subscription Revenue	11.2m	11.2m	--	--	7.8m	7.8m	--	--
On-Demand Revenue	0.2m	0.2m	--	--	0.1m	0.1m	--	--
Other Income	0.3m	--	--	0.3m	0.2m	--	--	0.2m
Total Revenue	**11.7m**	**11.4m**	**--**	**0.3m**	**8.1m**	**7.9m**	**--**	**0.2m**
Cost of Revenue	(1.7)m	(1.3)m	(0.4)m	--	(1.1)m	(1.1)m	--	--
Gross Profit	**10.0m**	**10.1m**	**(0.4)m**	**0.3m**	**7.0m**	**6.8m**	**--**	**0.2m**
Sales & Marketing	(3.4)m	(2.9)m	(0.5)m	--	(1.2)m	(1.2)m	--	--
Business Overheads	(5.9)m	--	--	(5.9)m	(5.0)m	--	--	(5.0)m
EBIT	**0.7m**	**7.2m**	**(0.9)m**	**(5.6)m**	**0.8m**	**5.6m**	**--**	**(4.8)m**

Income Statement

GROUP	1H15	2H14	1H14
Total Revenue	11.7m	10.1m	8.1m
Revenue	11.4m	10.0m	7.9m
Gross Profit [1]	10.0m	9.0m	7.0m
Net Profit After Tax	0.3m	6.3m	0.8m
Adjusted NPAT [2]	0.3m	0.7m	0.6m
Adjusted EBITDA [3]	4.3m	3.3m	2.5m
Adjusted EBITDA Margin [4]	38%	33%	32%
EBIT	0.7m	1.0m	0.8m
EPS	0.09c	1.93c	0.24c

1. Gross Profit normalised for $1.7m R&D grant in 2H14
2. Adjusted NPAT reconciliation available on pg.54
3. Adjusted EBITDA reconciliation available on pg.54
4. Adjusted EBITDA / Revenue

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Balance Sheet

GROUP	1H15	2H14	INCREASE
Cash	21.8m	23.3m	(7)%
Other Current Assets	3.7m	3.3m	12%
Total Assets	**39.7m**	**37.1m**	**7%**
Unearned Income [1]	14.0m	13.4m	4%
Other Current Liabilities	3.3m	3.1m	6%
Total Liabilities [2]	**17.4m**	**16.6m**	**5%**
Equity	**22.3m**	**20.5m**	**9%**

1. Represents sales to be recognised as accounting revenue over time

2. No debt

Cash Flows

GROUP	1H15	2H14	1H14
Receipts from Customers	11.5m	13.6m	9.7m
Operating Cashflows [1]	1.4m	6.8m	4.1m
Investing Cashflows	(3.5)m	(1.1)m	(0.5)m
Financing Cashflows	0.4m	0.1m	0.4m
Net Increase in Cash	(1.7)m	5.8m	4.0m
Cash at End of Half Year	**21.8m**	**23.3m**	**17.5m**

1. Includes government refund for eligible R&D activities (2H14 $1.7m).

Adjusted NPAT
Reconciliation

	1H15	2H14	1H14
Net Profit After Tax	0.3m	6.3m	0.8m
Income Tax	0.4m	(3.6)m	--
R&D Tax Rebate	--	(1.7)m	--
Adjusted NPBT	**0.7m**	**1.0m**	**0.8m**
Effective Income Tax [1]	(0.4)m	(0.3)m	(0.2)m
Adjusted NPAT	**0.3m**	**0.7m**	**0.6m**

1. Applied statutory income tax rate of 30% for 2H14, 1H14 & 2H13

Adjusted EBITDA
Reconciliation

	1H15	2H14	1H14
Net Profit After Tax	0.3m	6.3m	0.8m
Interest Expense	--	--	--
Income Tax	0.4m	(3.6)m	--
R&D Tax Rebate	--	(1.7)m	--
Depreciation & Amortisation	1.4m	1.1m	1.0m
Share Based Payments	1.1m	1.2m	0.7m
P&L Expansion	1.1m	--	--
Adjusted EBITDA	**4.3m**	**3.3m**	**2.5m**

Contact Details

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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 ltd's current intentions, plans, expectations, assumptions and beliefs about the future, you are urged to view all forward-looking statements contained herein with caution.