

FY15 Results Presentation

25 AUGUST 2015



Current. Clear. Change.

Images delivered within days of capture



Sydney Cricket Ground – 10 August 2015

Current. Clear. Change.

High resolution imagery enables effective decision making.



Missouri City, Texas

Current. Clear. Change.

Track change over time



March 2013



Barangaroo Development, Sydney

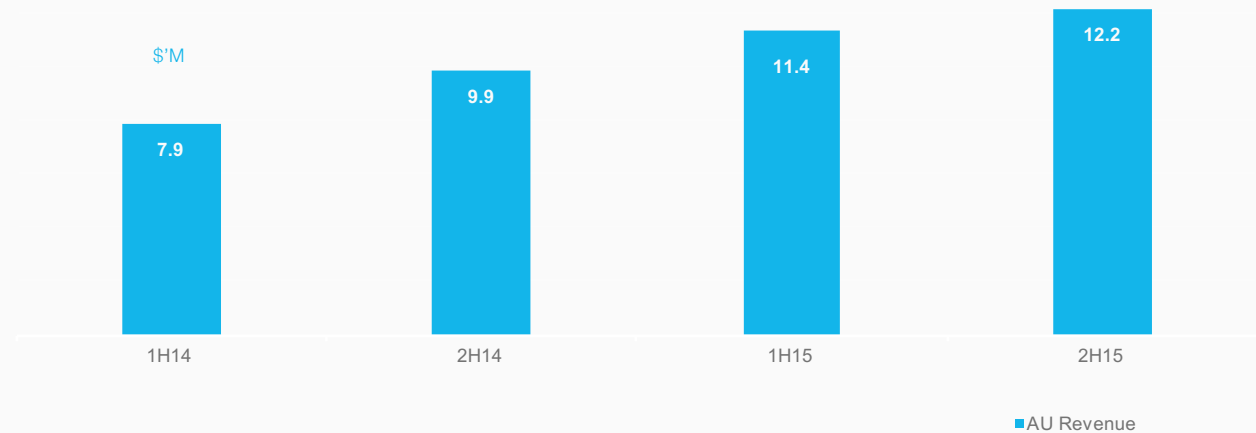
July 2015

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Results Scorecard

KEY METRICS	FY15	FY14	CHANGE
Revenue (AU)	23.6M	17.8M	32%
Gross Profit (AU)	20.7M	15.2M	36%
Gross Margin (AU)	88%	85%	
EBIT (AU)	14.8M	12.4M	20%
Contracted Sales (US)	0.1M	--	100%
Cash (Group)	17.2M	23.3M	(26)%



Growth & Profitability

Australia

- Strong revenue growth
 - Subscription revenues increased by 32%
 - Supported by high renewals
- High and stable gross margin
 - Gross margin increased to 88%
- Increased profitability
 - Gross profit increased by 36% to \$20.7M
- Strategic investments ahead of the growth curve
 - Expanding sales and marketing
 - Increasing management bandwidth
 - Scaling systems and processes
- Strong balance sheet and no debt

Sales & Marketing

Australia

- Investment in marketing aimed at lead generation, qualification and brand awareness in target sectors
- Market assessment Q3 FY15
- Program commencement Q4 FY15
- Marketing strategies designed with focus on penetration and expansion
- Marketing synchronised with impactful PR campaigns
- Strong growth realised in lead generation with short campaign » lead » sales conversion cycles
- Investment in sales capacity and capability to convert increased number of leads
- Seeing positive impacts of marketing investment

Growth Opportunities

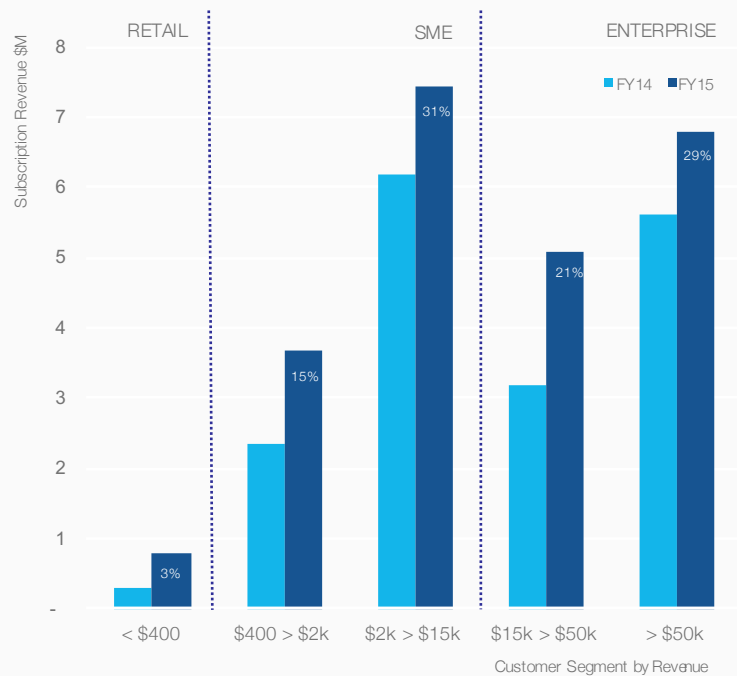
Australia

- Growth in aerial content market ¹
 - Creating the market and new use cases
 - Scope for further share gains
- Growth in SME customer segment
 - Tailored marketing campaigns supported by a dedicated sales team
 - Drive penetration across existing customer base
- Growth in Enterprise customer segment
 - Focussed and structured approach to sales management
 - Selective approach to targets in dedicated industries by specialised sales team
- New technology and ancillary products
 - 3D modelling provides significant productivity and efficiency gains for customers
 - Oblique imagery provides new product offerings to a broad range of industries and creates new market opportunities
- Locally developed products can have global application and support a scalable business model

1. Aerial content market excludes satellite

Customer Segments

Australia



- Strong growth across all segments
- Largest growth in smaller SME and smaller Enterprise
- Lead indicator of captive growth opportunity
- Demonstrates origination and upsell potential
- Marketing campaigns based on relevancy
- Resource allocation based on revenue potential
- Continued focus on Enterprise
- Reviewing retail conversion strategy so as to avoid cannibalisation of SME segment
- Standard contract term is a minimum 12 months with strategy focused on increasing duration and quality of cash flows

Operational Highlights

United States

- Established three regional offices across the country
 - Survey Operations (Fairfax, Virginia)
 - Sales and Marketing (San Francisco, California)
 - Inside Sales / Telesales (Salt Lake City, Utah)
- Generated first sales ahead of market guidance
 - Total contracts signed in excess of \$100k
 - Qualified pipeline building strongly
 - Trial subscriptions increasing daily
 - Commercial strategy focused on SME and Enterprise
 - Target verticals include government, construction and engineering, commercial enterprise and utilities
- Laid the foundations for substantial and sustainable growth
 - Circa 20 FTE
 - Continuing to increase size of team
 - Investing in senior Sales & Marketing HC
 - Recruiting US Non-Executive Directors

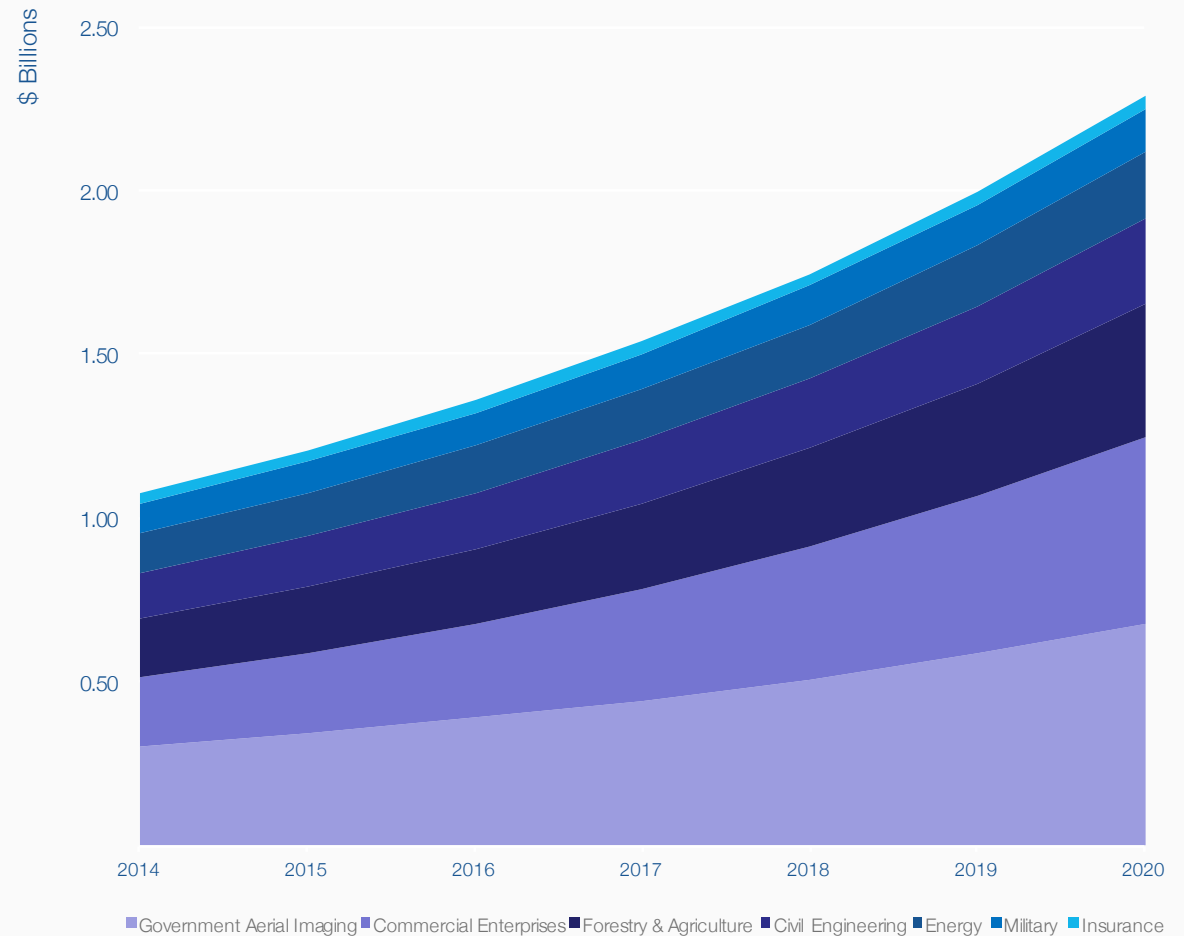
Operational Highlights

United States continued...

- Exceeded initial capture target inside original budget
 - 170M people captured as part of the urban program
 - Metropolitan areas captured multiple times
 - \$6.2M capture and capital cost inside \$8M budget
- Protected next generation aerial camera systems
 - Two additional US patents granted
 - Several more US patents pending
- Planned launch of HyperaCamera2 in 1H16
 - Captures multi-directional oblique views, high-resolution digital elevation models and 3D point clouds
 - Scales to very high capture efficiencies, in excess of 30,000km² per day, when operating at high altitudes
- Integrated MapBrowser with ESRI ArcGIS platform
 - ESRI software is used by more than 350k organisations worldwide providing the opportunity to sell into most governments and more than two-thirds of Fortune 500 companies
- Recent customer win case studies verify product strengths, value proposition and competitive pricing

Market Landscape

- The global aerial imaging market was valued at USD 966m in 2013. This does not include satellite.
- The market is expected to reach 2,288m by 2020, registering CAGR of 13.4% from 2014-2020.
- The market is highly fragmented with the leading player holding 7.8% market share.
- The largest market by end-use industry is Government.
- The fastest growing segment by end-use industry is Commercial Enterprise with forecast CAGR of 18.1%.
- The largest and fastest growing market is the US.
- Technological advancements in camera systems and related platforms coupled with the growing popularity of location-based services are contributing to the growth in the aerial imaging market.



Financial Performance

Geographic Breakdown

	FY15	AU	US	Corporate	FY14	AU	US	Corporate
Subscription Revenue	23.4M	23.4M	* ₃	--	17.4M	17.4M	--	--
On-Demand Revenue	0.2M	0.2M	--	--	0.4M	0.4M	--	--
Other Income ₁	2.5M	--	--	2.5M	2.2M	--	--	2.2M
Total Revenue	26.1M	23.6M	--	2.5M	20.0M	17.8M	--	2.2M
Cost of Revenue	(4.2)M	(2.9)M	(1.3)M	--	(2.6)M	(2.6)M	--	--
Gross Profit	21.9M	20.7M	(1.3)M	2.5M	17.4M	15.2M	--	2.2M
Sales & Marketing	(9.1)M	(5.9)M	(3.2)M	--	(2.8)M	(2.8)M	--	--
Business Overheads ₂	(12.2)M	--	--	(12.2)M	(11.1)M	--	--	(11.1)M
EBIT	0.6M	14.8M	(4.5)M	(9.7)M	3.5M	12.4M	--	(8.9)M

1. Other Income includes R&D tax grant income of 1.8m (2014:1.7m), interest income of \$0.6m (2014: \$0.5m) and NSW payroll grant income of \$0.1m (2014: nil).

2. Business overheads include operating expenses, product design and uncapitalised development expenses.

3. Contracted sales in excess of \$100k.

Expansion Breakdown

United States

UNITED STATES	FY15	NOTES
Operations & Expansion	5.1M	P&L impact comprised of employee and establishment costs
Capture Program	2.9M	
Camera Systems	3.1M	
Other Assets	0.2M	
BS Expansion	6.2M	Inside \$8M announced budget
TOTAL CASH INVESTED	11.3M	

Balance Sheet

GROUP	FY15	FY14	NOTES
Cash	17.2M	23.3M	
Other Current Assets	7.9M	3.3M	Includes other debtors of \$1.8M relating to the R&D tax rebate and \$0.4M relating to the income tax refund received post year-end
Total Assets	42.9M	37.1M	
Unearned Income	15.7M	13.4M	Represents sales to be recognised as accounting revenue over time
Other Current Liabilities	4.5M	3.1M	
Total Liabilities	20.4M	16.6M	No debt
Equity	22.5M	20.5M	

Cash Flows

GROUP	FY15	FY14	NOTES
Receipts from Customers	26.9M	23.2M	
Australia	17.1M	17.6M	Includes capture costs of 2.1M (2014: 0.8M)
US	(8.0)M	-	Includes capture costs of 2.9M, employee costs of 2.5M and other establishment costs of 2.6M
Corporate	(8.6)M	(8.3)M	Global operational costs including functional support and product development
Tax	(0.4)M	1.7M	FY14 includes R&D tax rebate of 1.7M FY15 R&D Rebate received post year-end
Operating Cashflows	0.1M	11.0M	
Australia	(0.3)M	(0.6)M	
US	(3.3)M	-	Primarily Camera Systems
Corporate	(3.5)M	(1.0)M	Primarily development costs
Investing Cashflows	(7.1)M	(1.6)M	

Business Outlook

- Strong FY15 results with 32% growth in subscription revenues, 88% gross margins and \$15M EBIT delivered from Australian operations
- Capital light, cash generative highly scalable business model
- Significant growth opportunities in AU market driven by increasing awareness, rising penetration and new products
- Growth company firmly in growth mode
- Foundations laid for substantial growth in US
- Focus on driving revenues
- Confident about delivering further strong growth in FY16 both in Australia and the US
- Strong balance sheet with \$17m net cash and no debt to fund growth
- Update to be provided at the AGM

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