

Annual General Meeting

30 November 2015



nearmap 
current : clear : change

Group Highlights

Maroubra Beach, NSW

Profitability

Australian revenue up 32%, gross profit up 36% on prior year

Value

Strength of customer value proposition and financial model

Management

Local Australian management team, extending sales capacity and launched marketing function

US expansion

Capture program of 50% of US population and first commercial sales generated ahead of guidance

Leadership

CEO experienced in commercialising high growth technology companies in the US

Product

Product innovation on track to deliver Australian revenue run-rate guidance

Technology

HyperCamera2 to solidify positioning as high-resolution aerial imagery leader

Balance

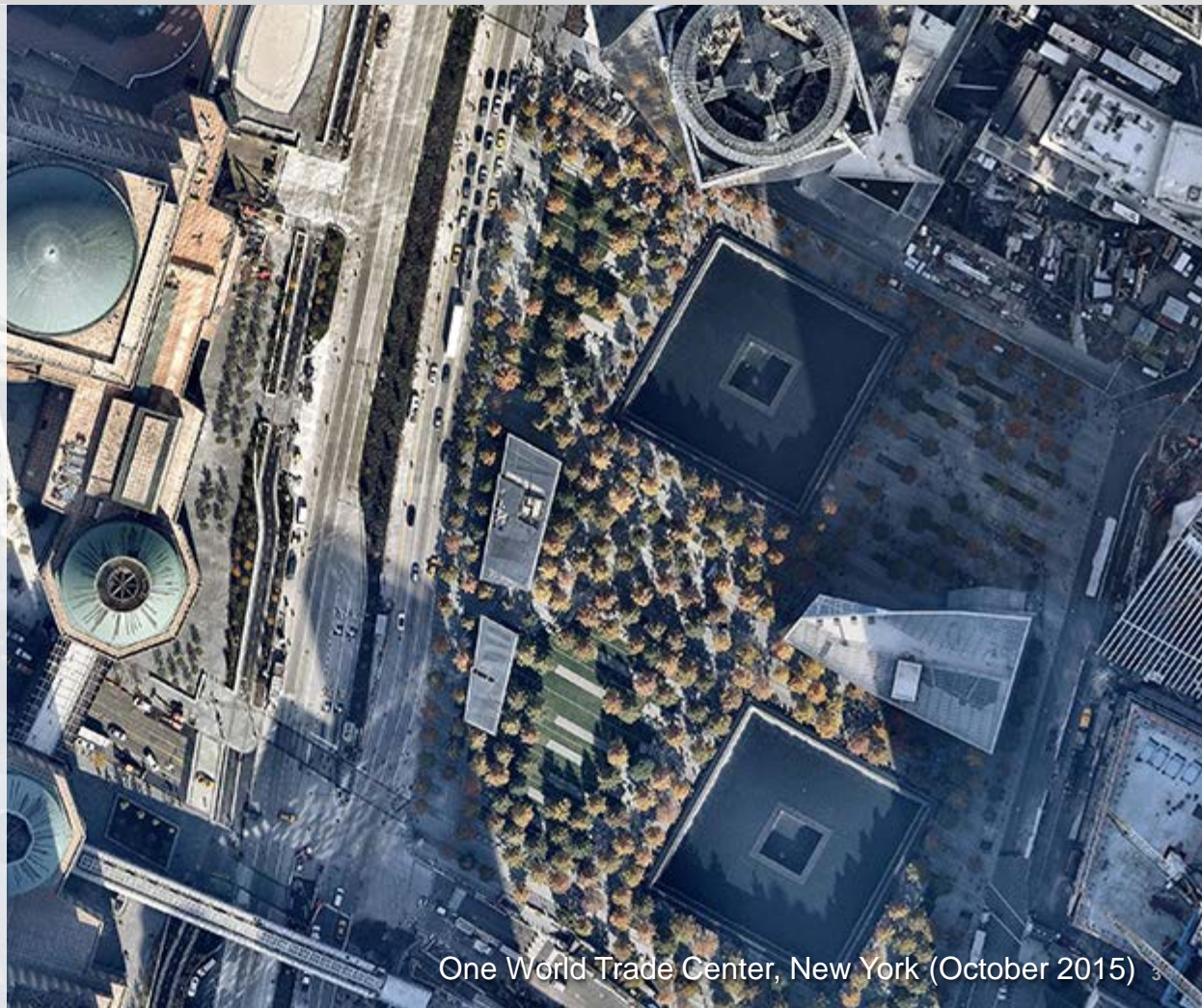
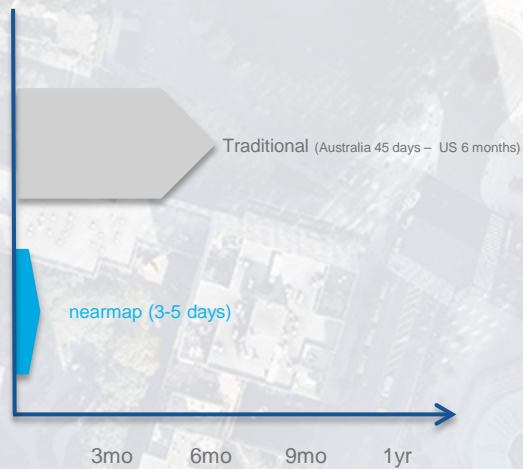
Strong balance sheet with US expansion funded internally

Subscriptions

Growing base of subscription customers with high retention

Current. Clear. Change.

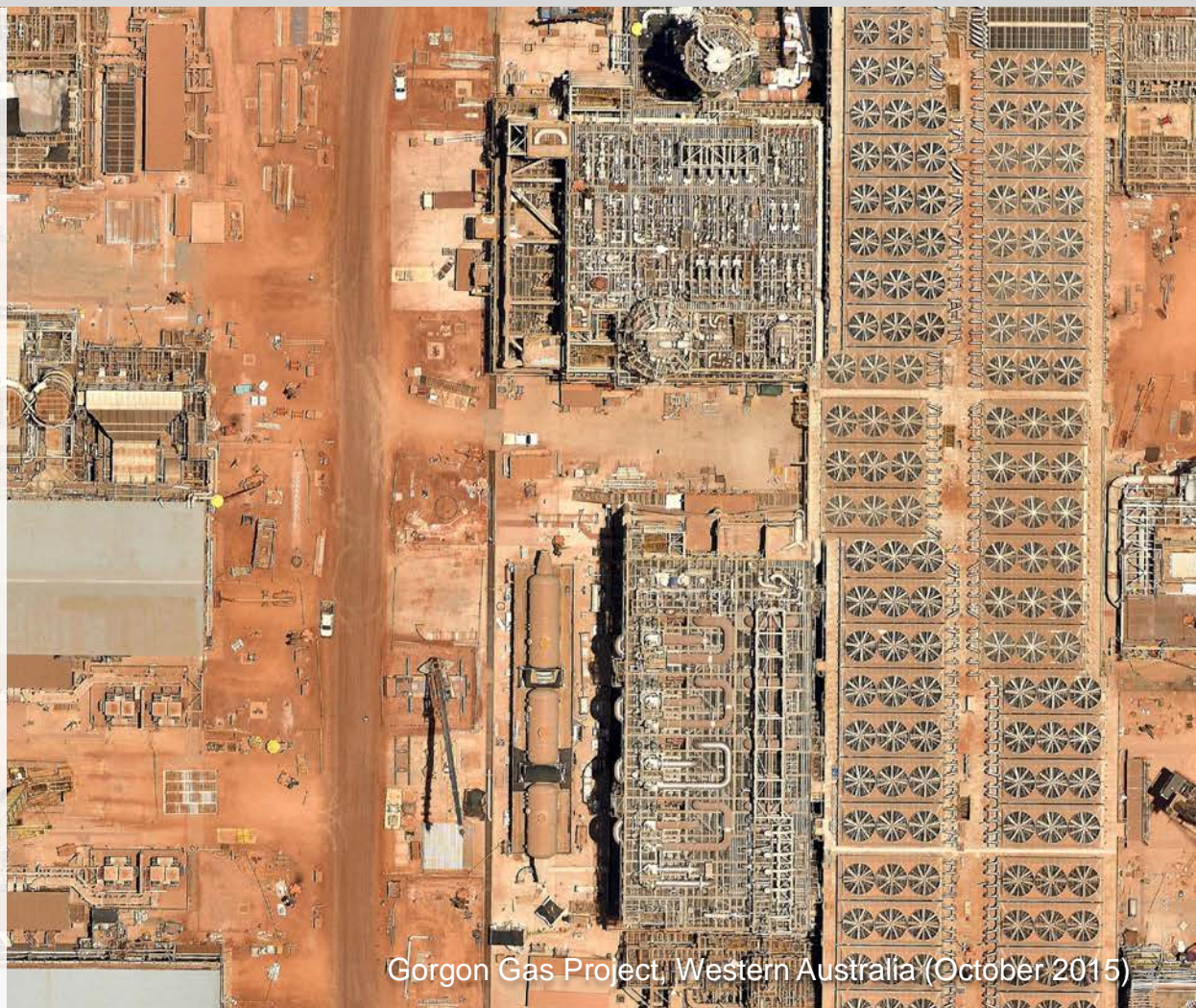
Images delivered within days of capture



One World Trade Center, New York (October 2015)

Current. Clear. Change.

High resolution imagery enables effective decision making



Gorgon Gas Project, Western Australia (October 2015)

Current. Clear. Change.

Track change over time



Barangaroo, Sydney – April 2013



July 2015

Three Key Initiatives

An aerial photograph of a shipping yard filled with rows of colorful intermodal containers in shades of blue, red, yellow, and white. The containers are arranged in neat, parallel lines, creating a strong sense of order and scale. The ground between the rows is a light-colored, paved or dirt surface. The lighting is bright, casting distinct shadows from the containers.

1. Bringing a focus to our US expansion, supported by continued investment in the market
2. Continued investment in scaling our Australian business
3. Investment in technology and product to add richness and value to our customer offering

Sydney, NSW

nearmap Today



- Compelling product offering
- Significant market position – first mover advantage
- Growing subscription base with high customer retention
- Capable and motivated team
- Expansion to US underway with capture program covering 50% of the US population and growth in sales
- Investment in systems and plans to address the US opportunity

US Expansion

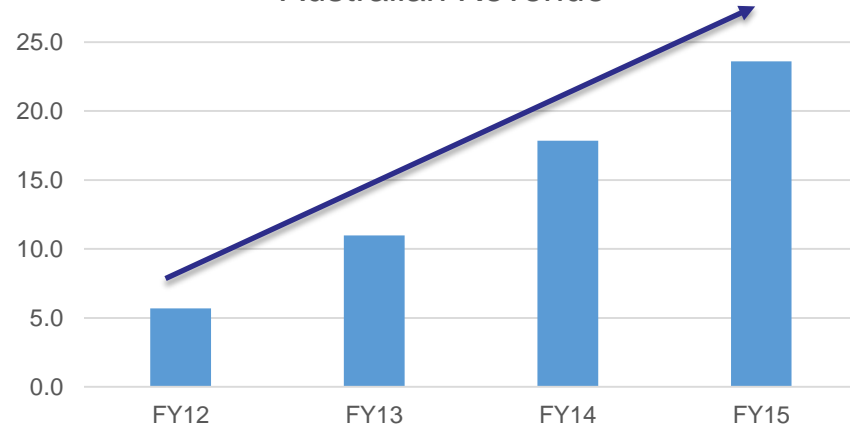
- Contracted sales of USD\$500k (AUD\$700k) achieved to date
- Customer needs and product value closely match what is seen in Australia
- Offering compelling relative to competitors
- Replicated successful Australian sales and marketing structure
- Providing tools to accelerate conversion of customer awareness to revenue generation:
 - By the end of this week, implementation of a more nurtured “paywall”
 - Marketing programs targeted at selected industry verticals
- Hiring of local leadership to support US growth
- Structures in place to enable accelerated revenue growth

Rosamond, CA

Australian Business

- John Biviano leading the sales & marketing team
- Run-rate revenue will be between \$28M and \$32M by the end of the quarter
- High retention rates of our subscription customers
- Subscription revenue growth expected to continue

Australian Revenue



Perth Stadium, WA

Product & Technology

- Building higher value tools and investing in next generation product
- HyperCamera2:
 - Development of our next generation product, delivering higher richness and value of the data
- Roll-out of product capabilities to commence over time

San Francisco, CA

FY16 Outlook

- Growth in the US to be supported by strong balance sheet, new business growth and free cash flow in Australia
- Already one of the ten largest aerial imagery companies globally
- Focussed on repeating our Australian success in the US:
 - **Consideration of other territories after US success**
- Development of tools and analytics to create new markets across a range of industries
- Strategy, products and team to accelerate our growth in Australia and our presence and results in the US

San Francisco, CA

Contact Details

Level 6
6-8 Underwood Street
Sydney, NSW 2000
Australia

Telephone: +61 (0) 2 8076 0700
Facsimile: +61 (0) 2 8076 0701
Email: investor.relations@nearmap.com
Website: www.nearmap.com



Disclaimer

The material in this presentation has been prepared by nearmap Limited ACN 083 702 907 (nearmap) and is general background information about nearmap's activities current as at the date of this presentation. This presentation provides information in summary form only and is not intended to be complete. nearmap makes no representation or warranty as to the accuracy, completeness or reliability of any of the information contained in this presentation. It is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor. Due care and consideration should be undertaken when considering and analysing nearmap's financial performance.

This presentation may contain forward-looking statements, including statements regarding nearmap's current intentions, plans, expectations, assumptions and beliefs about future events. The words "anticipate", "believe", "expect", "project", "forecast", "estimate", "likely", "intend", "outlook", "should", "could", "may", "target", "plan" and other similar expressions are intended to identify forward-looking statements. Investors and potential investors are cautioned not to place undue reliance on these forward-looking statements. nearmap does not undertake any obligation to publicly release the result of any revisions to these forward-looking statements to reflect events or circumstances after the date of this presentation to reflect the occurrence of unanticipated events. While due care has been used in the preparation of forecast information, actual results may vary in a materially positive or negative manner. Forecasts and hypothetical examples are subject to risks, uncertainty and contingencies outside nearmap's control and are based on estimates and assumptions that are subject to change.

To the maximum extent permitted by law, each of nearmap and its directors, officers, employees, agents, contractors, advisers and any other person associated with the preparation of this presentation disclaims any liability, including without limitation any liability arising from fault or negligence, for any errors or misstatements in, or omissions from, this presentation or any direct, indirect or consequential loss howsoever arising from the use or reliance upon the whole or any part of this presentation or otherwise arising in connection with it.