

nearmap.com current /clear /change
Level 6, 6-8 Underwood Street, Sydney NSW 2000
PO Box R1831, Royal Exchange, NSW 1225
Telephone +61 2 8076 0700 Facsimile +61 2 8076 0701
Email queries@nearmap.com Twitter [@nearmap](https://twitter.com/nearmap)
ABN 37 083 702 907



ASX release

18 March 2016

GENERAL MEETING PRESENTATION

18 March 2016 – SYDNEY – Attached is a presentation which Dr Rob Newman, CEO and Managing Director of nearmap Ltd (ASX: NEA) will be presenting at the Company's General Meeting at 10:00 am today.

About nearmap

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 populations of multiple countries covered regularly, nearmap is changing the way governments, companies and communities see their world.

Further Information

Investors

Telephone +61 400 248 080
investor.relations@nearmap.com

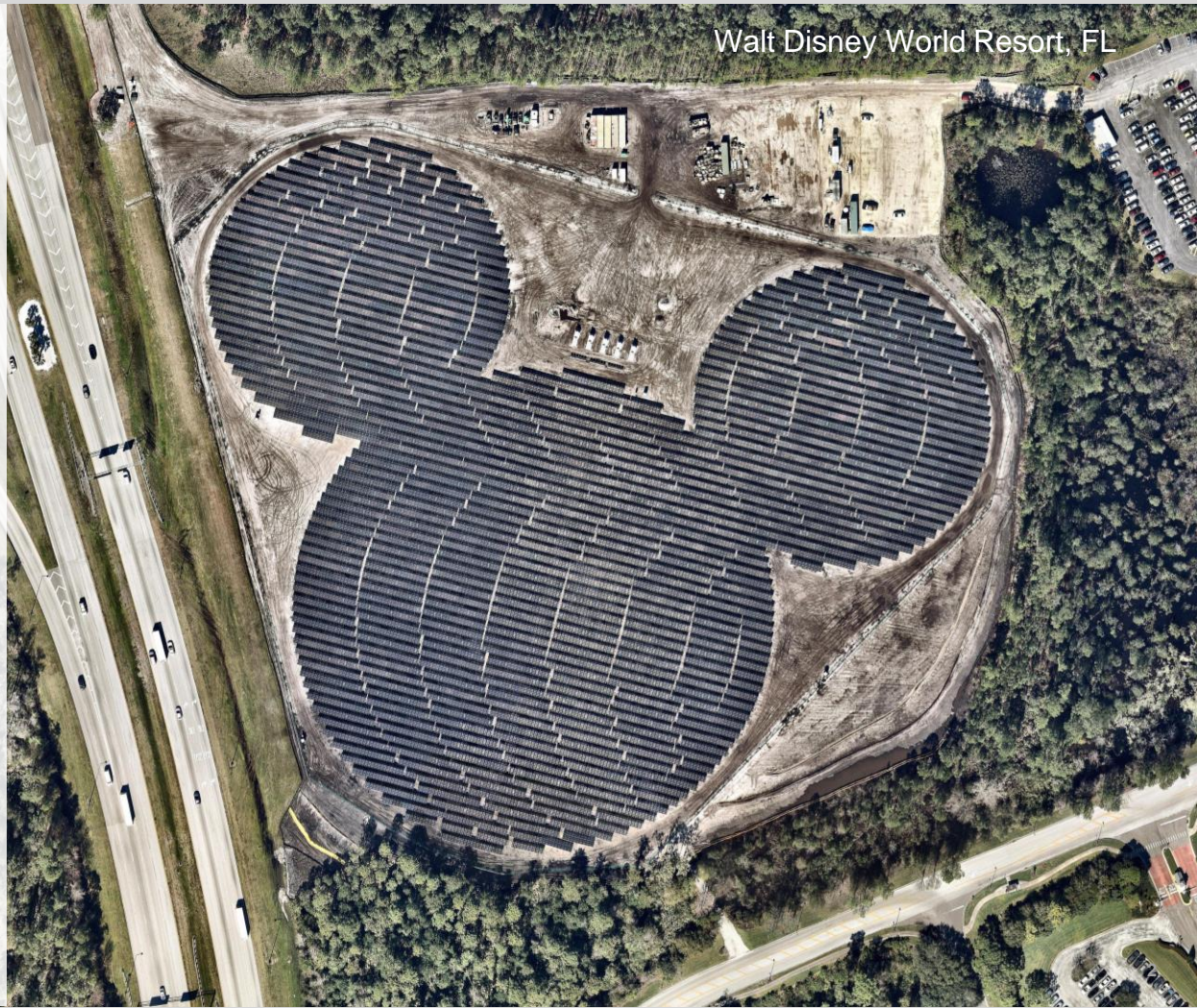
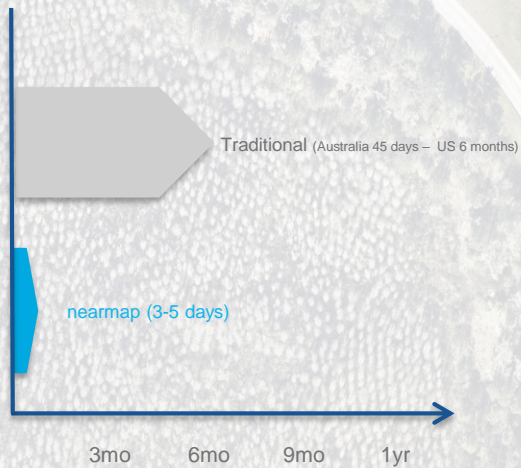


General Meeting

18 March 2016

Current. Clear. Change.

Images delivered within days of capture



Current. Clear. Change.

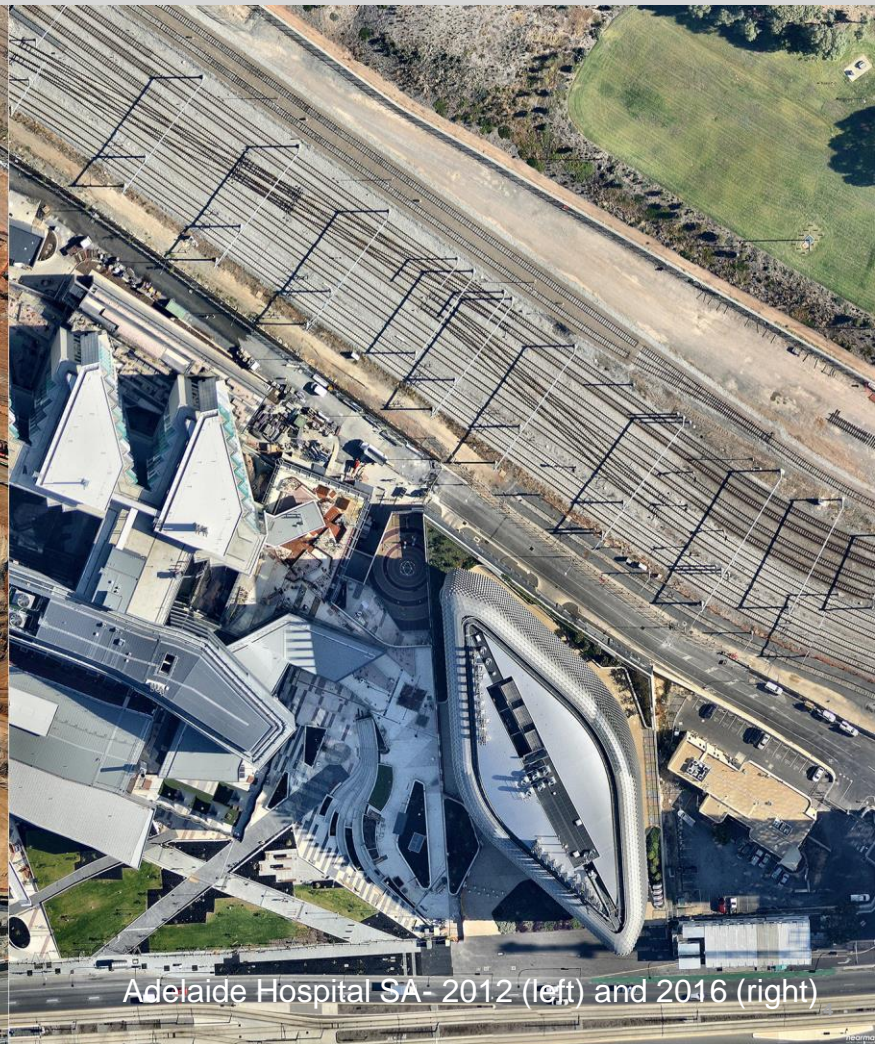
High resolution imagery enables effective decision making



Perth Stadium, WA

Current. Clear. Change.

Track change over time



Adelaide Hospital SA- 2012 (left) and 2016 (right)

Contents

1. Business Update



Gold Coast, QLD

Business Update

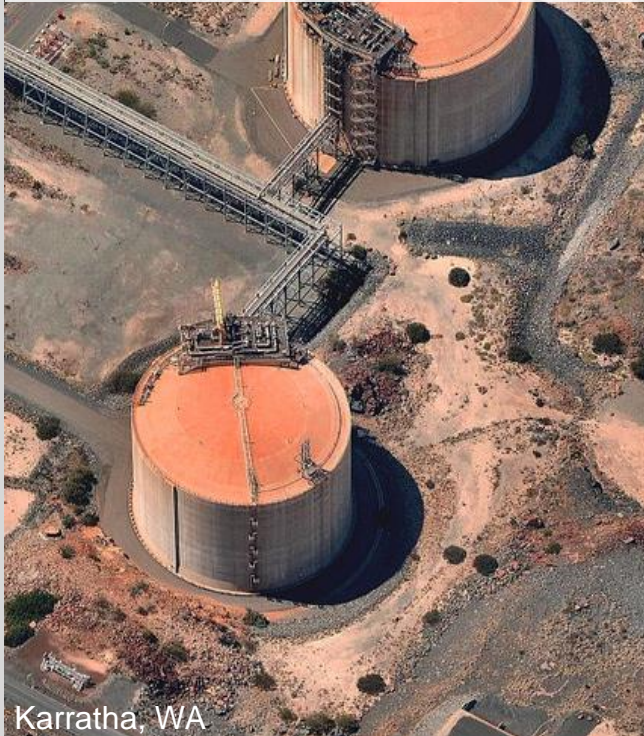
Dr Rob Newman, CEO and
Managing Director

Update on nearmap's three key priorities for H2 FY16:

1. Accelerating growth in our Australian business
2. Building the foundations in the US
3. Maintaining our technology leadership

Sydney, NSW

Accelerating growth in our Australian business



Karratha, WA

Continuing to accelerate revenue growth in Australia.

- New business is a combination of expansion within existing customers and continued addition of new customers.
- Adding sales initiatives to increase penetration in large enterprise prospects who are not yet customers.

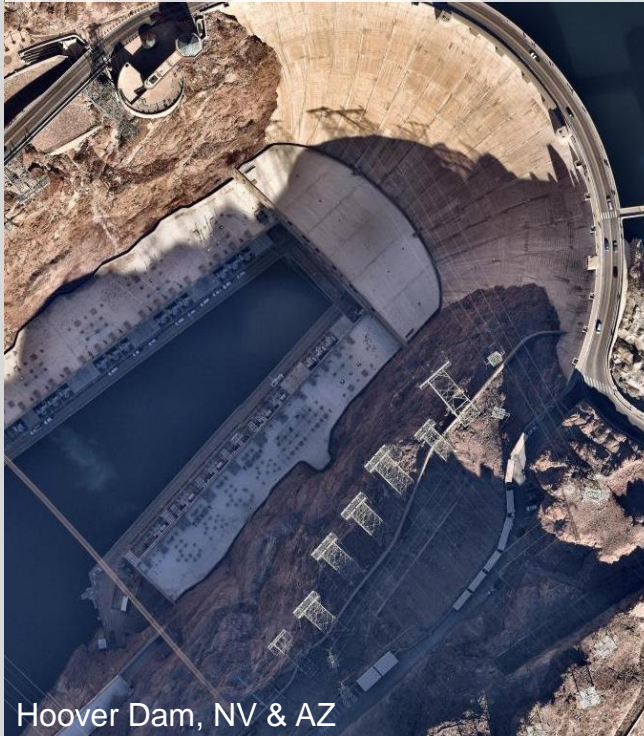
Broadening the reach and effectiveness of marketing.

- Increased awareness through radio advertising campaign; and
- Added marketing automation to our online presence.

Continuing to move personal accounts to enterprise plans.

Delivering increased performance in H2 FY16 with similar sales & marketing costs to H1 FY16.

Building the foundations in the US



Hoover Dam, NV & AZ

Continuing to accelerate revenue growth in the US.

Building US sales leadership:

- Commencement of Senior Vice President and General Manager US on 1 February 2016.

Aligning marketing focus with sales:

- Focussed awareness to target industries via tradeshows and email marketing;
- Use of case studies, white papers and solution marketing on the website; to
- Drive to earlier contact with sales; to
- Shorten the sales cycle and increase revenue.

Improved capture program coverage:

- Growing capture footprint in the US targeting coverage of over two-thirds of the US population.

US customer wins

Sales results:

- Over 250 customers.
- Deals ranging in size from USD\$1k to \$120k.
- Recent customer wins include:

Transport



Chicago, IL



Washington DC Department
of Transportation



Orange County, CA



Property Management



Engineering



Local Counties



HILLSBOROUGH COUNTY
PROPERTY APPRAISER



Partners



Space X, CA, USA

Maintaining our technology leadership

HyperCamera2 development:

- Currently undertaking test flights using HyperCamera2
- On track to deliver first commercial imagery by 30 June 2016.
- HyperCamera2 delivers value add products including oblique imagery.
- Commercial benefits include:
 - Improves nearmap competitive positioning with larger US prospective customers;
 - Increases the size of the available market; and
 - Premium product to increase revenues.



Australian Parliament House, ACT

Summary

Reaffirming strategic priorities:

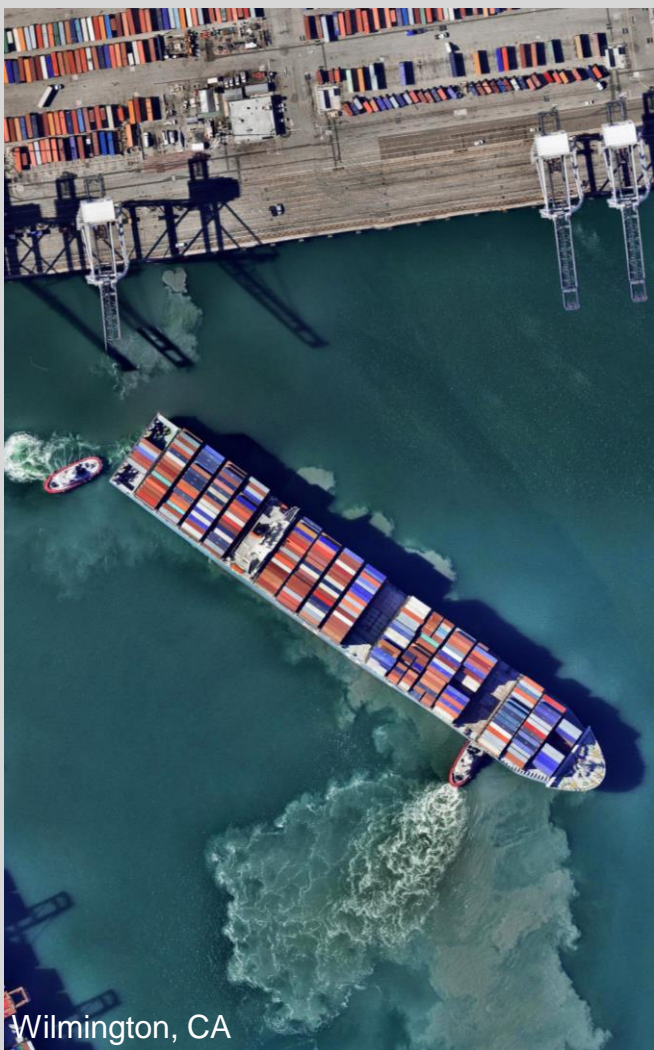
1. Accelerating growth in our Australian business
2. Building the foundations in the US
3. Maintaining our technology leadership

Next steps:

- Q3 FY16 trading update.



Telstra Tower, Canberra, ACT



Wilmington, 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

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