

ASX release

29 April 2016

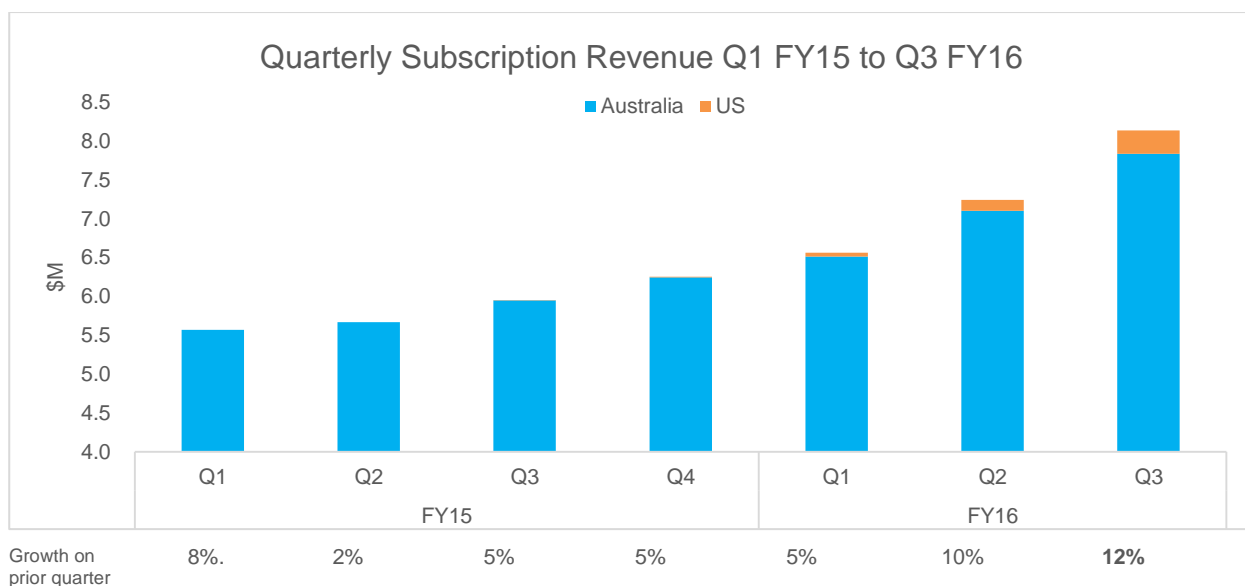
DELIVERING ON KEY PRIORITIES NEARMAP LIMITED Q3 FY16 TRADING UPDATE

29 April 2016 – SYDNEY - nearmap Ltd (ASX: NEA), is pleased to provide a quarterly update on Q3 FY16 trading and delivery on its three key priorities for H2 FY16:

1. Accelerated growth in our Australian business;
2. Building the foundations in the US; and
3. Enhancing our technology leadership.

1. Accelerated growth in our Australian business validates our approach

Sales initiatives implemented delivering accelerating revenue growth – Unaudited subscription revenue in Australia is up 32% to \$7.8M for the 3 months ended 31 March 2016 (Q3 FY15 - \$5.9M).



Broad customer penetration across industries – Business expanding with existing customers, and new customer additions continue to grow and demonstrate penetration across industries.

Disciplined cost management beginning to deliver scale benefits – The Australian sales and marketing cost base in Q3 FY16 is broadly in line with H1 FY16 cost run-rate.

2. Building the foundations in the US under new sales leadership

Local commercial leadership in place – General Manager, Patrick Quigley, commenced in the quarter to provide US commercial leadership.

Sales momentum building, with continued quarter on quarter growth – Largest sales quarter to date, with contracted sales in Q3 FY16 of USD \$525k comparable to the level of total contracted sales in H1 FY16.

Benefits of nearmap's subscription model beginning to deliver – First successful renewals and continuing upsells of existing customers.

Increased product offering through growing US capture footprint – US population coverage by nearmap imagery has increased by 12M in Q3 – to 182M (57% of the US population) at 31 March 2016, up from 170M (53%) at 31 December 2015.

Improved performance delivered with continued cost management – The US cost base in Q3 FY 16 was broadly in line with the H1 FY16 cost run-rate.

3. Enhancing our technology leadership

First HyperCamera2 flights launched, demonstrating our leadership in the industry – Successful completion of test flights in both Australia and the United States.

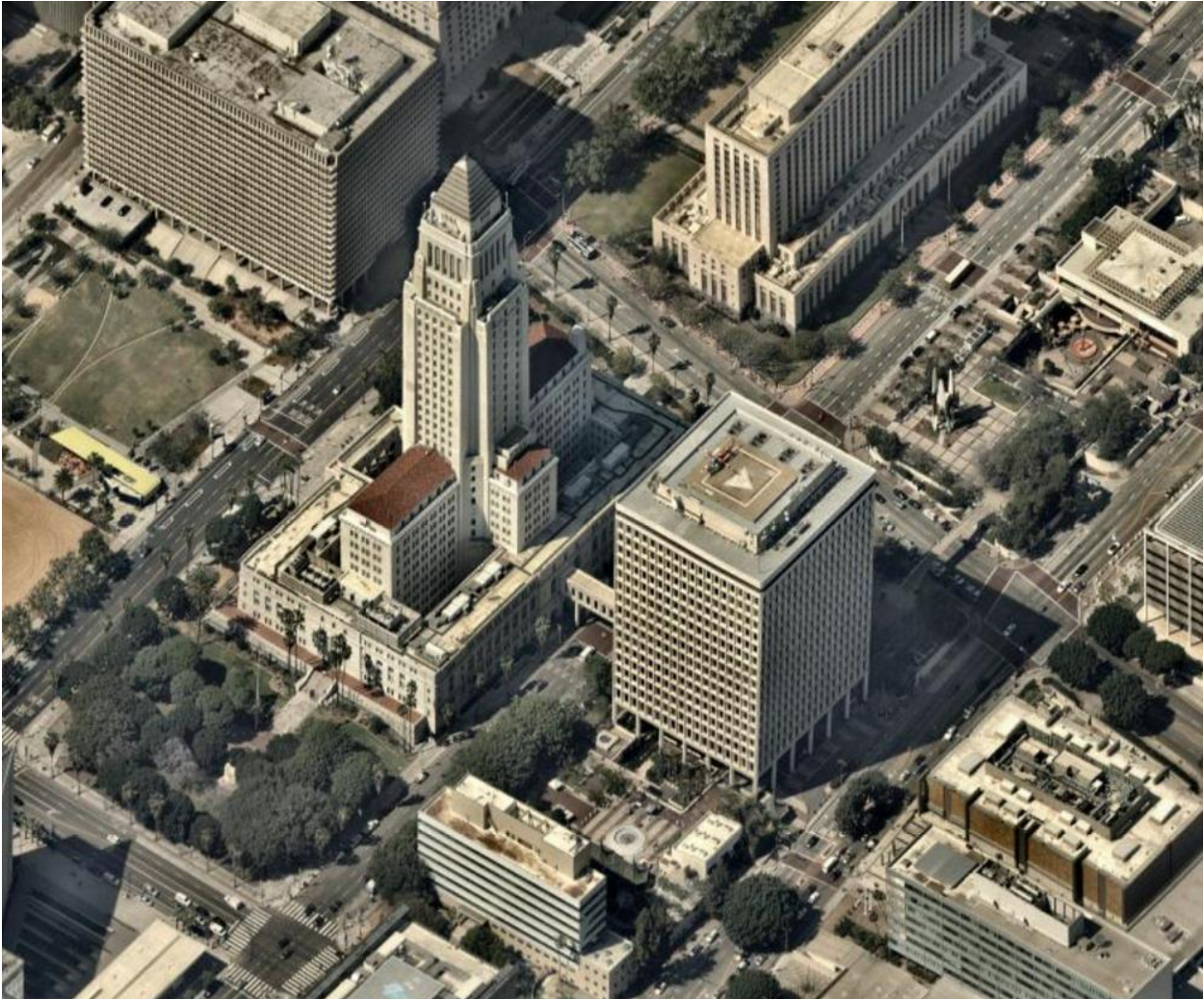
High resolution oblique imagery successfully captured in Australia – A sample image captured in Canberra is below.



nearmap.com current /clear /change
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Commercial survey operations utilising HyperCamera2 have begun in the US – Sample imagery from Los Angeles, California is below.



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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

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