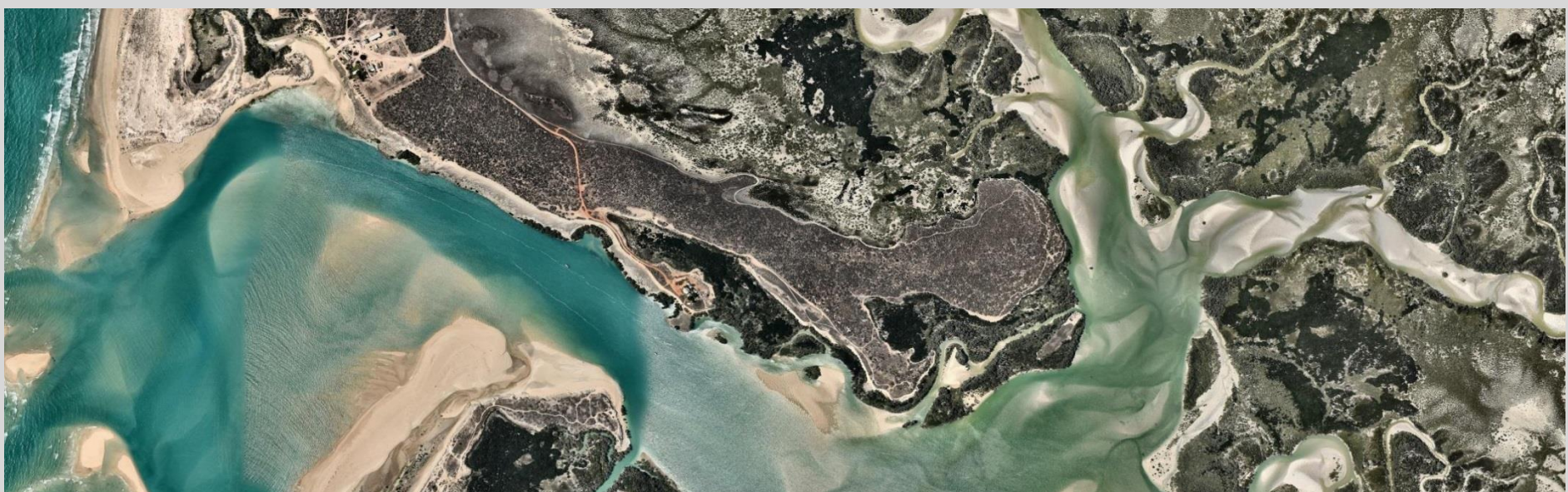


Nearmap Ltd Annual General Meeting

17 November 2016





Agenda

1. Chairman's Address – Mr Peter James, Chairman and Non-Executive Director
2. Formal Business – Mr Peter James
3. CEO Report – Dr Rob Newman, Managing Director and CEO
4. Polling Results and Close – Mr Peter James



Chairman's Address – Mr Peter James, Chairman and Non-Executive Director



The Nearmap Board



Peter James
Chairman



Dr Rob Newman
Chief Executive
Officer & Managing
Director



Ross Norgard
Non-Executive
Director



Cliff Rosenberg
Non-Executive
Director



Ian Morris
Non-Executive
Director (US)



Chairman's Address

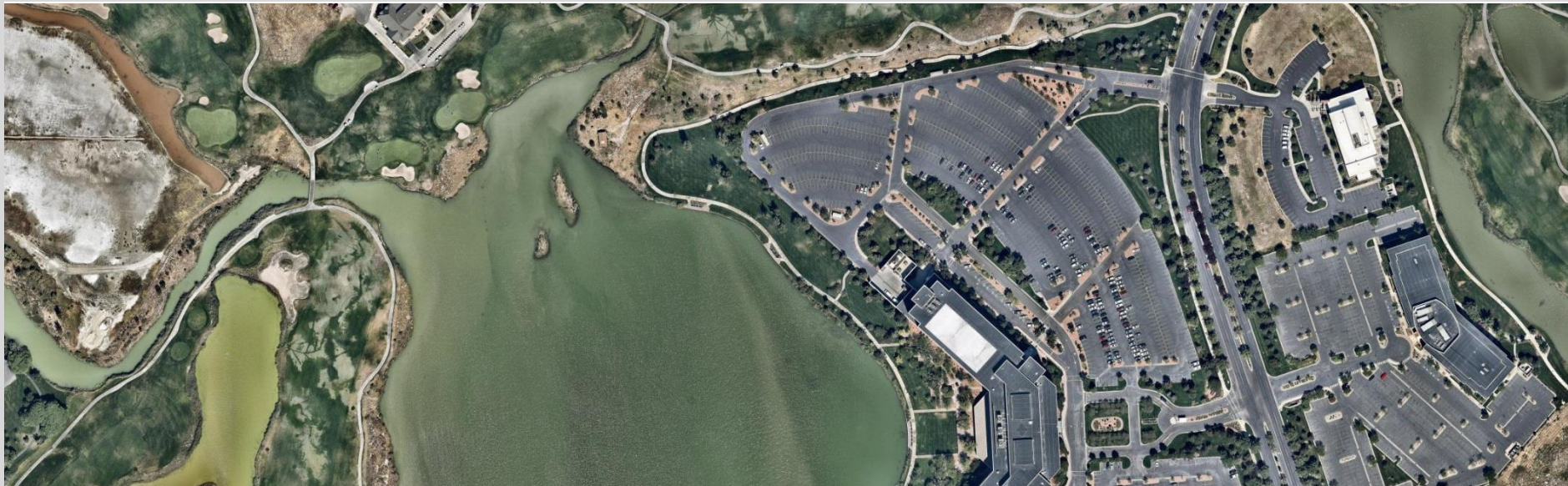
Mr Peter James, Chairman and Non-Executive Director

- Nearmap delivered on its three key priorities in FY16.
- Nearmap captures, manages and delivers the most current location content in the world.
- Nearmap is well positioned to continue its growth and market leadership.

1 **Nearmap delivered accelerated growth in Australia**

2 **Nearmap delivered the foundations for success in the US**

3 **Nearmap enhanced its technology leadership**



CEO Report – Dr Rob Newman, Managing Director and CEO





Managing Director's Address

Dr Rob Newman, CEO and Managing Director

- We bring the real world to you.

Why

We believe if we change the way people view the world, we can profoundly change the way they work

How

So we've created effortless access to the most useful, engaging and current location content in the world

What

Making it possible for anyone to unlock the limitless capacity of truth on the ground



FY2016 Highlights

Successful delivery on Nearmap's three key priorities for the year



Accelerated growth in our Australian business



Built the foundations for success in the US



Enhanced our technology leadership



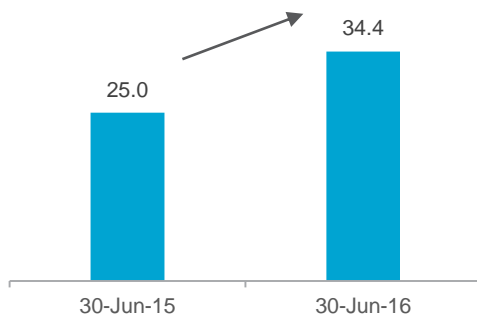
Accelerated growth in our Australian business

The Australian business demonstrated strong growth in customers, revenue and annualised contract value

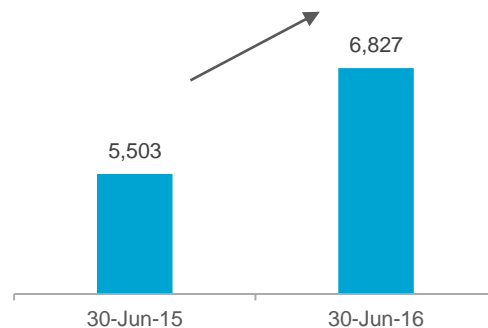
Key highlights:

- ~38% growth in ACV¹ portfolio to \$34.4M
- Estimated lifetime portfolio value² of \$338M
- >1,300 additional customers taking total customers >6,800
- Over 50,000 active users

Annualised contract value – Australia (\$M)



Growth in normalised* AU customer numbers



* FY15 closing subscriptions normalised for cessation of personal subscriptions during FY16

1. **ACV** Annualised Contract Value = annualised value of all active subscription contracts in effect at a particular date

2. **Lifetime Portfolio Value** Lifetime Portfolio Value = (ACV Portfolio x Gross Margin %) / Churn %

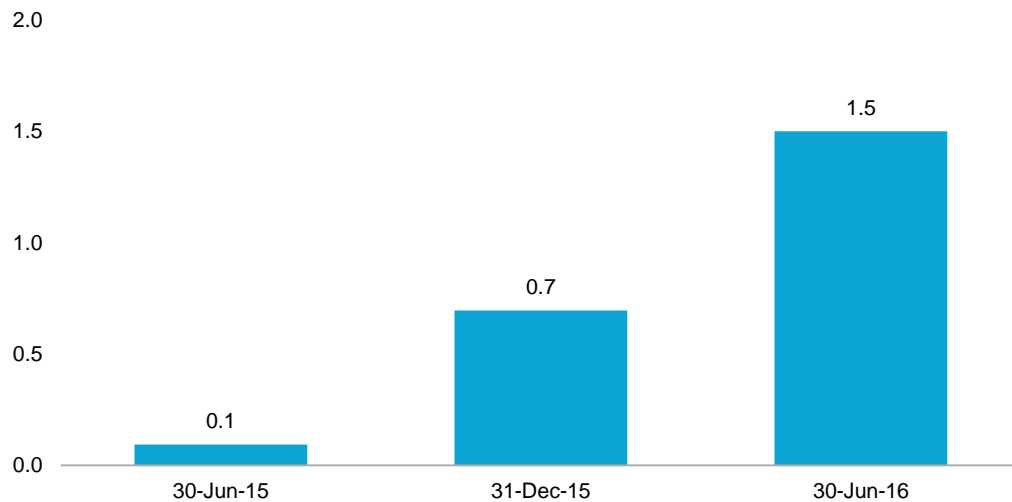


US operations performance improving with changes in strategy and team

Nearmap is in the early stages of exploiting the significant US market opportunity

- Management estimate that the US market opportunity could be 10x Australia.
- Comparison to Australia at a similar point in history demonstrates initial progress in US.
- Investment in US aimed at exploiting the significant market opportunity.

US ACV growth (US\$)





Technology leadership enhanced

Enhanced technology and product capability deliver a platform for growth

- Technology investment increases the efficiency of our capture program.
- Also delivers richer data set, including 3D.
- New use cases enabled by richer content including automation of solar quoting and insurance underwriting.



Leading content

- State of the art camera systems including HyperCamera2
- HyperCamera2 launched in April 2016
- Significant coverage of Australia and US population



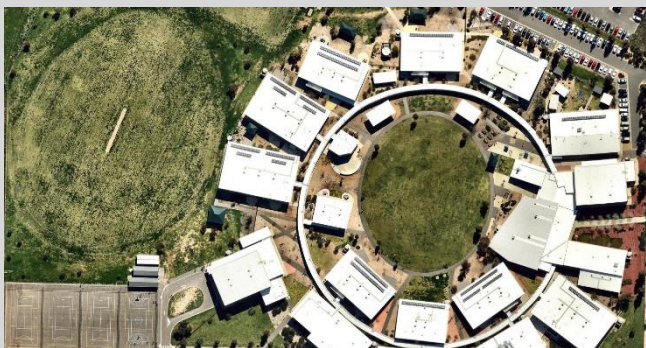
Proprietary software

- Proprietary collection, processing and stitching software
- Unique IP providing market leading product



Subscription access

- Cloud based storage of full library of location content
- Instant access to subscription content
- New content delivered within days of capture

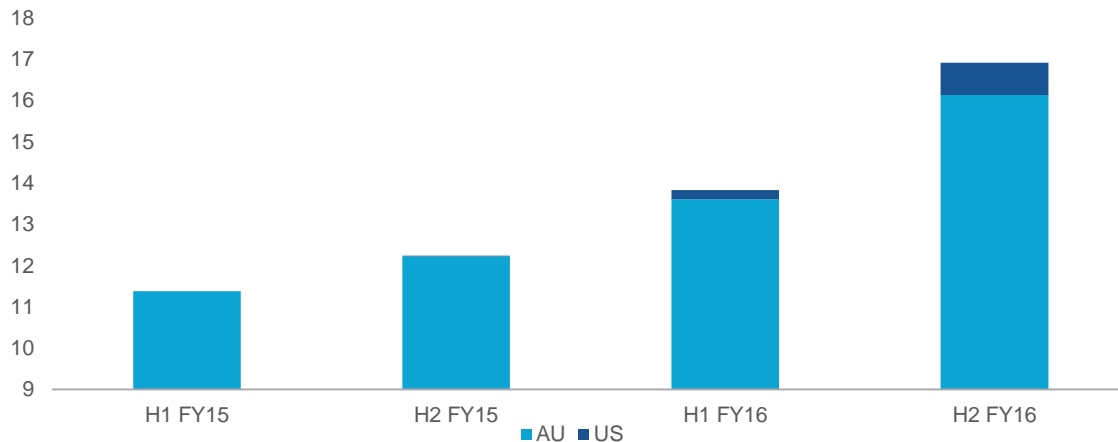


Growth continues

Revenue has shown growth accelerating over the last 4 consecutive halves

- Accelerating AU revenue growth half-on-half.
- US business growing half-yearly contribution to group revenue.

Group half yearly revenue* (\$M)



* Excluding interest, tax and government grants



Performance Highlights

Strong revenue growth was coupled with a return to positive EBITDA in H2 FY16

- Revenue growth of 28.8% year-on-year.
- Disciplined cost management in H2 FY16 with expenses down on H1 FY16.
- Continued investment in sales and marketing expected to drive further revenue growth.

Summary P&L (\$m)

Group P & L	FY15	H1	H2	FY16
Revenue ¹	24.3	14.1	17.2	31.3
<i>Growth on pcp (%)</i>		20.5%	36.5%	28.80%
Gross Profit	20.1	11.3	14.2	25.5
<i>Gross Margin (%)</i>	82.7%	80.1%	82.6%	81.5%
Expenses ²	21.7	15.9	14.1	30.0
EBITDA ²	0.9	(2.0)	2.6	0.6
(Loss)/Profit After Tax	(0.8)	(3.3)	(3.8)	(7.1)

¹ Excludes receipt of government tax refund of \$1.8M in 2H 15

² Excludes impact of FX

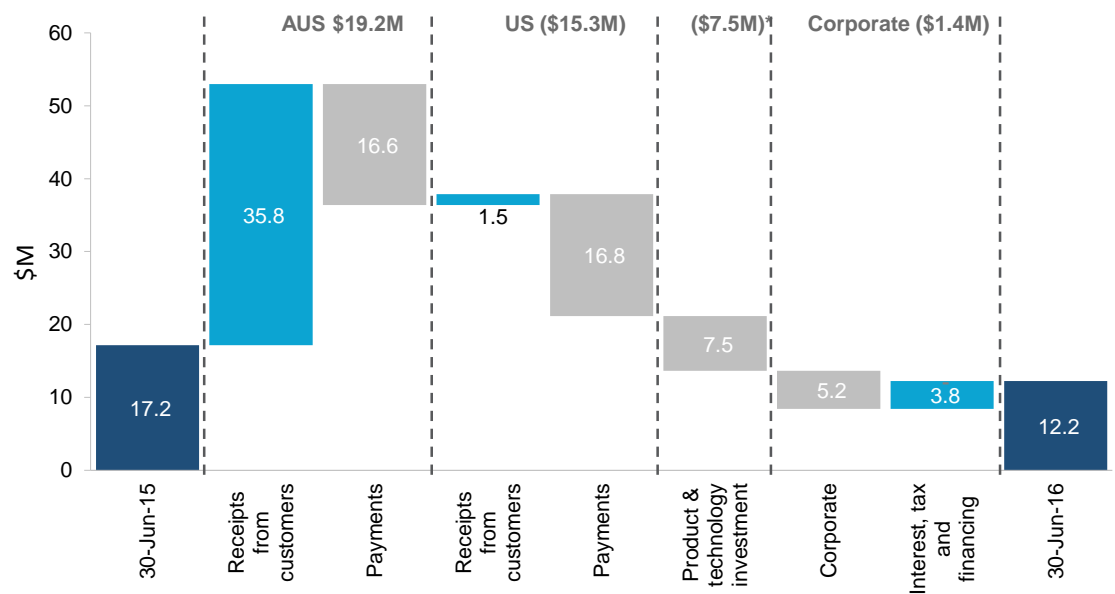


Cash flow waterfall

Strong Australian cash flow generation supports the US during its investment phase

- Receipts from customers consistently increasing over last 4 halves.
- Cash receipts in excess of revenue reflecting subscription nature of business model.
- Disciplined cost management remains a key focus.

Nearmap's cashflow FY16



* \$7.5M relates to investments in product and technology

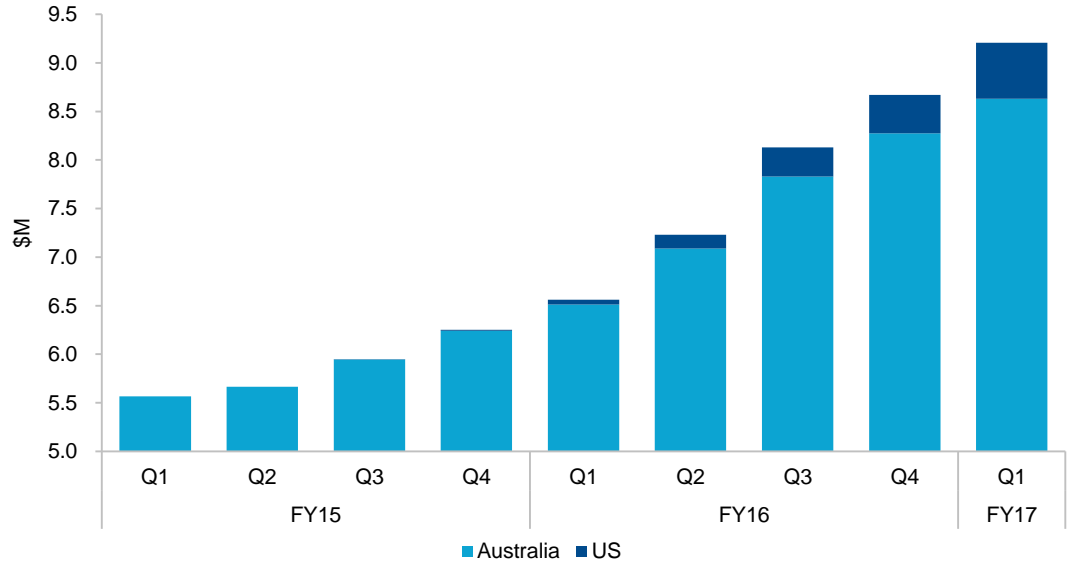


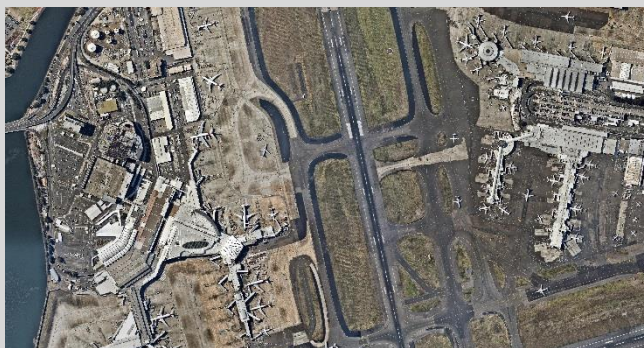
Q1 FY17 trading update

US operations build momentum

- Growing confidence in the US growth opportunity following Q1 FY17 sales – US ACV portfolio grew 53% to US\$2.3M.
- Continued growth in our Australian business with revenue growth, broad customer penetration across industries and disciplined cost management.
- Nearmap's location content growing in importance with OmniEarth partnership beginning to deliver results.

Group Subscription Revenue Q1 FY15 to Q1 FY17





Nearmap has broadened the traditional aerial imagery market

Our unique offering overcomes a range of limitations experienced by traditional market operators

- The traditional aerial imagery market is focussed on bespoke captures – generally a higher cost proposition for customers, with manual processing and lack of image currency and accessibility.



Fragmented market

Location content providers typically focussed on specific use cases or geographic locations



Lack of currency

Traditional methods of delivering location content involve significant time between capture and delivery of content to customers



Manual processing

Traditional methods of delivering location content involve significant manual processing of images



Delivery limits customer use

Lack of currency and access to broad based location content has limited usage in industries which would derive significant benefit

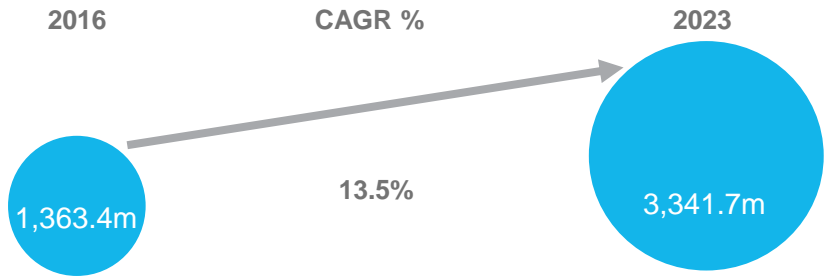


The global location content market is large and expanding

The market is forecast for rapid growth in the upcoming years

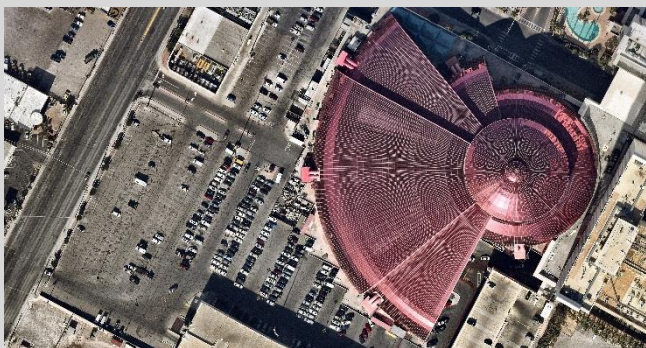
- Global market for taking and processing images from an elevated position has experienced rapid growth which is forecast to continue.
- Location content is expanding out of specialist uses to broad use in many business applications.
- Nearmap's unique business model is perfectly positioned to make location content easily accessible and broadly available.

Global aerial imaging market (US\$)¹



	2016	CAGR %	2023
AU	50.0M	10.4%	100.4M
US	443.8	14.5%	1,151.8M

¹ Transparency Market Research "Aerial Imaging Market: Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2015-2023"



Nearmap is uniquely positioned to leverage the growth in the location content market

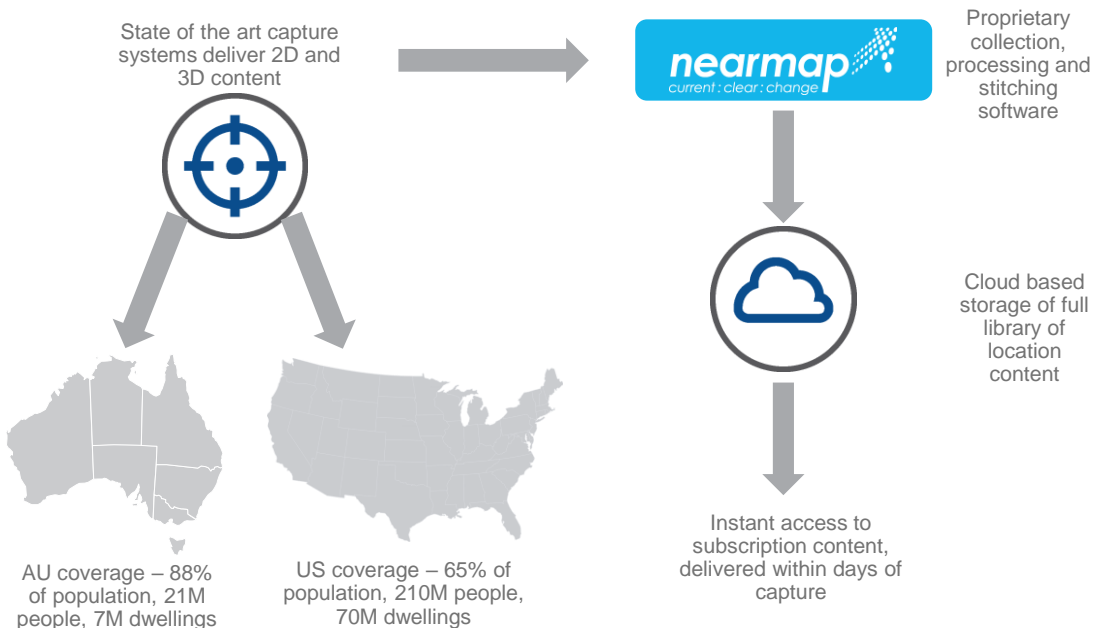
Enhanced technology and product capability deliver a platform for growth

Leading content

- State of the art camera systems including HyperCamera2 (launched April 2016)
- Significant coverage of Australia and US population

Proprietary software

- Proprietary collection, processing and stitching software with unique IP providing market leading product
- Subscription access





The Nearmap Point of Innovation

We capture, manage and deliver the most current location content in the world

- More than just providing unique imagery, our customers use Nearmap's location content to address a broad range of needs in their business, with 6 key jobs in their organisations which we help facilitate.

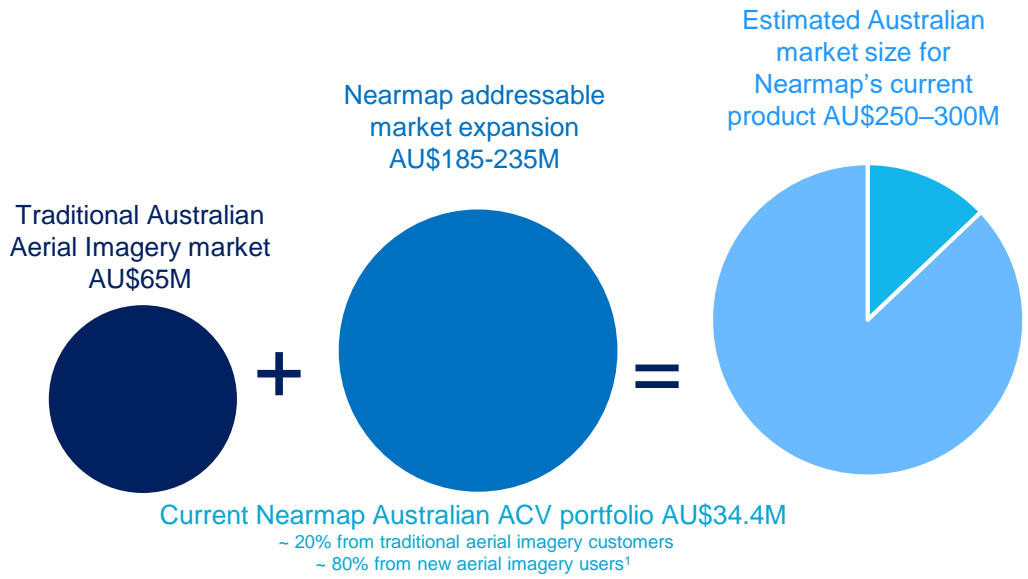




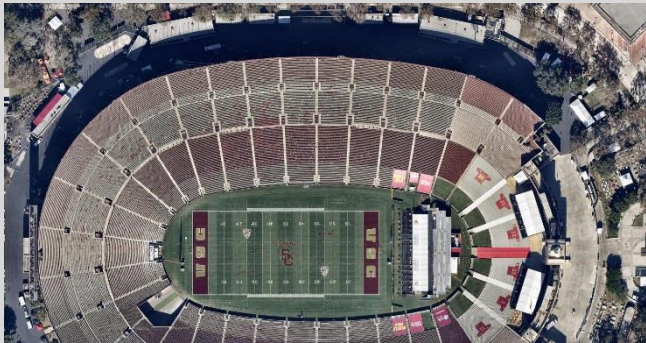
Nearmap has expanded this market

Nearmap's cloud based platform for delivery of high resolution location based content has expanded the traditional aerial imagery market

- Many Nearmap customers have not traditionally been aerial imagery customers – Nearmap's unique offering has expanded the potential users of aerial imagery location content and therefore the market.



¹ Estimate based on internal research and external analysis
(Transparency Market Research "Aerial Imaging Market: Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2015-2023", IBIS World Industry Report M6922 "Surveying and Mapping Services in Australia")



Outlook for FY17

Nearmap's key priorities in FY17 build on the initiatives and progress achieved in FY16



Continued growth in Australia

Continued targeted investment in sales and marketing



Drive strong growth in the US

We will consider increased investment in sales and marketing to drive higher growth



Leverage Nearmap's location content as core to rapidly emerging markets

Expand investment in 3D product to drive further expansion of the addressable market



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.

All currency amounts are in AU dollars unless otherwise noted.