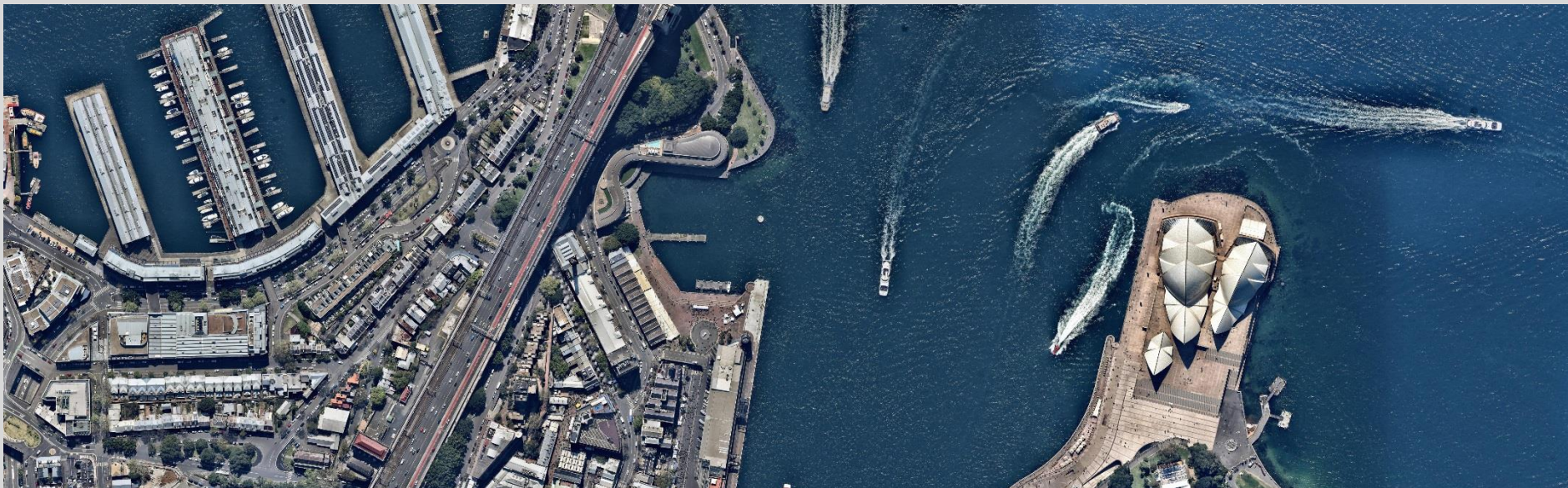


An aerial photograph of a large-scale aquaculture facility. The facility consists of numerous rectangular tanks arranged in a grid-like pattern. The water in the tanks varies in color, from dark green to light green, indicating different stages of fish growth or different types of fish. The tanks are separated by concrete or metal walkways. The overall layout is highly organized and efficient for large-scale fish farming.

# Nearmap Ltd

## Investor Strategy Presentation

17 November 2016



## Agenda

1. Nearmap Vision, Strategy & Business Model – Dr Rob Newman, Managing Director and CEO
2. Australia Distribution Overview – Mr John Biviano, Senior Vice President & General Manager, Australia
3. US Distribution Overview – Mr Patrick Quigley, Senior Vice President & General Manager, United States
4. Content & Technology Strategy – Mr Paul Lapstun, Chief Technology Officer
5. Nearmap 3D Product Strategy – Ms Leah Rankin, VP of Product & Engineering
6. Nearmap Summary – Dr Rob Newman



An aerial photograph of sand dunes, showing their characteristic ripples and undulating shapes. The dunes are bathed in a soft, golden light, creating a warm, textured appearance. A semi-transparent white rectangular box is overlaid on the lower half of the image, containing text. The overall composition is serene and emphasizes the natural beauty and vastness of the landscape.

## 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



## The Nearmap team

Experienced leadership with a growth oriented executive team



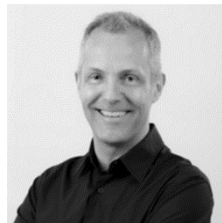
**Dr Rob Newman**  
Chief Executive Officer &  
Managing Director



**John Biviano**  
Senior Vice President &  
General Manager, Australia



**Patrick Quigley**  
Senior Vice President &  
General Manager, US



**Paul Lapstun**  
Chief Technology Officer



**Leah Rankin**  
Vice President – Product  
& Engineering



**Andy Watt**  
Chief Financial Officer  
(Commencing Dec 2016)



## Traditional aerial imagery has a multitude of uses

These cover a range of industries and applications

- The traditional aerial imagery market has a number of specialist applications, with end-use in a range of sectors.
- Nearthmap's unique subscription platform already addresses a number of these applications and industries – before taking into account the market expansion which the platform brings.

Applications	Industries
Geospatial technology	Government
Media & entertainment	Commercial enterprises
Construction & engineering	Civil engineering
Energy	Military
Defence & intelligence	Energy
Conservation & research	Others (including insurance)
Disaster response management	
Natural resources management	

Traditional aerial imagery applications and industries which Nearthmap's expanded offering already addresses

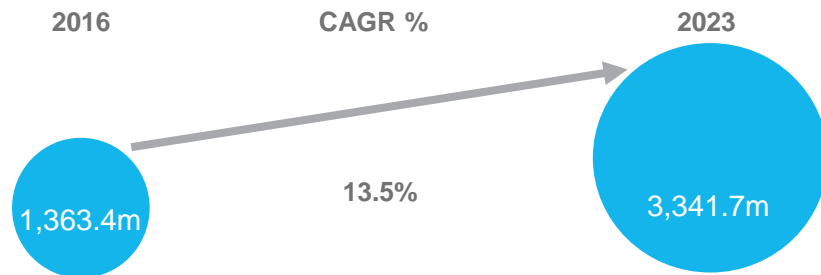


## The traditional aerial imagery market is large and expanding

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\$)<sup>1</sup>



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

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



## 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



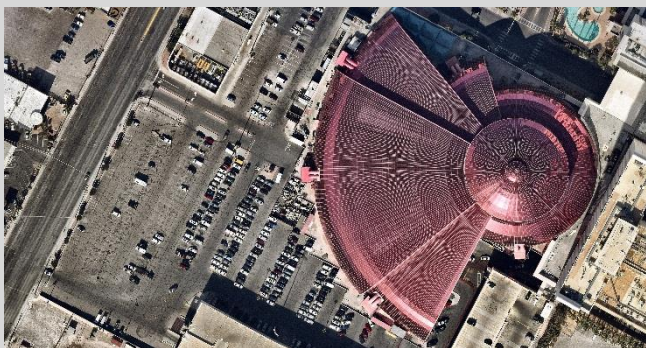
### Manual processing

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



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

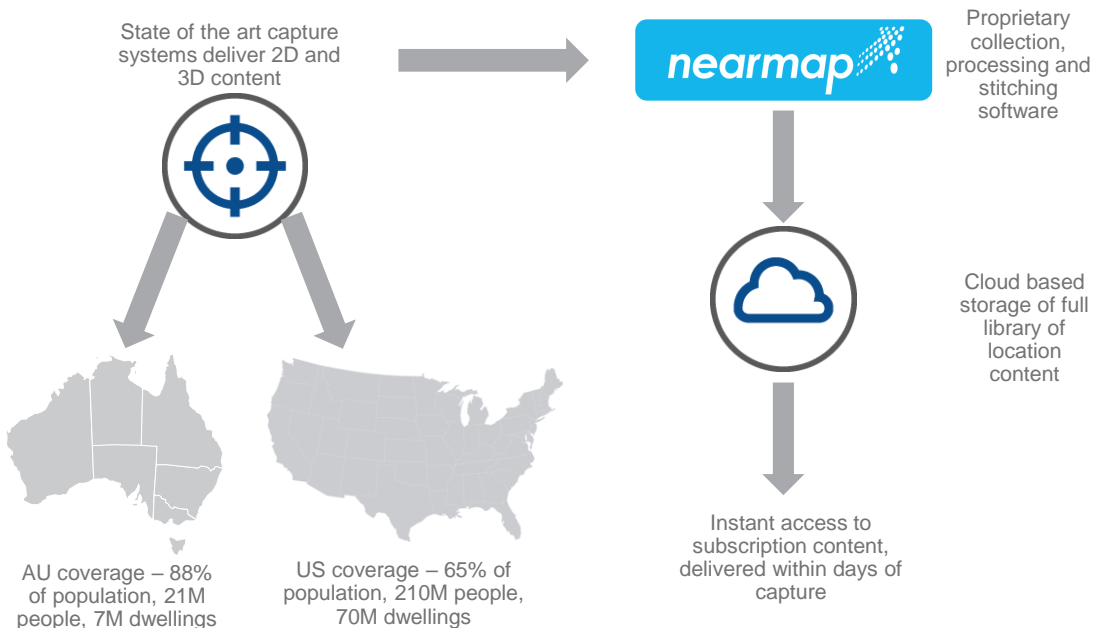
Enhanced technology and product capability deliver a platform for growth

### 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



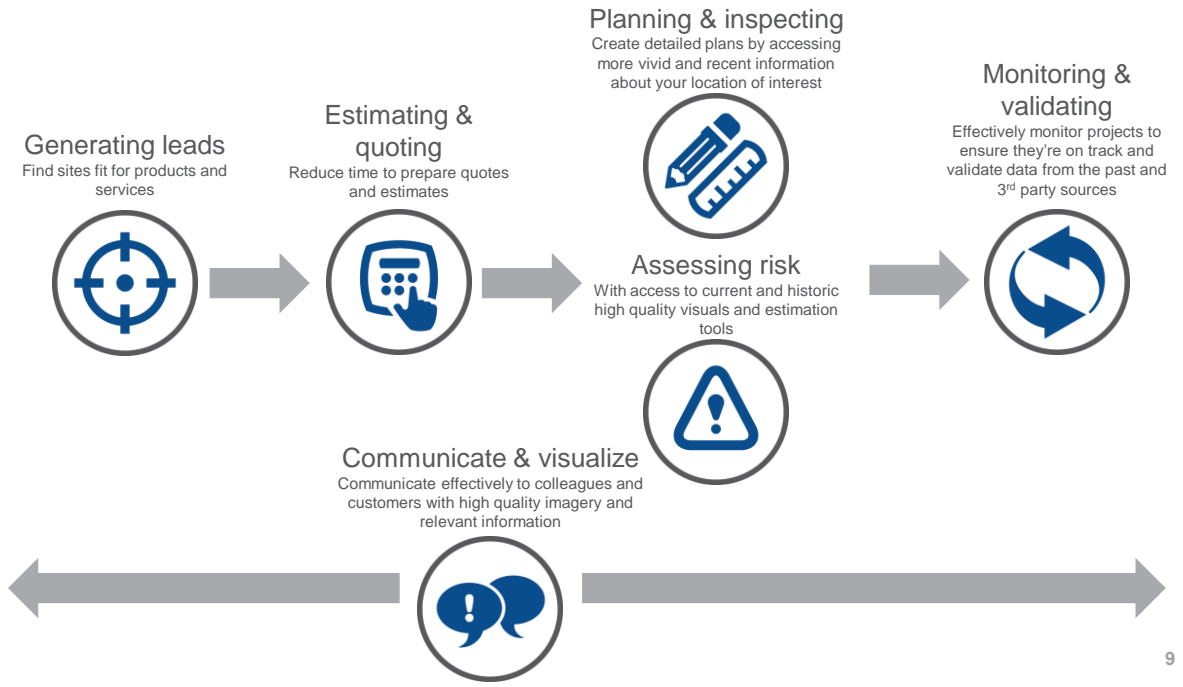




## The Nearmap Point of Innovation

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.

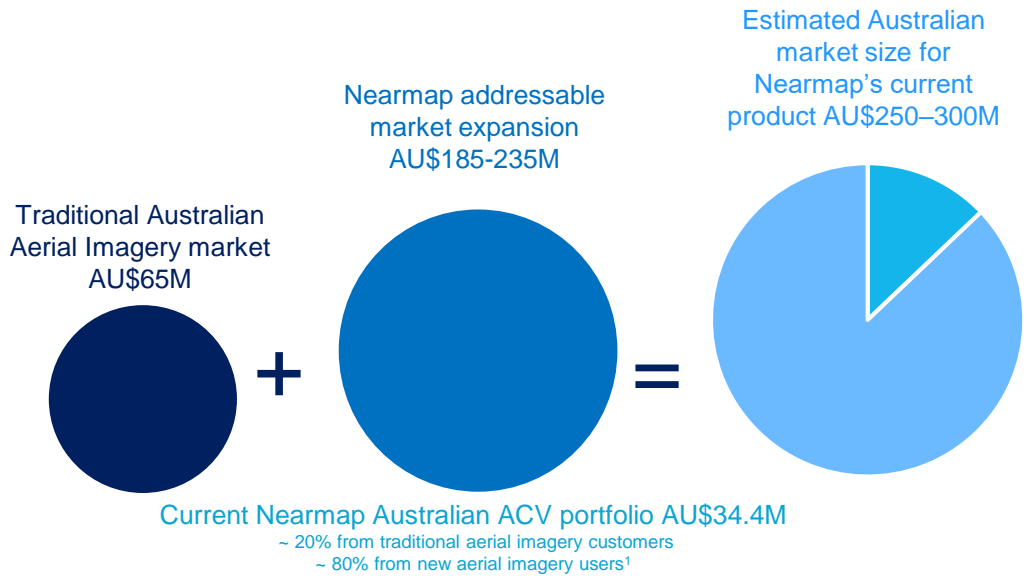




## Nearmap has expanded the addressable market

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.



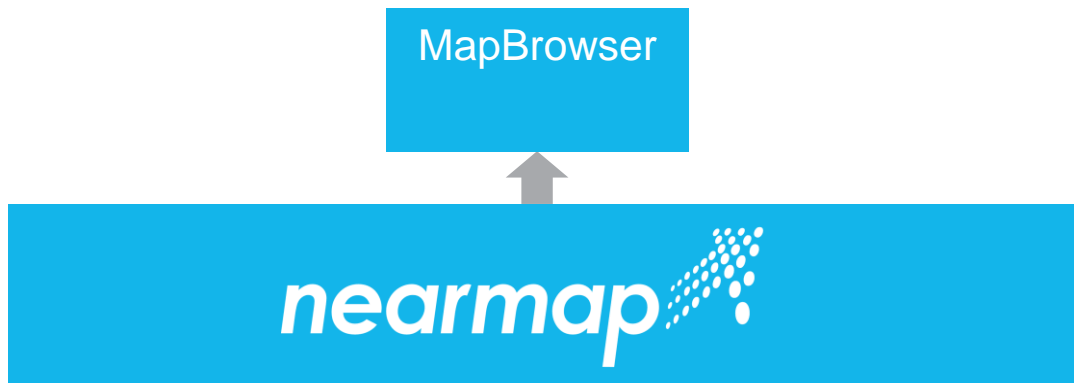
<sup>1</sup> Estimate based on internal research and external analysis  
(Transparency Market Research "Aerial Imaging Market: Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2015-2023", IBIS World Industry Report M6922 "Surveying and Mapping Services in Australia")



## Nearmap's Vision is expanding from our map browser access...

Many of our customers already access our location content through our MapBrowser

- Nearmap's Software as a Service (SaaS) model offers the benefit to customers of lower upfront costs, lower IT infrastructure requirements and greater scalability than a traditional aerial imagery provider:
  - Cloud based storage of full library of location content
  - Instant access to subscription content
  - New content delivered within days of capture.

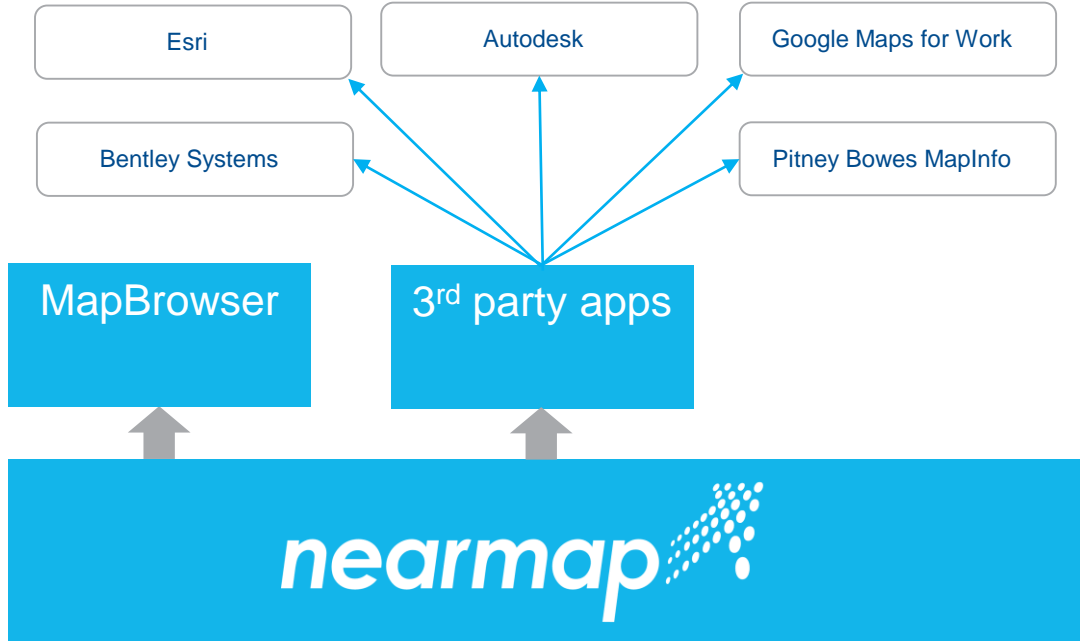




## ...to integration with 3<sup>rd</sup> party apps...

Our location content integrates seamlessly with world class 3<sup>rd</sup> party applications

- For more sophisticated users, our location content integrates with a number of third party applications.
- These may be with third party providers.
- The content can also be integrated into a customer's bespoke internal applications.

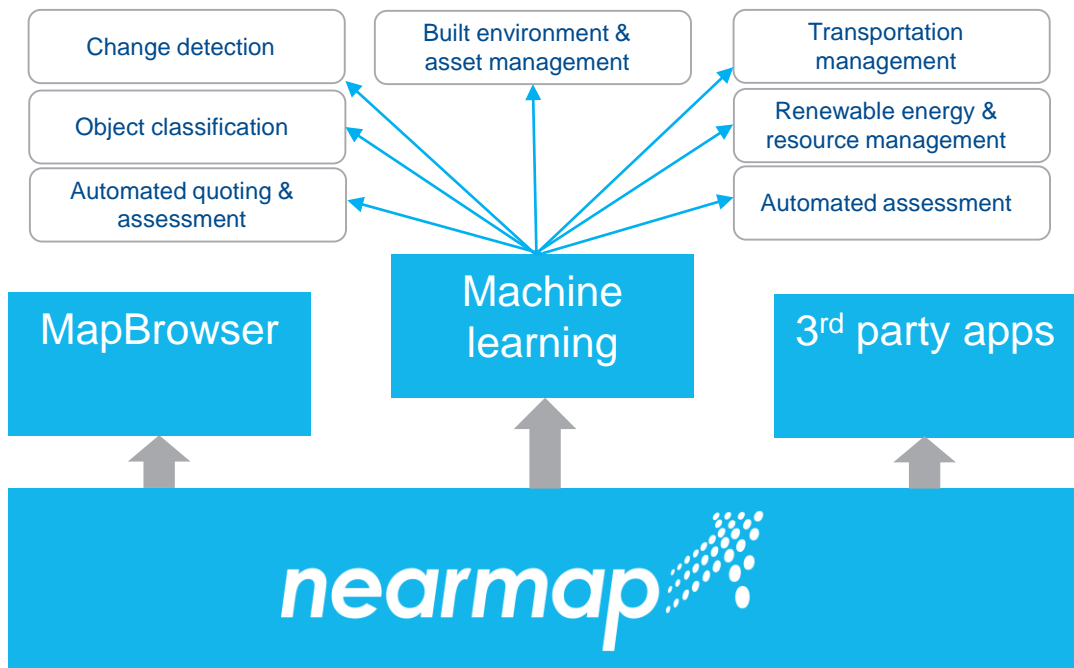




## ...to being a critical tool for rapidly emerging markets

Our location content provides rich data for machine learning tools and automated applications

- For many emerging industry verticals, detailed, up-to-date location content will be critical.
- Combining our data with machine learning will enable solutions which automate many tasks which are currently manual, such as:
  - Autonomous driving validation; and
  - Mass change detection.
- 3D location content will allow even greater levels of automation.





## The Nearmap business model

### Why Software as a Service (SaaS)

- Adoption of a SaaS model for the primary delivery of Nearmap's location content provides a range of benefits to both Nearmap and the customer.

#### For the customer:



On demand licensing with upfront costs minimised



No software to install – users only require a web browser, with API integration possible



No infrastructure to provision and maintain – hardware management is not core to our customers' business



Latest capture and all historical captures are instantly available

#### For Nearmap:



Positive working capital – customers typically pay annually up-front



Sales and marketing spend to be only ~15% of pro forma revenue



Usage driven revenue model (users charged generally annually, up-front)



Revenue growth organic as customer use cases increase – enables us to grow revenues over time as customers become more familiar with the product and add more users and use cases



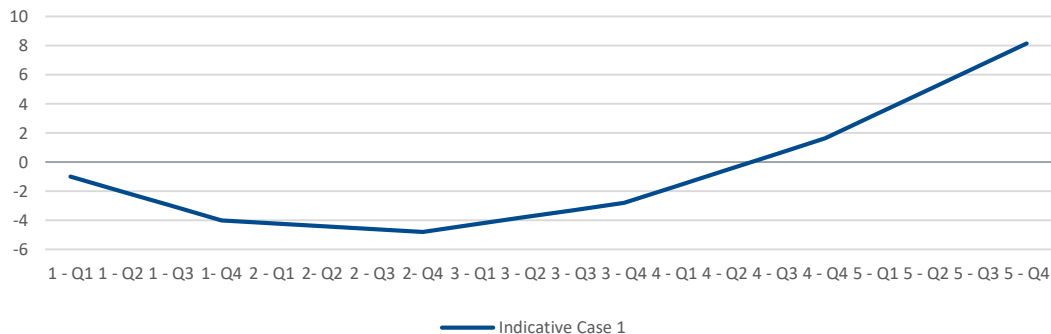
## A strong base of recurring revenue

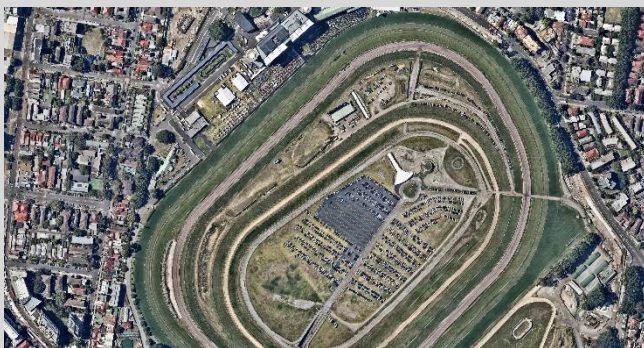
Initial sales and marketing investment generates positive long term cash flow

- A key metric for our business is the Annualised Contract Value (ACV) of a customer, representing the annualised value of all active subscription contracts in effect at a particular date.
- Our sales and marketing efforts are focussed on generating incremental ACV in each period equal to or greater than our sales & marketing cost – a contribution ratio of at least 100%.
- After the initial sales and marketing investment in obtaining a customer, retained customers have a high lifetime value (LTV) as they renew subscriptions given our high gross margins and low customer churn.

### Cumulative Cash Flow - Indicative Case 1

- Quarterly incremental ACV \$1M
- Sales team contribution ratio 100%
- Customer churn 10% pa
- Capture cost \$1M per quarter, increasing 10% pa
- **Positive cash flow Year 3 Q1**





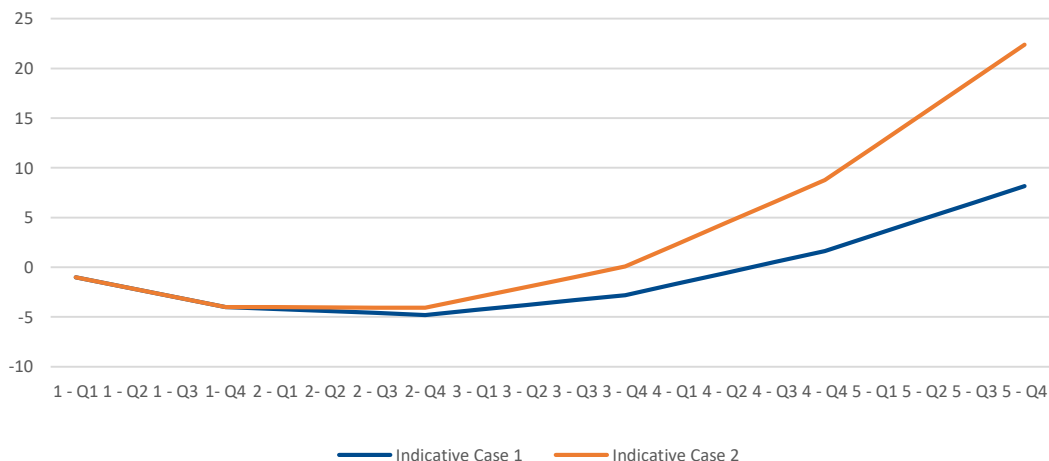
## Positive impact of customer upsell

Cost of upsell of existing customers is less than the acquisition of new customers

- As the number of users at customer grows – as the use case for Nearmap grows and our content is integrated into customer workflows – Nearmap has demonstrated that existing customer subscriptions will be upsold, delivering further cash flow benefits.

### Cumulative Cash Flow - Indicative Case 2

- As with Example 1, however renewing customers increase their subscription by 20% each year
- Positive cash flow Year 2 Q4**







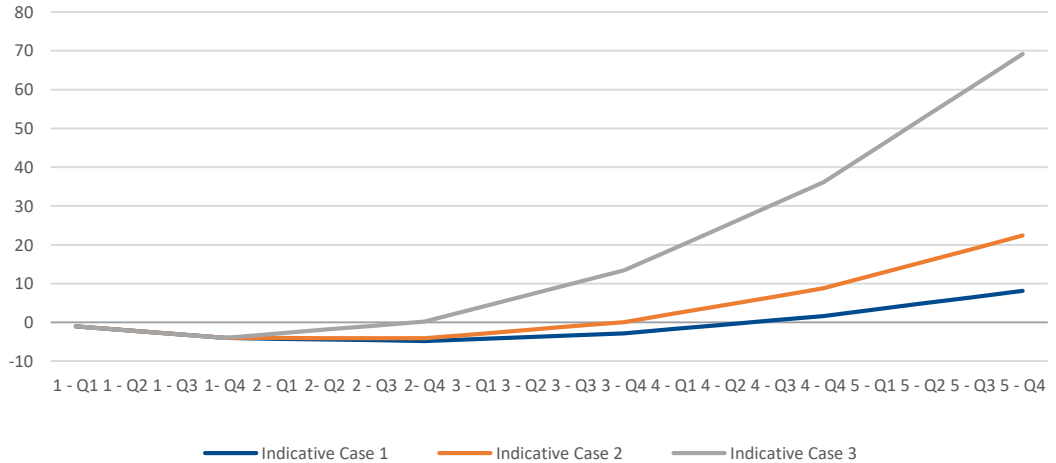
## The leverage of sales & marketing investment

Increased sales & marketing investment has the potential to accelerate long term cash flow

- Doubling the sales and marketing investment in the example on the previous page, to double the new business ACV won in each year, has a significant impact on long term cash flow through the benefit of the renewal of previous years subscriptions over and above current year new business ACV.

Cumulative Cash Flow - Indicative Case 3

- As with Example 2, however sales & marketing effort doubled with contribution ratio of 100% maintained.
- **Positive cash flow Year 2 Q1**





## The Nearmap customer journey

Our sales approach is focussed on **landing** new customers, and **expanding** usage with our existing customers

- Our 'land and expand' strategy is focussed on initial wins with customers to demonstrate the benefit of our location content, and then retaining and expanding our use case at those customers over time.

### Indicative Example

#### Landing an initial customer

- Customer may not be a traditional user of aerial imagery
- Initial subscription may be small to demonstrate use case within the customer organisation

Year 1  
ACV \$100k

#### Expanding at customers

- Use case and usage grows at a customer
- Nearmap's location content becomes integrated into customer workflows

Year 2  
ACV \$300k

#### Integration with customers

- Critical customer processes incorporate Nearmap location content – usage is embedded within the customer

Year 3  
ACV \$1M+



## The Nearmap sales approach

Nearmap's sales engagement model is focussed on the lifetime of our customers

- Our sales engagement model is designed to support our 'land and expand' strategy, from the development of our initial location content through to customer support.



### Marketing

Targeted at companies and users where we have already established strong use cases.

Lead Generation and Content is highly focused and delivers qualified leads to sales.



### Sales

Direct Sales model which has three key functions:

- 1) Bring new customers to Nearmap
- 2) Retain and upsell our existing customer base, through increased usage and adding higher value products
- 3) Targeted sales to enterprise customer

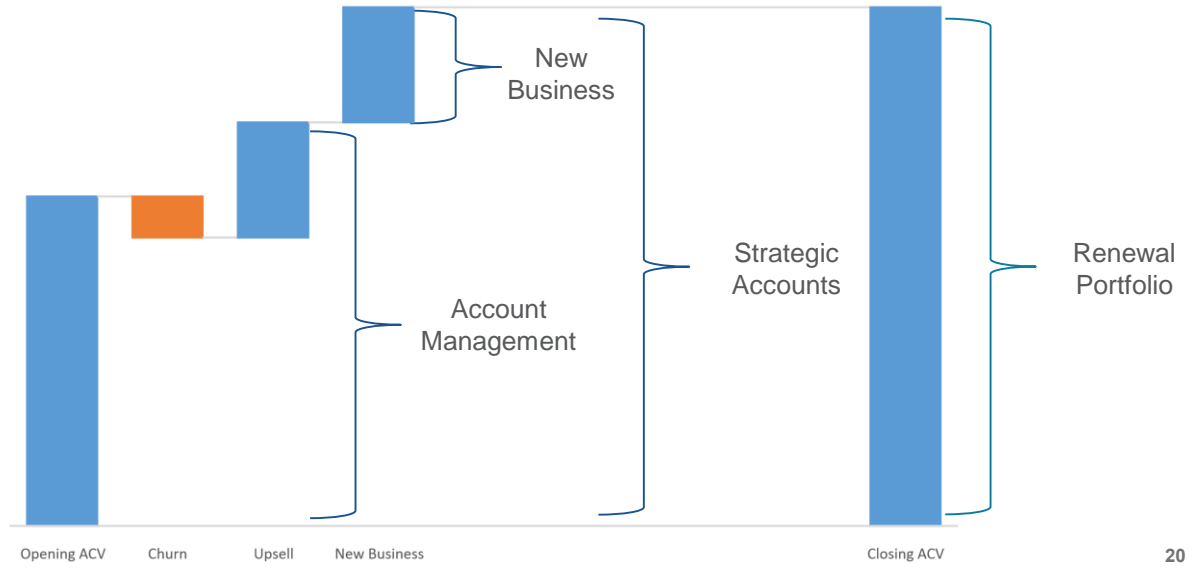


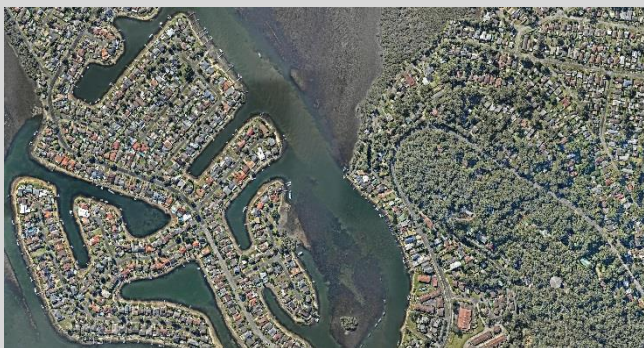
## The Nearmap sales team model

Nearmap's sales teams focus on specific components of our existing and new customer base

- Although tailored to specific geographies, our sales approach is focussed on:
  - Generating new business with small to medium enterprises (New Business)
  - Focussing on large enterprise accounts, both for new business and growing existing customers (Strategic Accounts)
  - Managing the relationship with our existing customer base (Account Management).
- The closing ACV portfolio forms the base of the renewal portfolio in the subsequent period.

### Components of ACV portfolio

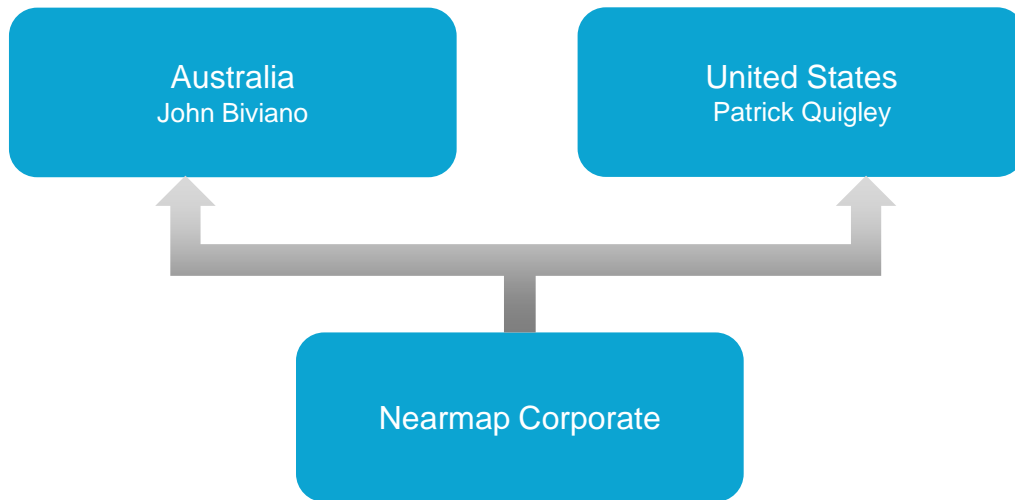


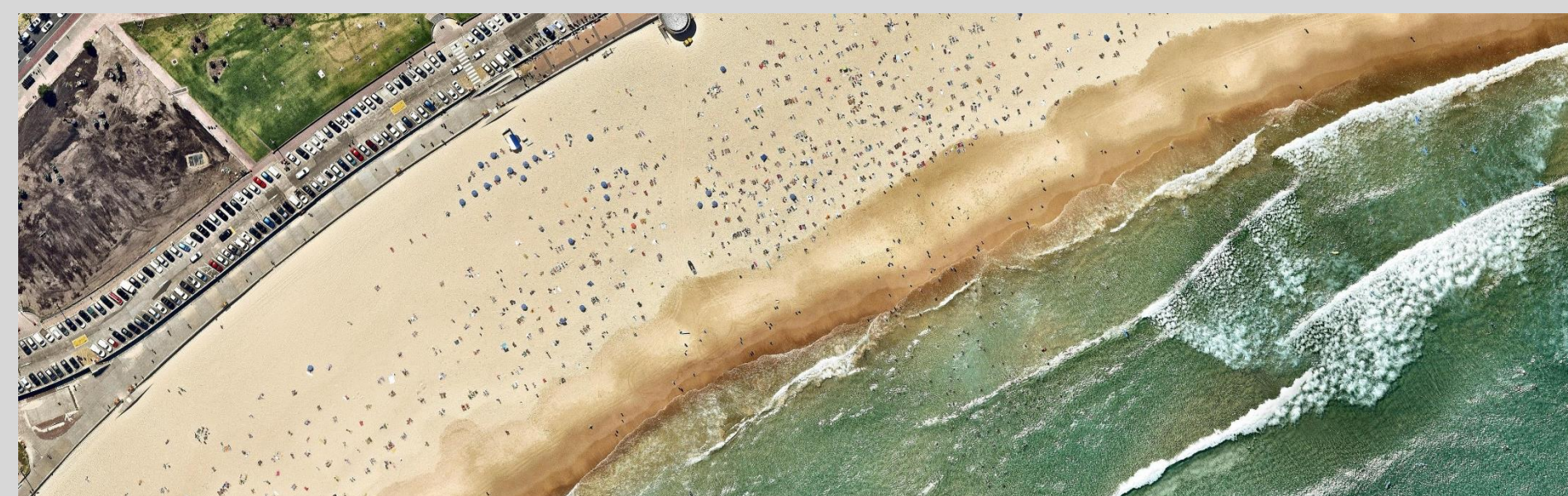


## Nearmap has two regionally focused businesses

Supported by a global sales and service delivery infrastructure

- Nearmap has been capturing imagery in Australia since 2008, with US imagery capture starting in 2014.
- Each geography is at a different stage in the development of its business.





**Australia Distribution Overview – Mr John Biviano, Senior Vice President & General Manager, Australia**



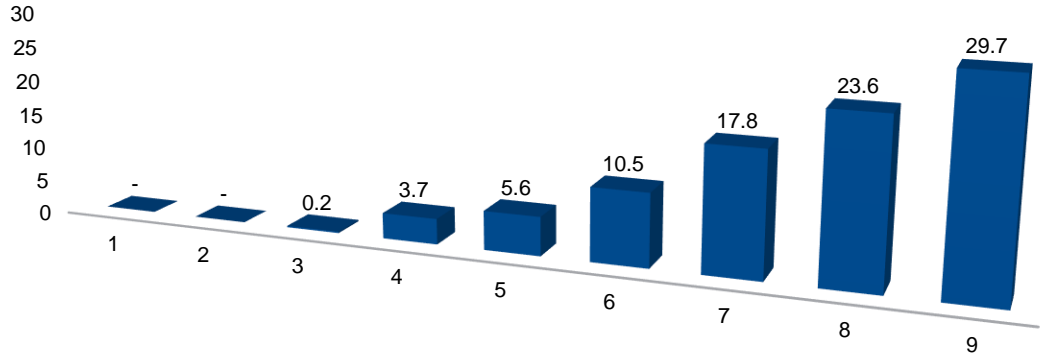


## Australia – John Biviano

The Australian distribution business is the most established and our core as we expand

- Nearmap has been operating in Australia using our business model for 5 years.
- Nearmap has effectively created the market and is the acknowledged market leader in the space.
- The benefits of our business model are now clearly being demonstrated by our Australian operations.

### AU revenues rebased to first year of capture (\$M)





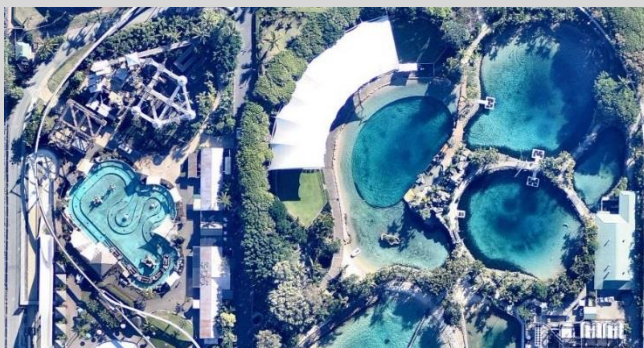
## AU Customers

Our customers are in a broad range of sectors across the economy

- Nearmap's Australian customer base covers a range of industry sectors, and includes many customers who had not been traditional aerial imagery customers – until Nearmap's unique subscription model.





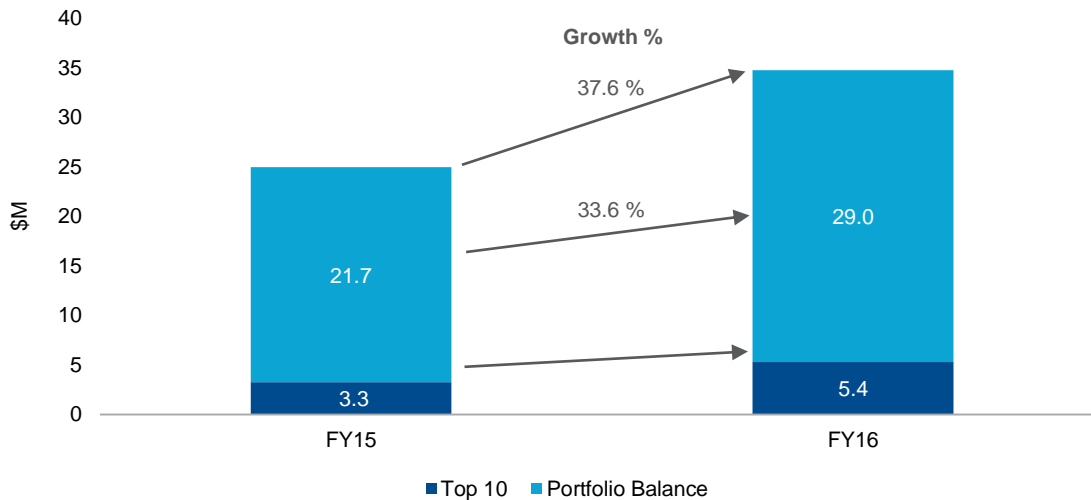


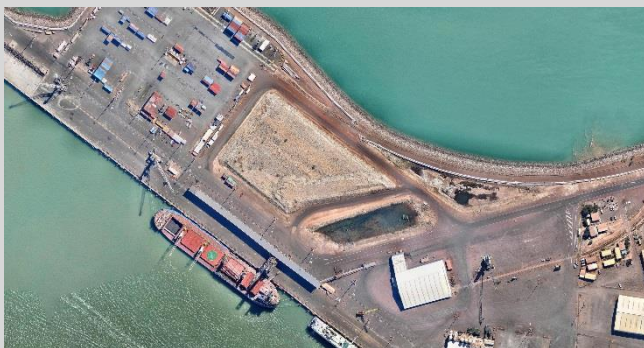
## Diverse, growing Australian customer base

Growth came from new business and existing customers – in a growing market

- Client base is increasingly diverse with top 10 representing ~16% of the total portfolio.
- Subscription ACV values of Top 10 Australian customers grew by 63.6% yoy:
  - Two customers with subscriptions now over \$1M per annum.

**AU ACV portfolio composition FY15 to FY16**





## Accelerated growth in our Australian business

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

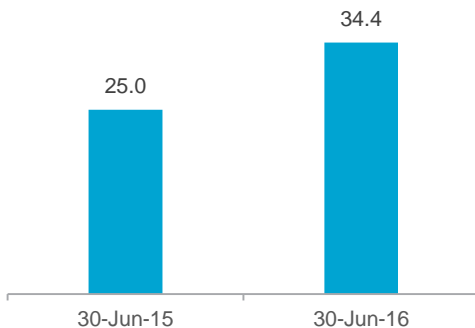
### Key highlights:

- ~38% growth in ACV<sup>1</sup> portfolio to \$34.4M
- Estimated lifetime portfolio value<sup>2</sup> of \$338M
- >1,300 additional customers taking total customers >6,800
- Over 50,000 active users

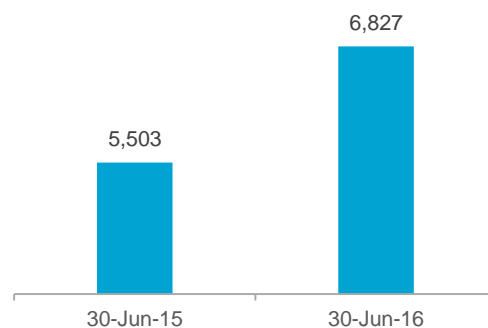
1. **ACV Annualised Contract Value** = annualised value of all active subscription contracts in effect at a particular date

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

Annualised contract value – Australia (\$M)



Growth in normalised\* AU customer numbers



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

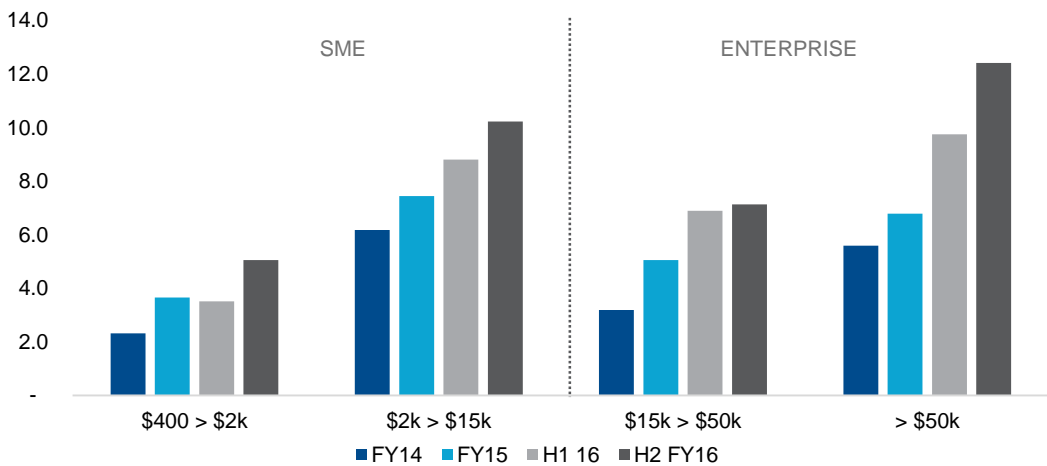


## Australian customers growing across the portfolio

Growth came in all subscription sizes

- Nearmap's customer base is increasingly diverse.
- Product continues to be valued by a range of different industries and client types.
- Growth has been achieved across every segment of the market.
- Accelerating revenue growth half-on-half.

**AU Revenue by subscription size (\$M)**



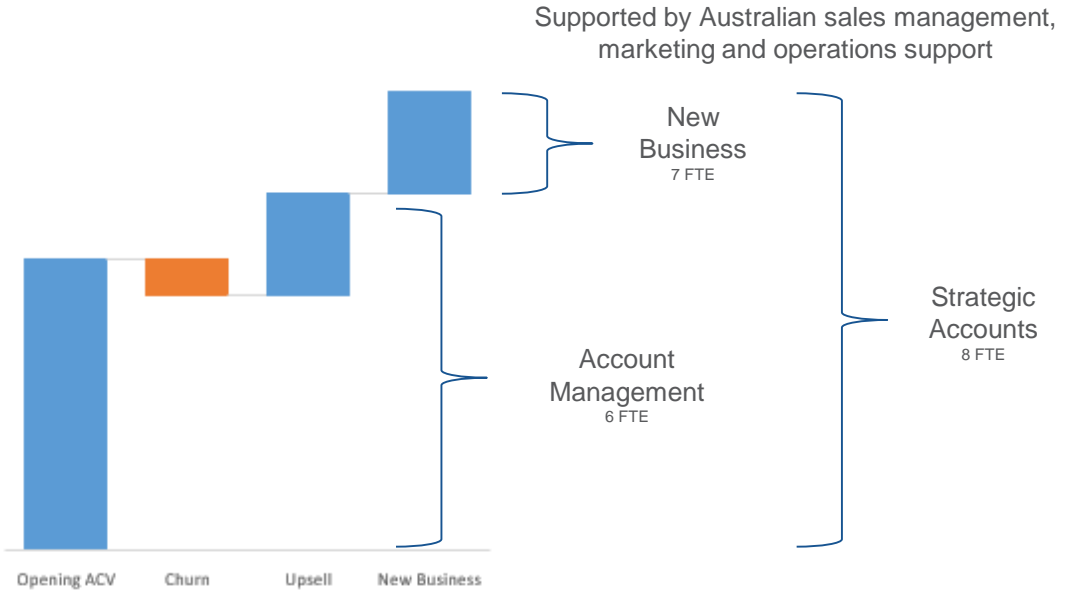


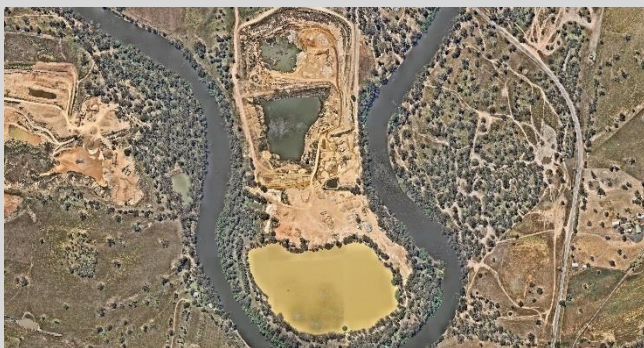
## AU Sales Team

The Australian sales team is focussed on all the components of our ACV portfolio

- Given the relative maturity of our Australian business, our sales and marketing efforts are focussed on maintaining and expanding our existing customers as well as continuing add new customers to our portfolio.

### Components of ACV portfolio





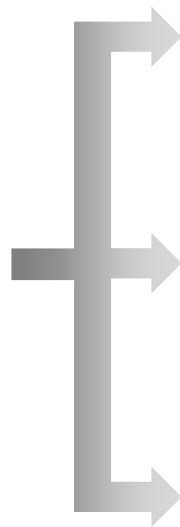
## AU Sales and marketing focus

Maintain our leadership and reach more of the addressable AU market

- The focus of our Australian sales and marketing team is to maintain our leadership and grow our subscription business into capturing more of the large addressable market opportunity.



Grow our  
subscription  
business



Continue to 'land' new customers

Maintain high retention through deeper integration into customer workflow

Expand within existing customers:

- More users
- Higher value products



## Continue to land new customers

A significant market opportunity remains to be tapped

- Our current ACV of \$34.4M in the context of a market size estimate of \$250-300M represents a significant opportunity to be tapped, through a range of initiatives.
- Expanding the available portion of the addressable market through:
  - **Generating marketing qualified leads for our New Business Representatives through targeted marketing efforts focussed on high value sectors**
  - **Increasing awareness of Nearmap in target sectors through trade shows and marketing campaigns**
- New business acquisition of our Strategic Account Managers and New Business Representatives focussed on landing – win a customer initially with a subscription which enables Nearmap to demonstrate the benefit of our location content for larger application within their organisation – in order to expand.
- Sales cycle for new customers range from 1 day for smaller SME customers to 3-6 months for large Enterprise customers.
- Approximately one third of our incremental ACV is generated from new customers.



## Maintain high customer retention and expand customer usage

Our Account Managers focus on maintaining our existing customers and deeper integration of Nearmap content into their workflows

- Our existing customer base represents a significant opportunity to grow our business, through not just retaining those customers but expanding their usage of Nearmap.
- Once a customer has been acquired, our Account Managers are focussed on retaining customers, as well as integrating our location content into their workflow to expand the use case and allow subscriptions to be upsold.
- Customer churn is typically seen in the longer tail of our customers, with strategies in place to minimise churn including:
  - Targeted marketing activities focussed on potential churning customers
  - Regular sales team contact including at least one site visit.
- Upsell of existing customers typically generates approximately 2/3rds of our incremental ACV in Australia.

An aerial photograph of the Star-Spangled Banner monument, a large, star-shaped structure with a central green field and a red walkway. The monument is situated on a small island in the water, with a pier extending from the left and a dock with several boats on the right. The water is dark blue and choppy. The monument's design is a five-pointed star with a central square area containing a green field. The walkway is a reddish-brown color, and there are some trees and other structures on the island.

**US Distribution Overview – Mr Patrick Quigley, Senior Vice President & General Manager, United States**



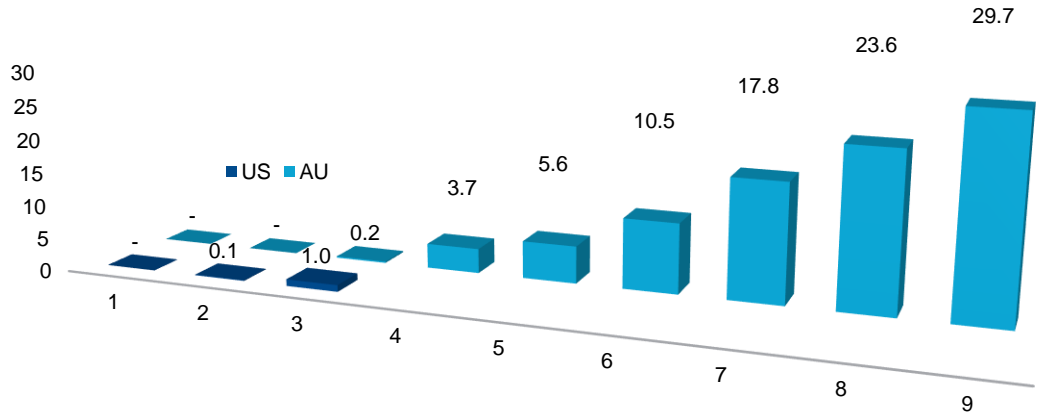


## The US opportunity

Nearmap's US business is in the early growth stages of tapping into an opportunity c. 10x that in Australia

- Substantially larger opportunity based on size of population, number of households and businesses.
- Targeted marketing and direct sales approach to exploit opportunity.
- Investment in US market being made to capture market potential.

### AU to US revenues rebased to first year of capture (\$M)



US revenues converted at actual average financial year exchange rates



## Sales and marketing optimisation

Enhancements to our sales and marketing operations in H2 FY16 has increased team productivity

- Our learnings from our initial US operations have resulted in significant enhancements to our sales and marketing process, resulting in increased effectiveness and efficiency of our customer acquisition.



### Sales led free trials

All free trials are led, managed and measured by the US sales team



### Managed paid ads

High visibility on click-through of our targeted digital ads



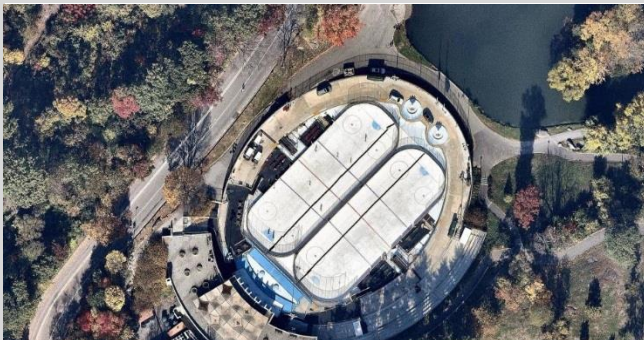
### Customer list targeting

Targeted sales & marketing search and lead acquisition through list targeting



### Lead measurement

Measurement refined to enable cohort analysis, conversion and disqualification



## US Customers

Customers in a broad range of sectors

- Our US customer base continues to grow. Our portfolio is diverse yet focussed, showing synergy with industries in Australia.
- Our customers have grown to over 400 logos to date and include some key strategic names.



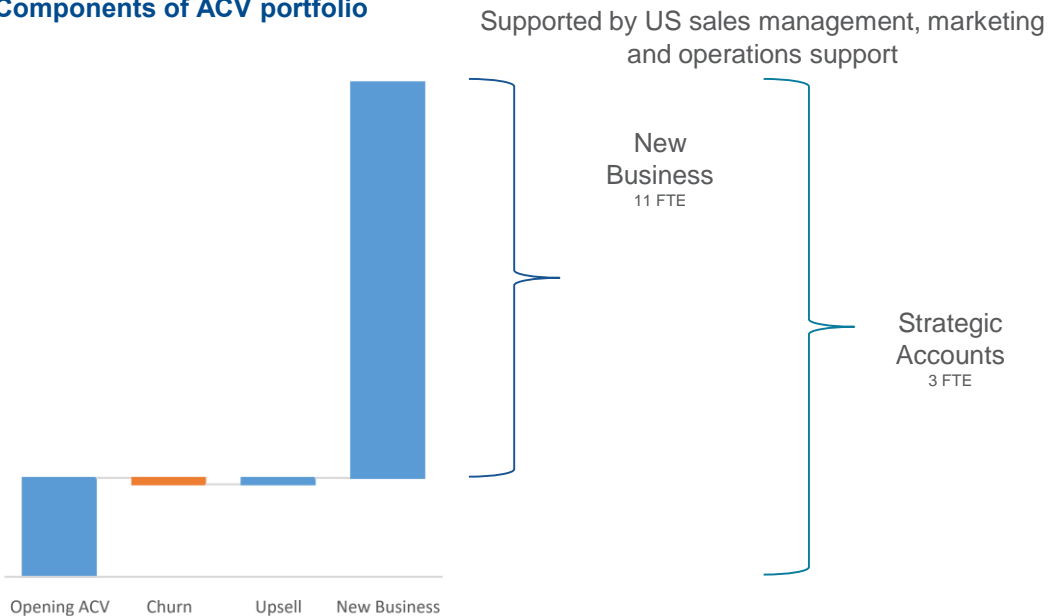


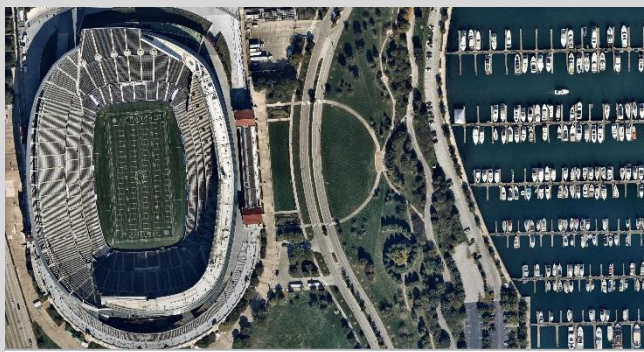
## US Sales Team

The US sales team is focussed on winning new customers and expanding within existing customers

- In order to replicate the business model in the US at this early stage, our US sales and marketing efforts are focussed on targeting and landing new customers across our targeted industry verticals.
- In addition, we have our first customers with annual subscriptions now coming up for renewal.

### Components of ACV portfolio





## US Sales and marketing focus

Driving strong growth through direct, integrated marketing to specific customer verticals, and direct sales

US focus is on the key verticals of:

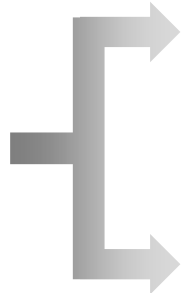
1. Government – city and counties
2. Architecture, construction and engineering
3. Energy & Solar
4. Insurance

Marketing focus on:



Key vertical industries

Direct sales focus to:



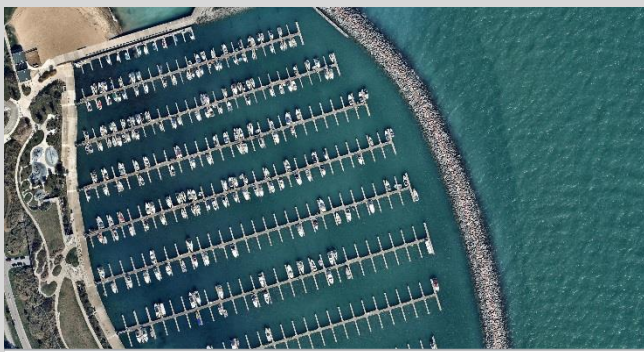
Landing competitor accounts

Reach new customers

Which establishes the base of customers to:



Allow expansion over time



## Marketing to target industry verticals

Marketing efforts are targeted at increasing awareness and generating marketing qualified leads in target industry verticals

US marketing efforts focussed on our key verticals, with a targeted, multi-channel approach including:

- Attendance at industry, trade and GIS fairs
- Acquisition of customer lists
- Social media marketing, including use of Google Ad Words
- Targeted advertising and sponsored articles

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Instant Access. Frequent Updates.

Start Free Trial! ▶



## Marketing utilizes strategic relationships

Nearmap's relationships with industry leaders such as Esri present unique marketing opportunities at scale

- For example, Nearmap was featured in the latest October Esri ArcNews publication with a Global readership of over 1 million.



### Reducing Field Inspection Time Ahead of Presidential Inauguration

The District Department of Transportation (DDOT) maintains a complex web of roads, paths, and bridges throughout Washington, DC, where planning and security are vital. DDOT has to regularly assess pavement and traffic conditions, as well as emergency vehicle access, all while overseeing as many as 70 large-scale construction projects at once.

"DDOT is challenged every day to identify changes in our road system and react quickly," reported José Colón, DDOT's chief information officer. "Each year, we're involved in helping plan and manage resources for some of the largest events in the [United States], including nearly 500 block parties, 400 TV and film permits, 20 marathons, and 60,000 public space permits."

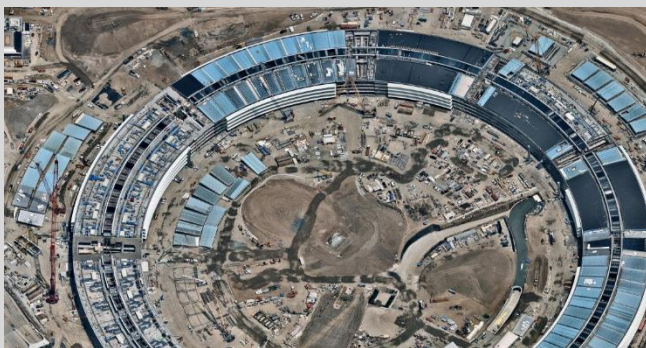
At the beginning of 2017, close to 1 million visitors are expected to descend on the US capital for the inauguration of the country's 45th president. Attendees will anticipate both convenience and security at the event. As usual, this will require DDOT to integrate dozens of data sources. But oftentimes, imagery is outdated.

To address this, DDOT is accessing high-resolution aerial imagery from **Nearmap** ([go.nearmap.com](http://go.nearmap.com)) and using the geanalytics capabilities available throughout the ArcGIS platform to identify features, measure distances precisely, and detect change with confidence.

This unique level of accuracy has allowed DDOT to reduce the time it spends on field inspections by 30 percent. At the same time, it gives DDOT insight that it can easily share with staff, citizens, and security agencies across the region.



↑ Using high-resolution aerial imagery from Nearmap, the District Department of Transportation in Washington, DC, has reduced the time it spends on field inspections by 30 percent.



## Leverage partners to broaden our channel

Partners broaden the reach and value of Nearmap's location content

- Entering into partnerships with key customers allows Nearmap to:
  - Gain access to industry verticals which are not a focus of our direct sales campaigns, such as water management and insurance
  - Leverage Nearmap's location content into artificial intelligence applications.



Water management



Insurance

"The Nearmap agreement gives our subscribers **unprecedented insight and clarity**. Our land classification accuracy averages between 95 – 99%, but requires **extremely high-resolution imagery** to highlight property details."



Insurance



Quoting and designing



Traffic routing and mapping



"Nearmap's high quality aerial imagery is a **critical ingredient** in TomTom's recipe for delivering the most up-date and accurate maps. Today's maps are expected to not only **provide real-time location information but also to enable autonomous driving functionality** in the very near future. With this expectation, it is important for TomTom to source highly accurate information from suppliers like Nearmap."



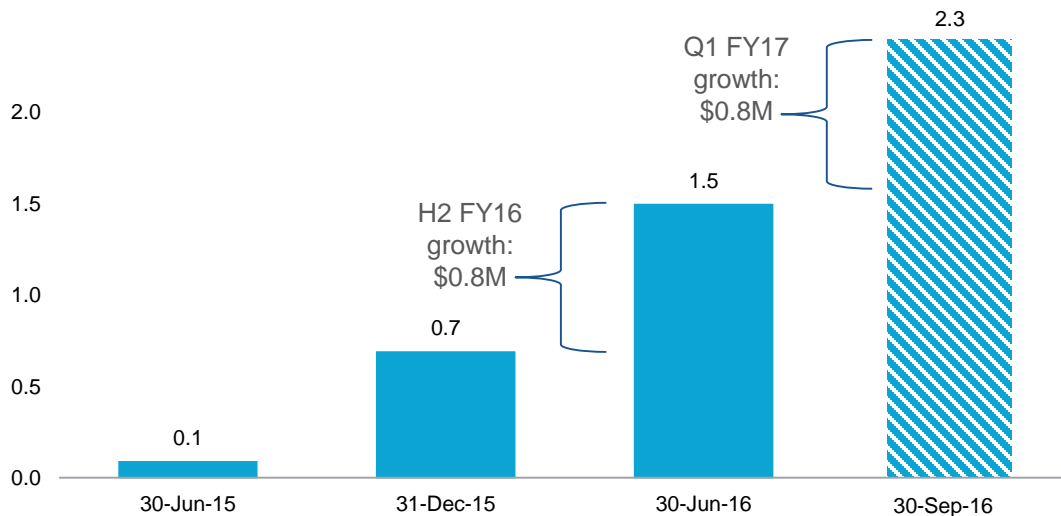


## US operations performance improving with changes in strategy and team

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

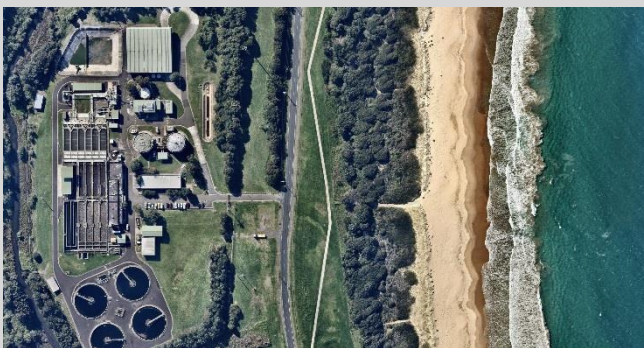
- Revenue increase supported by good client wins and restructured sales and marketing leadership in H2 FY16
- Investment positions Nearmap well to exploit market opportunity

### US ACV growth (US\$)





**Content & Technology Strategy – Mr Paul Lapstun, Chief Technology Officer**



## Our location content strategy

We aim to be the world's leading provider of location content, capturing more of the real world in greater detail than anyone else

- Compared to other providers of large-scale location content, Nearmap's strategy is to offer content which has:
  - More area and population
  - More frequent updates
  - Higher resolution
  - Greater accuracy
  - Richer attributes

High resolution

Premium  
Aerial



*nearmap*

Low resolution

Aerial &  
Satellite

Premium  
Satellite

Out-of-date

Current



## Capture efficiency and consistency

Our current-generation camera systems allow us to efficiently and consistently capture large areas of Australia and the United States

**Australian  
Nearmap coverage**

**88% of population**

**21M people**

**7M dwellings**



**United States  
Nearmap coverage**

**66% of population**

**210M people**

**70M dwellings**

Source: Nearmap company information

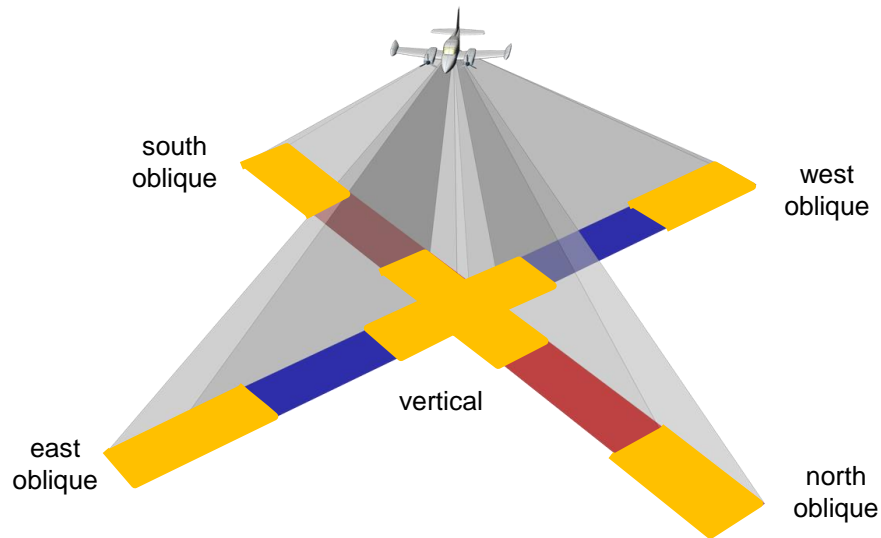


## Nearmap 3D

Transition from 2D imaging to 3D imaging, enabled by HyperCamera2

- Vertical and four-way oblique imaging systems:
  - High-quality vertical imaging and oblique imaging in four cardinal directions
  - Higher spatial accuracy than previous systems
  - Compact scanning camera system that fits in a variety of aircraft.

### HyperCamera2 – Vertical and four-way oblique imaging



# Oblique Imagery



45-degree views in the four cardinal directions

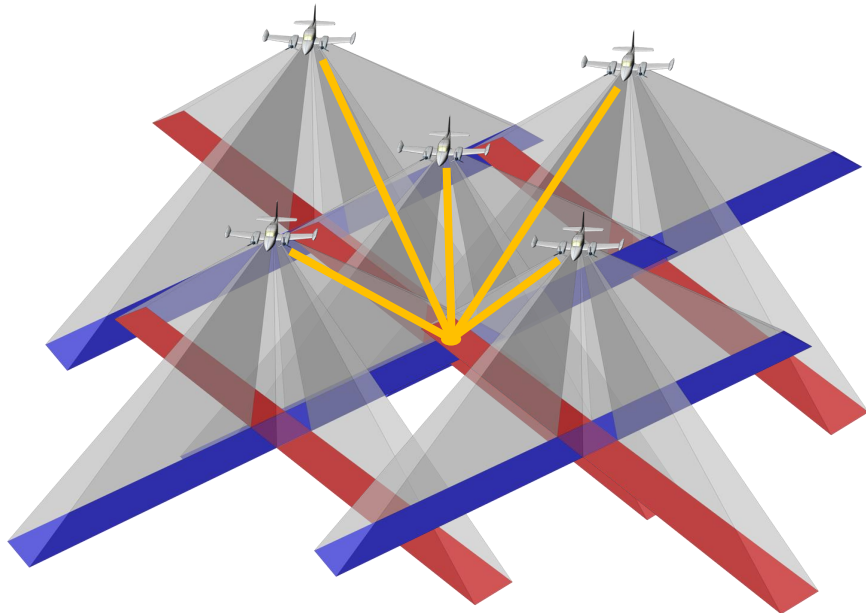


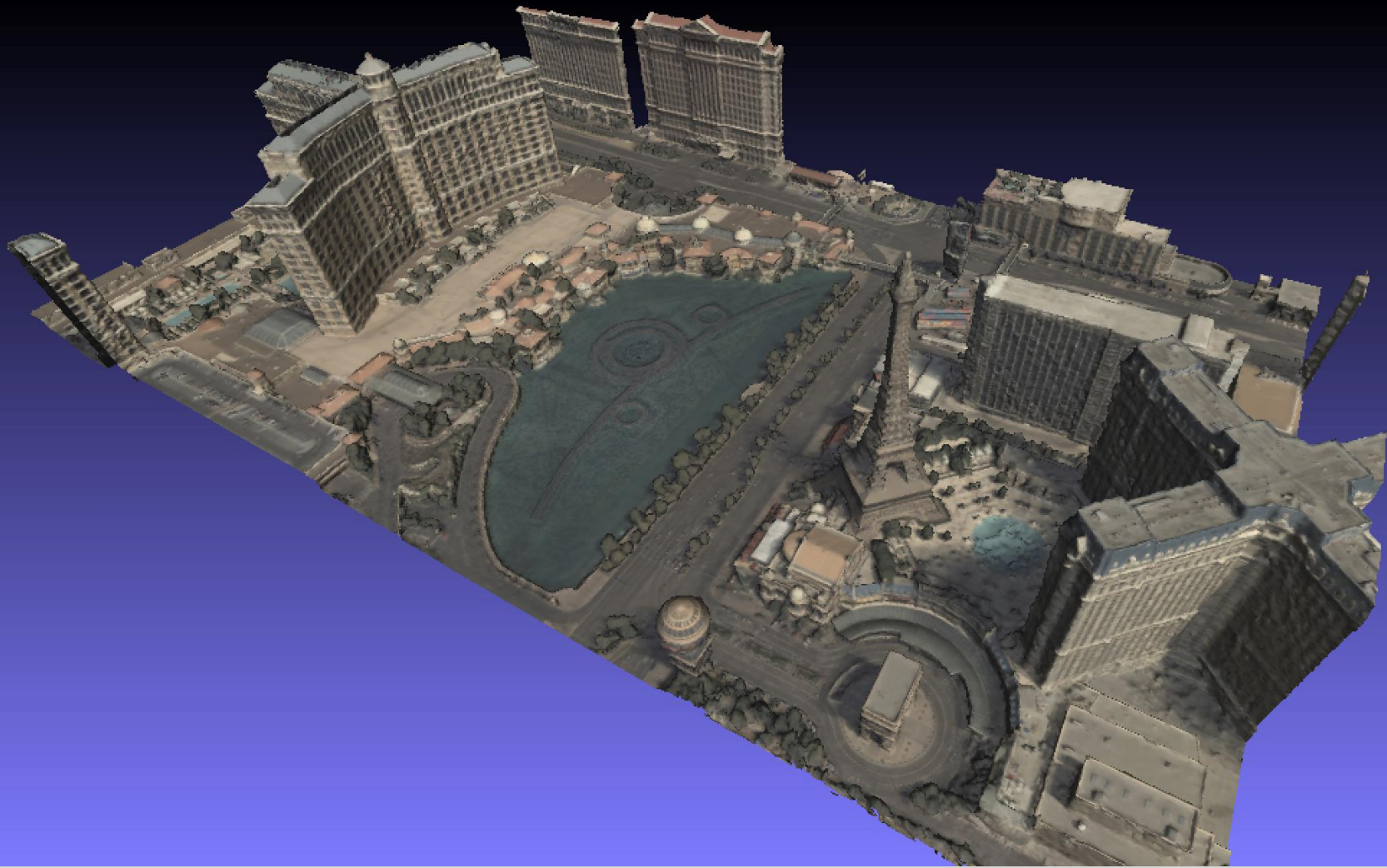
## Nearmap 3D

Detailed 3D imaging using HyperCamera2

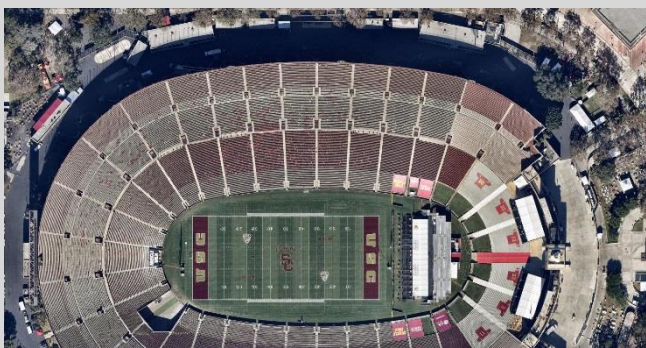
- 3D imaging system:
  - Detailed 3D imaging using multiview triangulation
  - Digital surface model (DSM), 3D point cloud and 3D mesh outputs
  - 3D data compatible with a wide variety of GIS and CAD systems.

### HyperCamera2 – 3D imaging







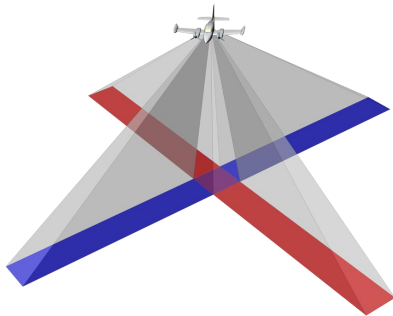


## Wide-Area HyperCamera2

Next-generation HyperCamera2 will operate at higher altitudes and capture with even greater efficiency

- Scanning camera system architecture scales to very high altitudes and capture efficiencies:
  - Wider footprint and higher aircraft speeds drive efficiencies
  - Enables state-wide and country-wide capture.

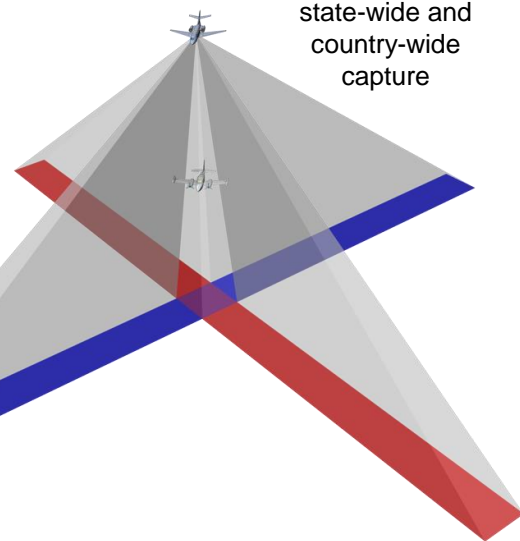
### Current-generation HyperCamera2

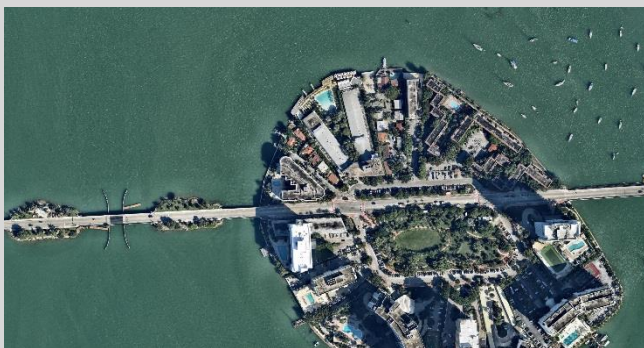


higher and faster  
jet operation



### Next-generation HyperCamera2

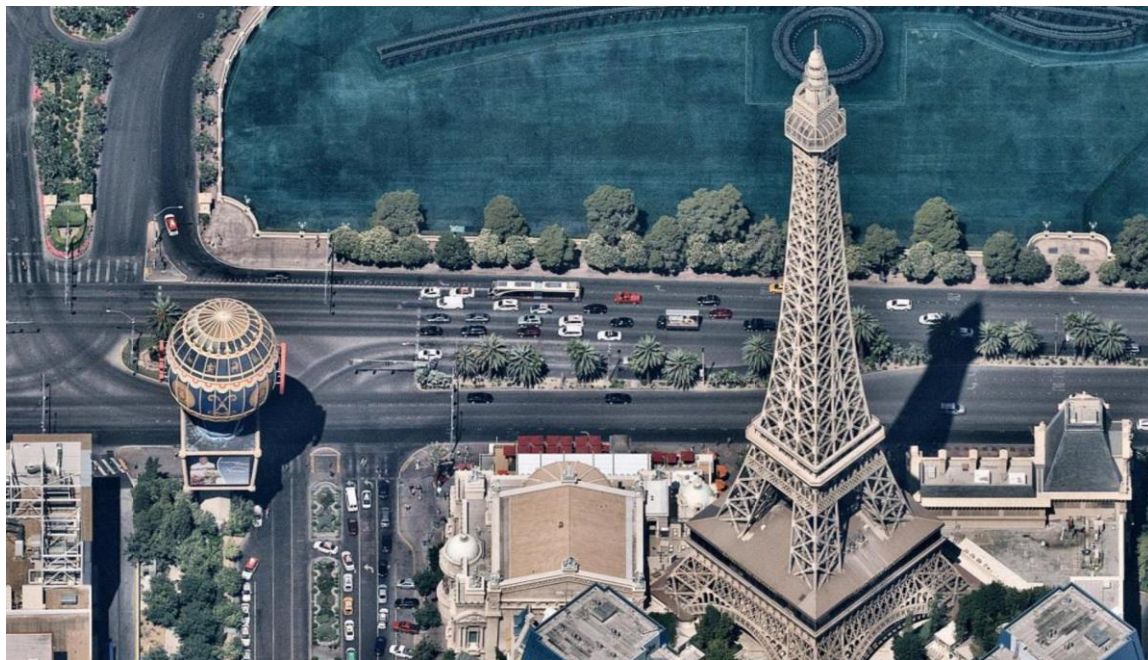


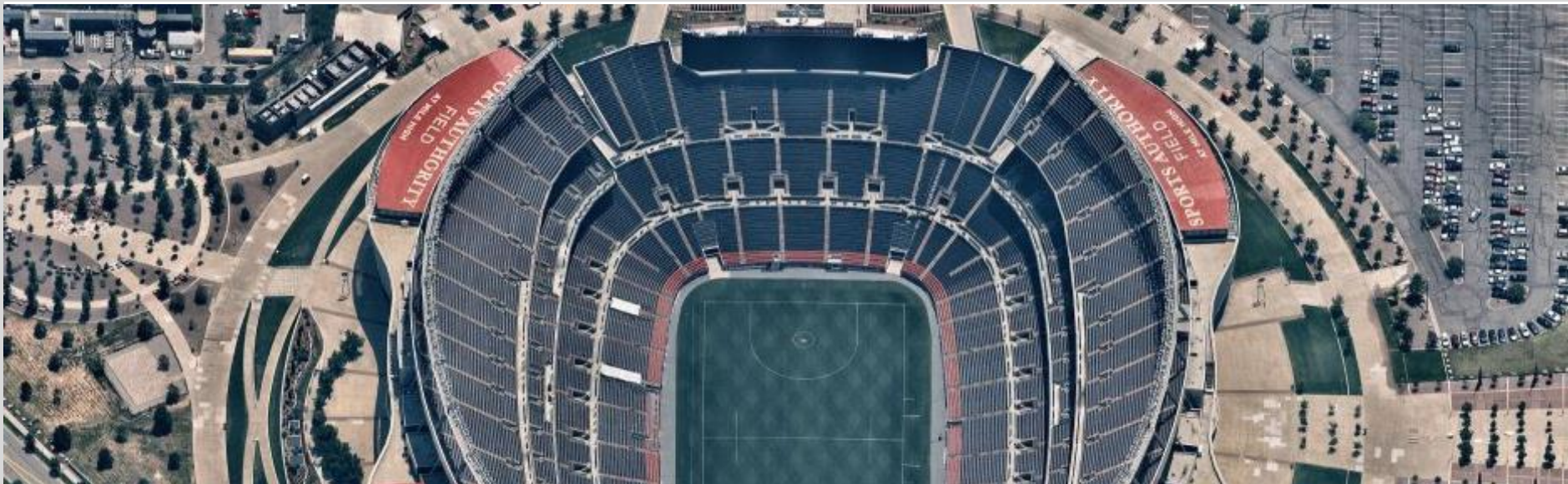


## Nearmap 3D Rollout

First production HyperCamera2 captures started in early 2016, with full production planned from early 2017

- First production HyperCamera2 captures started in early 2016:
  - 10 cities in the United States and Australia
  - 3D data shared with partners and customers
- Full production HyperCamera2 captures planned from early 2017:
  - Significant United States and Australian coverage planned





**Nearmap 3D Product Strategy – Ms Leah Rankin, VP of Product & Engineering**





## Oblique imagery grows location content use cases

Oblique and 3D location content allows our customers to extract more meaning

- Location content captured using HyperCamera2 technology unlocks additional value to our customers.
- The resulting 3D location content data opens up new opportunities for our content in emerging industries.

### Use cases for urban 3D data

- Site assessment and planning for construction and engineering
- Measure cable from street into a high rise building
- Assess location for new wireless tower
- Robust change detection
- Semi-automated roof and structure modelling
- Calculation of solar irradiance and shading, e.g. for solar installations



## Use Case: Solar Panel Modelling & Design

- Nearmap already provides value to Solar companies with accurate quoting for solar panel installation from the desktop – removing the need to go on site.
- As we move from 2D to 3D, our next generation content takes this to a new level.

### Prior to Nearmap

- Site visits for quoting and design
- Process was very manual
- Long sales lead time

### Nearmap 2D

- High resolution, up to date imagery
- Enables quoting from desktop
- No site visit
- Still need to go on site for design



## Use Case: Solar Panel Modelling & Design

- Nearmap 3D gives customers access to roof pitch & height so they can ensure accurate placement of panels.
- There is also the potential to identify 'hot spots' for solar installations at scale.





## Use Case: Solar Panel Modelling & Design

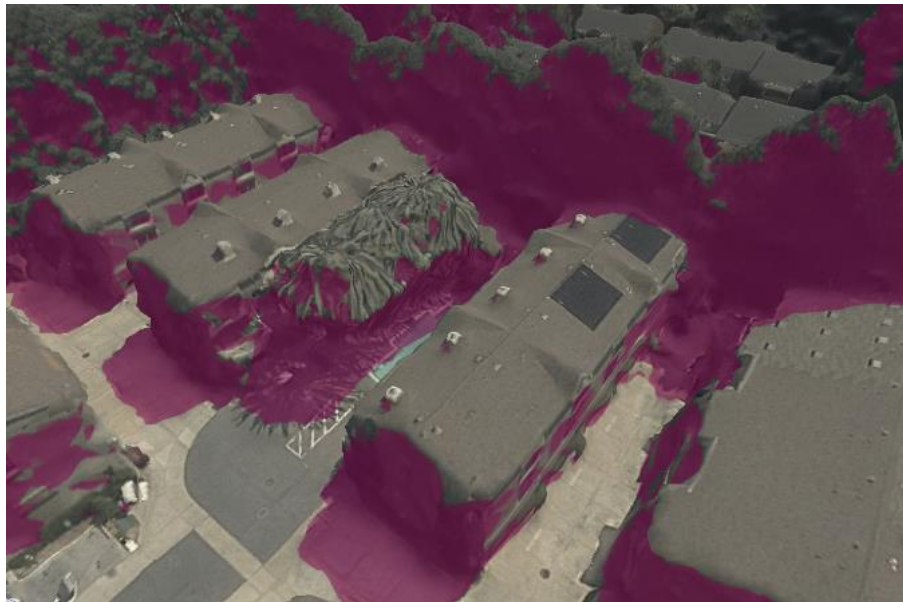
- Nearmap 3D allows accurate roof modelling and the calculation of shading & solar irradiance to determine solar panel output and optimal panel placement.





## Use Case: Solar Panel Modelling & Design

- Nearmap 3D allows accurate roof modelling and the calculation of shading & solar irradiance to determine solar panel output and optimal panel placement.

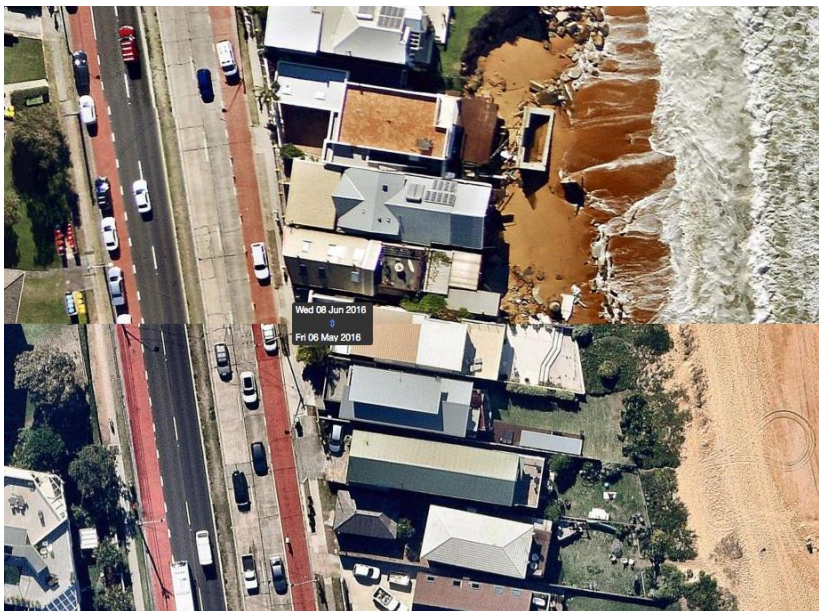






## Use Case: Insurance underwriting

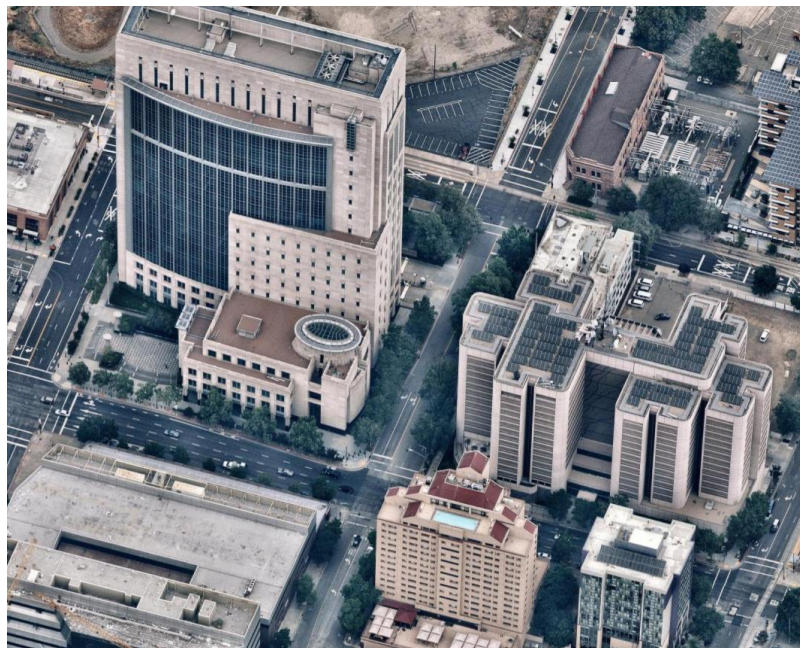
- Integrating Nearmap content into their workflow enables insurance companies to visualise a home (and the surrounding area) to make accurate assessments from their desktop.
- Historical imagery allows them to assess the location before and after a claim.





## Use Case: Insurance underwriting

- Oblique imagery gives them much greater visibility of the property as they can inspect the side of buildings and other hidden areas.





## Nearmap 3D supports our land and expand strategy

Through increased uses for existing customers and new market opportunities

### Supports our sales strategy

Nearmap 3D is a natural extension of our 'land and expand' sales strategy



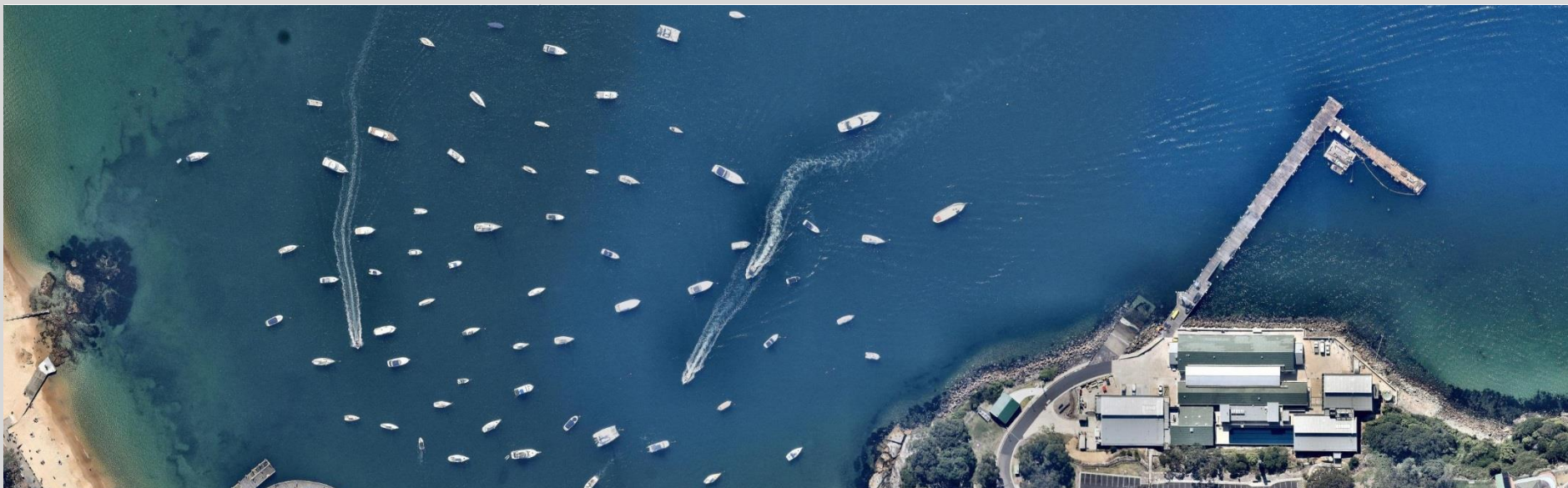
### Existing customer growth

3D opens up new opportunities for existing customers, increasing their use and expanding further into their organisation



### Location content market expansion

3D enables new use cases which provide an opportunity to further grow the location content market



**Growth Drivers & Outlook – Dr Rob Newman, Managing Director and CEO**





## Multiple growth drivers

Nearmap is focussed on a number of growth drivers as the base of recurring revenue builds

- **Increase new customers using our content** – Significant opportunities available with new customers, with the subscription model and platform suiting small, medium and large customers (scales from a single user to thousands). Strategy underpinned by a direct-to-customer sales strategy underpinned by marketing and inside sales teams. Open web access, usage driven licensing and limited requirements for customisation ensure efficient sales processes
- **Expanding usage by our existing customers** – Growing the number of users in existing customers through expanding the use cases and integrating into existing customer workflows
- **Investing in our product and technology to drive uptake of our content and expand its use cases in emerging industries** – Addition of technology functionality (HC2), API interfaces with other location content,
- **Pursuing strategic partnerships** – Expanding the application and usage of our location content
- **Engagement of our team** – Ensuring ongoing success through a highly engaged Nearmap team
- **Expanding coverage** – Longer term, expanding content and access to new geographies



## Nearmap upcoming key milestones

Nearmap is focussed on several key priorities in the short term focussed on achieving its long term goals



### 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](mailto:investor.relations@nearmap.com)  
Website: [www.nearmap.com](http://www.nearmap.com)

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All currency amounts are in AU dollars unless otherwise noted.

## Appendix – Definitions



- **ACV**  
Annualised Contract Value = annualised value of all active subscription contracts in effect at a particular date
- **Lifetime Portfolio Value**  
Lifetime Portfolio Value =  $(ACV \text{ Portfolio} \times \text{Gross Margin \%}) / \text{Churn \%}$