



Bringing the real world to you

Goldman Sachs Small & Mid-Cap Conference 27 April 2017





Reality as a Service





## Nearmap is disrupting the aerial imagery market

### Traditional aerial imagery providers

Focussed on single use captures

Capture commissioned, manually integrated into customer workflows

Primarily government, mining and construction

Large traditional market – USD\$1.5B in 2017, forecast to grow to \$4.5B in 2025 (14.6% CAGR)

Highly fragmented industry ripe for a new model



Captures high economic activity areas useful to multiple users

On spec capture, access to history and easy customer integration

Engaging customers who never previously used aerial imagery

Addressable Market expansion as aerial imagery opens up to new users



**AUD\$250-300M**



**USD\$1-2B**



## Nearmap's vision – leadership in observing the earth delivered as a service

### Global technology leadership

Nearmap's subscription based aerial imagery is built on proprietary technology and systems  
10x productivity advantage

### Significant global market opportunity

Building on Australian success, Nearmap's US sales platform and leadership are focussed on executing on a significant market opportunity

### Disciplined capital management

Nearmap's balance sheet well positioned to grow its customer portfolio

### Technology creating new markets

Nearmap has developed and is deploying next generation technology in 3D capture to create new market opportunities:  
deliver Reality as a Service

### Growth in both key markets

Growth highlighted in March 2017 business update – FY17 EBITDA guidance affirmed

# Nearmap has revolutionised the traditional aerial imagery delivery model



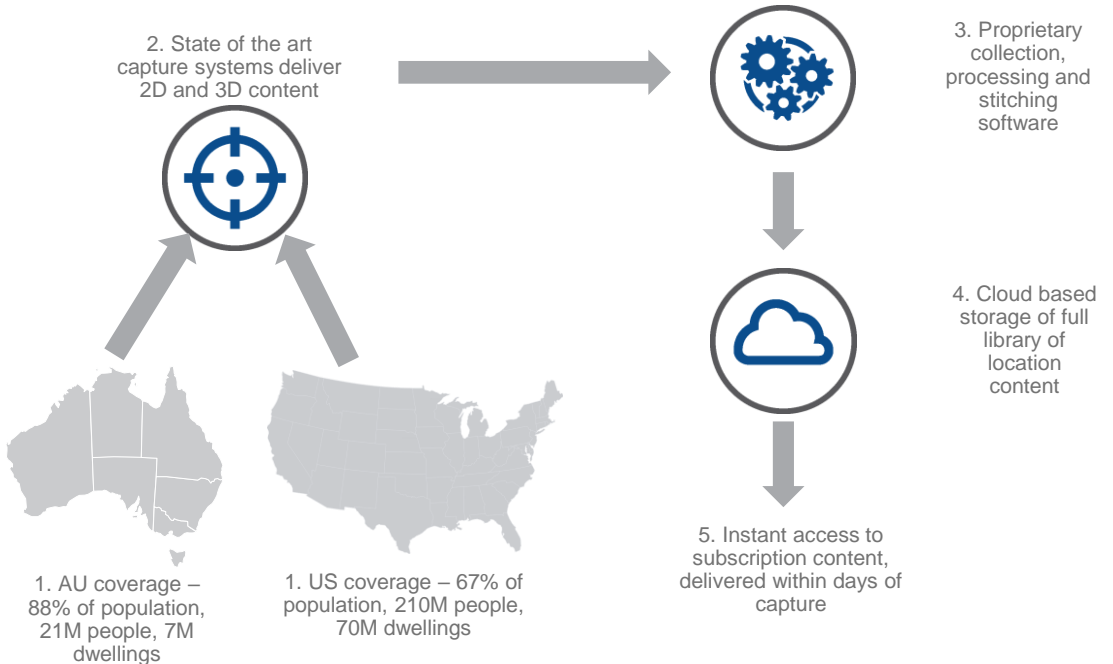
1. Broad coverage

2. State of the art technology

3. Proprietary software

4. Cloud based storage

5. Instant subscription access







# Explore

your environment with ease,  
clarity & minimum impacts

# Discover

opportunities and  
consistently make informed  
decisions

# Transform

the way you work into a  
productive, strategic  
advantage





## Nearmap's value proposition allows our customers to do business from a new perspective

Nearmap has demonstrated compelling use cases in:

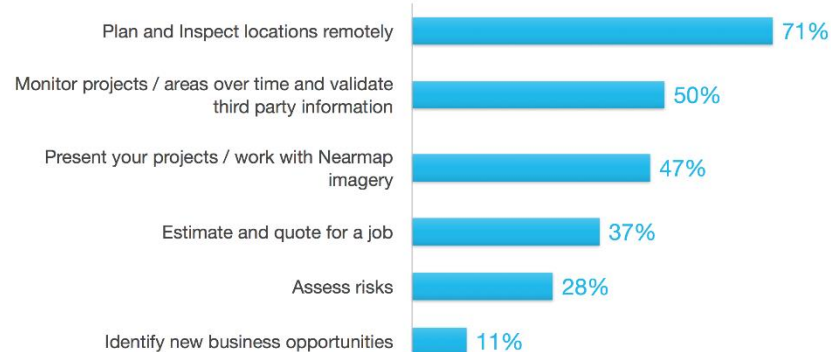
- Government
- Property & Insurance
- Utilities
- Construction & Engineering
- Energy / Solar

Nearmap's customer portfolio is diverse

- small & medium businesses – (45% of ACV value)
- large enterprises (55%)

### NEARMAP CUSTOMER RESEARCH

What are some of the benefits you get from using Nearmap?



Source: TechValidate survey of 919 users of Nearmap

Validated Published: Jan. 11, 2017 TVID: 805-D47-DA2

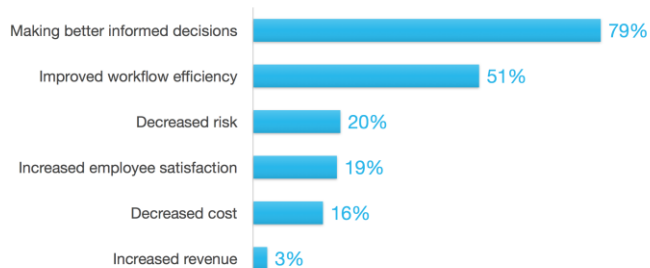


# Our customers tell us that we transform the way they work

NEARMAP CUSTOMER RESEARCH

## The impact of Nearthmap on a business

Which of these areas of your business has Nearthmap impacted the most?



Source: TechValidate survey of 604 users of Nearthmap

Validated Published: Jan. 11, 2017 TVID: DAD-2C0-9B8



NEARMAP CUSTOMER STATISTIC

85% of surveyed Nearthmap users agree that not using Nearthmap would have an impact on their business.



Source: TechValidate survey of 928 users of Nearthmap

Validated Published: Jan. 11, 2017 TVID: 245-C82-E44



NEARMAP CUSTOMER STATISTIC

60% of surveyed Small Business Nearthmap users saw a return on their investment in their Nearthmap subscription within 9 months.



Source: TechValidate survey of 40 users of Nearthmap

Validated Published: Jan. 12, 2017 TVID: D06-AF1-983



NEARMAP CUSTOMER STATISTIC

### Saving site visits with Nearthmap

40% of surveyed Nearthmap users save 3 – 5 hours or more per week on site visits using Nearthmap.



Source: TechValidate survey of 278 users of Nearthmap

Validated Published: Nov. 28, 2016 TVID: 990-000-007



NEARMAP CUSTOMER STATISTIC

74% of surveyed Nearthmap users who previously used Google Maps, Bing maps, and other maps switched to Nearthmap for the frequency of the updates.



Source: TechValidate survey of 564 users of Nearthmap

Validated Published: Dec. 14, 2016 TVID: 492-804-459





## Nearmap's topline metrics at 31 December 2016



**Customers** x

Both new and retained (c. 90% annual renewal rates)



**Average Revenue per Customer (ARPC)** =

Value customers place on our unique offering, with consumption based pricing



**Annualised Contract Value (ACV)**

Drives cash receipts and revenue, with high renewal and upsell of existing customers



The annualised value of all subscriptions in place at a point in time, with:

- Subscriptions typically 12 months in duration
- Cash received upfront from customers at the start of the subscription



**7,000**

**\$5,300**

**\$37.0M**



**500**

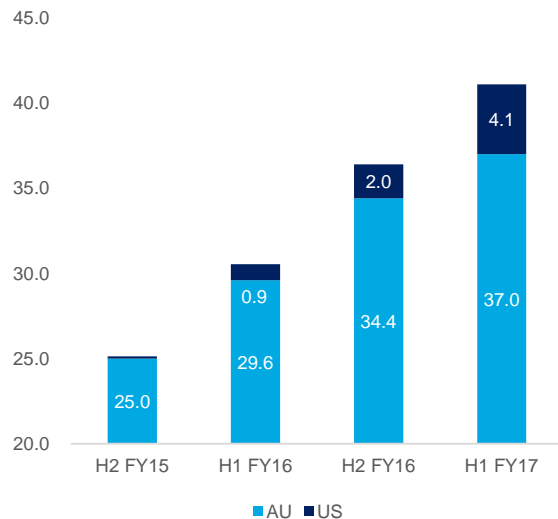
**\$8,200**

**\$4.1M**

AUD figures rounded for illustrative purposes

## ACV is a key driver of free cash flow given subscription business model

### Group ACV Growth (\$M)



### Australia FY16 Free Cash Flow Conversion

Key metric	ACV
Opening ACV	25.0
Incremental ACV	9.4
Closing ACV portfolio	34.4
<i>ACV Portfolio Growth</i>	37.6%
Free Cash Flow	19.2
<i>FCF Conversion</i>	55.8%

Group Sales Contribution Ratio >100% - direct customer acquisition costs recovered within 1 year from subscription revenues

Australia free cash flow invested in:

- Expanding and broadening the product offering
- Expansion into new territories to replicate the business model – currently the United States



## Financial results build on progress in recent periods

- 38% growth in H1 revenue compared to pcp, and gross margin remains above 80%
- 41% growth on pcp gross profit delivered with only a 6% increase in expenses
- Disciplined cost management remained a focus
- FY17 EBITDA guidance affirmed: \$4.5M – 6.5M

### Summary P&L (\$M)

Group P & L <sup>1</sup>	H1 FY16	H2 FY16	H1 FY17	Change on pcp
Revenue	13.9	17.0	19.2	38%
Interest	0.2	0.2	0.2	-
<b>Total revenue</b>	<b>14.1</b>	<b>17.2</b>	<b>19.4</b>	<b>38%</b>
Gross Profit	11.3	14.1	15.9	41%
<b>Gross margin (%)</b>	<b>80.1%</b>	<b>82.0%</b>	<b>82.0%</b>	<b>1.9pp</b>
Expenses	15.9	14.1	16.8	6%
EBITDA	(2.1)	2.7	2.4	\$4.5M
<b>EBITDA margin (%)</b>	<b>(15.1)%</b>	<b>15.9%</b>	<b>12.5%</b>	<b>27.6pp</b>
EBIT	(4.8)	(0.2)	(1.1)	\$3.7M
EBIT (%)	(34.5)%	(1.2)%	(5.7)%	28.8pp
(Loss) after tax	(3.3)	(3.8)	(3.0)	0.3M

<sup>1</sup> Excludes impact of realised and unrealised FX gains / losses

## Accelerating growth in the US



### US ACV over AUD\$5M at 31 March 2017 – record growth in Q3 FY17

First USD\$1.0M incremental ACV quarter since US operations commenced – the US business is building a scalable platform for continued future growth.



### US customer use cases in a range of industries

US subscriptions range from small and medium businesses to large enterprises in key target industries:

- Energy (solar)
- Insurance
- Local Government (counties)
- Architecture, construction & engineering



### Customer wins in a competitive market

- Range of partnerships, including delivering content to the insurance segment
- Key customer wins directly against competitors
- First commercial sales of 3D data





## Growth strategy underpinned by three compelling pillars



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### Continued growth in our Australian business

Underpinned by investment in sales and market capability together with expanded capture and product



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### US growth through targeted sales and marketing

Expanded sales and marketing capability, including a dedicated focus to our growing renewal portfolio and market leading product enhancements



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### Market expansion through investment in 3D opportunity

Investment in oblique and 3D capture enhances product offering to drive further expansion of the addressable market

# 3D Aerial Technology

## Nearmap 3D Demonstration

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Click [here](#) for a 3D fly-through of the Gold Coast in Queensland, Australia.

This video has been created using Nearmap imagery captured by our HyperCamera2 technology and processed using our proprietary software.

The many applications for this technology include:

- Construction and local government urban planning
- Visualising line of site for infrastructure such as telecommunications
- Calculating solar irradiance
- Accurately measuring roof pitch





## Nearmap – leadership in observing the earth delivered as a service

### Large market opportunity

Large traditional aerial imagery market opportunity of USD\$1.5 billion (2017)

### Breakthrough technology / model

Market expanding subscription platform, efficient technology and proprietary software

### Scalable growth

Effective sales model, recurring subscriptions and 'land and expand' sales strategy

### Market expanding offering

Market leader in Australia, disrupting the much larger US market, with most customers new to aerial imagery

### Continuing innovation

Oblique and 3D capture technology opens up new customer use cases and market opportunity



# Reality as a Service

## 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

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