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## ASX release

4 May 2017

### NEARMAP LAUNCHES NEW ZEALAND PILOT CAPTURE PROGRAM AND CONFIRMS FIRST COMMERCIAL SALE OF IMAGERY

**4 May 2017 – SYDNEY** - Nearmap Ltd (ASX: NEA) is pleased to announce that it has completed a one-off capture of New Zealand's main economic areas, and has already secured the first commercial sale of this imagery to its Australian customers. The capture program was completed in March and covers approximately 72% of the New Zealand population.

Commenting on the program, Mr Shane Preston, Vice President of Sales – Australia, noted "Many of our Australian customers have significant business operations in New Zealand and have been requesting access to high quality location content of New Zealand, similar to that which Nearmap has been providing them in Australia.

"Responding to this demand, we ran this as a pilot program giving our Australian customers access to the New Zealand imagery for an additional fee. We're pleased to have already generated the first commercial sale and will continue to work closely with our customers to ensure that we are meeting their needs."

Dr Rob Newman, Nearmap CEO and Managing Director, added "This capital-light pilot program allows us to respond to the feedback of our existing Australian customers, and explore the expansion of Nearmap's world leading technology further in the global location content market.

"The relative ease with which we have been able to add another geography to our capture portfolio demonstrates the scalability and cost efficiency of our business model."

Nearmap will work closely with its customers to evaluate the commercial success of the pilot program. This will determine whether we instigate an ongoing capture program in New Zealand and whether the initiative be expanded to include selling directly to New Zealand customers.

Existing Australian Nearmap customers who require access to the New Zealand imagery should contact their Account Manager.

New Zealand businesses who would like to enquire about potential access to Nearmap's imagery, please go to <http://goto.nearmap.com/enquirenz/>

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#### **Nearmap Brings the Real World to You**

We capture, manage and deliver the most frequently-updated location content in the world, allowing businesses and governments to explore their environment easily. With Nearmap, organisations unlock opportunities that consistently inform decision making and transform the way they work. Delivered within days of capture, our imagery is much higher resolution than satellite imagery and shows changes over time. Nearmap helps users save time and money, reduce site visits and make better informed decisions with current, clear imagery.

Nearmap is delivered through our web-based MapBrowser or accessed via third party applications.

#### **Further Information**

##### **Investors**

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