

# NEARMAP LTD. THE FUTURE OF LOCATION INTELLIGENCE.

ANNUAL GENERAL MEETING  
15 NOVEMBER 2018

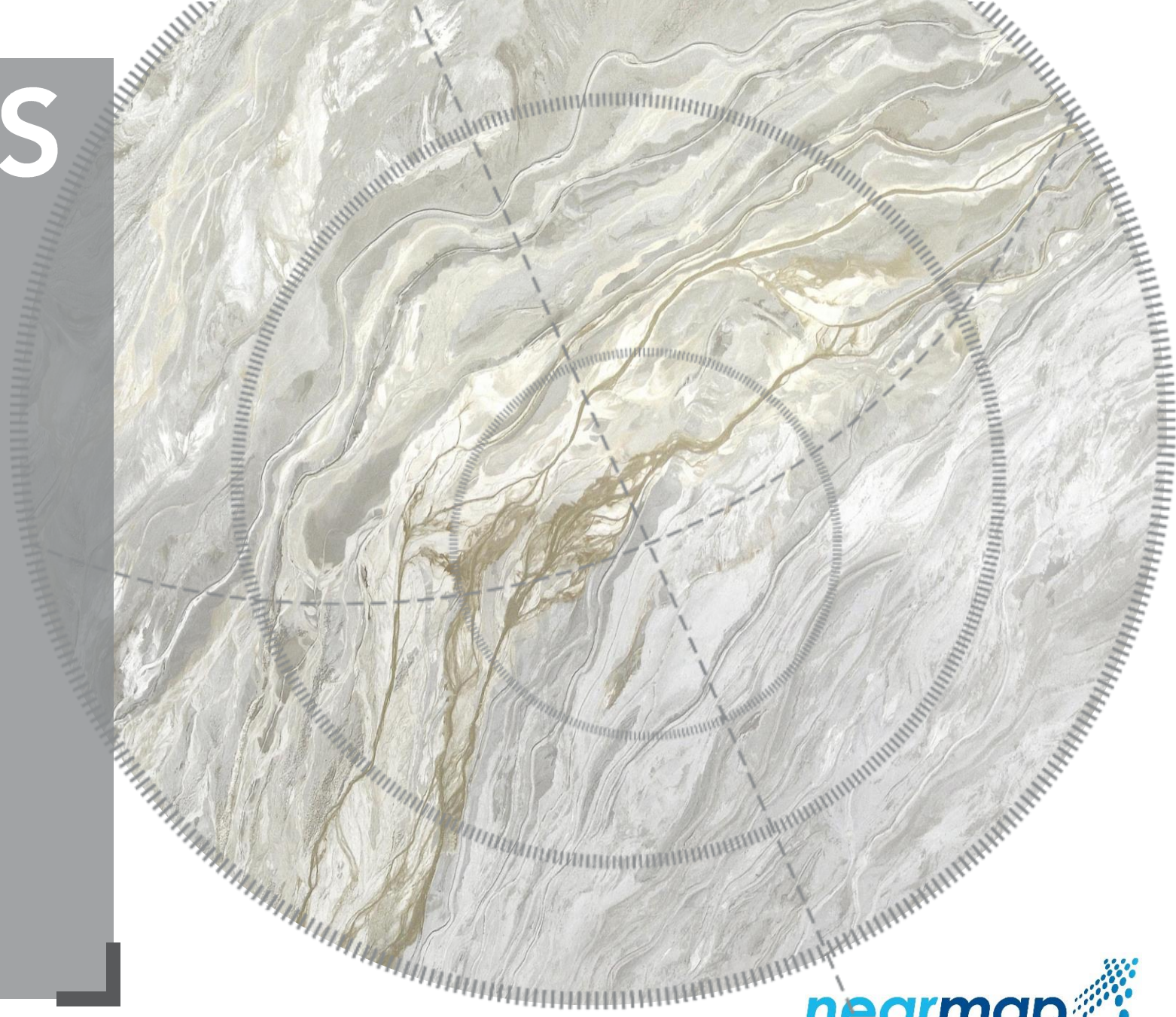


Captured: June 2018  
Burswood, WA

**nearmap**

# CHAIRMAN'S ADDRESS.

Mr Peter James, Chairman  
& Non-Executive Director



# THE NEARMAP TEAM: BOARD



## BOARD OF DIRECTORS (L TO R)

**IAN MORRIS**  
Non-Executive Director (US)

**SUE KLOSE**  
Non-Executive Director

**CLIFF ROSENBERG**  
Non-Executive Director

**PETER JAMES**  
Chairman & Non-Executive Director

**ROSS NORGARD**  
Non-Executive Director

**ROB NEWMAN**  
Chief Executive Officer & Managing Director



# THE NEARMAP TEAM: EXECUTIVE



## EXECUTIVE TEAM (L TO R)

**HARVEY SANCHEZ**  
Chief Marketing Officer

**TONY AGRESTA**  
Executive Vice President, Product

**ANDY WATT**  
Chief Financial Officer

**SUE STEEL**  
Executive Vice President, People & Culture

**PATRICK QUIGLEY**  
Executive Vice President, International & Partnerships

**ROB NEWMAN**  
Chief Executive Officer & Managing Director

**TOM CELINSKI**  
Executive Vice President, Technology & Engineering

**SHANE PRESTON**  
Executive Vice President, Sales



# AGENDA.

## 1. CHAIRMAN'S ADDRESS

Mr Peter James, Chairman &  
Non-Executive Director

## 2. CEO REPORT

Dr Rob Newman, CEO & Managing  
Director



# CHAIRMAN'S ADDRESS

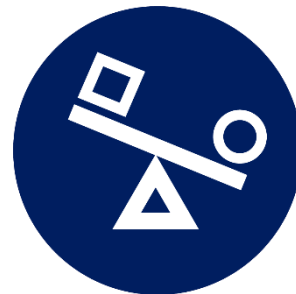
MR PETER JAMES, CHAIRMAN & NON EXECUTIVE DIRECTOR



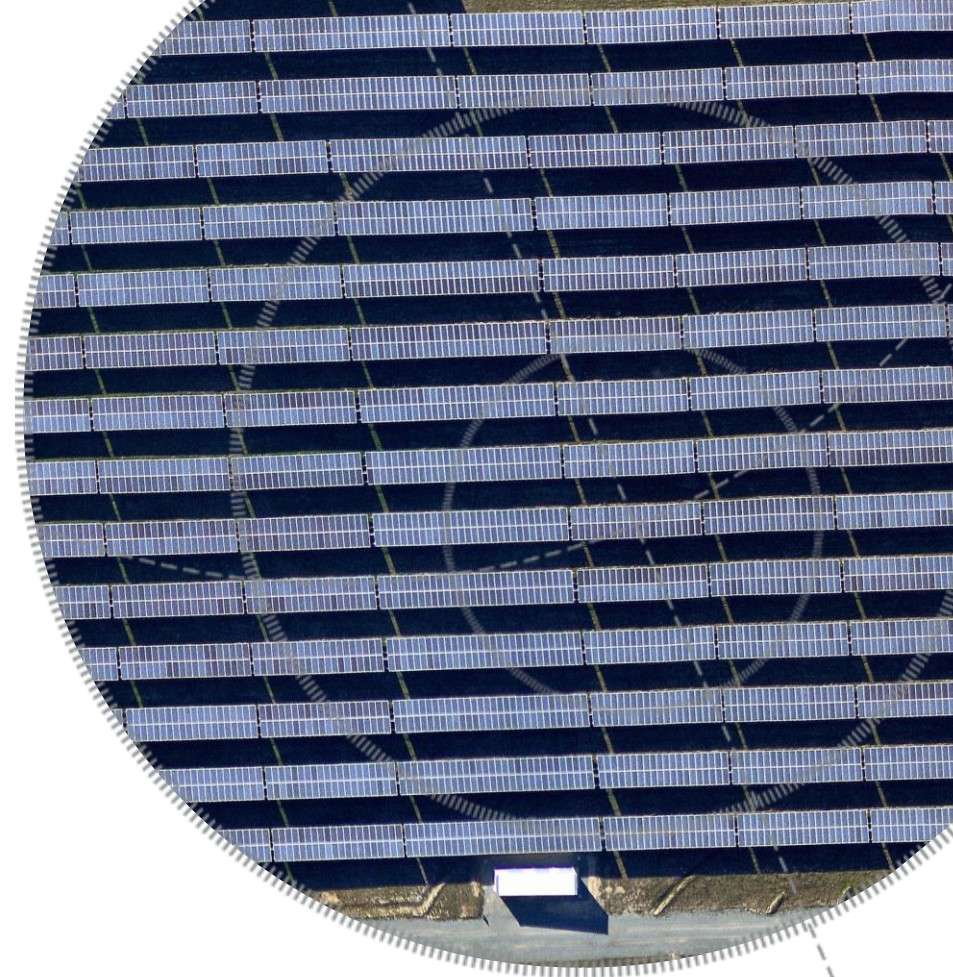
RECORD GROUP  
PORTFOLIO  
GROWTH



PRODUCT &  
TECHNOLOGY  
INVESTMENT  
ENHANCING  
CONTENT

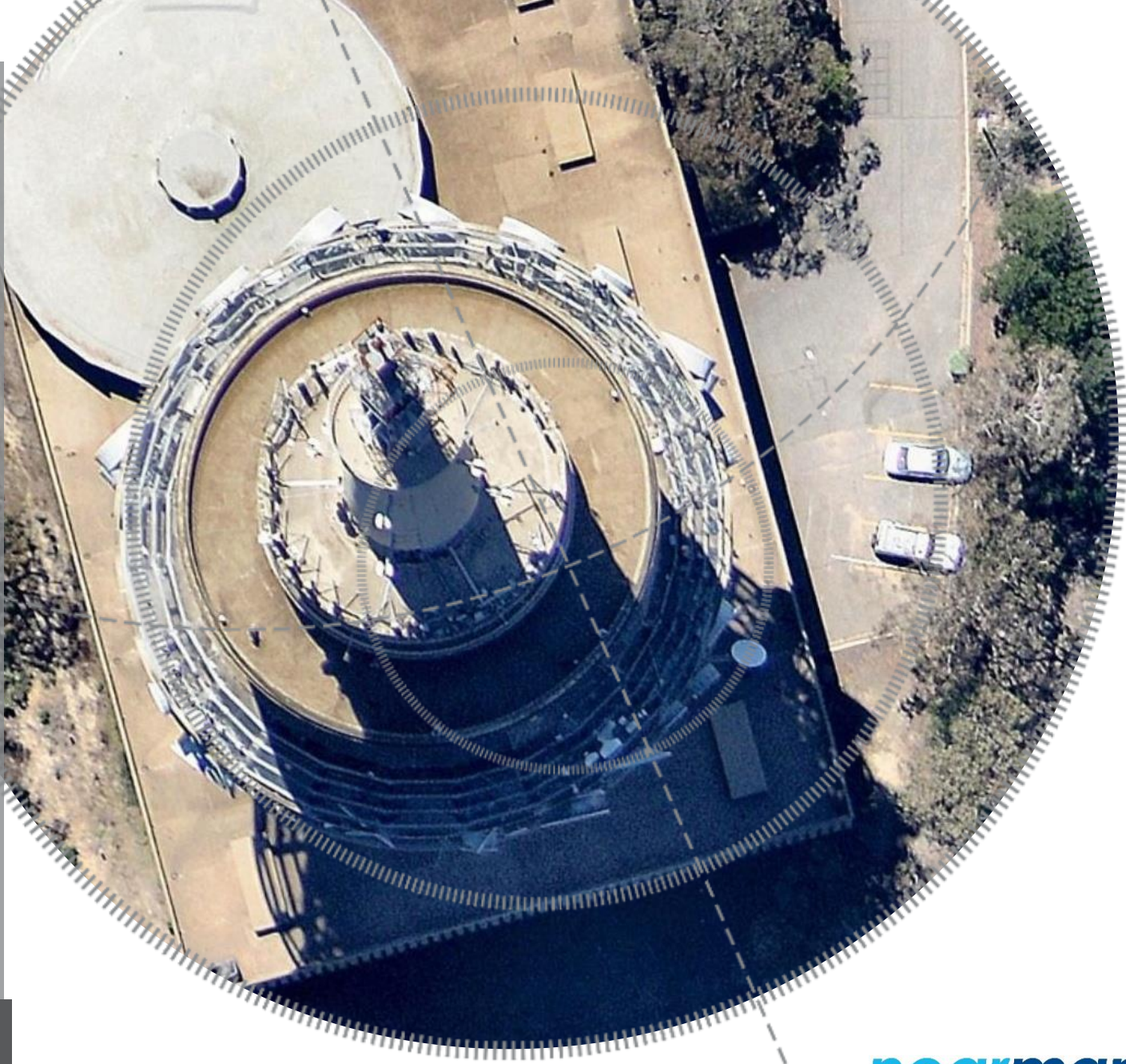


SCALABLE  
PLATFORM FOR  
OPERATIONAL  
AND  
GEOGRAPHIC  
GROWTH



# CEO REPORT.

Dr Rob Newman,  
Chief Executive Officer  
and Managing Director



# NEARMAP: POSITIONED FOR LONG TERM GROWTH



## GLOBAL MARKET OPPORTUNITY

US\$4.5 billion by 2025 (CAGR 14.6%)<sup>1</sup>



## PRODUCT INNOVATION

Track record of technology leadership



## SCALABLE BUSINESS MODEL

SaaS business with strong operational leverage



## COMPETITIVE ADVANTAGES

Compelling product addressing broad market



## CAPITAL DYNAMICS

Record growth in Group ACV<sup>2</sup>  
Cash resources to accelerate strategic objectives

<sup>1</sup>Transparency Market Research, "Aerial Imaging Market: Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2017-2025"

<sup>2</sup>ACV = Annualised Contract Value



# FY18 IN REVIEW



## DELIVERING ON PRODUCT & TECHNOLOGY INVESTMENT

New MapBrowser for easier use

New tools for measurement (height)

New content; Panorama, Oblique and beta 3D



## RECORD US PORTFOLIO GROWTH

\$US7.6m incremental ACV (double pcg).

Significant increase in average subscription size



## AUSTRALIA CONTINUES TO DEMONSTRATE BUSINESS MODEL SCALE

Near record growth in H2

Gross Margin maintained at 94%

>50% free cash



## GROWTH ORIENTED TEAM

Leadership team with deep experience in growth and international expansion



## RICH EXPANDING DATA SET

Several million gigabytes of data

Increasing richness of data

# FY18 FINANCIAL HIGHLIGHTS



**\$66.2m**  
Group ACV<sup>1</sup>



**8,863**  
Subscriptions  
globally



**\$7,473**  
Average  
Revenue per  
Subscription  
(ARPS)



**41%**  
Group ACV<sup>1</sup>  
Growth pcp



**114%**  
Group Sales Team  
Contribution Ratio



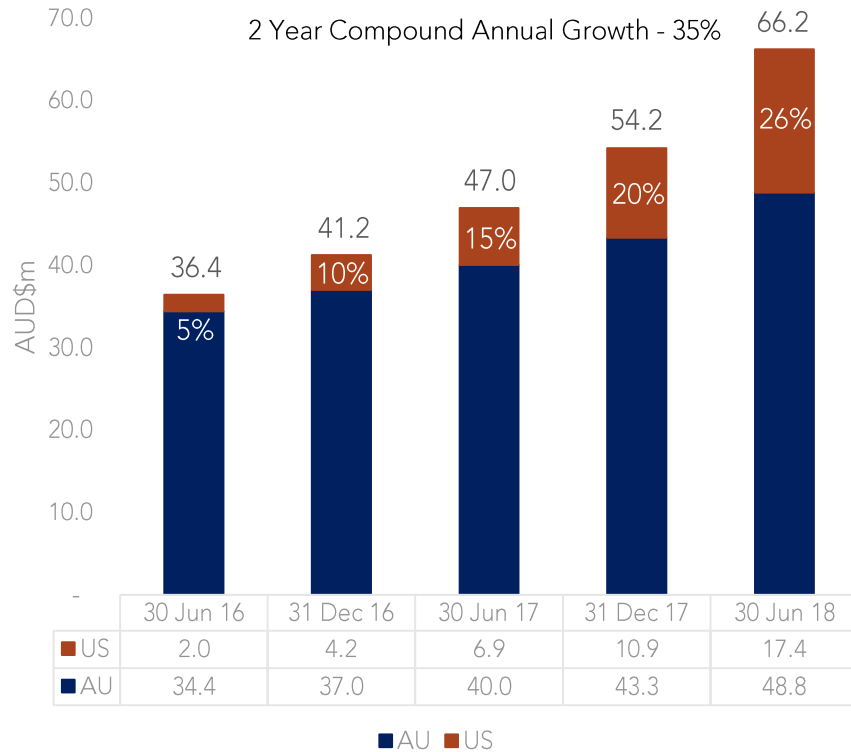
**7.5%**  
Group  
Subscription  
churn

<sup>1</sup> ACV = Annualised Contract Value

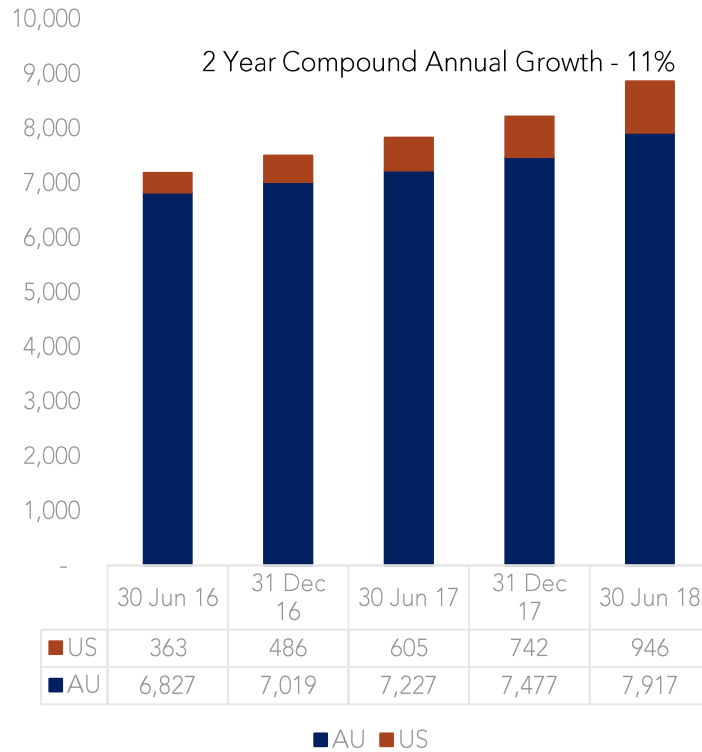
All currency amounts are in AU dollars unless otherwise noted.

# BUILDING MOMENTUM IN AU AND US

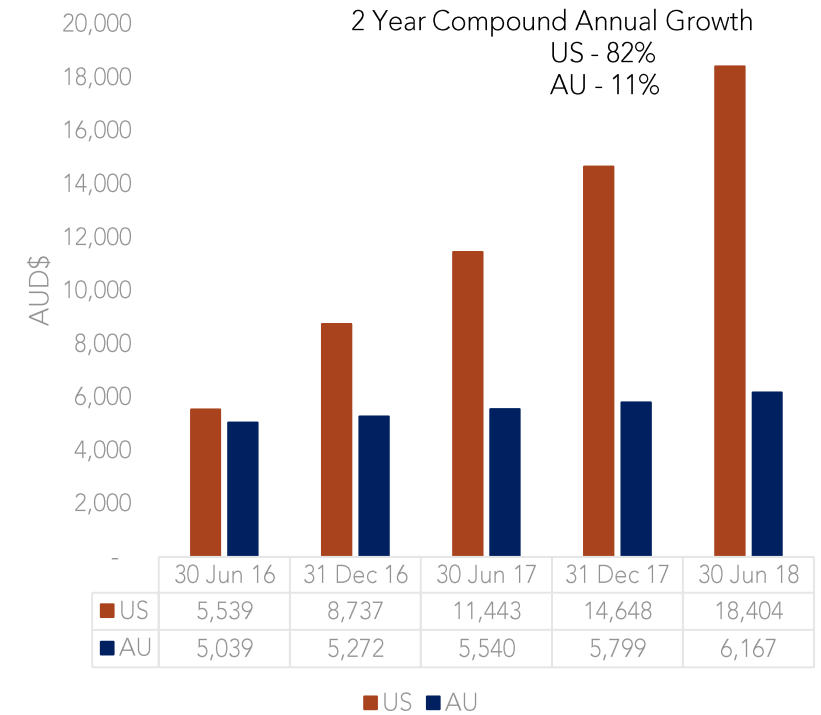
## GROUP ACV GROWTH (AUD\$m) <sup>2</sup>



## GROUP SUBSCRIPTIONS GROWTH



## GROUP ARPS <sup>1</sup> GROWTH (AUD\$m) <sup>2</sup>

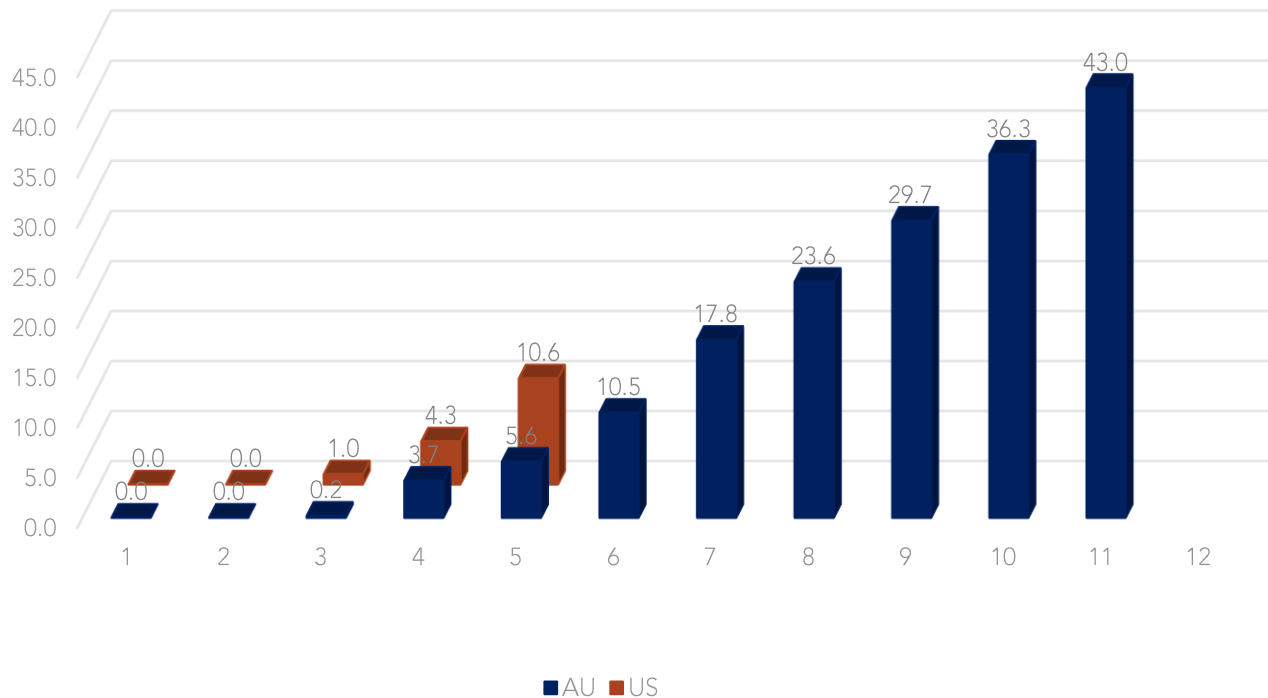


<sup>1</sup> ARPS = Average Revenue per Subscription

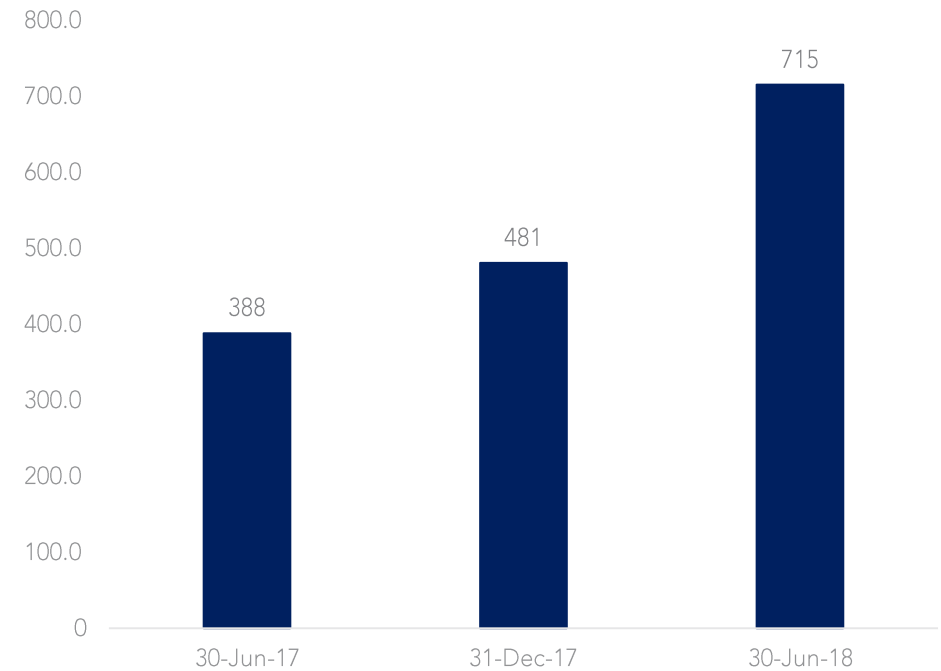
<sup>2</sup> US ACV translated at period end exchange rate

# GROWTH DRIVES REVENUE AND LIFETIME PORTFOLIO VALUE

AU TO US SUBSCRIPTION REVENUES REBASED TO FIRST YEAR OF CAPTURE (AUD\$m)



GROWTH IN PORTFOLIO LIFETIME VALUE (LTV) <sup>1 2</sup> AUD\$m

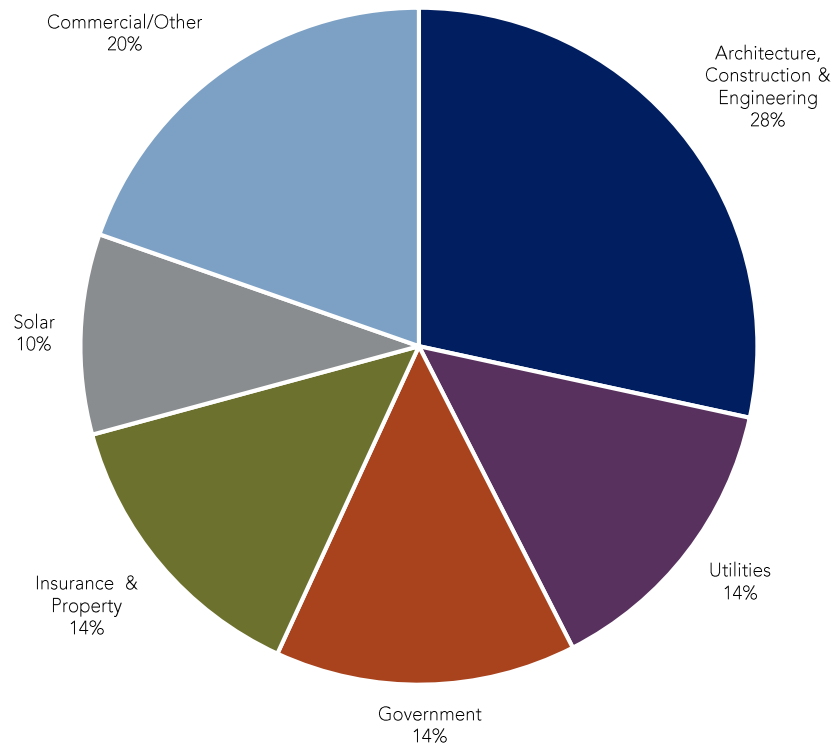


<sup>1</sup> LTV = Lifetime Value – Measured since 30 June 2017

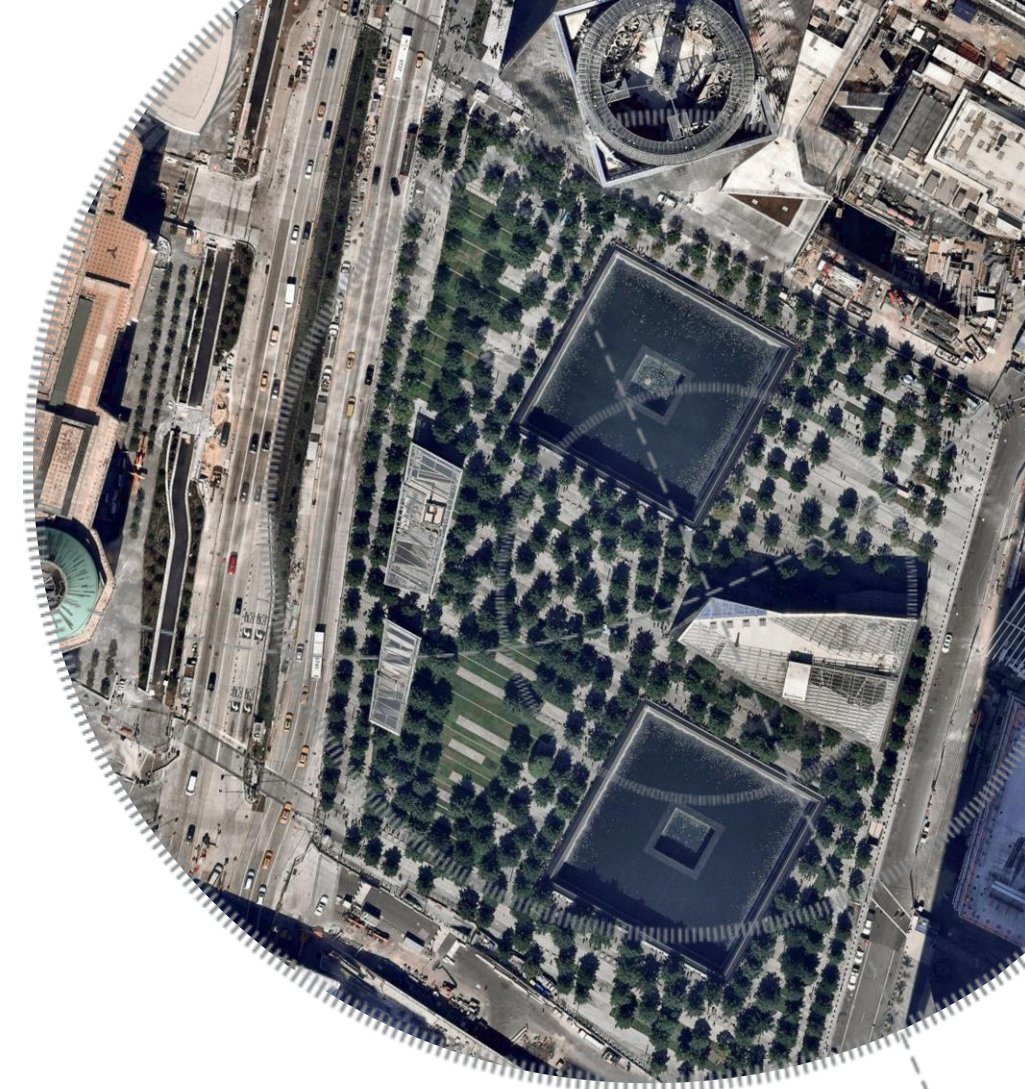
<sup>2</sup> US ACV translated at period end exchange rate

# DIVERSE GLOBAL CUSTOMER BASE

## GROUP ACV PORTFOLIO BY INDUSTRY: 30 JUNE 2018

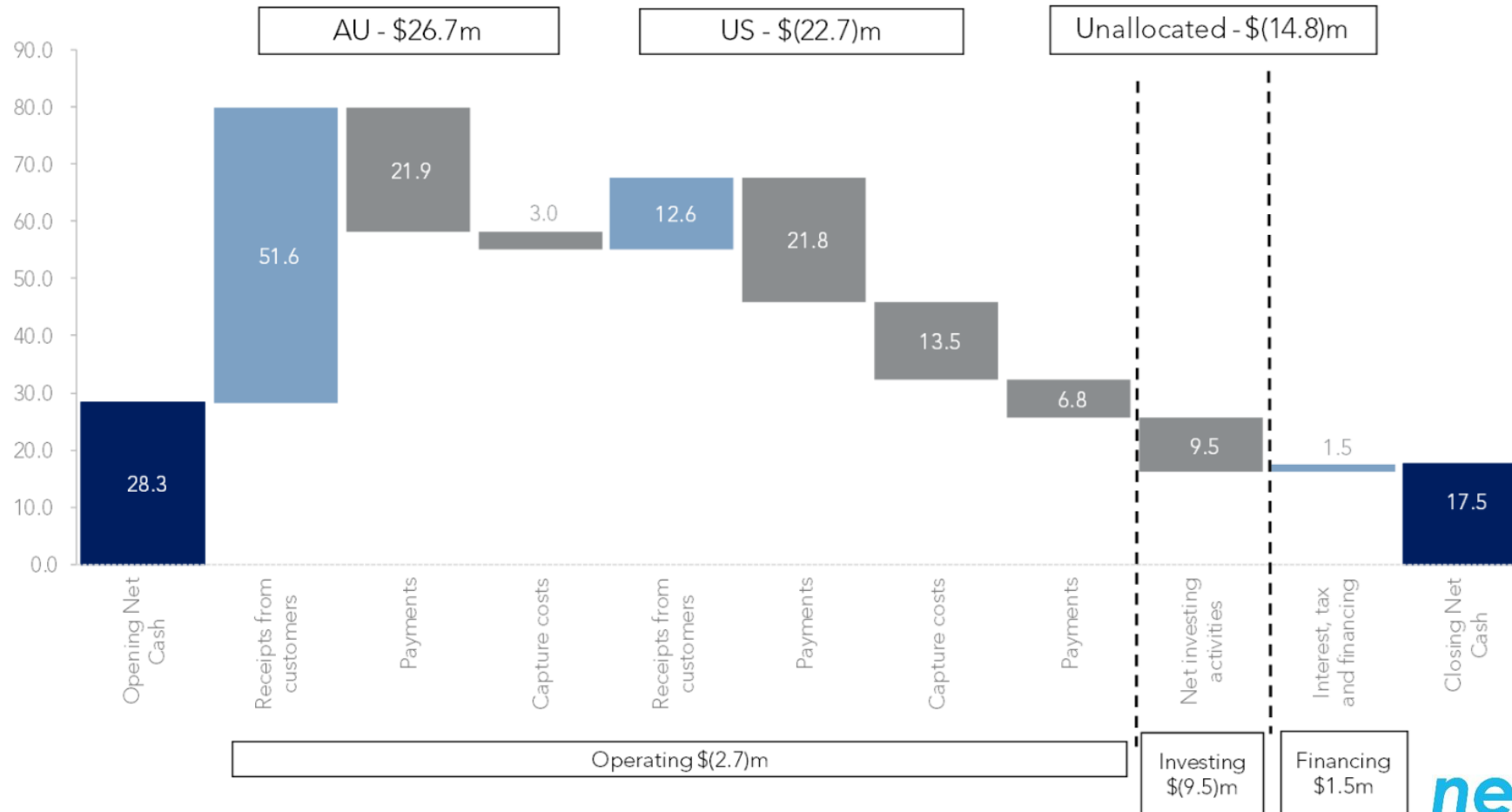


- Diverse customer base in both AU and US
- National enterprise customers
- Significant small and medium enterprise customer base

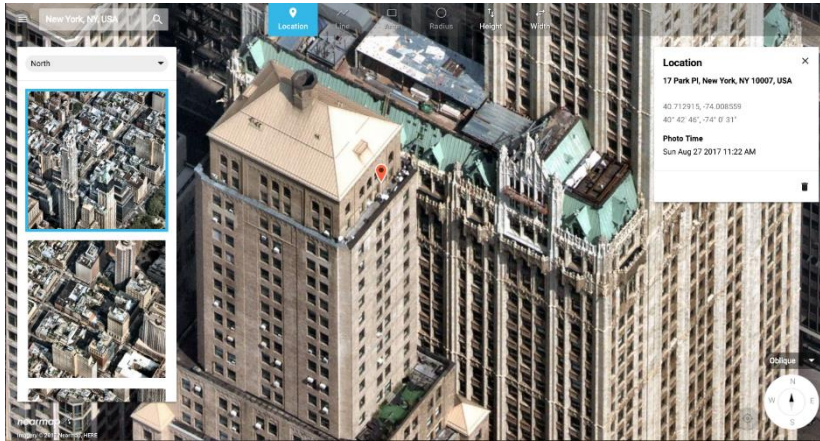


# AU FREE CASH FLOW FUNDS US EXPANSION

## NEARMAP'S NET CASH FLOW FY18 (AU\$m)

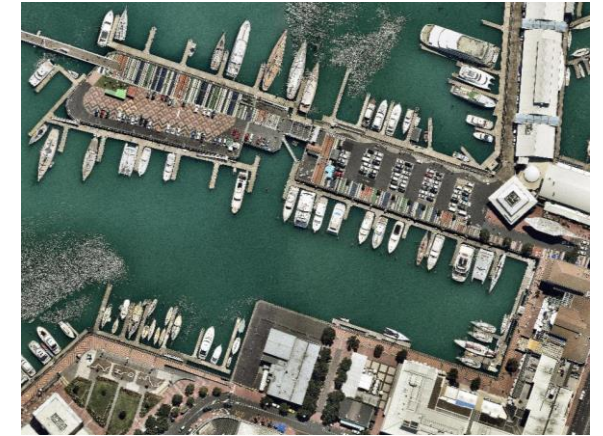


# FY18 PRODUCT EVOLUTION: ENHANCED INTERFACE AND GEOGRAPHY



## NEW INTERFACE: MAPBROWSER

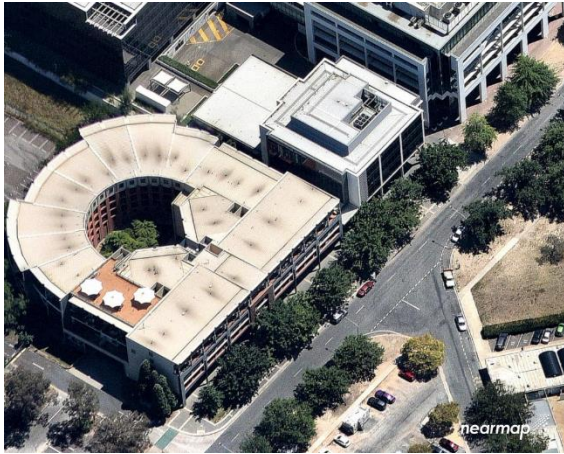
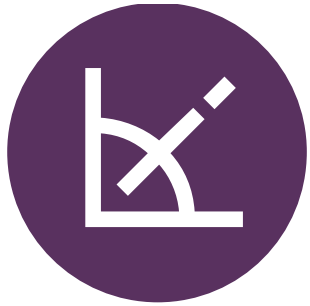
- Intuitive interface
- Continuous zoom
- Annotated, georeferenced export
- Mobile-responsive
- Oblique photo date



## NEW COUNTRY: NEW ZEALAND

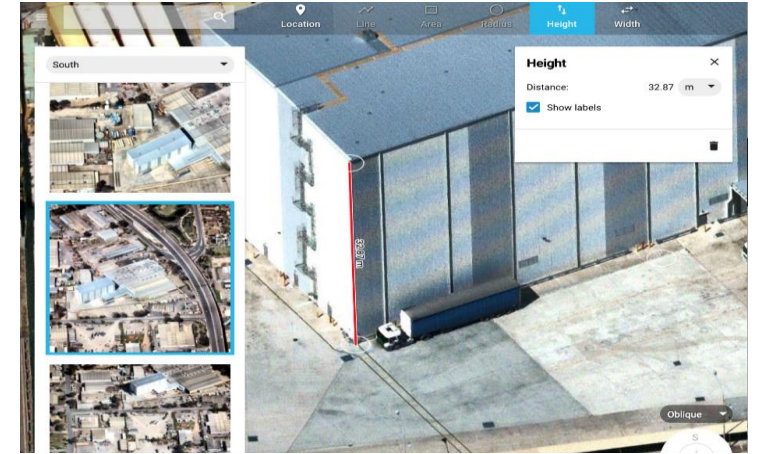
- 14 cities captured
- 72% population coverage
- Historical imagery library

# FY18 PRODUCT EVOLUTION: NEW CONTENT AND PRODUCT



## NEW CONTENT: PANORAMA

- New version of Multiview
- High resolution
- Stitched together mosaic of multiple obliques
- Holistic 45° view



## NEW PRODUCT: MEASURABLE OBLIQUES

- 45° angle views
- Inspect site from 4 cardinal directions
- Rich capture meta-data makes accurate height & width measurements possible
- First layer of 3D



# FY19 TRADING UPDATE



## CONTINUED GROWTH IN GROUP PORTFOLIO

Group portfolio exceeds \$70m at end of Q1 FY19



## AUSTRALIAN MOMENTUM CONTINUES

All channels continue to perform with strong metrics



## US PENETRATION CONTINUES

Enterprise sales driving growth  
With increasing contribution from SME



## EARLY SALES IN NEW ZEALAND MARKET

Early sales to government, enterprise and SME



## CONTINUED PRODUCT DELIVERY

Roof measurement tools  
Enhanced content 3D (offline) available this month as standard product  
Enhanced integration and scalability for enterprise

# FY19 OUTLOOK



## REAFFIRM GUIDANCE

FY19 cash flow break even,  
excluding use of capital raise  
proceeds



## 3D LEADERSHIP EXTENDED

3D content and tools  
available in MapBrowser  
Increased 3D content with  
next generation  
HyperCamera



## SET FOR ACCELERATED GROWTH

Execution track record  
Strong leadership team  
Strong balance sheet  
Will enable Nearmap to  
expand geography and  
product leadership

# USE OF CAPITAL RAISE PROCEEDS HAS BEGUN



## US SALES & MARKETING RAMP

- Continue existing sales & marketing strategy
- Add a highly focussed sales & marketing strategy for deep penetration of specific US verticals / geographies
- Campaigns to be rolled out in H2 FY19
- Return on investment to be measured through sales team contribution ratio
- Reaffirm up to \$10m in campaigns over FY19 and FY20



## EXPANSION TO CANADA

- Attractiveness driven by geospatial readiness, market characteristics and proximity to leverage US operational base
- Capture program to begin spring / summer 2019
- First sales expected calendar 2019



## EXPANDED PRODUCT & CONTENT

- Will roll out 3D capture productivity enhancement with next generation HyperCamera2 in H2 FY19
- Planned investment in enhanced tools and value added content through building in-house capabilities plus evaluating acquisitions

# CORPORATE INFORMATION

## Nearmap Ltd

Level 4 Tower One, 100 Barangaroo Avenue,  
Barangaroo NSW 2000, Australia

+61 2 8076 0700

investor.relations@nearmap.com

www.nearmap.com

@nearmap

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