


NEARMAP

INVESTOR PRESENTATION
MAY/JUNE 2021

 MARCH 2021 | WINDSOR, NSW AU

nearmap 

IMPORTANT NOTICE AND DISCLAIMER

This presentation includes the following measures used by the Directors and management in assessing the on-going performance and position of the Group: EBITDA, EBIT, ACV, ARPS, Churn, LTV and STCR. These measures are non-IFRS under Regulatory Guide 230 (Disclosing non-IFRS financial information) published by the Australian Securities and Investments Commission and have not been audited or reviewed. A reconciliation of Statutory Net profit/(loss) after tax to EBITDA is included in the Appendices of this presentation.

The material in this presentation has been prepared by Nearmap Ltd ACN 083 702 907 (Nearmap) and is general background information about Nearmap's activities, current as at the date of this presentation and is provided for information purposes only. It should be read in conjunction with Nearmap's periodic and continuous disclosure announcements filed with the Australian Securities Exchange, available at www.asx.com.au. This presentation provides information in summary form only and is not intended to be complete. Nearmap makes no representation or warranty, express or implied, as to the accuracy, completeness, fairness or reliability of any of the information, opinions, forecasts, reports, estimates and conclusions contained in this presentation. It is not intended to be relied upon as advice or a recommendation to investors or potential investors and does not take into account the investment objectives, financial situation, taxation situation or needs of any particular investor. Due care and consideration should be undertaken when considering and analysing Nearmap's financial performance. An investor must not act on any matter contained in this document but must make its own assessment of Nearmap and conduct its own investigations and analysis. Investors should assess their own individual financial circumstances and consider talking to a financial adviser, professional adviser or consultant before making any investment decision. This document does not constitute an offer, invitation, solicitation or recommendation with respect to the purchase or sale of any security in Nearmap nor does it constitute financial product advice. This document is not a prospectus, product disclosure statement or other offer document under Australian law or under any other law. This document has not been filed, registered or approved by regulatory authorities in any jurisdiction.

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 and should note that they are provided as a general guide only. Subject to any continuing obligations under applicable law, 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 any change in expectations in relation to any forward looking statements or any change in events, conditions or circumstances on which any such statements are based. 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 known and unknown risks, uncertainty, assumptions and contingencies, many of which are outside Nearmap's control, and are based on estimates and assumptions that are subject to change and may cause actual results, performance or achievements to differ materially from those expressed or implied by such statements.

By reading this document you agree to be bound by the limitations set out in this document. To the maximum extent permitted by law, each of Nearmap, its related bodies corporate, or their respective 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 Australian Dollars unless otherwise noted.

Tables may not add due to rounding.



JAN 2021 | BIRMINGHAM, AL U.S.

ACCELERATION OF KEY GROWTH INITIATIVES ON TRACK

INVESTMENT TO DRIVE GROWTH IN STRATEGIC VERTICALS

- Increased investment in Sales, Marketing and Product, including hiring of leadership and expertise in support of the vertical strategy

ROLL-OUT OF HYPERCAMERA3 ON TRACK

- Continued testing of key camera system components and on track to accelerate roll-out in FY22

EXPANSION OF OPERATIONAL SYSTEMS & DATA

- Expansion of data and analytics capabilities and implementation of systems to support scalable growth

FY21 ACV GUIDANCE INCREASED

- FY21 Group Annual Contract Value (ACV) portfolio guidance revised to \$128m-\$132m (previously the upper end of the \$120m-\$128m guidance range)¹
- Continued momentum with strong growth across core industry verticals from both new and existing customers

¹ Guidance remains based on the FY20 year-end USD exchange rate of 0.6863 as outlined at the time guidance was issued

DELIVERING
CERTAINTY
IN UNCERTAIN
TIMES...



WITH A **CLEAR**
STRATEGY,
CONSISTENT
PERFORMANCE
& **PASSIONATE**
TEAM AT
NEARMAP

NEARMAP 1H FY21 RESULTS

RECORD PERFORMANCE IN NORTH AMERICA DRIVES STRONG ACV GROWTH



ANNUAL CONTRACT VALUE¹
\$112.2m (**\$116.7m** ↑ 21% at CC)



SALES TEAM CONTRIBUTION RATIO
86% ↑ from 44%



STATUTORY REVENUE
\$54.7m ↑ 18%



SUBSCRIPTION RETENTION
93.9% ↑ from 88.5%



GROSS MARGIN²
77% ↑ from 68%



CASH AT BANK
\$129.3m ↑ from \$33.8m³ (30 June 2020)

¹ Annual Contract Value (ACV) presented on an “as reported” and constant currency (CC) basis at the 1H20 period end USD exchange rate of 0.7006, to compare to the prior comparative period (pcp), removing the impact of US Dollar (USD) exchange rate movements and facilitating comparability of operating performance

² Gross margin presented on a pre-capitalisation basis; refer appendix for definition

³ Excludes bank guarantees of \$2.3m which were classified as cash on the Balance Sheet at the end of FY20

All figures shown are presented in Australian Dollars (AUD) and on a pcp basis unless otherwise stated



GROUP PERFORMANCE

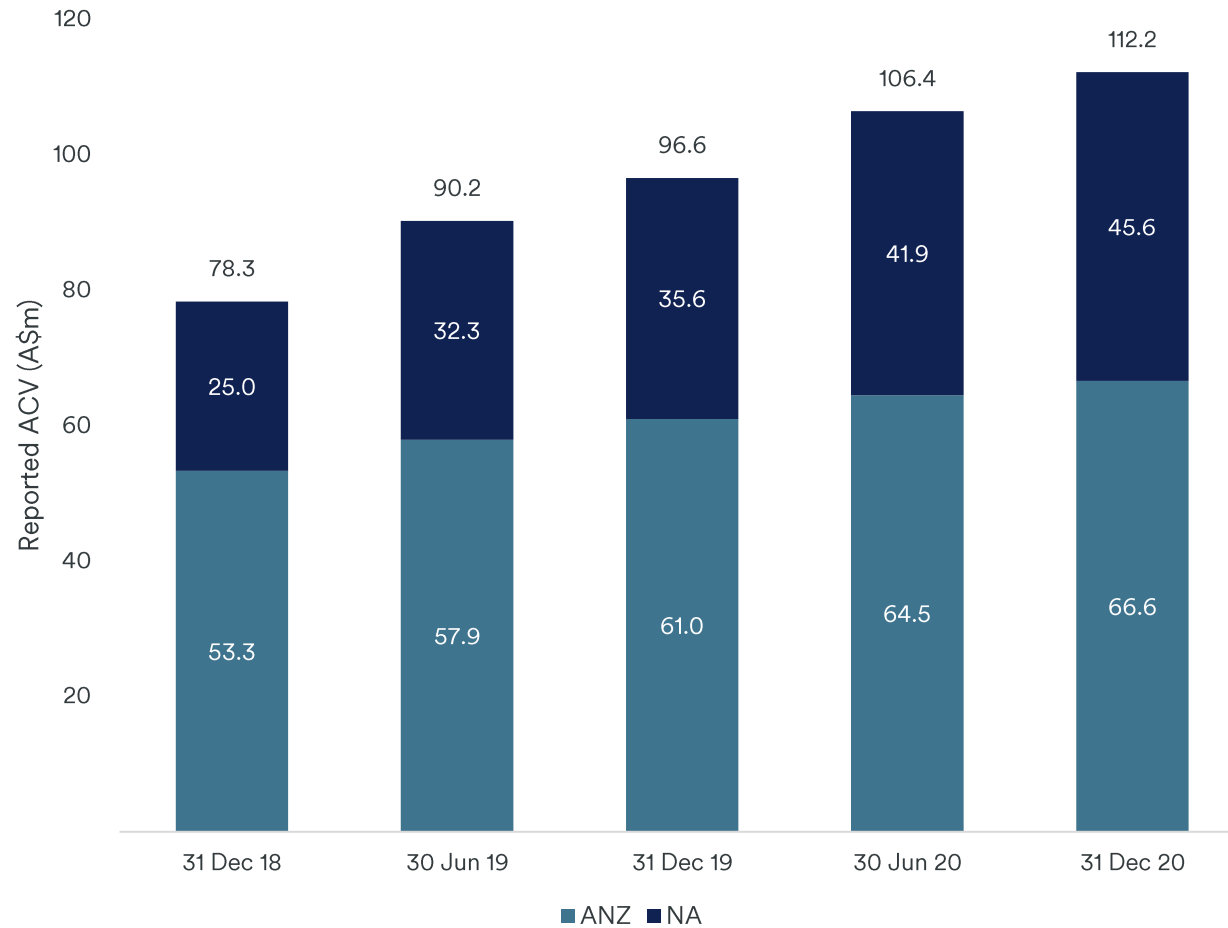
Key metrics trending strongly in the right direction

ACV movement (A\$m)	1H20 Reported	1H21 Reported	1H21 at CC	% Chg at CC
Opening portfolio	90.2	106.4	105.6	17%
New business	8.6	4.9	5.2	(40%)
Net upsell	4.6	9.2	9.9	116%
Churn	(6.9)	(3.8)	(4.0)	42%
Net incremental	6.3	10.3	11.1	76%
FX impact	0.0	(4.6)	(0.0)	
Closing portfolio	96.6	112.2	116.7	21%
12 month retention (%)	88.5%	93.9%	93.8%	
Average Revenue Per Subscription (ARPS)	9,580	10,402	10,822	13%
Subscriptions	10,081	10,785		7%
Sales Team Contribution Ratio (STCR)	44%	86%	89%	
Top 10 customers	19%	19%		
Multi year deals	42%	42%		
Premium content	42%	59%		

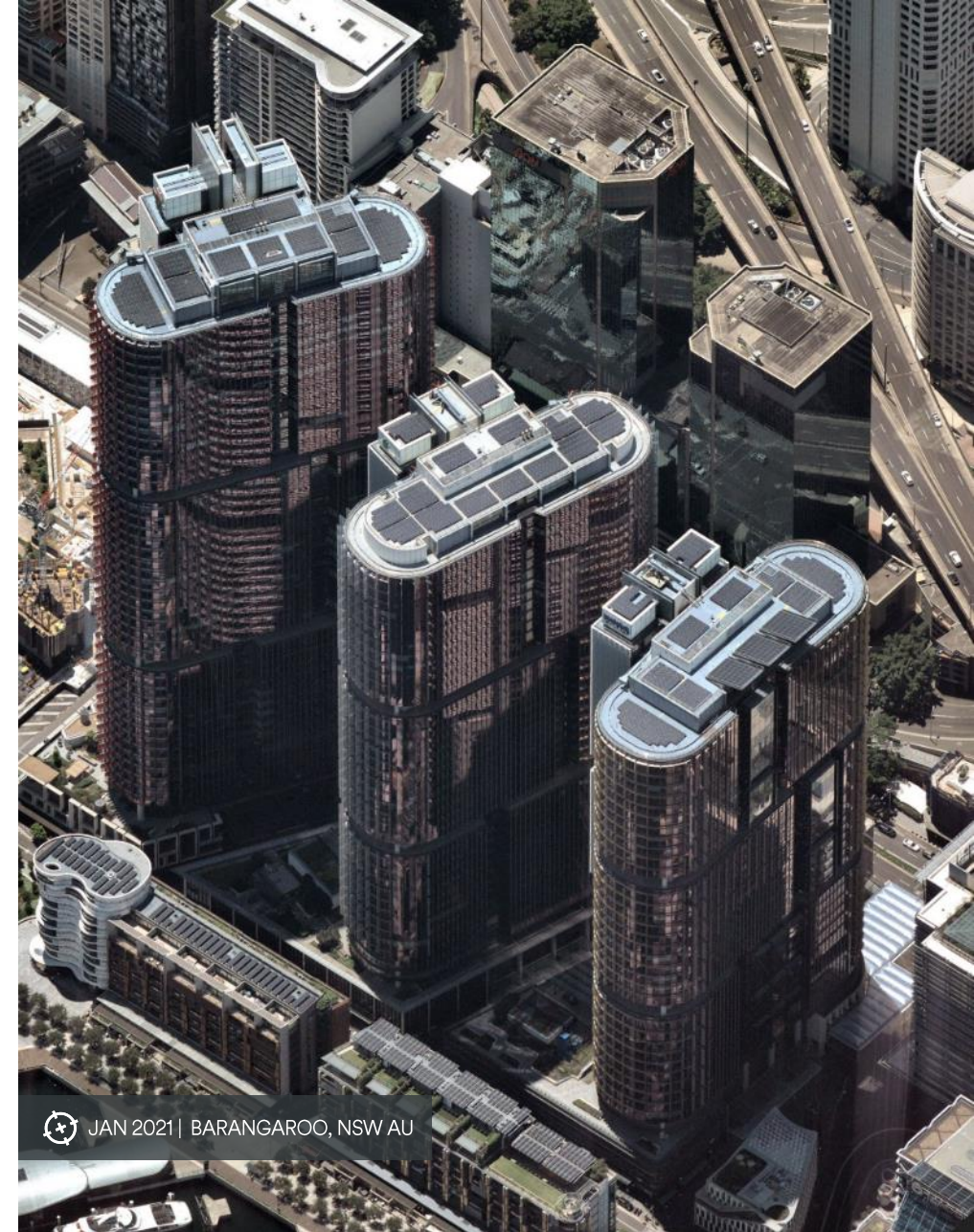
🔄 JAN 2021 | KINGS MEADOWS, TAS AU

GROUP ACV PORTFOLIO

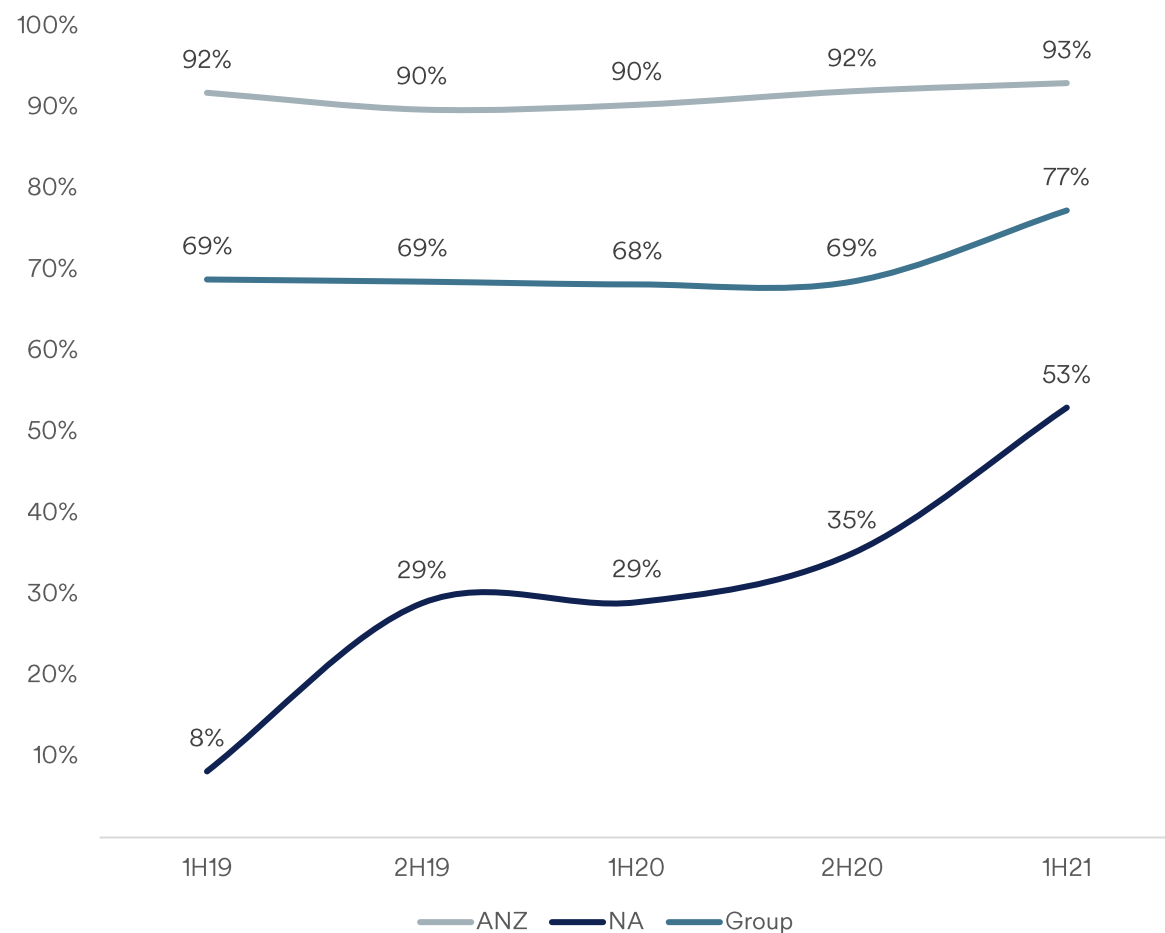
Strong 1H21 Group incremental ACV growth



NA: North America, ANZ: Australia & New Zealand



GROSS MARGIN LEVERAGE EXPANDING



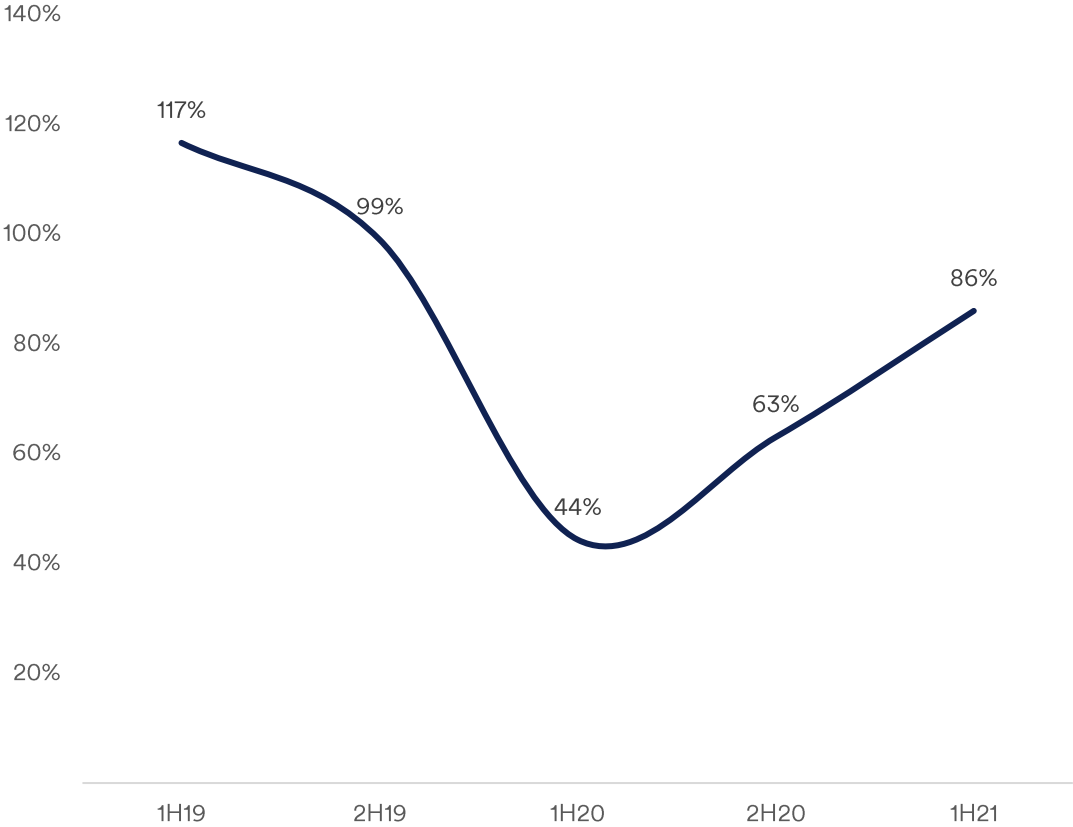
Group gross margin profile continues to expand, ending 1H21 at 77% (1H20: 68%)¹

- Gross margins in North America of 53%, reflecting the operating leverage within the business as Nearmap scales revenue growth (1H20: 29%)²
- Gross margins in Australia & New Zealand of 93%, which have remained consistently strong and highlight the attractive unit economics of repeating this scale in other geographies (1H20: 90%)

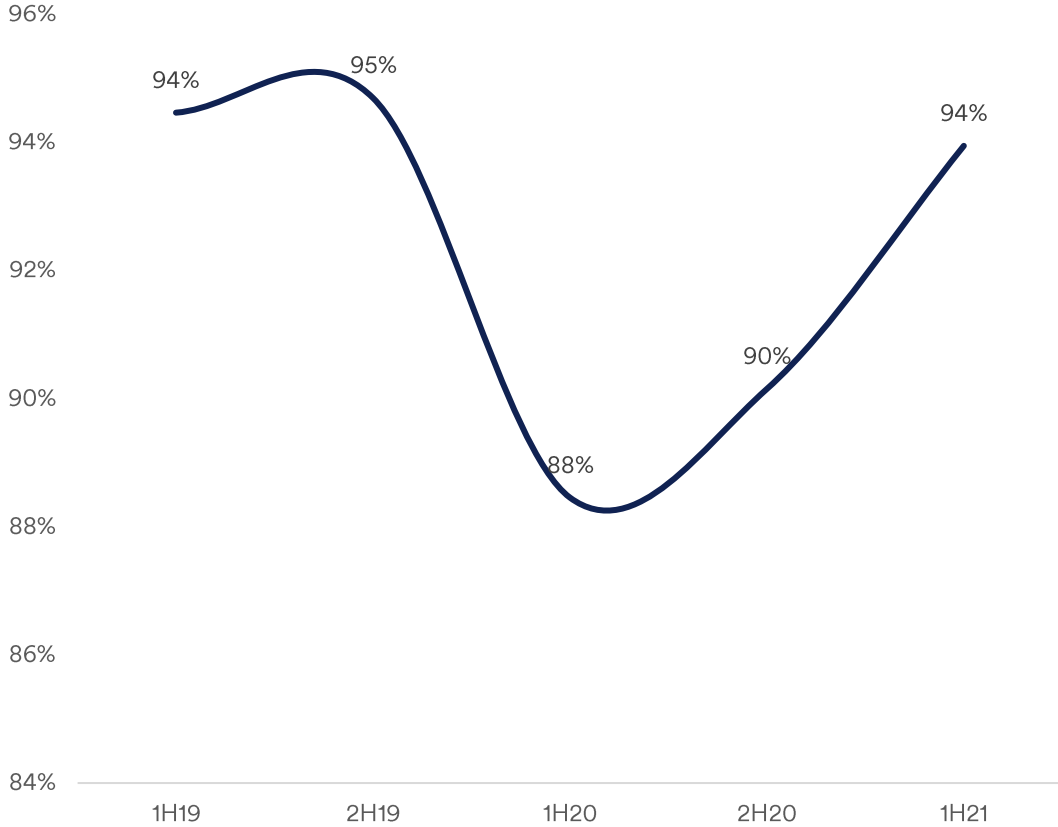
¹ Gross margins are presented on a pre-capitalisation basis; refer appendix for definition
² Gross margins in North America are calculated on a USD basis

INVESTMENT CYCLE DELIVERING RETURNS

Sales Team Contribution Ratio (STCR)



Customer Retention



EARLY VALIDATION OF VERTICAL STRATEGY



ROOFING

- Roof replacement is a large industry in North America: average roof replaced every 10 to 15 years
- Roof damage claims can be assessed leveraging Nearmap roof geometry data
- Nearmap is partnered with market leaders in both of these applications to deliver solutions to roofing contractors and insurance carriers
- April 2021 roof geometry requests increased >100% on the pcp



INSURANCE

- Strong distribution channels established directly to insurance carriers and indirectly through Nearmap partners
- AI content and historical library enables underwriting risk and claims processing at unprecedented scale
- Leaf-on capture allows actuaries and claims managers to quickly assess dangers posed to property from proximate threats, the natural environment and weather risk
- NA post catastrophe capture program increases claims assessment efficiency and drives further growth; launch in ANZ



GOVERNMENT

- Historical imagery library outlines change in property and green space, significantly improving urban planning outcomes
- AI content enables a range of use cases including property tax assessment and environmental planning and management
- Deepened integration into government workflows with oblique content in ArcGIS and an enhanced set of API's
- Retention trends remains strong, demonstrating the value Government organisations derive from Nearmap content

CORE NA VERTICALS RESILIENT AND GROWING



INSURANCE: 43% pcp ACV growth

- Adoption of AI content driving strong growth from insurance carriers
- Reliable post catastrophe content driving efficiencies in claims assessment and delivering ACV expansion



GOVERNMENT: 53% pcp ACV growth

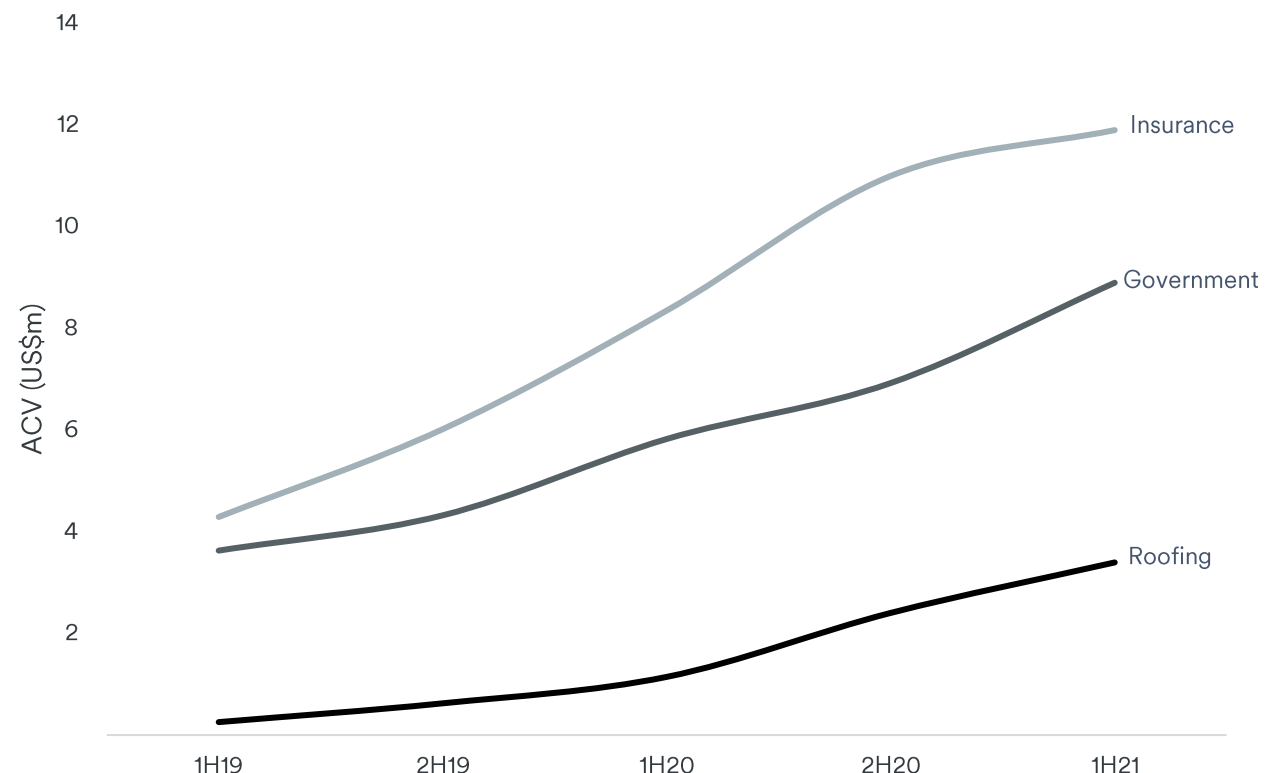
- Strengthened ties with Government GIS ecosystem and ACV expansion across all levels of Government
- Teranet partnership delivering Enterprise sales of Canadian content



ROOFING: 198% pcp ACV growth

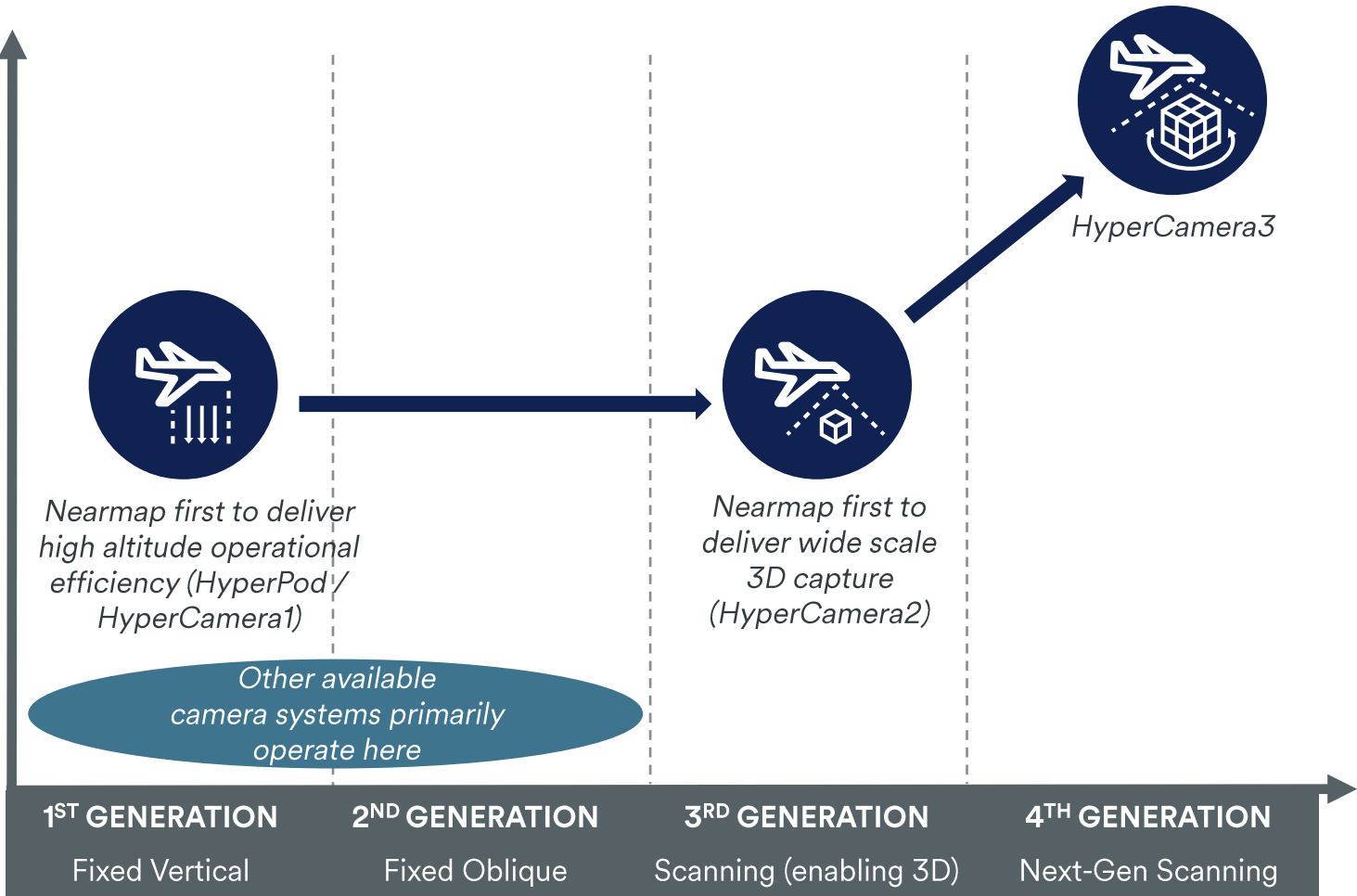
- Continued transaction volume growth with superior semi-automated technology
- Market opportunity remains significant and Nearmap content uniquely positioned to drive ACV growth

ACV OF CORE NA GROWTH VERTICALS



NEARMAP IS ALREADY ESTABLISHED AT THE FOREFRONT OF CAMERA SYSTEM EVOLUTION

- Capture technology leadership:**
 Nearmap has a significant competitive advantage through ongoing investment in its patented camera systems
- Market-leading cameras:**
 Nearmap flies higher and faster than any other system, enabling the capture of high-resolution imagery with unrivalled efficiency
- Third generation camera scanning systems:** Since 2017, HyperCamera2 enables the creation of regularly updated, wide-scale 3D content by Nearmap



UNIQUELY POSITIONED FOR A GLOBAL OPPORTUNITY



A GLOBAL OPPORTUNITY

Large and growing global addressable market opportunity for location intelligence data sets derived from aerial imagery



INDUSTRY LEADING PRODUCT & TECHNOLOGY

Rich library of content, expanding product suite enabled by leading camera and processing technology



SCALABLE SUBSCRIPTION BUSINESS MODEL

Unique, highly scalable subscription business model that delivers high value content and insights to a wide range of use cases

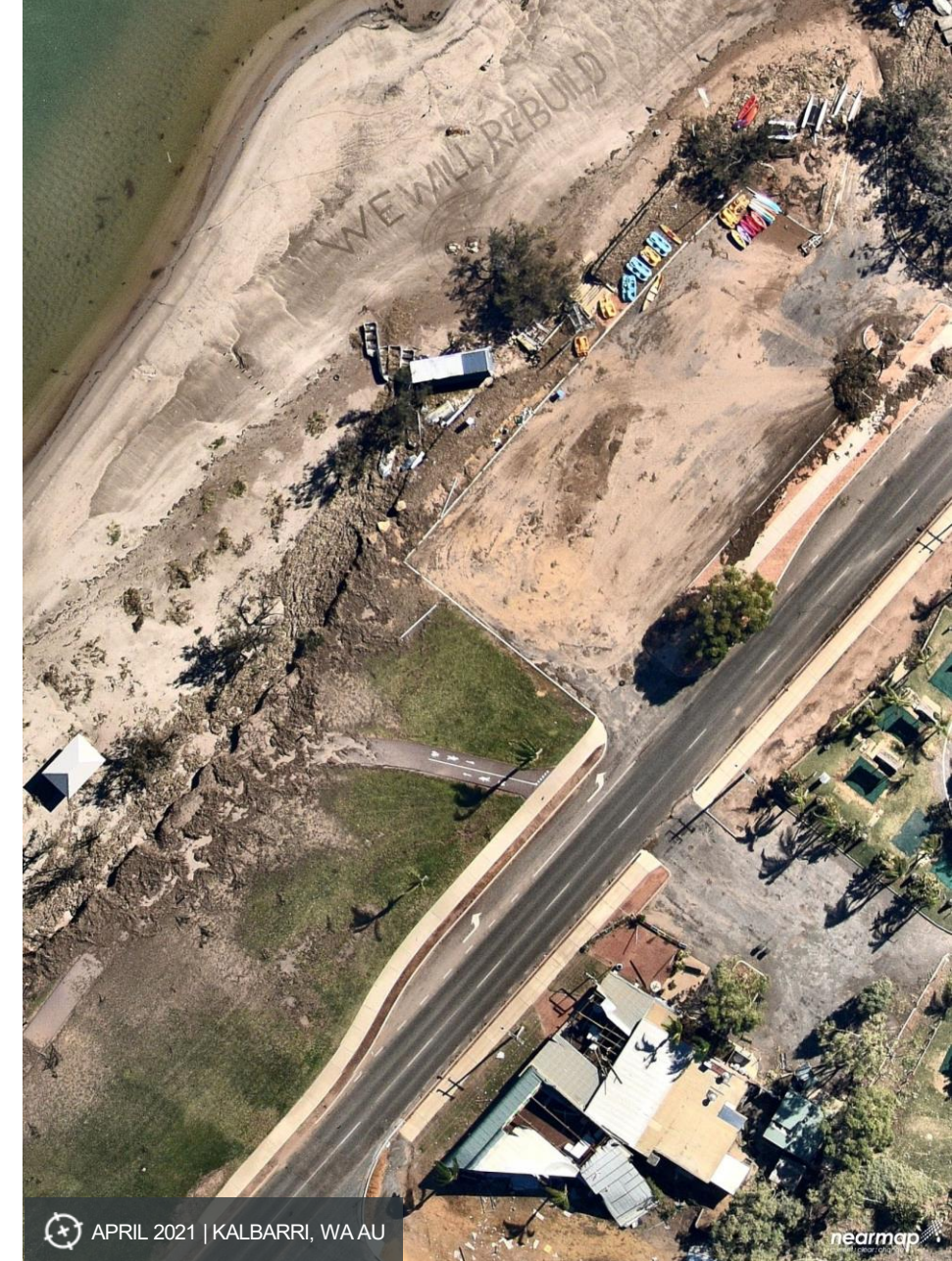


PASSIONATE & SPECIALIST TEAM

Deep industry and technology expertise, with a passion to deliver on the Company's leadership position

DEFINITIONS

TERM	DEFINITION
ACV	Annual Contract Value = annualised value of all active subscription contracts in effect at a particular date
ARPS	Average Revenue Per Subscription = Portfolio ACV divided by total number of subscriptions
Churn	ACV value of subscriptions not renewed at the end of a subscription period, offset by the value of recovered subscriptions previously churned
Existing Portfolio Expansion	Net upsell minus Churn
Gross Margin (pre-capitalisation)	This represents the gross margin of revenue after deducting the cost of capture, processing and storage of the imagery before any such costs have been capitalised
N/A	Not applicable
pcp	Prior comparative period
Retention	ACV value of subscriptions renewed at the end of a customer's subscription period
STCR	Sales Team Contribution Ratio = The ratio of incremental ACV generated by a sales team in a period, compared to the direct costs of obtaining that incremental ACV



CORPORATE INFORMATION

Nearmap Ltd
Tower One, 100 Barangaroo Avenue
Barangaroo NSW 2000 Australia
+61 2 8076 0700
investor.relations@nearmap.com
www.nearmap.com
[@nearmap](https://www.instagram.com/nearmap)

