

# NEARMAP

INVESTOR PRESENTATION  
MACQUARIE AUSTRALIA  
CONFERENCE



# OUR AMBITION

To be the source  
of truth that shapes  
our liveable world



Nearmap is uniquely positioned to lead a US\$60 billion global location intelligence market



We have invested >\$US100 million in proprietary deep technology, establishing a wide unreplicable moat and creating a multi-year product lead



Our investment has enabled Nearmap to be the first and only subscription business model with high resolution, wide-scale location intelligence and analytics



Our business model is proven in Australia, and we are now driving rapid growth in North America to repeat our scalable and high margin subscription business model





# POSITIONED TO WIN IN A US\$60B GLOBAL LOCATION INTELLIGENCE INDUSTRY

AS WORKFLOW DIGITISATION ACCELERATES, NEA TECHNOLOGY WILL PLAY A BIG ROLE TO ENABLE SMARTER, MORE CERTAIN AND EFFICIENT OUTCOMES

Proprietary tech leadership



+

Smarter analytics



=

Enabling valuable commercial outcomes for customers



## STRONG ABILITY TO WIN IN KEY GLOBAL VERTICALS

Global location intelligence

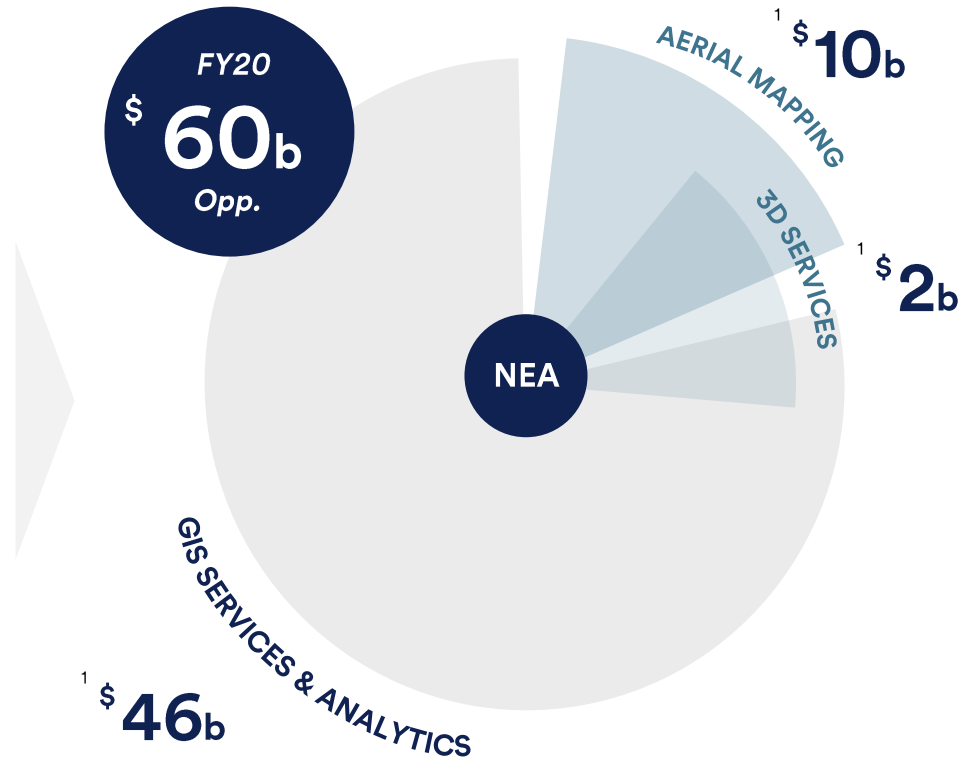


Strong ability to win in strategic verticals




### Market opportunity analysis:

1. GIS, 3D, Earth Observation market opportunity: Geobuiz, Geospatial Industry Outlook & Readiness Index
2. Analytics market opportunity: Valuates Reports, [Bloomberg](#).



# UNREPLICATABLE DEEP TECHNOLOGY MOAT...

- 1** **World leading patented high altitude aerial camera systems** enabling unmatched productivity, efficiency and frequency of coverage
- 2** **World leading patented photogrammetry processing software** enabling processing of wide-scale content with a rapid turnaround
- 3** **Industry democratisation and market expansion** through cloud-based MapBrowser™ web access and API integrations in core customer workflows
- 4** **World leading wide-scale patented semi-automated roof geometry** content enabling industry leading speed of roof geometry turnaround times
- 5** **World leading wide-scale Artificial Intelligence (AI) property analytics,** generating unparalleled property insights at scale



Owning the complete hardware, processing, analytics and software delivery pipeline is the only way of achieving industry leading accuracy, quality and efficiency generated by the delivery of our content, driving our leadership position and sustainable competitive advantage

# ... ENABLES BUSINESS MODEL WITH INDUSTRY LEADING SAAS METRICS...



## Scale of coverage

1.7m kilometres<sup>2</sup>  
captured globally  
every year



## Frequency of coverage

≤6x in Australia/NZ and  
≤3x in North America



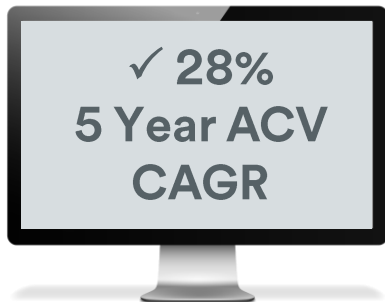
## Resolution of coverage

Ultra high 5-7cm  
resolution; 6x best  
commercial satellite



## Scalable business

Multiple use cases for  
“capture once, sell  
many times” content



# ... AND PERMANENT, FREQUENTLY UPDATED LIBRARY OF CONTENT



## Enormous and historically valuable library of content

40+ petabytes (40,000 tb) of location intelligence content generated (and growing) since regular high altitude aerial photography began in Australia in 2007



## Utilised by high value, long tenure, resilient customers

Insurance and government organisations most active users of historical library of content, ensuring Nearmap is embedded into a resilient customer base



## Generating unparalleled location intelligence insights

Back catalogue of content enables proprietary Artificial Intelligence analytics to automatically detect built and natural environment change over time



## At a wide and unprecedented scale

Industry leader in delivering the most regularly updated wide-scale content, expanding the historical library and further enhancing value proposition and embeddedness

OCT 2021 | MIAMA, FL U.S.

# CASH FLOW DRIVES LEADERSHIP EXTENSION

Drive revenue growth



Reinvest cash flow

Extend technology leadership

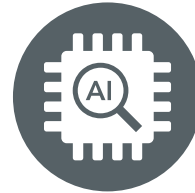
Scale internal systems

Invest in channels to market



Roll out of HC3 enables:

- (1) global expansion
- (2) higher resolution - new use cases in insurance (hail damage) and other industries (vegetation encroachment)



Investment in Nearmap AI drives further automation of workflows in claims adjustment and post catastrophe for insurance and local government



High sales productivity in North America (measured by the Sales Team Contribution Ratio) is the leading indicator to increasing scale of Sales & Marketing investment





# STRONG BALANCE SHEET AND CASH POSITION

- Positive cash contributions from regional operations fund investment into product and technology initiatives<sup>1</sup>
- Focus on improving cash flows from both regions as business continues to scale
- Nearmap has the cash resources to continue the growth path ahead
- Nearmap will continue to manage cash in a selective and disciplined way

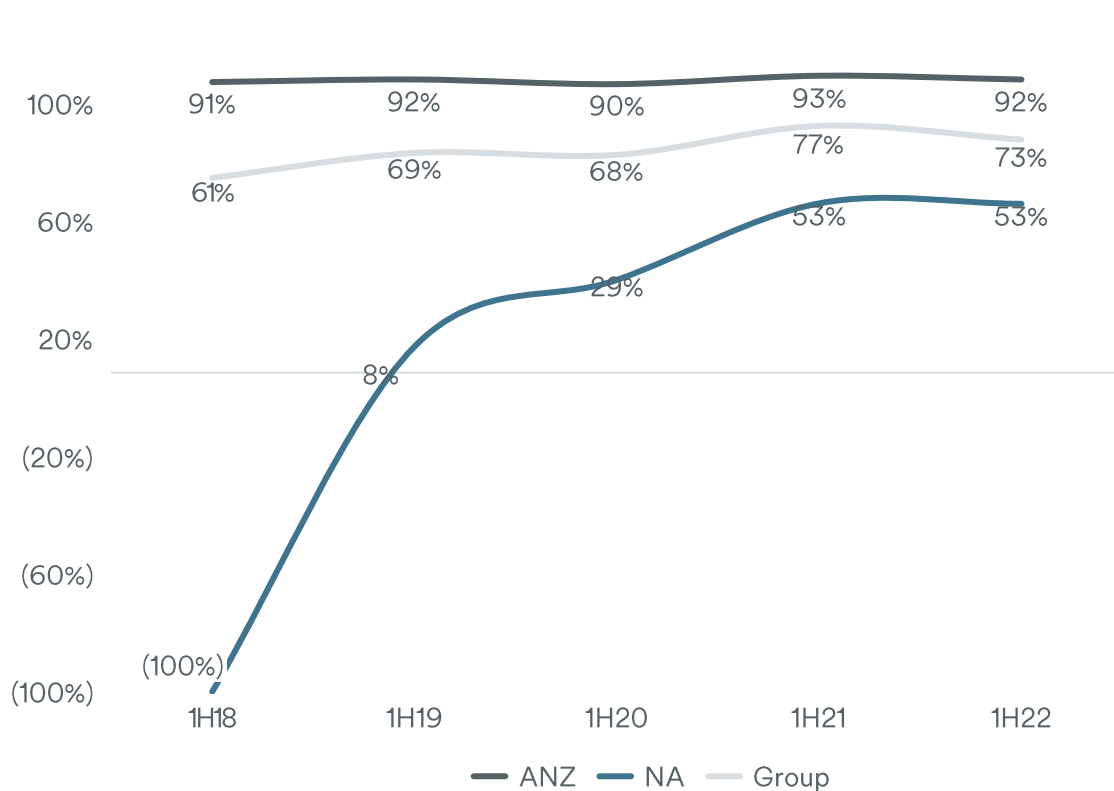
 MAY 2021 | SAN FRANCISCO, CA U.S.

<sup>1</sup>Regional segment contributions exclude centrally managed costs as outlined in the cashflow waterfall; refer 1H FY22 Analyst Pack for further details

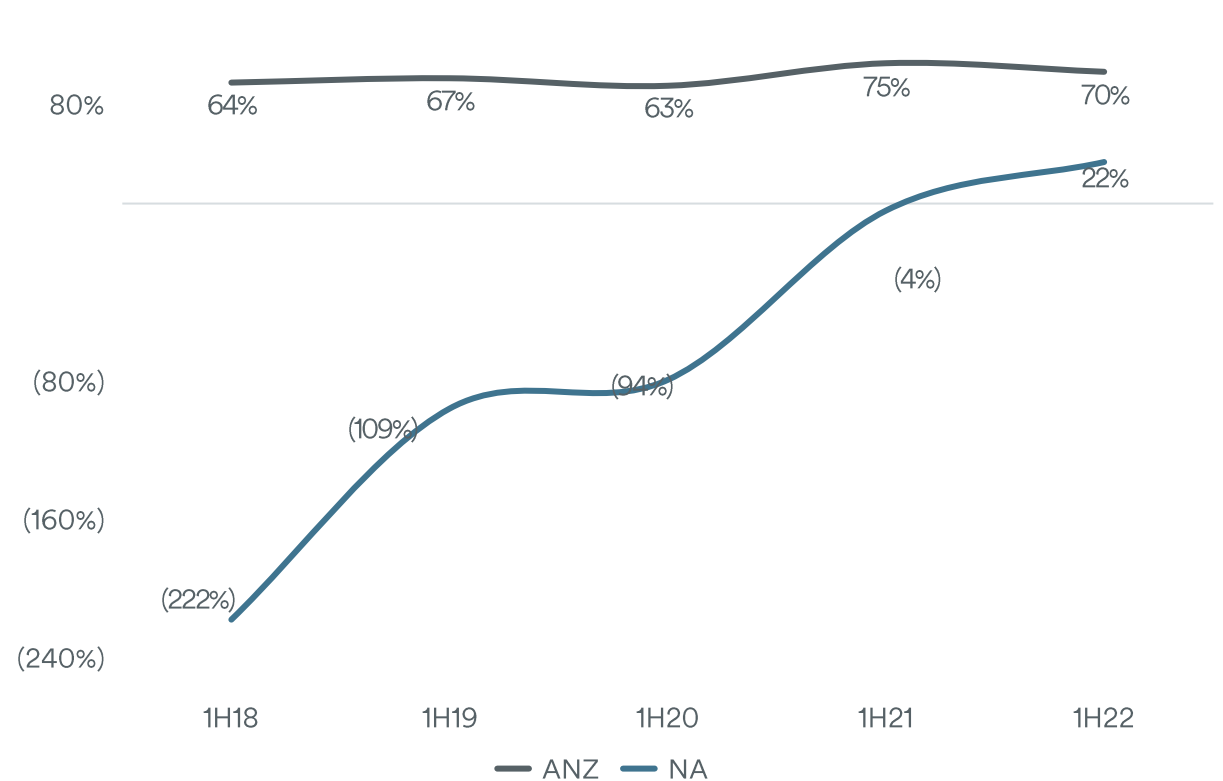


# STRONG AND EXPANDING GROSS MARGINS AND SEGMENT FREE CASH FLOW IN BOTH REGIONS

Gross Margins<sup>1,2</sup>



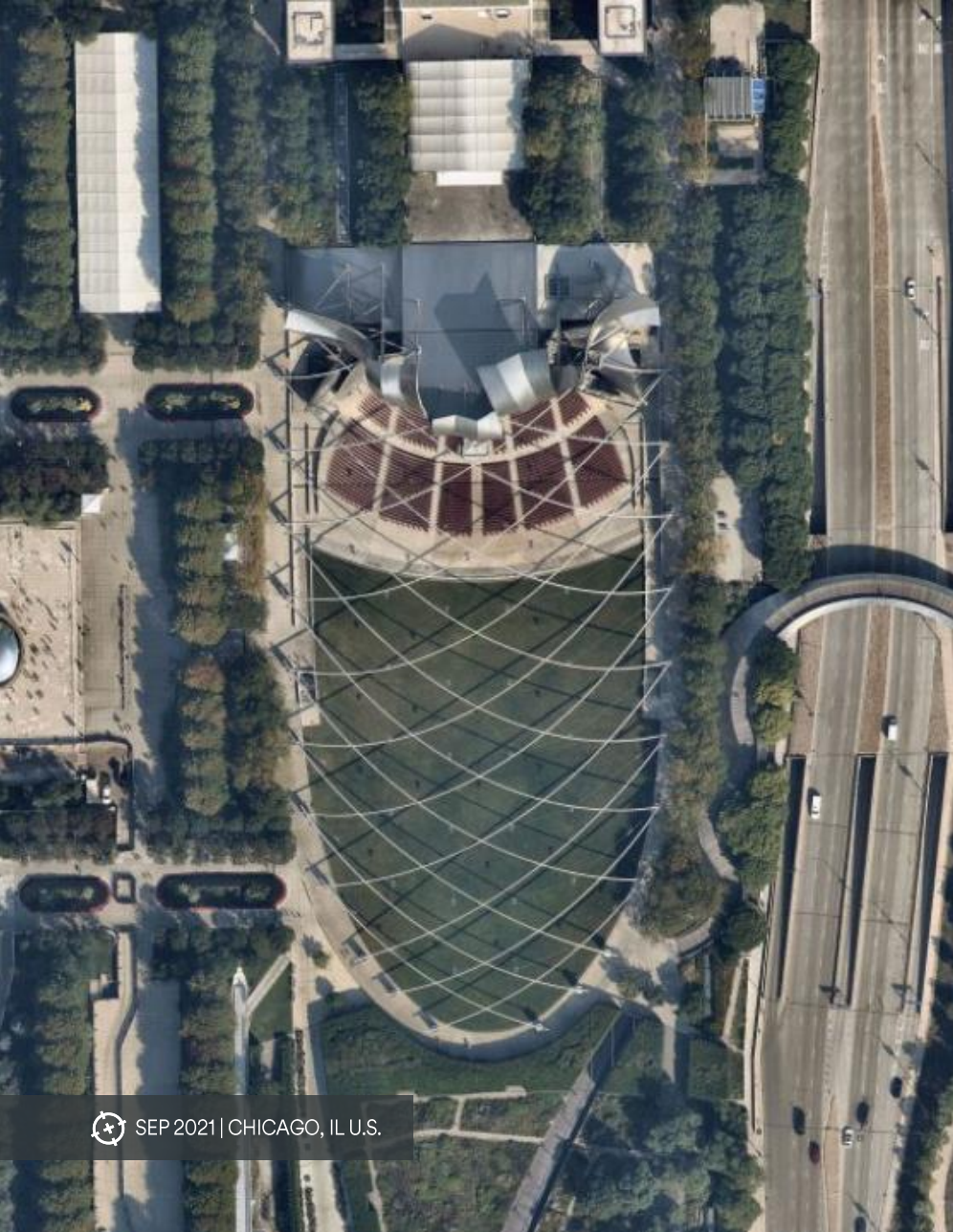
Segment free cash flow<sup>3</sup>



<sup>1</sup> Gross margins are presented on a pre-capitalisation basis; refer appendix for definition

<sup>2</sup> Gross margins in NA are calculated on a USD basis

<sup>3</sup> Segment free cash flow as outlined in the cash flow waterfall; refer Analyst Pack



SEP 2021 | CHICAGO, IL U.S.

# GROUP PERFORMANCE

Balanced new and existing business growth delivering sustainable Group incremental ACV growth

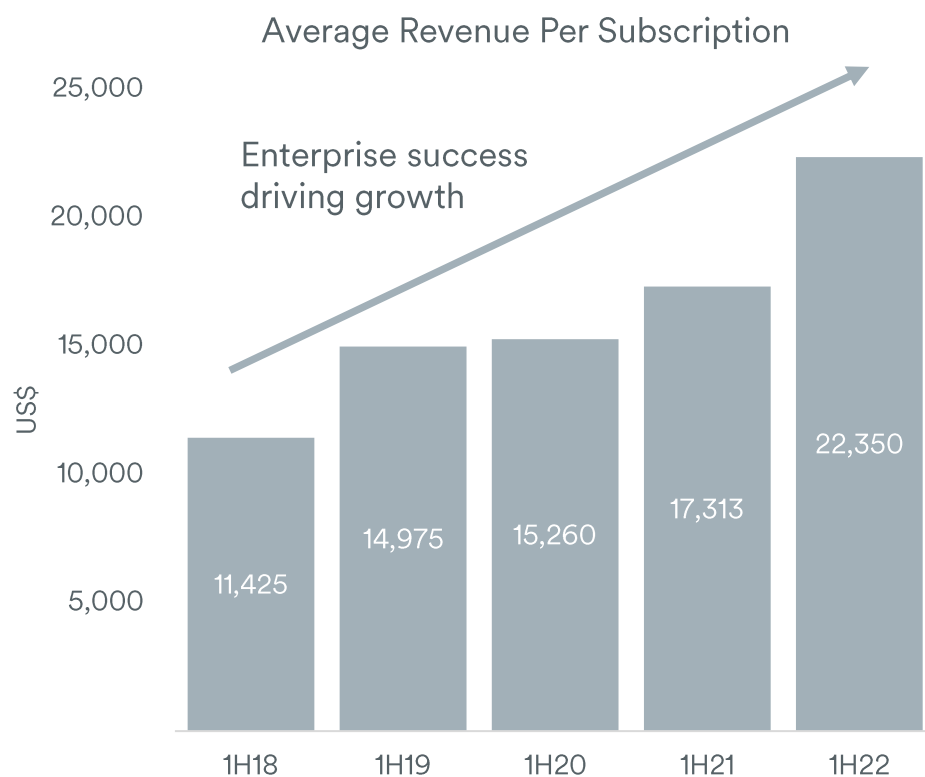
| ACV movement (A\$m)                               | 1H21<br>Reported | 1H22<br>Reported | 1H22<br>at CC | % Chg<br>at CC  |
|---|------------------|------------------|---------------|-----------------|
| <b>Opening portfolio</b>                          | <b>106.4</b>     | <b>128.2</b>     | <b>126.8</b>  | <b>19%</b>      |
| New business                                      | 4.9              | 8.6              | 8.3           | 70%             |
| Net upsell  | 9.2              | 12.1             | 11.4          | 24%             |
| Churn   | (3.8)            | (3.3)            | (3.3)         |                 |
| <b>Net incremental</b>                            | <b>10.3</b>      | <b>17.3</b>      | <b>16.5</b>   | <b>60%</b>      |
| FX impact   | (4.6)            | 2.1              |               |                 |
| <b>Closing portfolio</b>                          | <b>112.2</b>     | <b>147.7</b>     | <b>143.3</b>  | <b>28%</b>      |
| <b>12 month retention</b>                         | <b>93.9%</b>     | <b>93.9%</b>     | <b>93.9%</b>  | <b>0.0 ppts</b> |
| Net Revenue Retention (NRR)                       | 105%             | 107%             | 106%          | 1 ppts          |
| Average Revenue Per Subscription (ARPS)           | 10,402           | 12,621           | 12,246        | 18%             |
| Subscriptions                                     | 10,785           | 11,701           | 11,701        | 8%              |
| Sales Team Contribution Ratio (STCR) <sup>1</sup> | 86%              | 97%              | 92%           | 6 ppts          |
| Top 10 customers                                  | 19%              | 23%              |               |                 |
| Multi year deals                                  | 42%              | 43%              |               |                 |
| Premium content                                   | 59%              | 70%              |               |                 |

<sup>1</sup>Sales Team Contribution Ratio presented on a pre-capitalisation basis; refer appendix for definition



# GROWING AND RESILIENT NORTH AMERICAN ENTERPRISE PORTFOLIO

71% of North American ACV portfolio embedded into workflows within economically resilient industries of insurance, government and roofing



Deeply integrated with leading insurance carriers; **four of the top six Property & Casualty (P&C) insurance carriers** in North America subscribing to Nearmap content<sup>1</sup>



Deeper penetration into local government, with government customers in **42 of 50 U.S states** regularly relying on Nearmap content



Industry leading roof geometry content used by the **largest roofing materials manufacturer** in North America



Growth opportunities from shift to global emissions reduction, partnering with **the top three solar software design platforms** in North America<sup>2</sup>

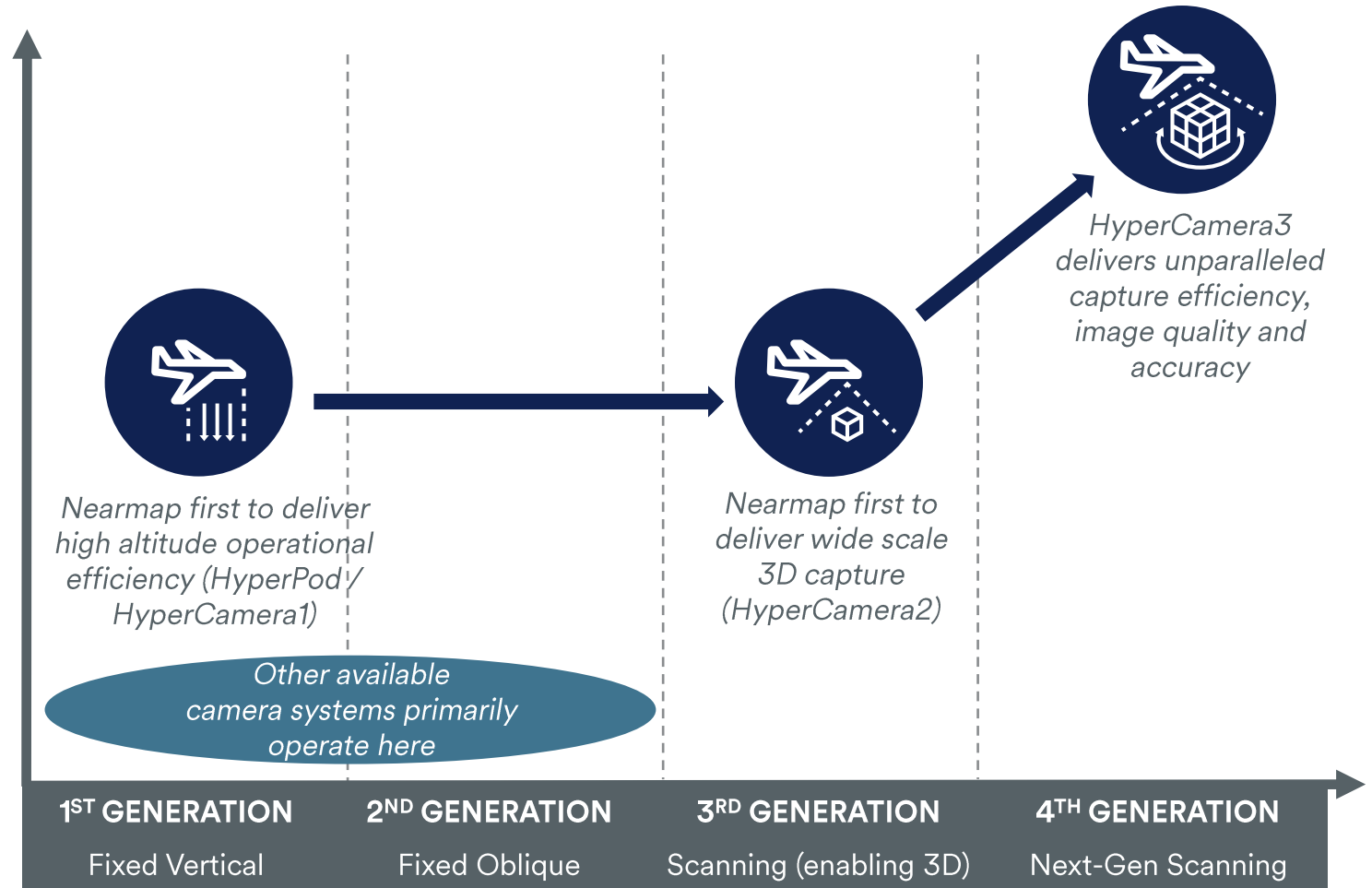
<sup>1</sup> Source: National Association of Insurance Commissioners 2020 Property/Casualty Market Share report

<sup>2</sup> Source: Solar Power World 2021 Top Solar Software and Monitoring Products

# KEY MILESTONE ACHIEVED; HYPERCAMERA3 TESTING COMPLETE, PRODUCTION UNDERWAY

Key advantages of HyperCamera3 are expected to include:

- **Higher efficiency**, providing faster captures and wider reach
- **Higher quality**, including more detailed imagery
- **More capture angles**, providing additional perspectives and improved 3D modelling
- **Four-band imaging**, enabling new and better artificial intelligence capability





# OUTLOOK & PRIORITIES



## Commercial production of HyperCamera3 systems on track

- Roll-out of first system in Australia & New Zealand before North America roll-out begins



## Disciplined cash management with balance sheet strength and flexibility maintained

- Up to \$30m<sup>2</sup> of capital raise proceeds invested into key FY22 growth initiatives



## Group ACV Portfolio expected to close FY22 at the upper end of a refined range \$155m-\$160m (previously: at the upper end of the \$150m-\$160m guidance range (FY21: \$128.2m))<sup>1</sup>

- Strong growth across core industry verticals; record quarterly performance from North America govt.

<sup>1</sup>Guidance is based on the FY21 year-end USD exchange rate of A\$1 = US\$0.7518

<sup>2</sup>Excludes fees related to litigation in the United States District Court (District of Utah, Northern Division)

# UNIQUELY POSITIONED FOR A GLOBAL OPPORTUNITY



## 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



## UNIVERSAL APPLICATIONS FOR NEARMAP CONTENT

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



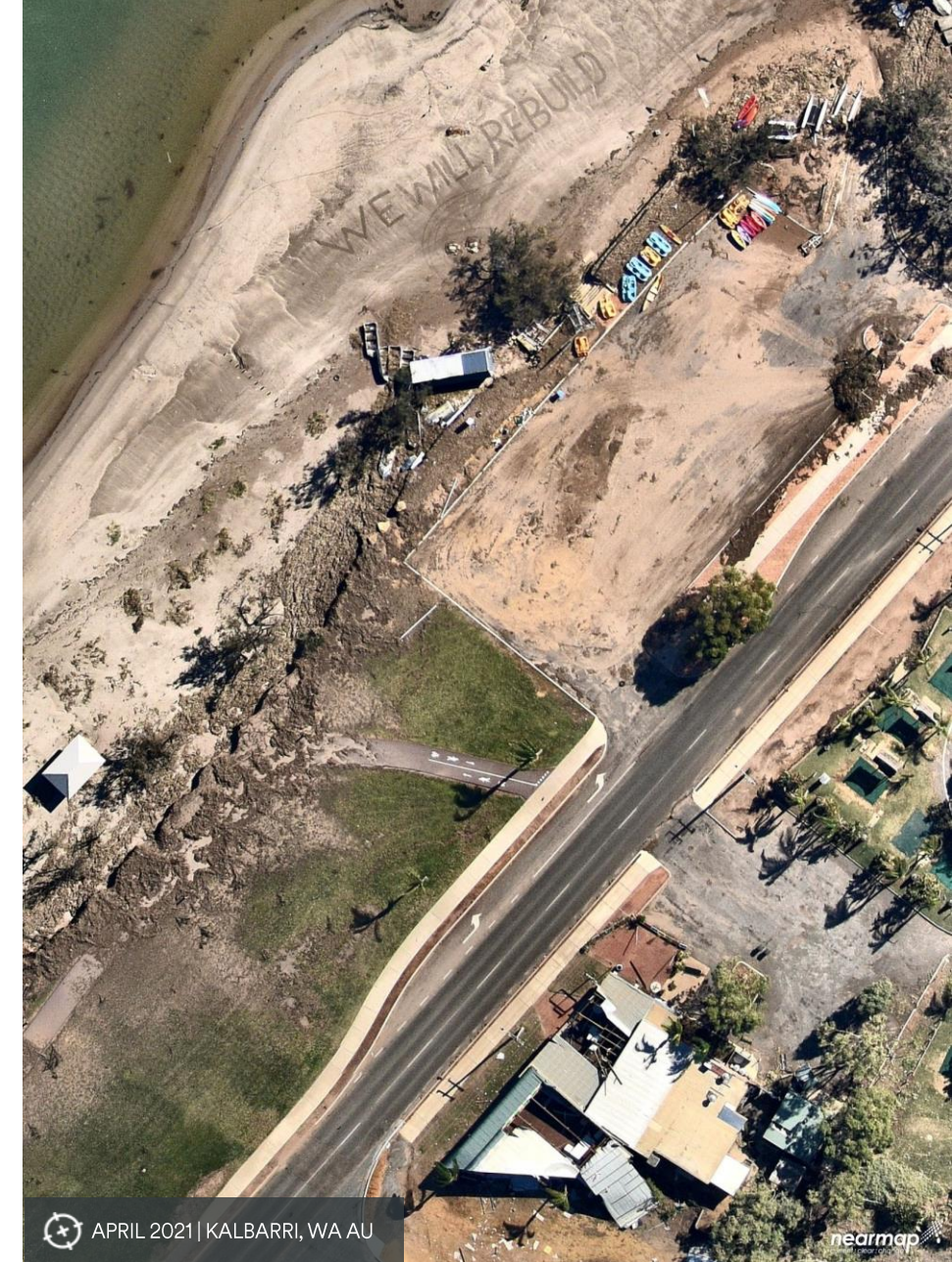
## GLOBAL OPPORTUNITY TO INCREASE SCALE

European roll-out of highly  
scalable subscription  
business model expands  
addressable market and  
further extends global  
leadership position



# DEFINITIONS

| TERM                                     | DEFINITION   |
|--|--|
| ACV                                      | Annual Contract Value = annualised value of all active subscription contracts in effect at a particular date   |
| ANZ                                      | Australia & New Zealand  |
| ARPS                                     | Average Revenue Per Subscription = Portfolio ACV divided by total number of subscriptions  |
| CC                                       | Constant currency  |
| 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/Profit (pre-capitalisation) | This represents the gross margin/profit 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   |
| NA                                       | North America  |
| 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 pre-capitalised direct costs of obtaining that incremental ACV |



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