

# NEARMAP

INVESTOR PRESENTATION  
FY22 RESULTS  
17 AUGUST 2022

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**Strong results and disciplined cash management have ensured Nearmap is in a sound position to continue executing its strategic priorities and deliver positive free cash flow in FY24**

# 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



# STRONG GROWTH, STRONG CASH BALANCE, NO DEBT

OPERATIONAL



ANNUAL CONTRACT VALUE (ACV)<sup>1</sup>  
**\$168m** (\$160m ↑ 25% at CC)



SALES TEAM CONTRIBUTION RATIO (STCR)<sup>2</sup>  
**85%** ↓ from 89%



NET REVENUE RETENTION (NRR)  
**109%** → from 109%



SUBSCRIPTION RETENTION  
**93%** → from 93%

FINANCIAL



STATUTORY REVENUE  
**\$146m** ↑ 29%



GROSS PROFIT  
**\$111m** ↑ 37%



GROSS MARGIN<sup>2</sup>  
**72%** ↓ from 75%



CASH AT BANK  
**\$94m** ↓ from \$110m (31 December 2021)

<sup>1</sup> Annual Contract Value (ACV) presented on an “as reported” basis at period end US Dollar (USD) exchange rate of 0.6889 and a “constant currency” (CC) basis at the FY21 period end USD exchange rate of 0.7518, to compare to the prior comparative period (pcp), removing the impact of USD exchange rate movements and facilitating comparability of operating performance

<sup>2</sup> Gross margin and Sales Team Contribution Ratio presented on a pre-capitalisation basis; refer appendix for definition

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

# SUCCESSFULLY EXECUTING OUR STRATEGY



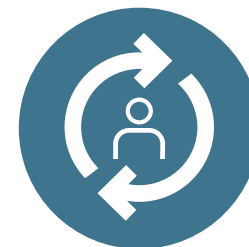
## SUCCESSFULLY SCALED NORTH AMERICA

- Scaled investment in **Sales & Marketing**, particularly in North America – NA now exceeds ANZ with ACV portfolio exceeding US\$64 million, +45% on pcp
- Expanded **product solutions** to high value use cases, providing greater engagement and utility to customers. Solutions delivered in focus industry verticals:
  - **Insurance**
  - **Government**
  - **Roofing**



## HYPERCAMERA3 ROLLOUT UNDERWAY

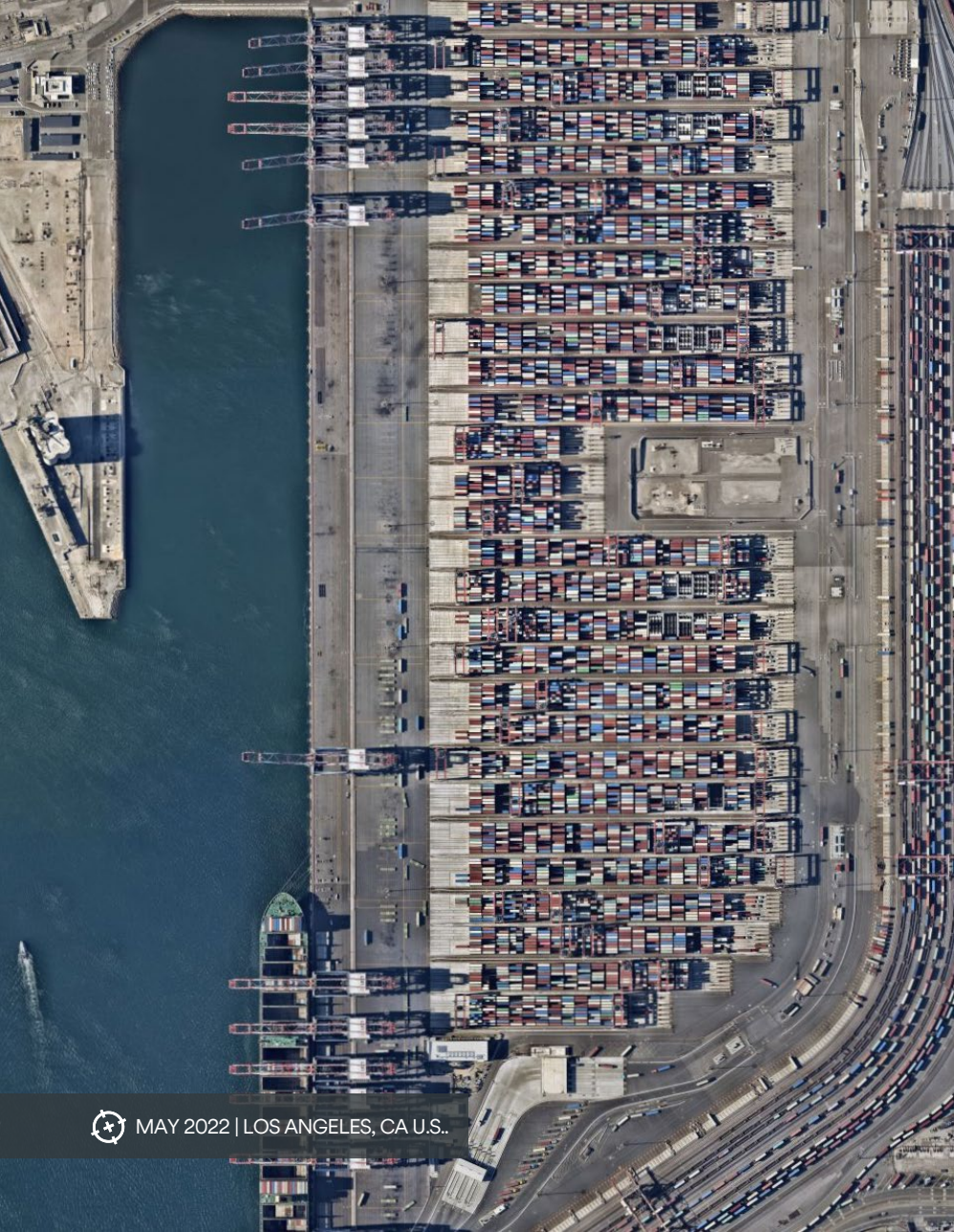
- Completion of research, design and testing of new **proprietary HyperCamera3 (HC3)** system
- **Production underway** with roll-out commenced in Australia and initial roll-out in North America scheduled for H1 FY23
- Next generation systems will deliver previously **unattainable location data** capture efficiency with superior 2D, 3D and NIR content quality and accuracy



## SYSTEMS AND PROCESSES NOW IN PLACE

- Embedded **Revenue Operations** function to optimise performance across all processes related to revenue generation
- Established **Data & Analytics function** to deliver insight and intelligence and inform internal decision-making processes
- Invested in core **Geospatial Content** function to enable increased scale whilst optimising capture efficiency
- Invested in **foundational support** functions under a revised global operating model to drive sustainable growth

Robust Balance Sheet position with \$94m cash at bank and no debt



🌐 MAY 2022 | LOS ANGELES, CA U.S.

# GROUP PERFORMANCE

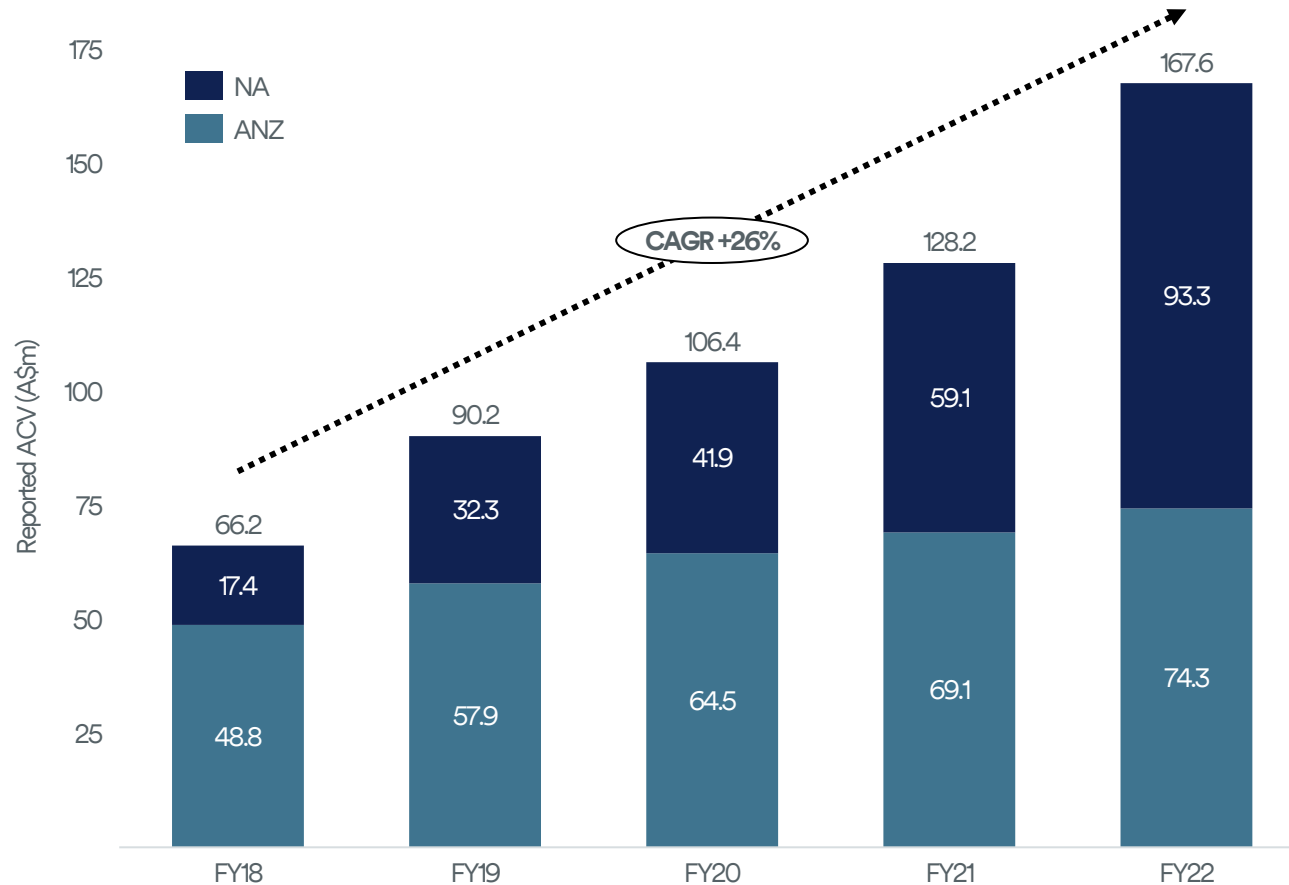
Balanced new and existing business growth delivering sustainable Group incremental ACV growth

ACV movement (A\$m)	FY21 Reported	FY22 Reported	FY22 at CC	% Chg at CC
<b>Opening portfolio</b>	<b>106.4</b>	<b>128.2</b>	<b>128.2</b>	<b>20%</b>
New business	16.1	21.6	20.6	28%
Net upsell	16.4	20.6	19.7	20%
Churn	(7.4)	(9.0)	(8.7)	
<b>Net incremental</b>	<b>25.2</b>	<b>33.3</b>	<b>31.7</b>	<b>26%</b>
FX impact	(3.4)	6.1		
<b>Closing portfolio</b>	<b>128.2</b>	<b>167.6</b>	<b>159.9</b>	<b>25%</b>
<b>12 month retention</b>	<b>93.1%</b>	<b>93.0%</b>	<b>93.2%</b>	<b>0.1 pts</b>
Net Revenue Retention (NRR)	109%	109%	109%	0 pts
Average Revenue Per Subscription (ARPS)	11,391	13,805	13,166	16%
Subscriptions	11,255	12,142	12,142	8%
Sales Team Contribution Ratio (STCR) <sup>1</sup>	89%	85%	82%	(7) pts
Top 10 customers	20%	22%		
Multi year deals	42%	43%		
Premium content	66%	73%		

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

# GROUP ACV PORTFOLIO

Nearmap approaching \$100m ACV portfolio in North America

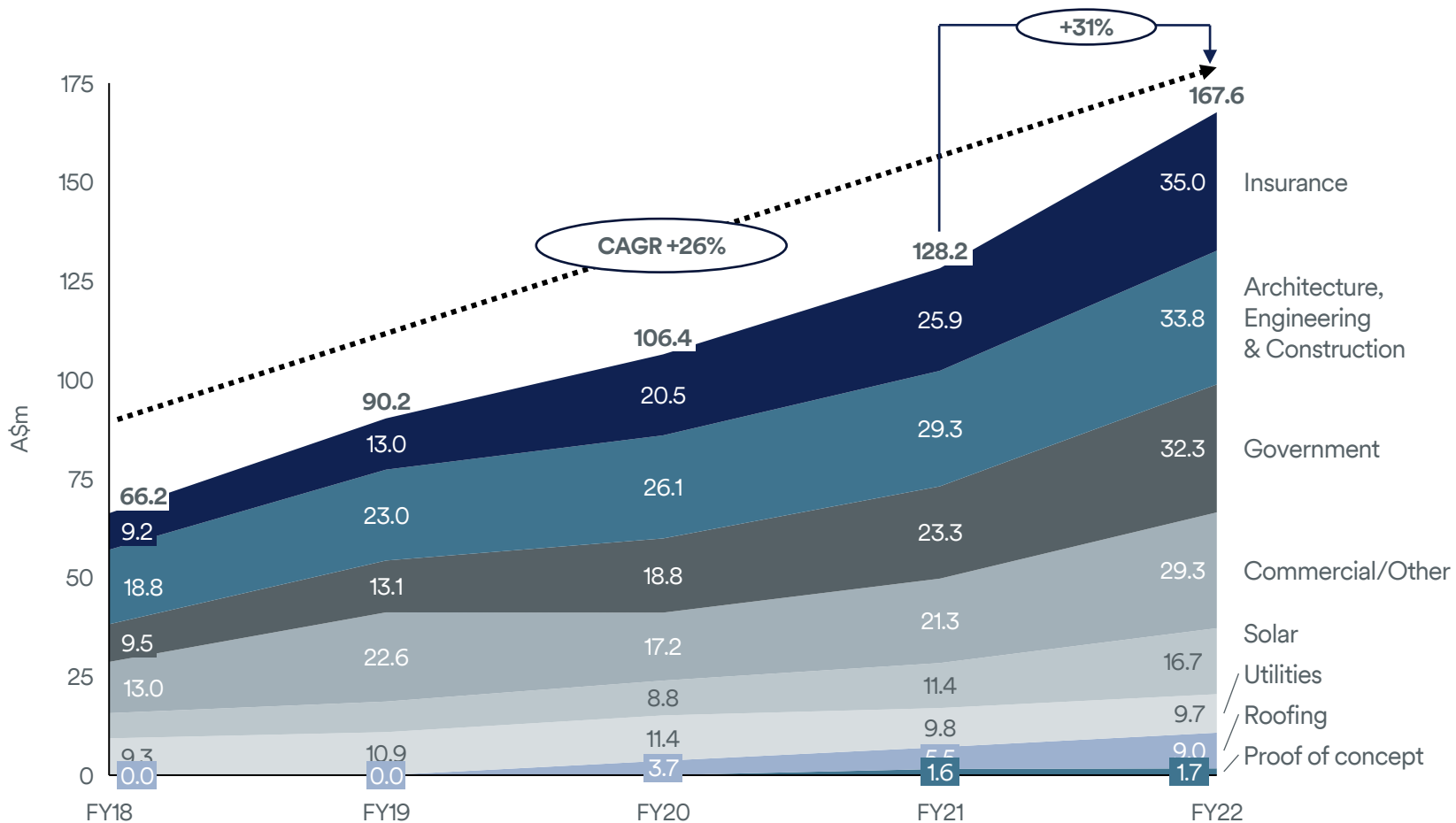


NA: North America, ANZ: Australia & New Zealand



# CONSISTENT VERTICAL ACV EXPANSION

Nearmap ACV growth by industry vertical demonstrates ongoing attractiveness of content to all core verticals



**Insurance** the largest industry vertical at a Group level



**Government** expected to be second largest vertical in FY23



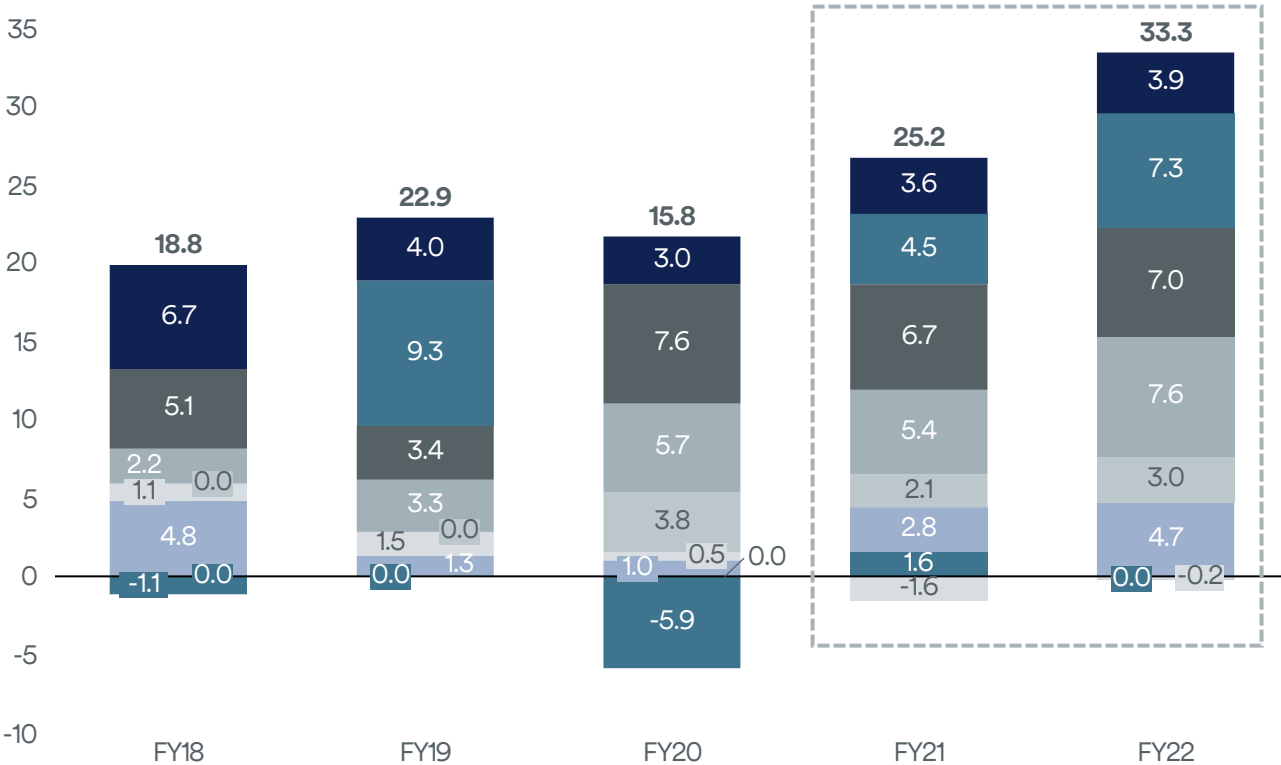
Strong growth in **Solar and Roofing** portfolio, especially in North America



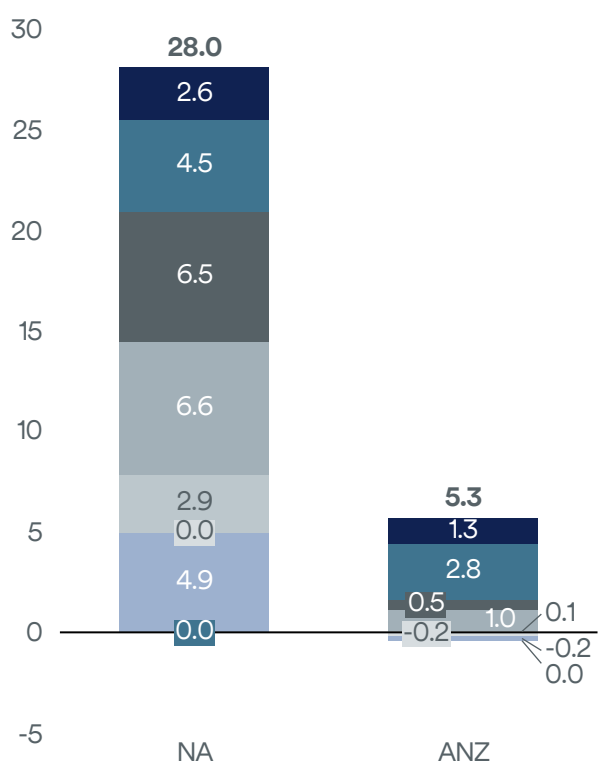
# CORE VERTICALS DRIVE IACV GROWTH

Core verticals of Insurance, Government and Roofing delivered 57% of NA incremental ACV in FY22

**Group Vertical incremental ACV (A\$m)**



**FY22 Vertical incremental ACV (A\$m) by Region**

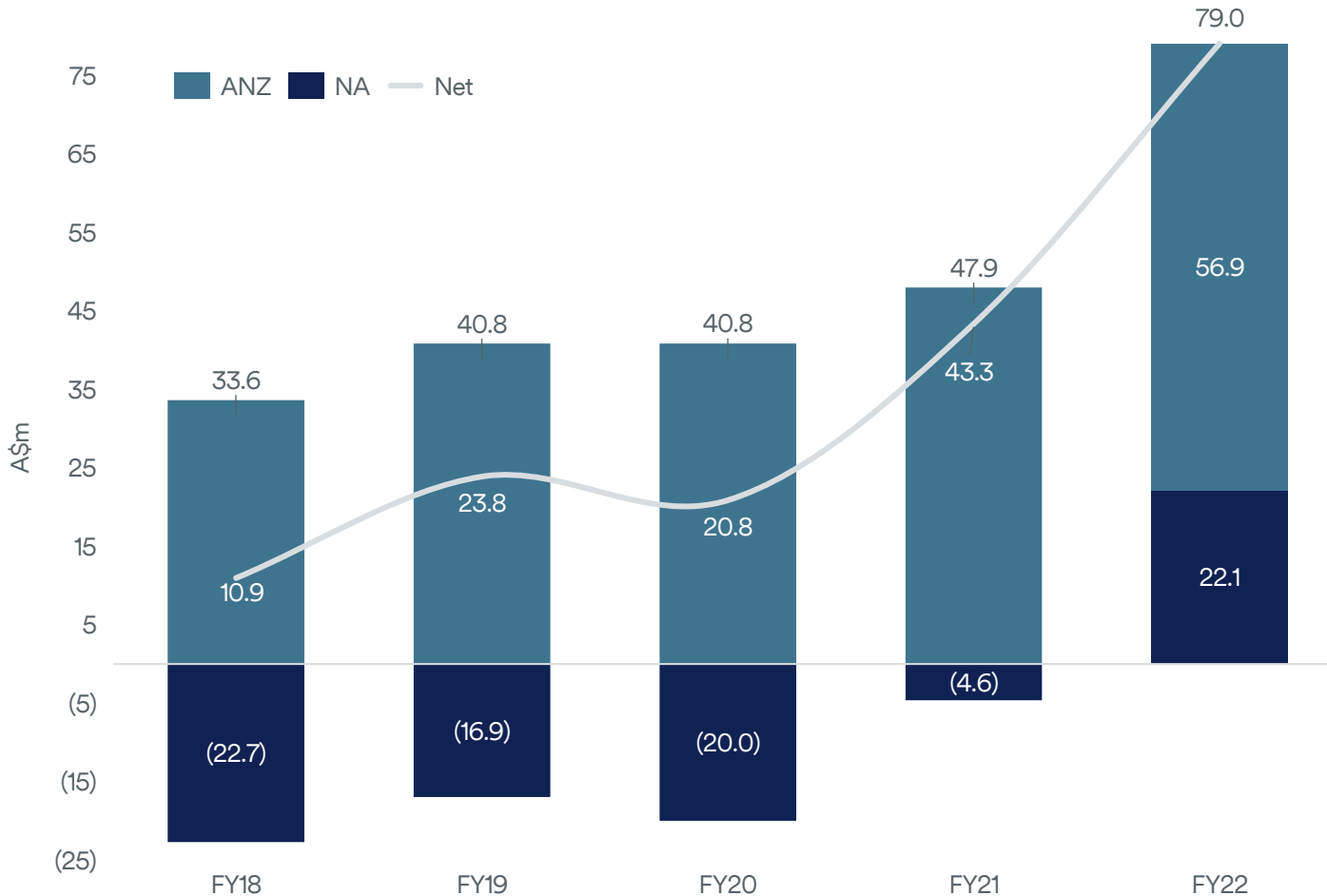


■ Architecture, Engineering & Construction 
 ■ Commercial/Other 
 ■ Insurance 
 ■ Government 
 ■ Roofing 
 ■ Utilities 
 ■ Solar 
 ■ Proof of concept



# CASHFLOW SEGMENT CONTRIBUTION

ANZ continues to generate strong positive cash flow with the NA segment now delivering a materially positive contribution to cash flow



**Strong and improving** cash flow generation from the ANZ region



**NA ACV growth of 45%** and material improvement to segment free cash flow to \$22m demonstrates growing operating leverage as NA business scales



Positive cash contributions from regional operations fund investment into **product and technology initiatives**<sup>1</sup>



Focus on improving segment cash flows as **business continues to scale**

<sup>1</sup> Regional segment contributions exclude centrally managed costs as outlined in the cashflow waterfall; refer Analyst Pack for further details  
NB ANZ segment has been restated from 1H20-2H21 to reflect change in classification of unallocated costs from ANZ to Group

# GROUP PROFIT & LOSS STATEMENT

A\$m	FY21	FY22	FY22 at CC	\$ Change at CC	% Change at CC
Revenue	113.4	145.9	143.6	30.2	27%
<b>Total Revenue</b>	<b>113.4</b>	<b>145.9</b>	<b>143.6</b>	30.2	<b>27%</b>
Cost of revenue	(32.1)	(34.6)	(33.9)	(1.9)	(6%)
<b>Gross profit</b>	<b>81.4</b>	<b>111.3</b>	<b>109.7</b>	28.3	<b>35%</b>
Gross profit margin	72%	76%	76%		4 pts
Operating expenses	(55.1)	(84.3)	(82.0)	(26.9)	(49%)
Litigation fees	(2.0)	(10.4)	(10.3)	(8.3)	(419%)
<b>EBITDA<sup>1</sup></b>	<b>24.3</b>	<b>16.6</b>	<b>17.4</b>	(6.9)	<b>(28%)</b>
EBITDA margin	21%	11%	12%		(9) pts
Depreciation & amortization	(45.1)	(50.1)	(49.4)	(4.3)	(10%)
<b>EBIT<sup>1</sup></b>	<b>(20.8)</b>	<b>(33.5)</b>	<b>(32.0)</b>	(11.2)	<b>(54%)</b>
Net finance costs	(2.2)	(0.3)	(0.3)	1.9	88%
Interest Income	0.5	0.4	0.4	(0.2)	(33%)
Profit before income tax	(22.5)	(33.4)	(31.9)	(9.5)	(42%)
Tax benefit	3.6	2.6	2.5	(1.2)	(32%)
<b>Statutory NPAT</b>	<b>(18.8)</b>	<b>(30.8)</b>	<b>(29.5)</b>	(10.6)	<b>(57%)</b>
Basic EPS (CPS)	(3.88)	(6.20)	<b>(5.93)</b>	(2.04)	
Underlying EBITDA	26.3	27.0	27.7	1.4	5%
Underlying EBIT	(18.8)	(23.1)	(21.8)	(2.9)	(16%)
<b>Underlying NPAT</b>	<b>(16.8)</b>	<b>(20.4)</b>	<b>(19.2)</b>	(2.3)	<b>(14%)</b>
Underlying EPS (CPS)	(3.48)	(4.10)	(3.86)	(0.39)	

- **Revenue growth** of +27% (CC) driven by record expansion of North American portfolio
  - North America revenue +57% on pcp
- **Cost of Revenue** +6% reflecting expansion of U.S capture program
- **Operating expenses** growth of 49% (CC) reflecting increased headcount vs pcp (FY22: 462; FY21: 361)
- **Reported EBITDA** \$17.4m (CC) and EBITDA margin 12% (CC) (FY21: \$24.3m, 21%); **Underlying EBITDA and EBITDA margin** \$27.7m (CC) and 19% (CC)<sup>1</sup>
- **Depreciation & Amortization** \$49.4m (CC), an increase of \$4.3m
- Sales commission amortization increased by \$3.3m (CC), in line with the revised 2H FY21 sales commission plan
- **Reported EBIT** (\$32.0m) (CC); **Underlying EBIT** (\$21.8m) (CC)<sup>2</sup>
- **Statutory NPAT** (\$29.5m) (CC); **Underlying NPAT** (\$19.2m) (CC)<sup>2</sup>

<sup>1</sup> Refer appendix for a reconciliation of net loss after tax to EBITDA and EBIT

<sup>2</sup> Underlying excludes the impact of the litigation expense

NB All figures shown are presented on a post capitalised basis

# PRE-CAPITALISATION SEGMENT NOTE

A\$m	ANZ	FY21 NA	Group	ANZ	FY22 NA	Group	YoY %
Revenue	65.9	47.5	113.4	71.1	74.8	145.9	29%
<b>Total revenue</b>	<b>65.9</b>	<b>47.5</b>	<b>113.4</b>	<b>71.1</b>	<b>74.8</b>	<b>145.9</b>	<b>29%</b>
<b>Cost of sales (pre-capitalisation)</b>							
Cash costs to capture	(3.8)	(16.2)	(20.0)	(4.6)	(23.9)	(28.5)	(43%)
Storage, administration & other	(1.2)	(7.6)	(8.8)	(1.5)	(10.6)	(12.1)	(37%)
<b>Total cost of sales</b>	<b>(5.0)</b>	<b>(23.8)</b>	<b>(28.8)</b>	<b>(6.1)</b>	<b>(34.5)</b>	<b>(40.6)</b>	<b>(41%)</b>
<b>Gross profit (pre-capitalisation)</b>	<b>60.9</b>	<b>23.7</b>	<b>84.6</b>	<b>65.1</b>	<b>40.3</b>	<b>105.3</b>	<b>24%</b>
<b>Gross margin % (pre-capitalisation)</b>	<b>92%</b>	<b>50%</b>	<b>75%</b>	<b>91%</b>	<b>54%</b>	<b>72%</b>	
Sales & marketing (pre-capitalisation)							
Direct sales & marketing	(9.4)	(18.9)	(28.3)	(11.6)	(27.7)	(39.3)	(39%)
Indirect sales & marketing	(9.2)	(9.5)	(18.7)	(6.8)	(5.0)	(11.8)	37%
<b>Total sales &amp; marketing costs</b>	<b>(18.6)</b>	<b>(28.3)</b>	<b>(46.9)</b>	<b>(18.4)</b>	<b>(32.7)</b>	<b>(51.1)</b>	<b>(9%)</b>
<b>Segment contribution (pre-capitalisation)</b>	<b>42.3</b>	<b>(4.6)</b>	<b>37.7</b>	<b>46.7</b>	<b>7.6</b>	<b>54.3</b>	<b>44%</b>
Technology & product expensed			(17.6)			(32.2)	(83%)
Technology & product development costs			(12.1)			(17.8)	(47%)
<b>Total technology &amp; product costs</b>			<b>(29.7)</b>			<b>(50.0)</b>	<b>(68%)</b>
Corporate expensed			(22.3)			(44.4)	(99%)
Corporate development costs			0.0			0.0	
<b>Total corporate costs</b>			<b>(22.3)</b>			<b>(44.4)</b>	<b>(99%)</b>
Camera units			(0.3)			(5.2)	<100%
Corporate capex			(1.1)			(1.5)	(36%)
<b>Total capex costs</b>			<b>(1.4)</b>			<b>(6.7)</b>	<b>&lt;100%</b>
Other income			1.1			0.8	(24%)
Cash receipts from unearned income			9.3			18.7	>100%
Capital raise net proceeds			92.7			0.0	
Other items			(0.1)			(2.4)	<100%
<b>Net increase/(decrease) in cash</b>			<b>87.3</b>			<b>(29.7)</b>	<b>&lt;100%</b>



NA region showing **positive segment contribution** on the back of strong 57% revenue growth – underpinned by the revised GTM strategy and operating model



Group gross margin improving – ANZ continues to remain above 90%, **NA showing uplift growing to 54%**, achieved on an expanded capture program



HC3 roll out in FY23 will continue to drive improved **unit economics** and a continued improvement in Gross Margin

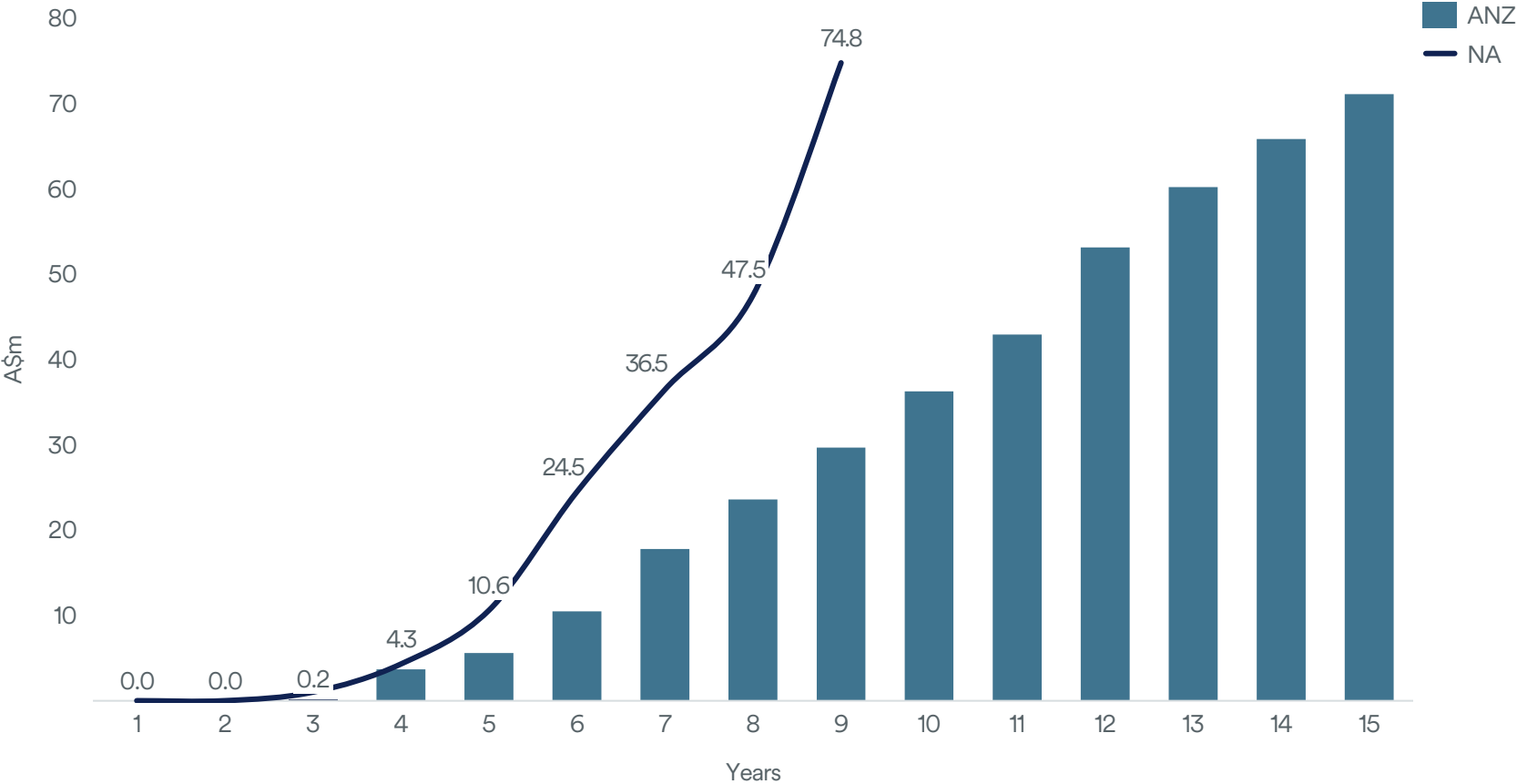


Growth in global operating costs reflects the investment into **scaling the foundations** of the business – in support of future operating leverage<sup>1</sup>

<sup>1</sup> Growth in global operating costs includes internal reallocation of cost in support of revised operating model

# NA REVENUES NOW EXCEED ANZ REVENUES

Australia & New Zealand (ANZ) to North America (NA) subscription revenue rebased to first year of capture



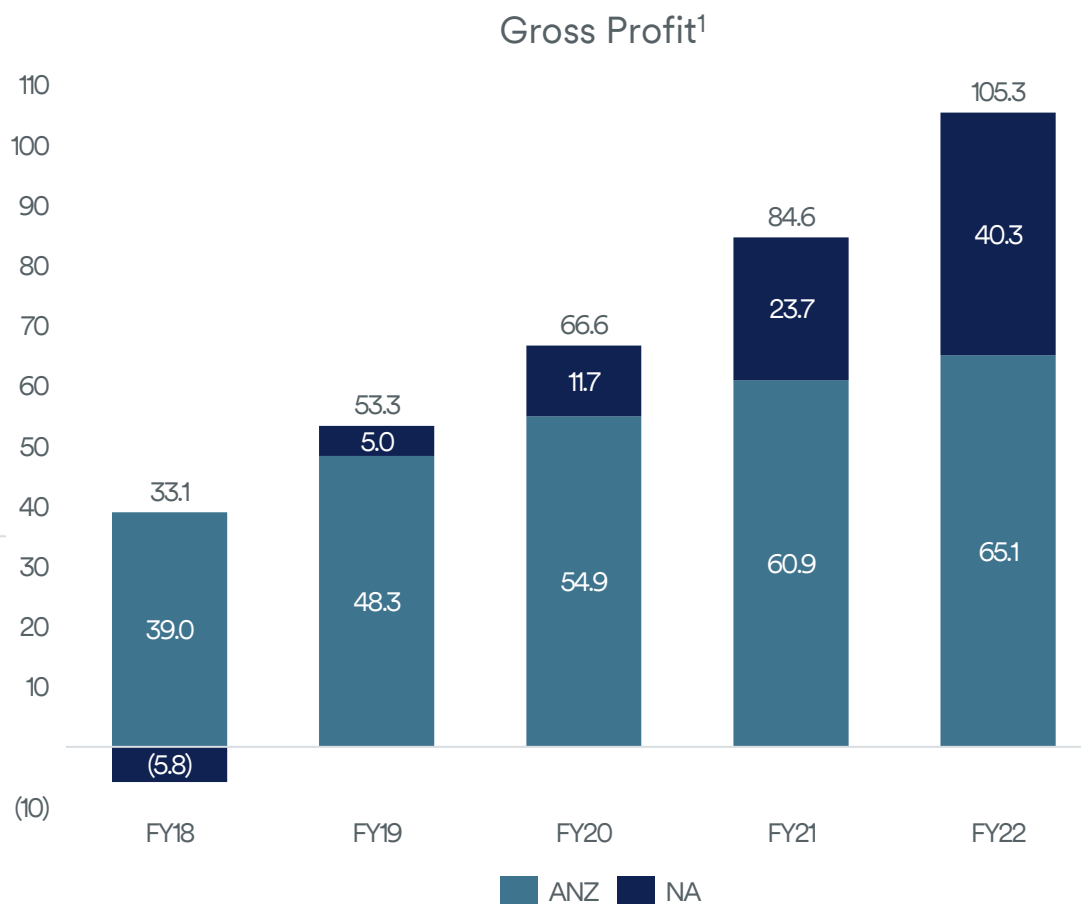
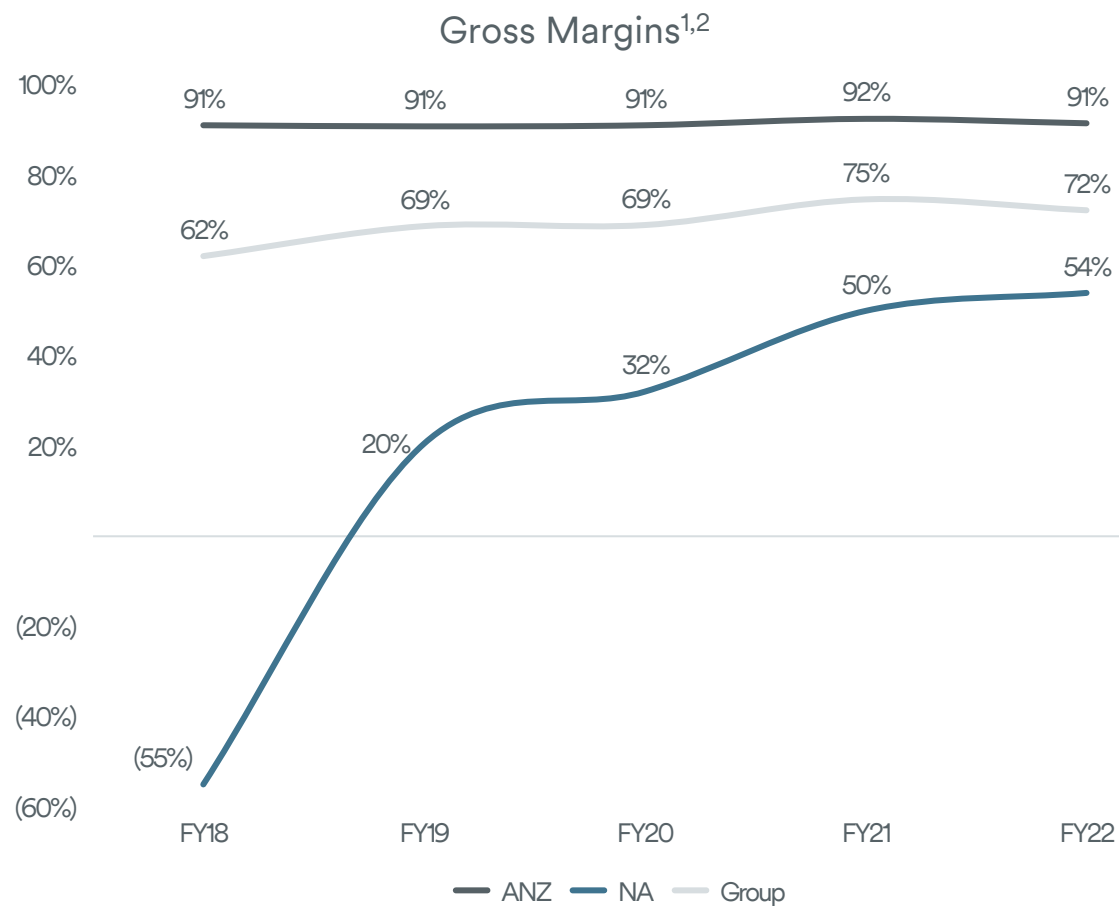
North America revenue of \$74.8m in the ninth year of capture now **exceeds revenue** generated in ANZ in the 15<sup>th</sup> year for the first time



Future growth from North America to **continue accelerating** this trend going forward

# GROSS MARGINS REMAIN STRONG

Stable gross margins despite initial impact of the expanded coverage program in FY22



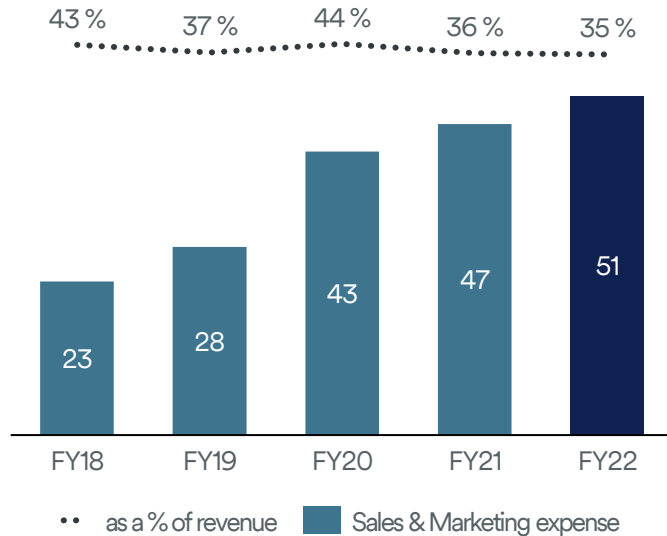
<sup>1</sup>Gross margins and gross profit are presented on a pre-capitalisation basis; refer appendix for definition

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

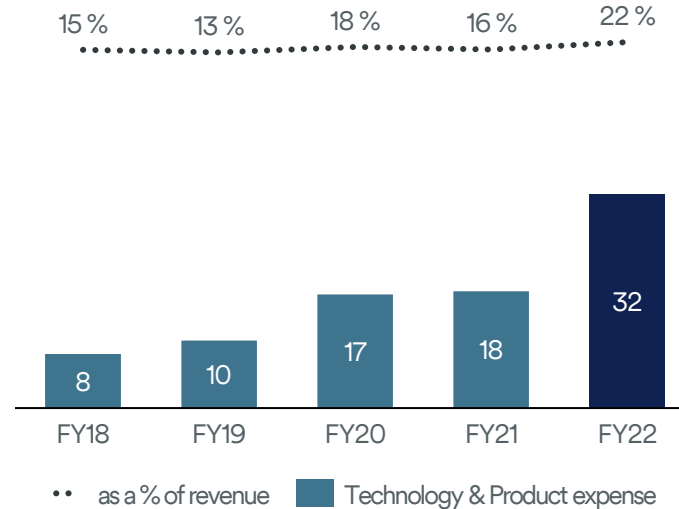
# OPERATING EXPENDITURE PROFILE

Continued investment across all functions in support of North American ACV growth

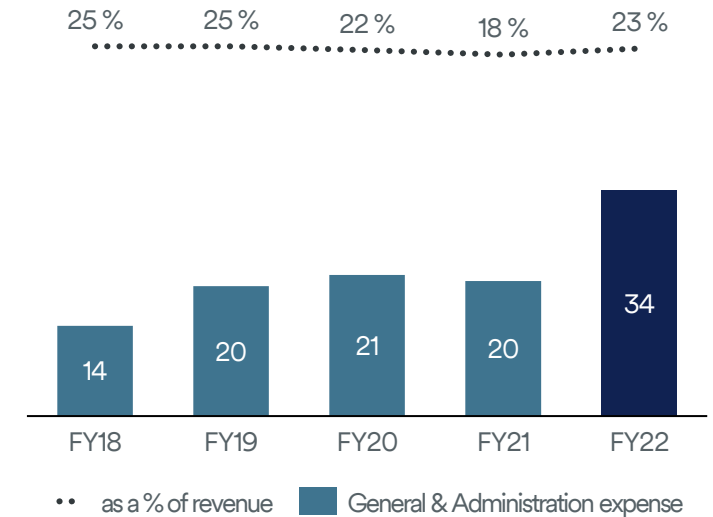
## SALES & MARKETING (A\$M)



## TECHNOLOGY & PRODUCT (A\$M)



## GENERAL & ADMINISTRATION (A\$M)



### Sales & Marketing Expense

Investment into North American GTM teams to **penetrate the large and growing market opportunity**; stable cost base in Australia & New Zealand

### Technology & Product Expense

Accelerated investment to extend technology leadership position in line with **strategic priorities**; HC3 roll out, AI focussed product roadmap<sup>1</sup>

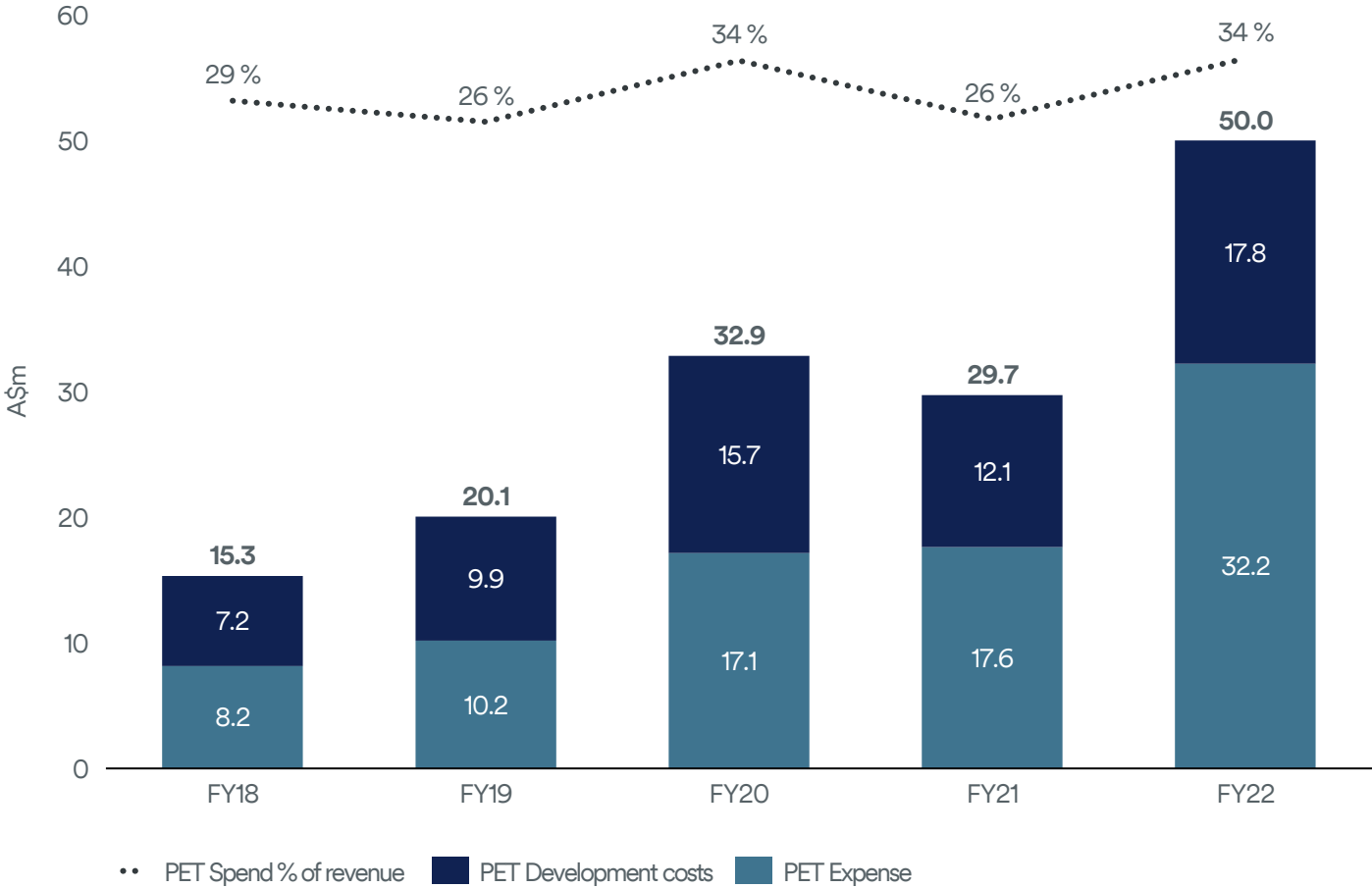
### General & Administration Expense

G&A expense consistent as a percentage of revenue – reflects investment into **scalable operations** to drive future operating leverage (excludes U.S litigation expense)<sup>1</sup>

<sup>1</sup>Growth in expense includes internal reallocation of cost in support of revised operating model

# PRODUCT, ENG & TECH EXPENDITURE PROFILE

Nearmap has continued to invest and innovate, to further strengthen its market leadership position



Significant investment in Product, Engineering & Technology (PET) capabilities with **34% of revenue invested in PET to ensure Nearmap continues to drive innovation**, benefiting customers and improving customer success and experience



# STRONG PERFORMANCE IN NORTH AMERICA

Continued strong ACV portfolio growth with a 19% increase in Average Revenue Per Subscription (ARPS)

ACV movement (US\$m)	FY21 Reported	FY22 Reported	% Chg
<b>Opening portfolio</b>	<b>28.8</b>	<b>44.5</b>	<b>54%</b>
New business	7.9	10.7	36%
Net upsell	9.6	12.0	25%
Churn	(1.9)	(3.0)	
<b>Net incremental</b>	<b>15.6</b>	<b>19.8</b>	<b>27%</b>
<b>Closing portfolio</b>	<b>44.5</b>	<b>64.3</b>	<b>45%</b>
Net Revenue Retention (NRR)	127%	120%	(7) pts
ARPS	19,844	23,662	19%
Subscriptions	2,240	2,716	21%



45% ACV Portfolio Growth (FY21: 54%)



99% Sales Team Contribution Ratio<sup>1</sup> (FY21: 110%)



93.3% Subscription Retention (FY21: 93.5%)



54% Gross Margin<sup>1</sup> (FY21: 50%)

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

# CONTINUED NA CORE VERTICAL GROWTH



## INSURANCE: 29% pcp ACV growth

- Increased portfolio expansion of existing P&C insurance carriers, highlighting the opportunity to expand into the large number of carriers not currently Nearmap subscribers
- Reliable ImpactResponse™ post catastrophe content driving efficiencies in claims assessment and ACV growth



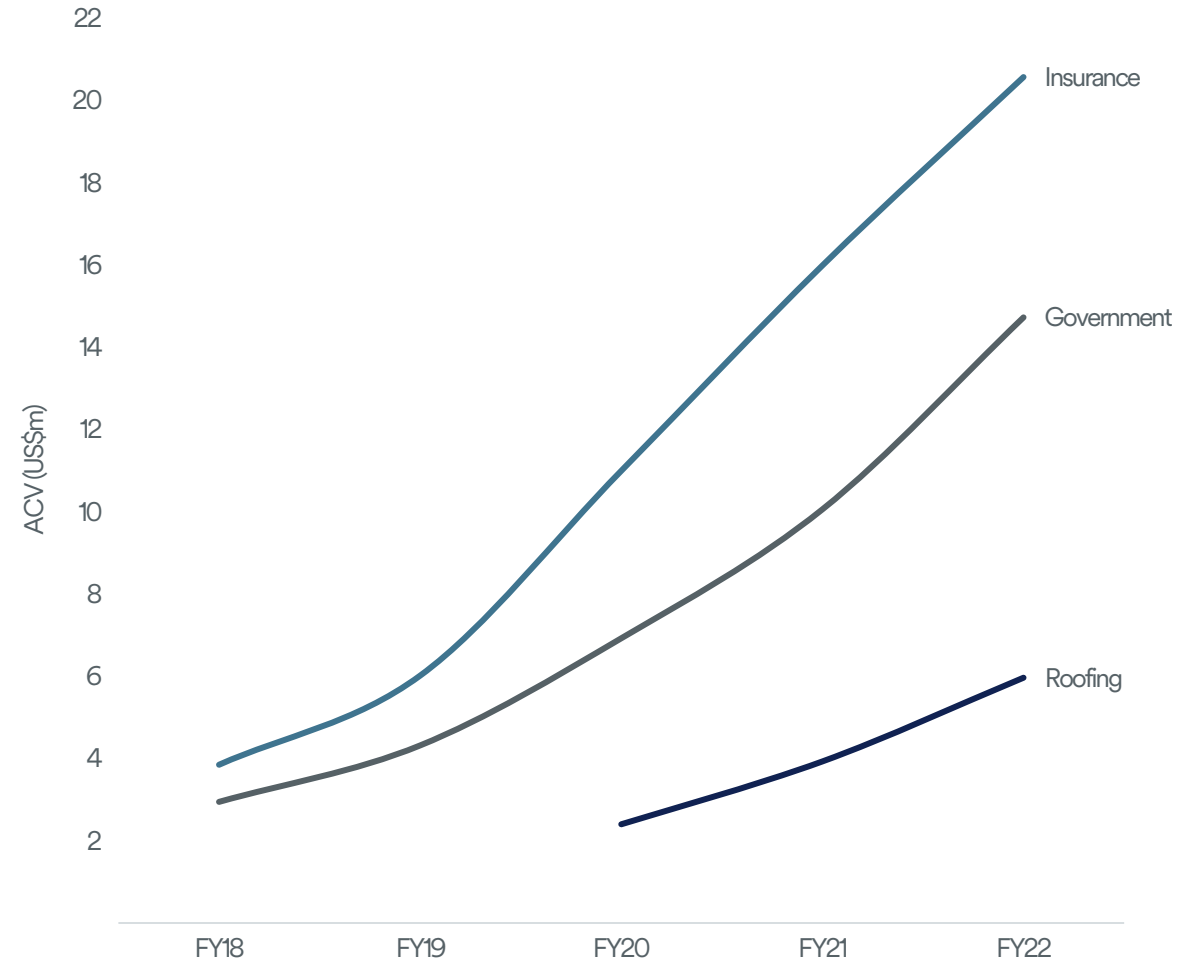
## GOVERNMENT: 46% pcp ACV growth

- Nearmap now sells government customers in 42 of the 50 U.S states for a variety of use cases
- FY22 partnership agreements signed with Tyler Technologies, the U.S General Services Administration (GSA) and Carahsoft



## ROOFING: 52% pcp ACV growth

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

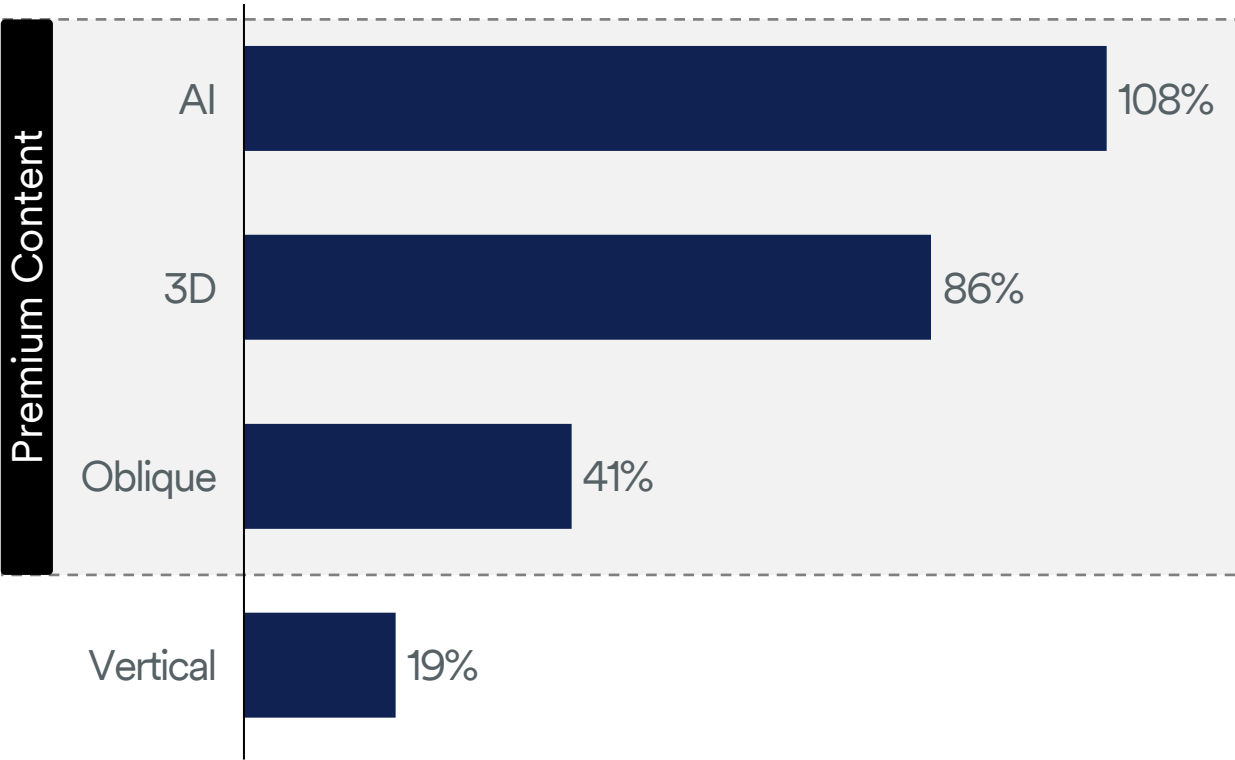


# PREMIUM CONTENT USERS AND USAGE IS GROWING

Growing subscription base and increased customer engagement in North America

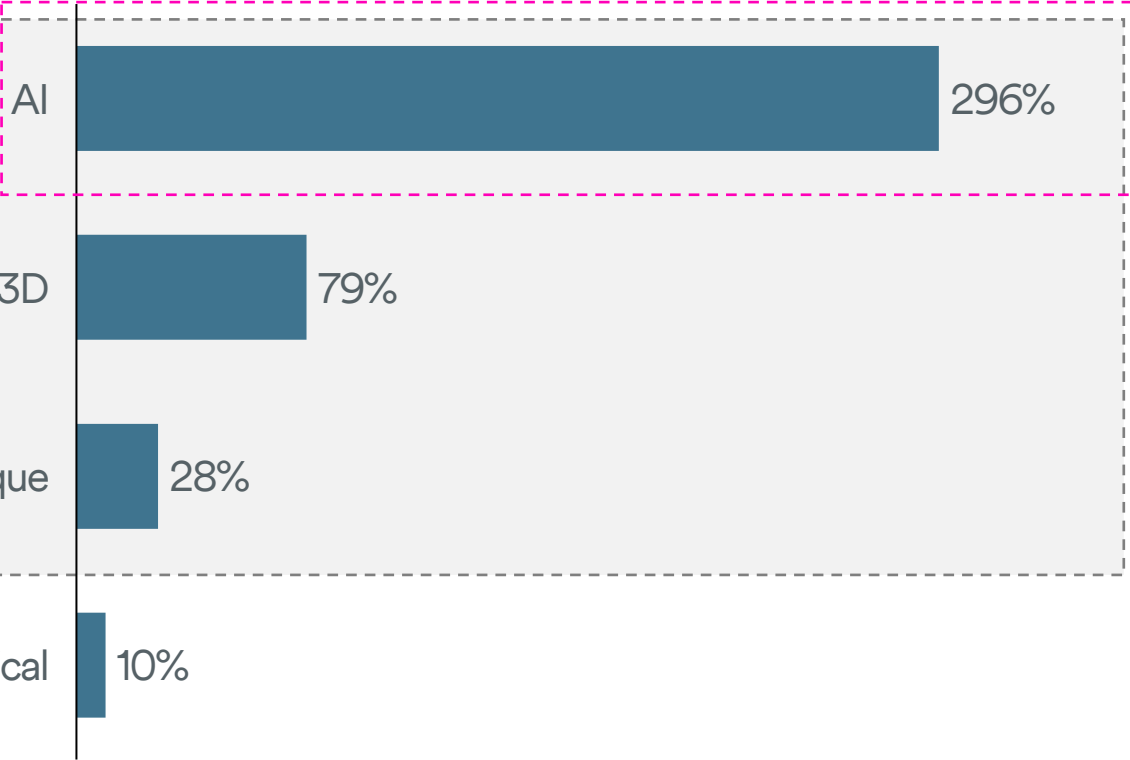
## Unique Users across key content types

FY22 Unique Users vs. FY21 Unique Users



## Data consumption across key content types

FY22 total data consumption vs. FY21 total data consumption



# MARKET LEADERSHIP EXTENDED IN ANZ

Improved subscription retention with another 400+ subscribers added in Australia & New Zealand

ACV movement (A\$m)	FY21 Reported	FY22 Reported	% Chg
<b>Opening portfolio</b>	<b>64.5</b>	<b>69.1</b>	<b>7%</b>
New business	5.7	6.3	11%
Net upsell	3.8	3.7	(3%)
Churn	(4.9)	(4.8)	
<b>Net incremental</b>	<b>4.6</b>	<b>5.3</b>	<b>15%</b>
<b>Closing portfolio</b>	<b>69.1</b>	<b>74.3</b>	<b>8%</b>
Net Revenue Retention (NRR)	98%	98%	0 pts
ARPS	7,663	7,886	3%
Subscriptions	9,015	9,426	5%



8% ACV Portfolio Growth  
(FY21: 7%)



46% Sales Team Contribution  
Ratio<sup>1</sup> (FY21: 49%)



93.1% Subscription  
Retention (FY21: 92.3%)



91% Gross Margin<sup>1</sup>  
(FY21: 92%)

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

# EXCELLENT B2B CUSTOMER SATISFACTION



Nearmap continues to elevate customer experience and **step change customer engagement**

- In order to measure customer satisfaction, Nearmap uses the industry standard Net-Promoter-Score (NPS) methodology.
- NPS is a metric that measures the loyalty of customers and is reported as a number in the range of -100 to +100. The higher the score, the more customers are advocates (promoters) that would recommend the business.
- Continued investment in Customer Success and Experience programs has helped **drive a Net-Promoter-Score of 55, a 6% increase from FY21** (three month rolling score).
- Such a score is considered **excellent**, especially from Business to Business (B2B) companies<sup>1</sup>.

<sup>1</sup>Source: Bain & Company

# NEARMAP IS MISSION CRITICAL AND DELIVERS EFFICIENCY GAINS FOR CUSTOMERS



## INSURANCE

- Insurers gain **unprecedented property insights** through vertical and oblique imagery and hundreds of AI derived feature attributes covering more than 100 million properties in North America.
- Nearmap AI delivers **efficiency gains in underwriting workflows** with data covering features such as roof characteristics and condition, vegetation density and risk.
- Insurers can quickly and efficiently triage disasters, prioritise resources, and jumpstart the claims process with **industry leading post-catastrophe capture program**, to support customers in their time of greatest need.



## GOVERNMENT

- Frequently updated imagery enables tax assessment offices to transition to doing more remote reassessments and less field visits, **digitally transforming their workflows.**
- Automated impervious surfaces datasets reduces the time spent hand digitizing or purchasing data, **saving governments money.**
- Current, contextual 2D & 3D data helps provide greater contextual awareness to site planners for transport infrastructure, **reducing time spent modeling and planning for new development.**
- Nearmap enables planners to identify all threats/hazards and **accurately prepare for response/recovery efforts.**



## ROOFING

- Industry leading turn around time in the delivery of roof measurements; ~30 minutes for most residential homes. In an industry where the first quote returned is often taken, **turn around time is key to win.**
- Incredible accuracy in measurements with semi-automated technology driving extremely accurate measurements; **Nearmap provides certainty.**
- Expanding AI characteristics **take the guess work out of pre-site visits, maintenance, or long-term warranties** whether it's through market canvassing, instant size estimation, or roofing condition.



**“Nearmap enabled us to effectively manage our customer disputes, resulting in reduced compensation payments and significant overall annual savings.”**

Yarra Valley Water

**“With the time and cost savings we’ve achieved through Nearmap, I only wish that we had implemented the imagery sooner. Working with Nearmap is a no-brainer.”**

Elite Grounds

**“The benefit of Nearmap is that, when we’re creating detailed planning-permit applications, we can get critical information about the site by going back there, virtually, as many times as we need to.”**

Hansen Partnership

**“Nearmap has been fundamental to our company’s growth over the last few years. It’s a critical asset to our business, helping us to grow rapidly, reduce staff workload and cater to more people in more areas.”**

Tasty Trucks



**“It’s so important for Huntley to have our GIS utilities overlaid with Nearmap imagery. Super important...The utilization of the high-resolution aerial imagery has reduced dependence on GPS surveys... which increases staff efficiency and reduces fieldwork.”**

Village of Huntley

**“With Nearmap image accuracy and powerful solar tools, we can quickly develop a high-quality quotation via a web browser instead of relying on manual calculations. This saved us at least 25 hours per week for site visits and enhanced our credibility as a leading solar solution provider. The improved efficiency also helped to contribute to a higher sales conversation ratio.”**

NRG Australia

**“Outstanding, high resolution, browser-based imagery enabled us to dramatically increase asset management efficiency, improve data accuracy, and reduce site visits. Nearmap has streamlined our emergency response capability by providing precise locational co-ordinates and site information.”**

ARC Infrastructure



# THE PEOPLE WHO DRIVE OUR STRATEGY

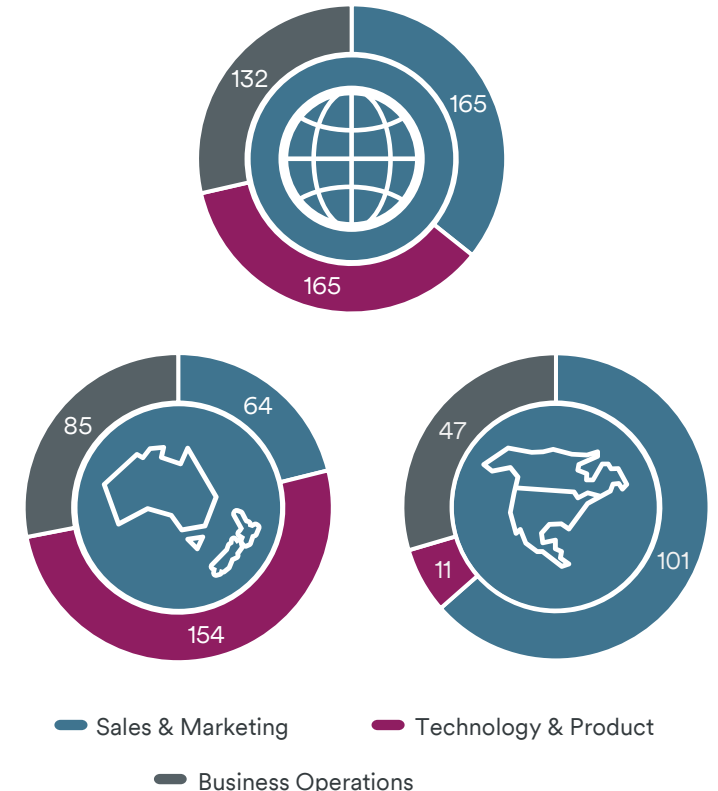
Nearmap has an engaged and motivated workforce which continues to grow in support of the go-to-market strategy; engagement levels remain top quartile

Nearmap has continued to invest and enhance its leadership team, driving the vertically focused go-to-market strategy

- Global headcount growth has continued with 462 employees now onboarded, a 28% increase in FY22 (FY21: 361)
- General Manager of ANZ now in place to drive refined go-to-market strategy consistent with successful strategy in North America

Employee engagement levels reflect an engaged and motivated workforce

- Flexible working conditions remain in place enabling employees to work remotely and productively; engagement levels continue to be at top quartile<sup>1</sup>
- Nearmap has transitioned to agile working, a way of working in which individuals and teams are empowered to work where, when and how they feel they will be most effective
- Nearmap has a strong employee value proposition in a competitive market for talent



<sup>1</sup>Measured in 2021 as employee engagement against a comparator group of technology peers



# PRIORITIES & OUTLOOK

## PRODUCT & CONTENT

- **Continue roll out** of HyperCamera3 systems throughout FY23 with five systems targeted to be rolled out in North America in H1 FY23
- Deliver **tailored industry vertical** solutions for core growth verticals
- Respond to increased customer demand and deliver more **Nearmap AI solutions** to customers

## CASH FLOW POSITIVE

- In FY23, Nearmap will invest a further **~\$25m of capital raise** proceeds into supporting the growth of the business
- Pro forma **cash balance of between \$66m - \$71m** at the end of FY23 (excluding litigation expense)
- The **vast majority** of investment will take place in **1H FY23**
- Nearmap is targeting **positive free cash flow** for FY24 (inc. litigation expense)

## OUTLOOK & GUIDANCE

- Continue to target **20%-40% ACV** growth medium to long term, with underlying retention >90%
- North America and ANZ remain the focus, with **HyperCamera3 roll-out** prioritised for core NA vertical opportunities
- Depreciation & Amortization is expected to be between **\$61m-\$66m** in FY23
- Nearmap remains well positioned for an optimistic outlook for the next 12 months

# NEARMAP 2025



## OUR AMBITION

To be the source of truth that shapes our livable world

## OUR 2025 GOALS

EMPLOYEE ENGAGEMENT

**Top Quartile**

NET PROMOTER SCORE (NPS)

**50**

TECHNOLOGY LEADERSHIP

**2+ years**

GROWTH ASPIRATION

**20% - 40% ACV**

## OUR FOUNDATIONS

### PEOPLE

Aligned and empowered to deliver growth

### GO-TO-MARKET

Customer focused solutions to seize market opportunities

### TECHNOLOGY & INNOVATION

Maintaining and extending our point of differentiation

### SCALABLE OPERATIONS

Building for growth

## OUR VALUES



### OWN IT

We hold ourselves and each other accountable to succeed



### RISK IT

We are fearless, curious and committed



### WORK IT

We are better when we collaborate



### LOVE IT

We are passionate about what we do and how we do it



### TELL IT

We are honest and transparent in our communication

# 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

# APPENDIX

# STATUTORY INCOME STATEMENT

A\$m	FY21	FY22
Revenue	113.4	145.9
Other income	1.1	0.8
<b>Total revenue and other income</b>	<b>114.5</b>	<b>146.8</b>
Employee benefits expense	(58.6)	(80.4)
Amortisation	(35.6)	(40.7)
Depreciation	(9.5)	(9.5)
Other operational expenses	(31.0)	(49.3)
<b>Total expenses</b>	<b>(134.7)</b>	<b>(179.9)</b>
<b>Operating loss</b>	<b>(20.3)</b>	<b>(33.1)</b>
Net finance costs	(2.2)	(0.3)
<b>Loss before tax</b>	<b>(22.5)</b>	<b>(33.4)</b>
Income tax benefit	3.6	2.6
<b>Loss after tax</b>	<b>(18.8)</b>	<b>(30.8)</b>
Other comprehensive income		
<i>Items that may be reclassified to profit or loss</i>		
Exchange differences on translation of foreign operations	(0.4)	1.4
Fair value gain/(loss) on cash flow hedges	0.0	0.2
Transfer of hedging losses/(gains) to the consolidated statement of profit or loss	1.0	(0.0)
Income tax associated with these items	(0.3)	(0.1)
Other comprehensive income/(loss) for the year	0.3	1.6
<b>Total comprehensive loss</b>	<b>(18.5)</b>	<b>(29.2)</b>
<b>Loss per share</b>		
Basic loss per share (cents per share)	(3.88)	(6.20)
Diluted loss per share (cents per share)	(3.88)	(6.20)

# RECONCILIATION OF STATUTORY NET LOSS AFTER TAX TO EBIT & EBITDA

A\$m	FY21	FY22
<b>Loss after tax</b>	<b>(18.8)</b>	<b>(30.8)</b>
Income tax	(3.6)	(2.6)
Interest income	(0.5)	(0.4)
Interest expense	0.5	0.3
Foreign exchange	1.7	(0.1)
<b>EBIT</b>	<b>(20.8)</b>	<b>(33.5)</b>
Amortisation & Depreciation	45.1	50.1
<b>EBITDA</b>	<b>24.3</b>	<b>16.6</b>

# STATUTORY BALANCE SHEET & CASH FLOW STATEMENT

A\$m	FY21	FY22	A\$m	FY21	FY22	A\$m	FY21	FY22
<b>Assets</b>			<b>Liabilities</b>			<b>Cash flows from operating activities</b>		
<b>Current assets</b>			<b>Current liabilities</b>			Receipts from customers		
Cash and cash equivalents	123.4	93.7	Trade and other payables	7.6	10.7	Payments to suppliers and employees	(92.3)	(135.5)
Trade receivables	23.9	37.8	Unearned revenue	55.8	74.1	Interest received	0.2	0.7
Other current receivables	5.5	3.5	Employee benefits	11.8	15.6	Income taxes paid	(0.6)	(0.6)
Prepayments and other current assets	6.3	7.4	Lease liabilities	4.7	4.1	<b>Net cash from operating activities</b>	<b>31.0</b>	<b>23.2</b>
Current tax receivable	0.1	0-	Other current liabilities	0.0	0.0	<b>Cash flows from investing activities</b>		
<b>Total current assets</b>	<b>159.2</b>	<b>142.3</b>	Current tax liabilities	0.0	0.2	Investment in fixed-term deposits	(2.4)	0-
			<b>Total current liabilities</b>	<b>79.9</b>	<b>104.7</b>	Purchase of plant and equipment	(1.9)	(6.8)
<b>Non-current assets</b>			<b>Non-current liabilities</b>			Payments for development costs	(11.8)	(16.3)
Property, plant and equipment	25.1	23.0	Unearned revenue	0.9	1.3	Payments for capture costs	(20.0)	(28.2)
Intangible assets	49.3	66.4	Deferred tax liabilities	8.2	8.6	Proceeds from sale of plant and equipment	0-	0-
Deferred tax assets	5.8	10.3	Employee benefits	0.6	0.6	Proceeds from sale of unlisted investments	0.5	0.1
Other non-current receivables	0.4	0.4	Lease liabilities	5.1	1.9	<b>Net cash used in investing activities</b>	<b>(35.6)</b>	<b>(51.2)</b>
<b>Total non-current assets</b>	<b>80.5</b>	<b>100.0</b>	Other non-current liabilities	2.1	2.2	<b>Cash flows from financing activities</b>		
			<b>Total non-current liabilities</b>	<b>17.1</b>	<b>14.6</b>	Proceeds from share offer, net of transaction costs	92.7	0-
<b>Total assets</b>	<b>239.7</b>	<b>242.3</b>	<b>Total liabilities</b>	<b>97.0</b>	<b>119.3</b>	Proceeds from exercise of share options	2.9	1.6
			<b>Net assets</b>	<b>142.7</b>	<b>123.0</b>	Proceeds from repayment of share option loans	1.1	0.6
						Payments for treasury shares	-	(0.2)
<b>Equity</b>			<b>Equity</b>			Payments for lease liabilities	(4.7)	(4.9)
Contributed equity	224.2	226.1	Contributed equity	224.2	226.1	<b>Net cash from financing activities</b>	<b>92.1</b>	<b>(2.9)</b>
Reserves	26.1	35.3	Reserves	26.1	35.3	Net increase/(decrease) in cash and cash equivalents	87.5	(30.9)
Profits reserve	7.1	7.1	Profits reserve	7.1	7.1	Cash and cash equivalents at the beginning of the period	36.1	123.4
Accumulated losses	(114.7)	(145.5)	Accumulated losses	(114.7)	(145.5)	Effect of movement of exchange rates on cash held	(0.2)	1.1
<b>Total equity</b>	<b>142.7</b>	<b>123.0</b>	<b>Total equity</b>	<b>142.7</b>	<b>123.0</b>	<b>Cash and cash equivalents</b>	<b>123.4</b>	<b>93.7</b>

# SEGMENT NOTE

A\$m	FY21				US\$m	A\$m	FY22				US\$m	YOY Growth%
	ANZ	NA	Total	NA			ANZ	NA	Total	NA		
Revenue	65.9	47.5	113.4	35.6	Revenue	71.1	74.8	145.9	54.1	29%		
<b>Total Revenue</b>	<b>65.9</b>	<b>47.5</b>	<b>113.4</b>	<b>35.6</b>	<b>Total Revenue</b>	<b>71.1</b>	<b>74.8</b>	<b>145.9</b>	<b>54.1</b>	<b>29%</b>		
Capture Cost Amortisation	(4.4)	(18.8)	(23.2)	(14.0)	Capture Cost Amortisation	(4.0)	(18.5)	(22.5)	(13.4)	3%		
Storage, Administration & Other	(1.2)	(7.6)	(8.8)	(5.7)	Storage, Administration & Other	(1.5)	(10.6)	(12.1)	(7.7)	(37%)		
<b>Total Cost of Revenue</b>	<b>(5.6)</b>	<b>(26.4)</b>	<b>(32.1)</b>	<b>(19.7)</b>	<b>Total Cost of Revenue</b>	<b>(5.5)</b>	<b>(29.1)</b>	<b>(34.6)</b>	<b>(21.1)</b>	<b>(8%)</b>		
<b>Gross Margin</b>	<b>60.3</b>	<b>21.1</b>	<b>81.4</b>	<b>15.9</b>	<b>Gross Margin</b>	<b>65.6</b>	<b>45.7</b>	<b>111.3</b>	<b>33.0</b>	<b>37%</b>		
<b>Gross Margin %</b>	<b>91%</b>	<b>44%</b>	<b>72%</b>	<b>45%</b>	<b>Gross Margin %</b>	<b>92%</b>	<b>61%</b>	<b>76%</b>	<b>61%</b>	<b>4 ppts</b>		
Direct Sales & Marketing	(7.9)	(14.4)	(22.3)	(10.8)	Direct Sales & Marketing	(9.8)	(20.5)	(30.3)	(14.9)	(36%)		
Indirect Sales & Marketing	(9.1)	(9.4)	(18.6)	(7.1)	Indirect Sales & Marketing	(6.4)	(4.3)	(10.7)	(3.1)	43%		
Contract Acquisition Costs Amortisation	(0.1)	(0.4)	(0.5)	(0.3)	Contract Acquisition Costs Amortisation	(0.9)	(3.0)	(3.9)	(2.2)	(685%)		
<b>Total Sales &amp; Marketing Cost</b>	<b>(17.1)</b>	<b>(24.2)</b>	<b>(41.4)</b>	<b>(18.2)</b>	<b>Total Sales &amp; Marketing Cost</b>	<b>(17.1)</b>	<b>(27.8)</b>	<b>(45.0)</b>	<b>(20.2)</b>	<b>(9%)</b>		
<b>Total Sales &amp; Marketing % of revenue</b>	<b>26%</b>	<b>51%</b>	<b>36%</b>	<b>51%</b>	<b>Total Sales &amp; Marketing % of revenue</b>	<b>24%</b>	<b>37%</b>	<b>31%</b>	<b>37%</b>	<b>5 ppts</b>		
<b>Segment Contribution</b>	<b>43.1</b>	<b>(3.1)</b>	<b>40.0</b>	<b>(2.3)</b>	<b>Segment Contribution</b>	<b>48.5</b>	<b>17.8</b>	<b>66.4</b>	<b>12.8</b>	<b>66%</b>		
<b>Segment Contribution %</b>	<b>65%</b>	<b>(7%)</b>	<b>35%</b>	<b>(7%)</b>	<b>Segment Contribution %</b>	<b>68%</b>	<b>24%</b>	<b>45%</b>	<b>24%</b>	<b>10 ppts</b>		
<b>Global Costs</b>					<b>Global Costs</b>							
General & Administration			(20.3)		General & Administration			(34.0)		(67%)		
Product, Engineering & Technology			(17.6)		Product, Engineering & Technology			(32.2)		(83%)		
Global Depreciation and Amortisation (ex. Intangibles)			(6.0)		Global Depreciation and Amortisation (ex. Intangibles)			(6.1)		(3%)		
Other Income			1.1		Other Income			0.8		24%		
Interest Expense			(0.5)		Interest Expense			(0.3)		39%		
Foreign Exchange			(1.7)		Foreign Exchange			0.1		104%		
<b>Total Global Operations Cost</b>			<b>(45.0)</b>		<b>Total Global Operations Cost</b>			<b>(71.8)</b>		<b>(59%)</b>		
<b>Total Global Operations Cost % of Revenue</b>			<b>40%</b>		<b>Total Global Operations Cost % of Revenue</b>			<b>49%</b>		<b>(9) ppts</b>		
<b>Core PBT</b>			<b>(5.0)</b>		<b>Core PBT</b>			<b>(5.4)</b>		<b>(7%)</b>		
<b>Core PBT % of Revenue</b>			<b>4%</b>		<b>Core PBT % of Revenue</b>			<b>4%</b>		<b>0 ppts</b>		
Litigation			(2.0)		Litigation			(10.4)		(427%)		
D&A - Intangibles			(15.4)		D&A - Intangibles			(17.6)		(14%)		
Income Tax Benefit			3.6		Income Tax Benefit			2.6		(28%)		
<b>Loss after Tax</b>			<b>(18.8)</b>		<b>Loss after Tax</b>			<b>(30.8)</b>		<b>(64%)</b>		

NB All figures shown are presented on a post capitalised basis

# 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
NRR	Net Revenue Retention = Opening ACV portfolio, plus existing portfolio expansion, divided by opening ACV portfolio
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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