



NEARMAP.

SCALING FOR GROWTH.

NEARMAP LTD
MACQUARIE AUSTRALIA CONFERENCE
MAY 2019



Captured: April 2018
New York, NY

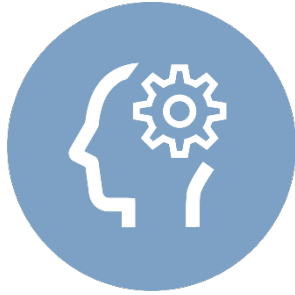
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NEARMAP – A GLOBAL LEADER IN LOCATION INTELLIGENCE.



A GLOBAL GEOSPATIAL VISION

An integrated global location intelligence company, delivering multiple imagery, data formats and insights



FOREFRONT OF TECHNOLOGY EVOLUTION

From camera systems to processing software to product features and beyond



COMPELLING CUSTOMER UTILITY

Nearmap content embeds into customer workflows to address a range of business issues



POWERFUL BUSINESS MODEL

Bringing Nearmap's unique content and insights to:

- New customer segments
- New and diverse use cases



ATTRACTIVE UNIT ECONOMICS

Efficiency of sales & marketing, retention and capture program

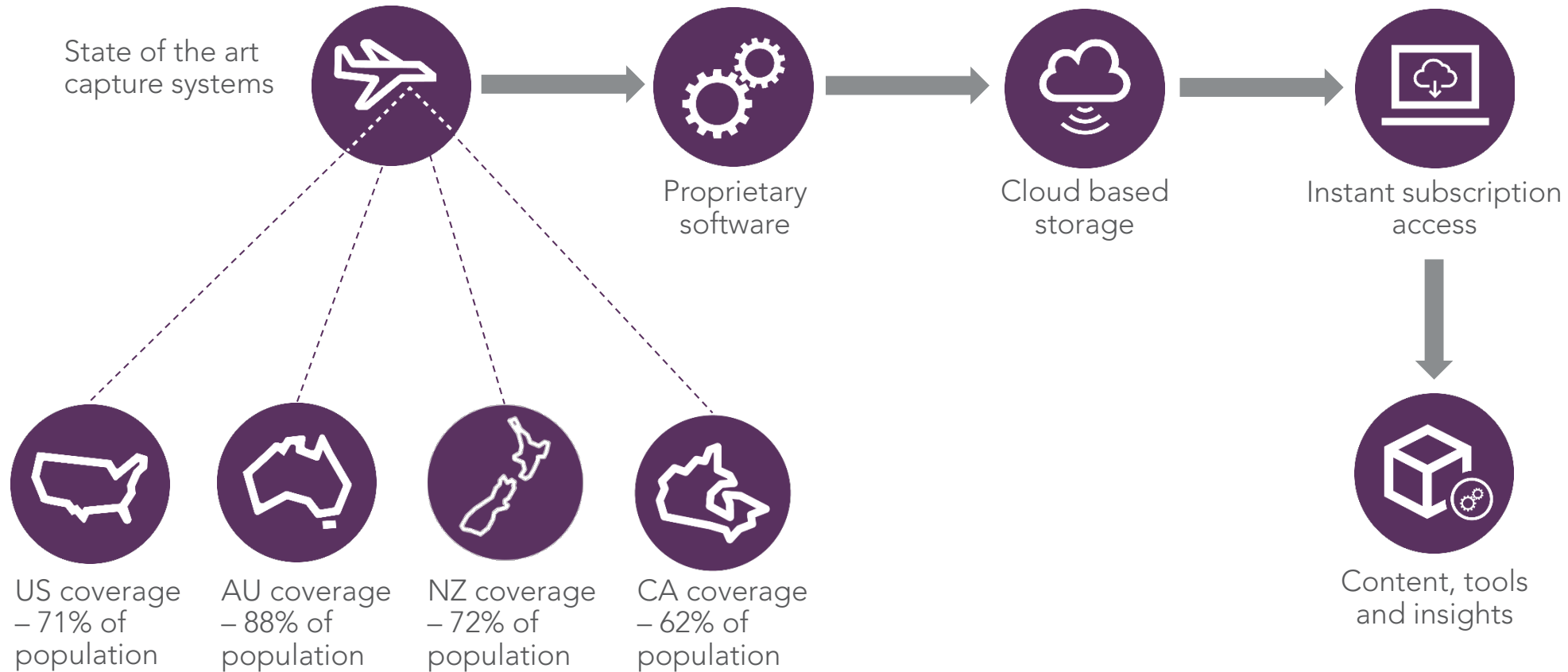
Over \$1 billion of customer lifetime value

Cash generative SaaS⁸ business model with capital to fund growth



A REVOLUTION IN AERIAL IMAGERY DELIVERY.

THE NEARMAP VALUE CHAIN



A LARGE AND GROWING GLOBAL MARKET OPPORTUNITY.



GROWING AERIAL IMAGERY MARKET

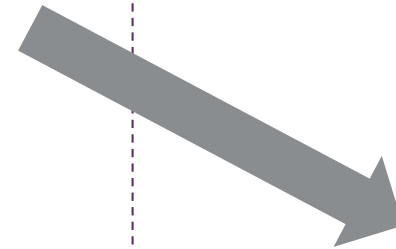
Global aerial imagery market estimated at USD\$7.4 billion (2018), growing to USD\$10.1 billion in 2020 *



MARKET EXPANDING BUSINESS MODEL



CONTENT INCREASES MARKET SHARE AND OPENS NEW MARKET SEGMENTS



NEW GEOGRAPHIC MARKETS

TOTAL ADDRESSABLE MARKET +



AUD
\$250-300m



USD
\$1-2b



NZD
\$50m



CAD
\$300-400m

* Geobuiz "Geospatial Industry Outlook & Readiness Index" 2018 edition, Geospatial Media & Communications

+ Nearthmap company estimates

STRONG GROWTH IN H1 FY19 KEY METRICS. GROUP PORTFOLIO LIFETIME VALUE EXCEEDS \$1B.



ANNUALISED CONTRACT VALUE (ACV¹)

\$78.3m ↑ 44% on pcp⁶



REVENUE

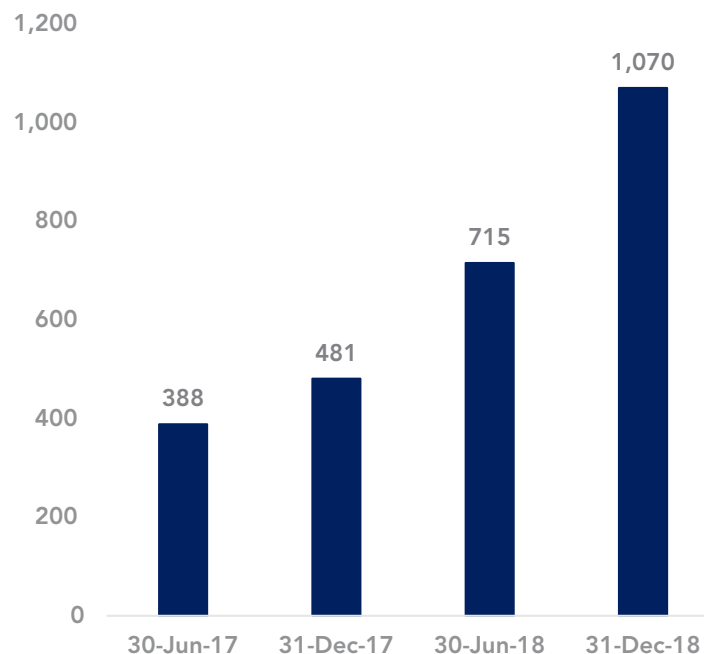
\$35.5m ↑ 45% on pcp⁶



GROSS MARGIN

82% ↑ 2% on pcp⁶

GROWTH IN PORTFOLIO LIFETIME
VALUE (LTV⁴) AUD\$m



GROUP SALES TEAM CONTRIBUTION RATIO

117% ↑ 20% on pcp⁶



GROUP SUBSCRIPTION CHURN³

6.0% ↓ 3% on pcp⁶



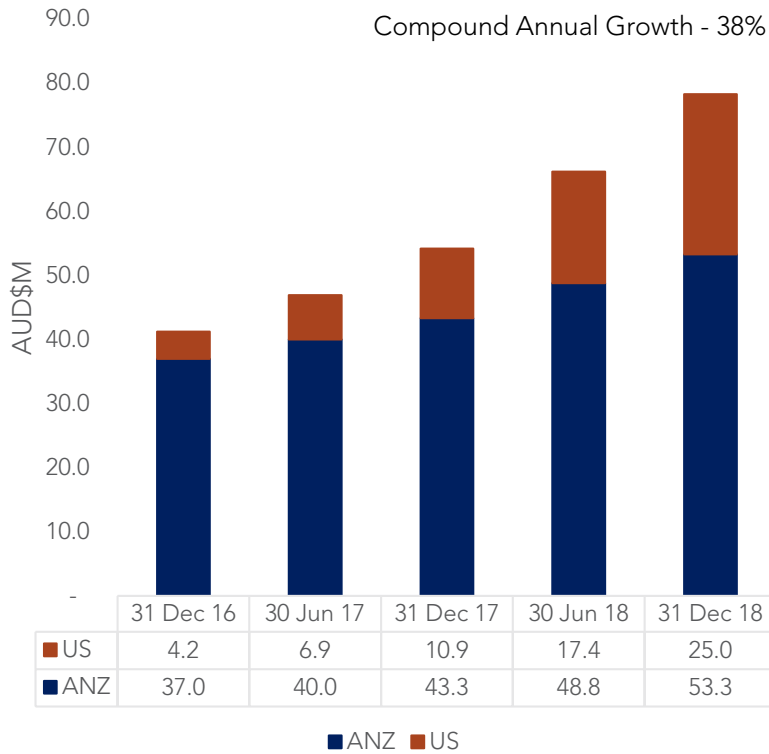
SUBSCRIPTIONS ACCESSING NEW
PRODUCT FEATURES

\$16m ↑ 77% since 30 June 2018

ACV PORTFOLIO OF \$78.3M. SIX-FOLD GROWTH IN US ACV IN TWO YEARS.

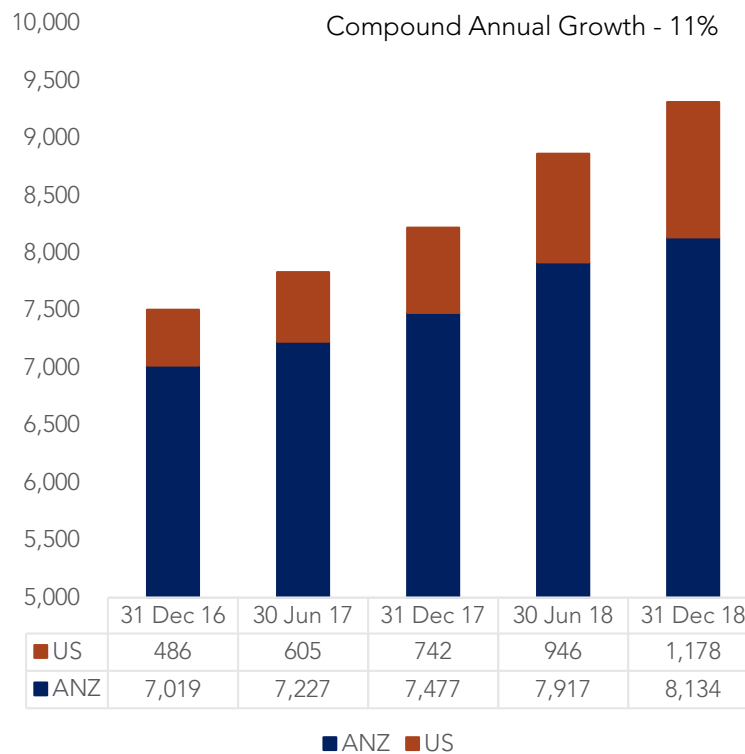
GROUP ACV¹ GROWTH (AUD\$m)

Compound Annual Growth - 38%



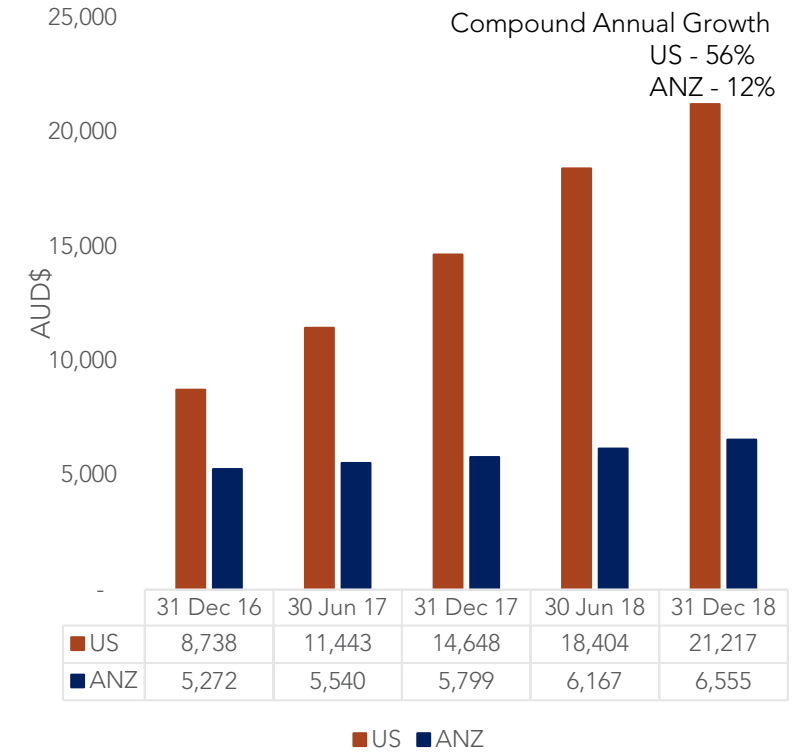
GROUP SUBSCRIPTIONS GROWTH

Compound Annual Growth - 11%



GROUP ARPS² GROWTH (AUD\$m)

Compound Annual Growth



H1 FY19 OPERATIONAL HIGHLIGHTS POSITION FOR FUTURE GROWTH.



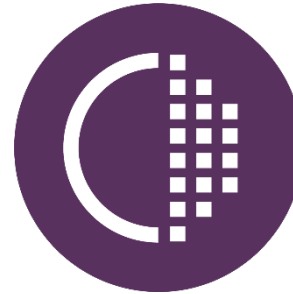
PRODUCT ENHANCEMENT

- Launched a range of new products, including:
 - Offline 3D subscription availability
 - Roof measurement tools
 - Enhanced integration and scalability for enterprise customers



CAPTURE TECHNOLOGY

- Next generation of HyperCamera2, allowing higher, faster capture



MACHINE LEARNING RESEARCH

- Data science team conducting research on deriving insight from extensive Nearmap data set



SCALING FOR A GLOBAL OPPORTUNITY

- Strengthened balance sheet following capital raise
- Enables acceleration of strategic objectives including international expansion, sales & marketing and product and technology development
- Executing growth strategies

CAPITAL RAISE GROWTH INITIATIVES UNDERWAY. EXECUTION ON TRACK.

Capital raise has allowed implementation of growth initiatives.



OPENED AND FULLY STAFFED NEW YORK OFFICE

- Initial sales begun by this targeted sales and marketing effort
- Overlay "strike team" in addition to our established US sales and marketing
- Allows deeper penetration into a market with GDP greater than total Australian GDP



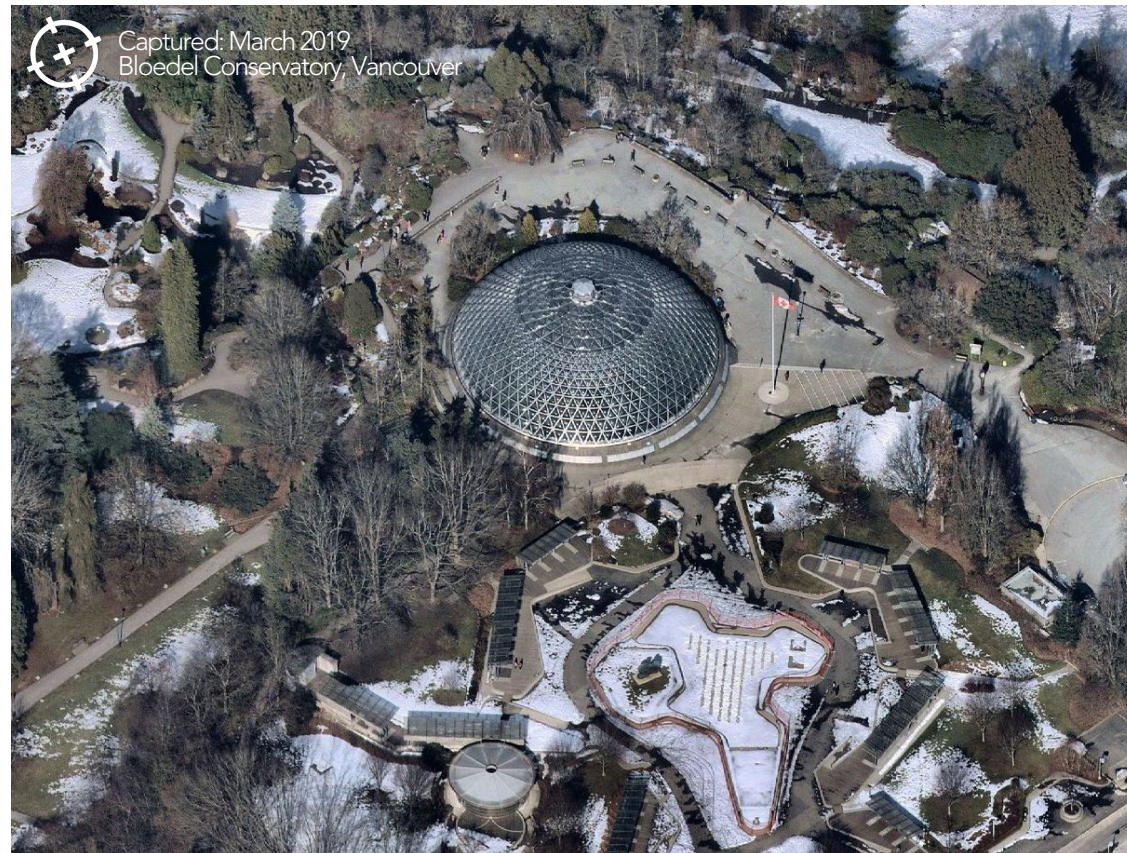
Captured: April 2018
Liberty Island, New York

CAPITAL RAISE GROWTH INITIATIVES UNDERWAY.



EXPANSION TO CANADA

- Initial spring “leaf off” captures of Canada have begun
- Sales and operations to leverage existing US infrastructure
- Initial commitment to purchase Canadian content already signed



CAPITAL RAISE GROWTH INITIATIVES UNDERWAY.



3D AVAILABLE ON-LINE THIS MONTH

- 3D will be available in MapBrowser:
 - Available to all customers as upsell on existing subscription
 - Customers can also export 3D
- 3D Off-line sales have been progressing well in Australia and US for a variety of use cases



OUTLOOK AND PRIORITIES. CASH FLOW GUIDANCE AFFIRMED.



ACV¹ GROWTH

- Drive strong portfolio growth across Australia, US, New Zealand and Canada
- Identify other regions for future expansion



PRODUCT LEADERSHIP

- Continue to drive leadership in delivering new products and content
- Extend leadership in capture systems and processing
- Invest in data analytics for location intelligence



LEADING CUSTOMER EXPERIENCE

- Transform the way our customers work
- Enhance their experience through broader tools and easy to use platform



OUTLOOK AND GUIDANCE

- Trading CY19 in line with expectations. Group portfolio LTV⁴ >\$1.4b at end of Q3 FY19
- Reaffirm cash flow break even for FY19 (excluding deployment of capital raise proceeds)
- Continuing to invest to support sustained growth



Captured: September 2017
Brisbane, QLD

APPENDICES.



DEFINITIONS.

TERM	DEFINITION
¹ ACV	Annualised Contract Value = annualised value of all active subscription contracts in effect at a particular date
² ARPS	Average Revenue per Subscription = Total ACV divided by total number of subscriptions
³ Churn	ACV value of subscriptions not renewed at the end of a subscription period, offset by the value of recovered subscriptions previously churned
⁴ LTV	Portfolio Lifetime Value calculated as: $\frac{\text{ACV Portfolio value} \times \text{gross margin \%}}{\text{Churn \%}}$
⁵ n/a	Not meaningful when metric is negative
⁶ pcp	Prior comparative period
⁷ STCR	Sales Team Contribution Ratio = ratio of incremental ACV generated by a sales team in a period, compared to the direct costs of obtaining that incremental ACV
⁸ SaaS	Software as a Service

All figures presented are in AUD unless otherwise stated



Captured: March 2017
Mosgiel, NZ

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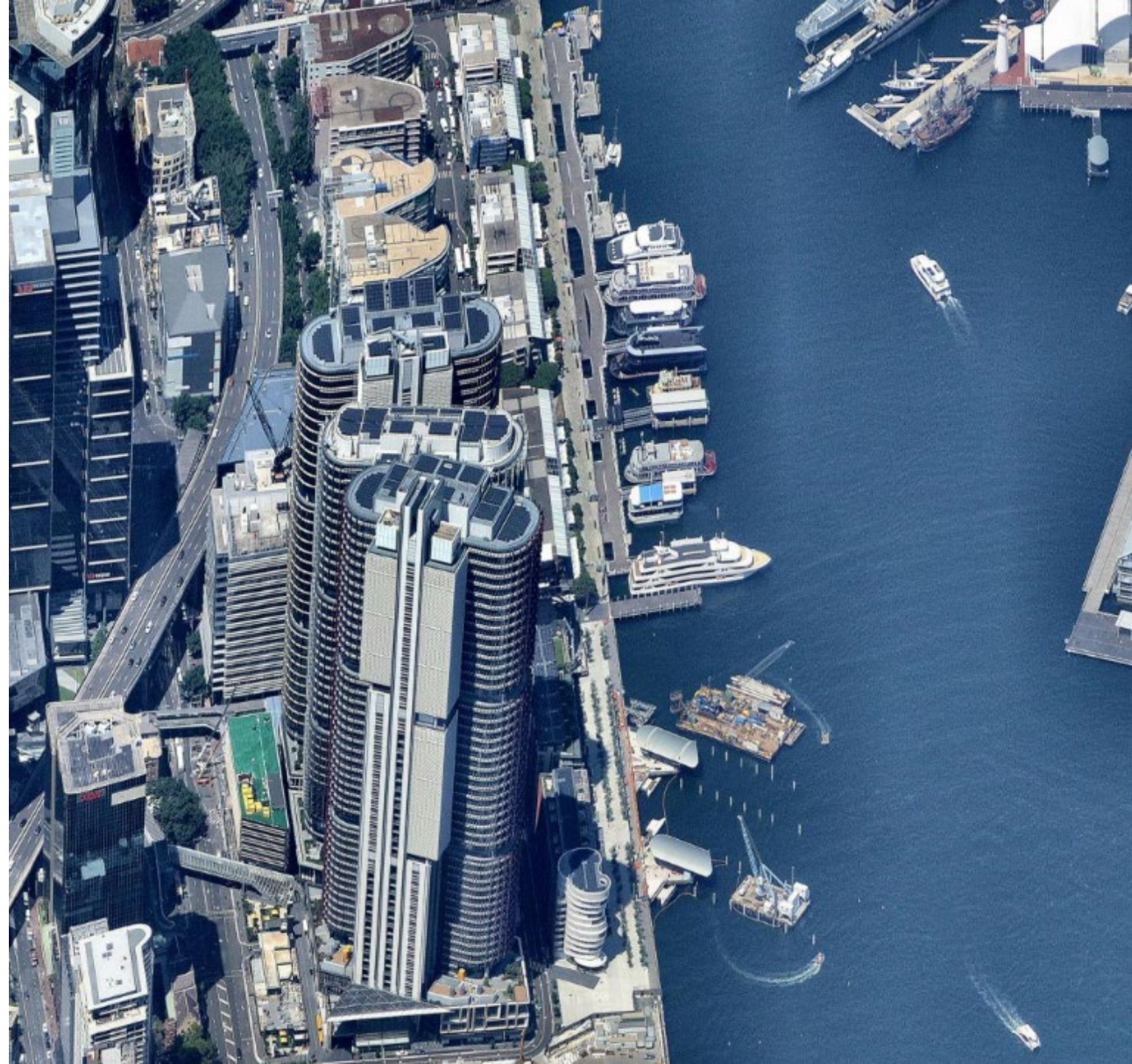
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