

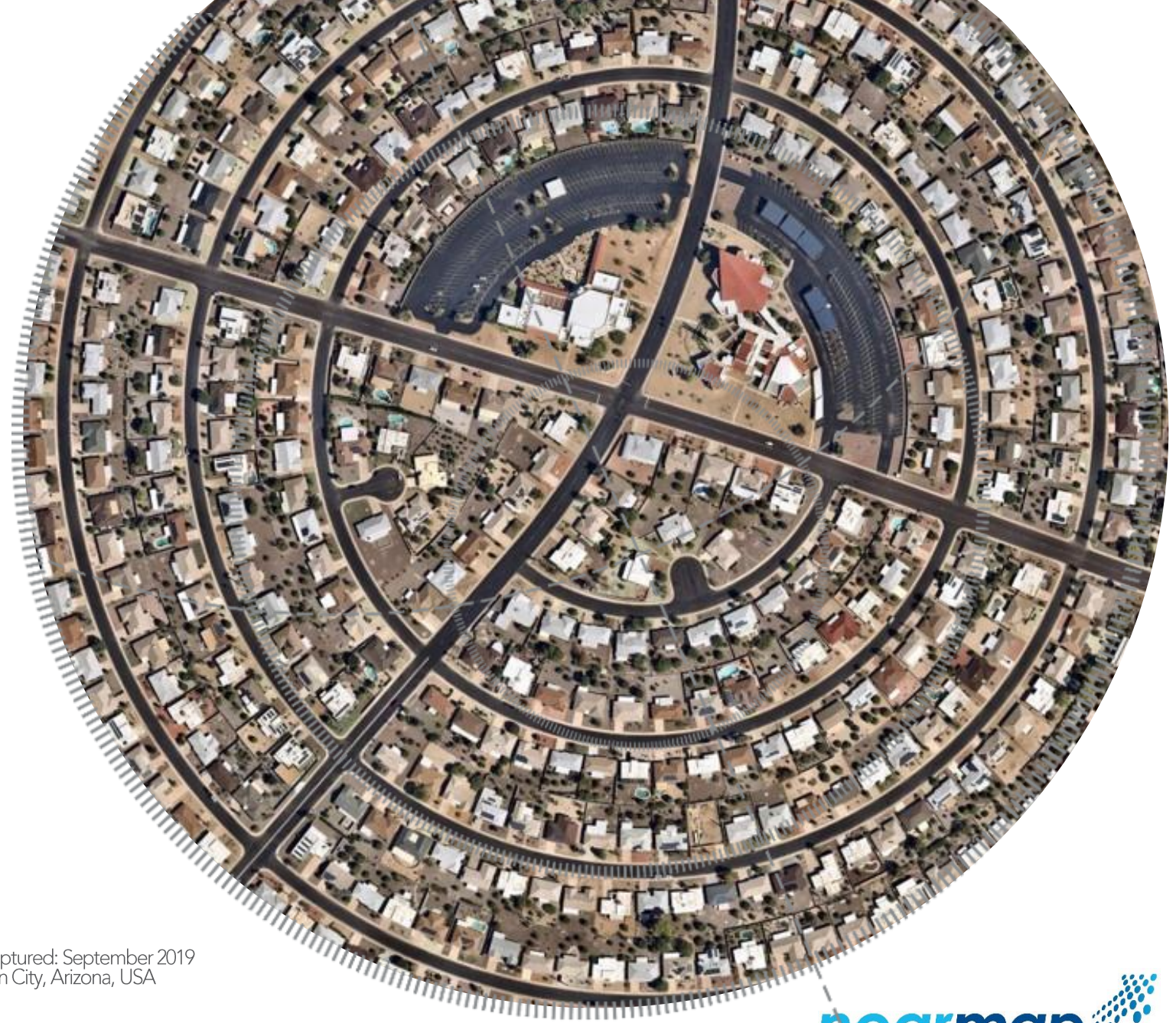


# NEARMAP LTD. SCALING FOR GROWTH

ANNUAL GENERAL MEETING  
14 NOVEMBER 2019

# CHAIRMAN'S ADDRESS

Mr Peter James  
Chairman & Non-Executive  
Director



 Captured: September 2019  
Sun City, Arizona, USA

# THE NEARMAP TEAM: BOARD



**LEFT TO RIGHT:**

**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



**TRACEY HORTON**  
Non-Executive Director

# THE NEARMAP TEAM: EXECUTIVE



**LEFT TO RIGHT, BACK THEN FRONT**

**SHANE PRESTON**  
Executive Vice President, Sales

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

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

**ANDY WATT**  
Chief Financial Officer

**TONY AGRESTA**  
Executive Vice President, Product

**HARVEY SANCHEZ**  
Chief Marketing Officer

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

**SIMONE SHUGG**  
Executive Vice President, People & Culture



# AGENDA

## 1. CHAIRMAN'S ADDRESS

Mr Peter James

## 2. FORMAL BUSINESS

Mr Peter James

## 3. CEO REPORT

Dr Rob Newman

## 4. POLLING RESULTS & CLOSE

Mr Peter James



Captured: February 2018  
Waimakariri River, NZ

# CHAIRMAN'S ADDRESS



EXPANSION OF THE PRODUCT SUITE AND CONTINUED INVESTMENT IN RESEARCH & TECHNOLOGY



ACCELERATION IN NORTH AMERICA AND MARKET LEADERSHIP REINFORCED IN AUSTRALIA & NEW ZEALAND



EXCELLENT FINANCIAL POSITION TO CONTINUE EXECUTION OF STRATEGIC OBJECTIVES



Captured: July 2019  
Washington, USA

# CEO REPORT

Dr Rob Newman,  
Chief Executive Officer &  
Managing Director



# POSITIONED FOR A GLOBAL MARKET OPPORTUNITY



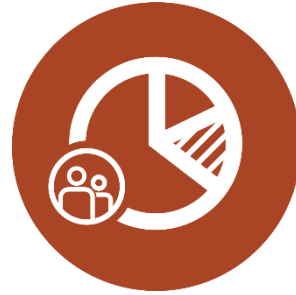
## A GLOBAL GEOSPATIAL VISION

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



## POWERFUL SUBSCRIPTION MODEL

Bringing unique Nearmap content and insights to new customer segments and use cases



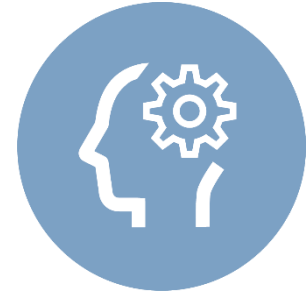
## ATTRACTIVE UNIT ECONOMICS

Efficiency of sales and marketing, retention and capture program



## COMPELLING CUSTOMER UTILITY

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



## FOREFRONT OF TECHNOLOGY EVOLUTION

From camera systems to processing software to product features and beyond



# FY19 IN REVIEW: EXECUTED ON STRATEGIC OBJECTIVES



## TECHNOLOGY & PRODUCT

Delivered on technology and product improvements including:

- ✓ 3D in MapBrowser subscription availability
- ✓ Beta release of AI content using extensive Nearmap data set
- ✓ Next generation HyperCamera2 (HC2), allowing higher, faster capture



## SALES & MARKETING

Australia & New Zealand (ANZ)

- ✓ Commercialised new product
- ✓ Deepened / broadened customer experience
- ✓ Established New Zealand operations

North America (NA)

- ✓ Enhanced enterprise sales focus
- ✓ Expanded capability in SME long tail
- ✓ Opened a second NA sales office in New York



## INTERNATIONAL & PARTNERSHIPS

- ✓ Increased national and multinational partnerships
- ✓ Geographic expansion with first capture of Canada complete at 64% population coverage and first sales of Canadian content

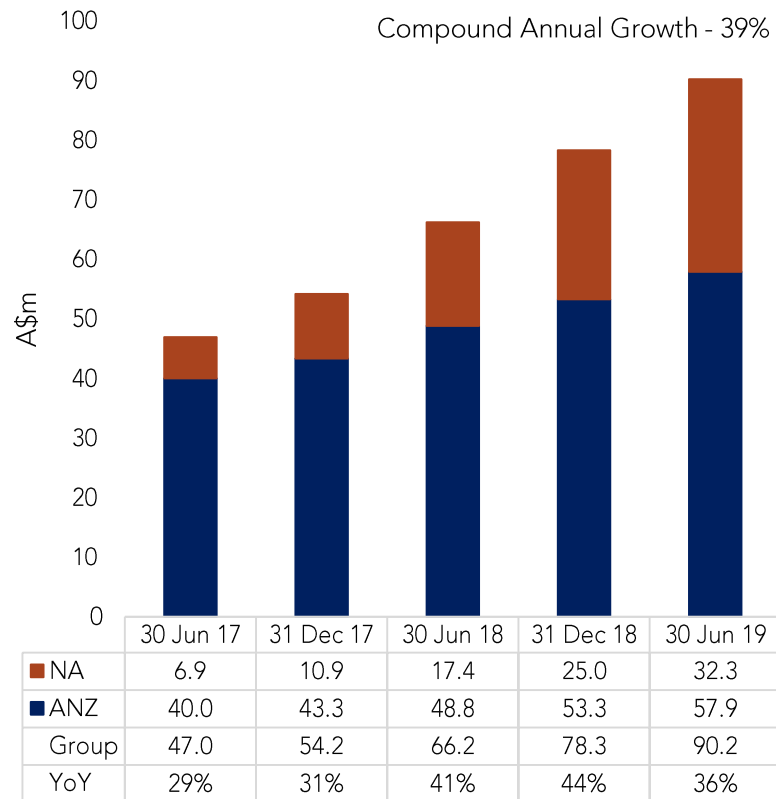


Captured: February 2019  
Perth, Australia

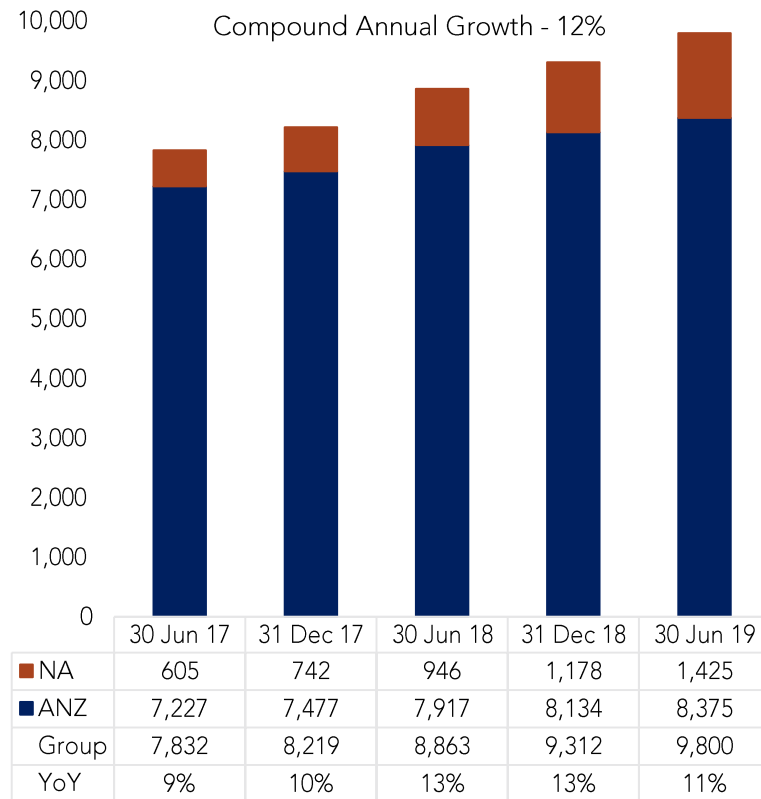
Delivered on FY19 guidance for the core business to be cash flow break even excluding the deployment of the capital raise proceeds

# MOMENTUM CONTINUES IN ANZ & NA

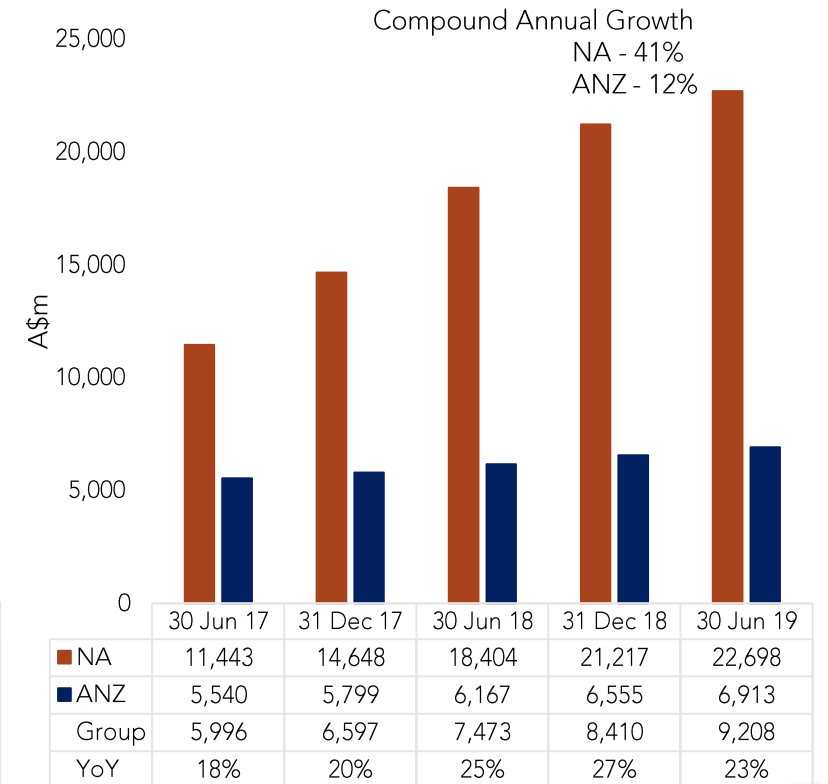
## GROWTH IN ACV



## GROWTH IN SUBSCRIPTIONS

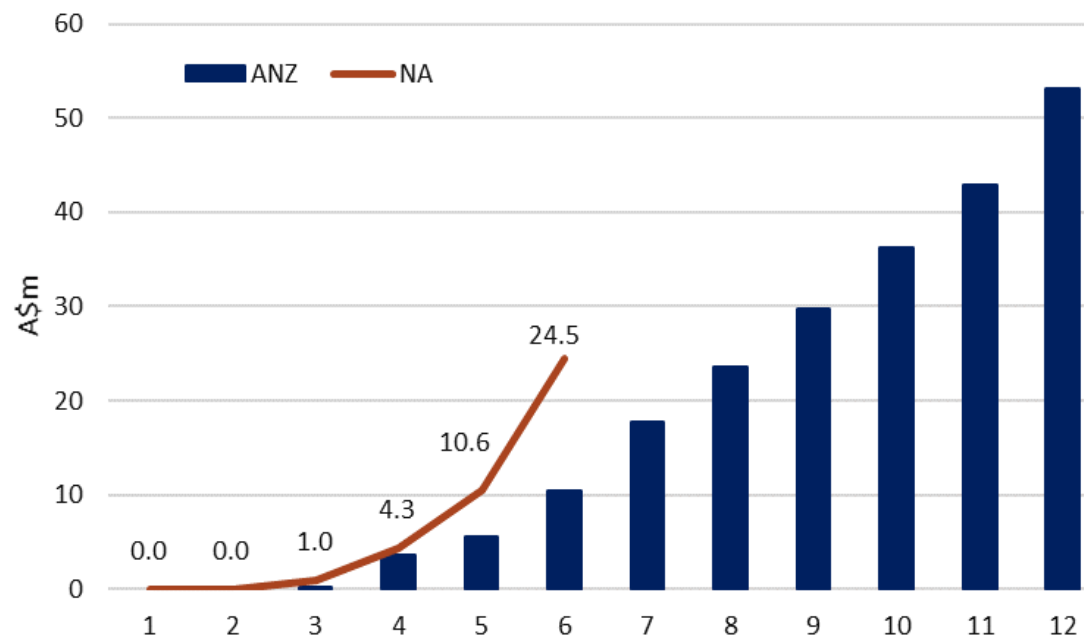


## GROWTH IN ARPS

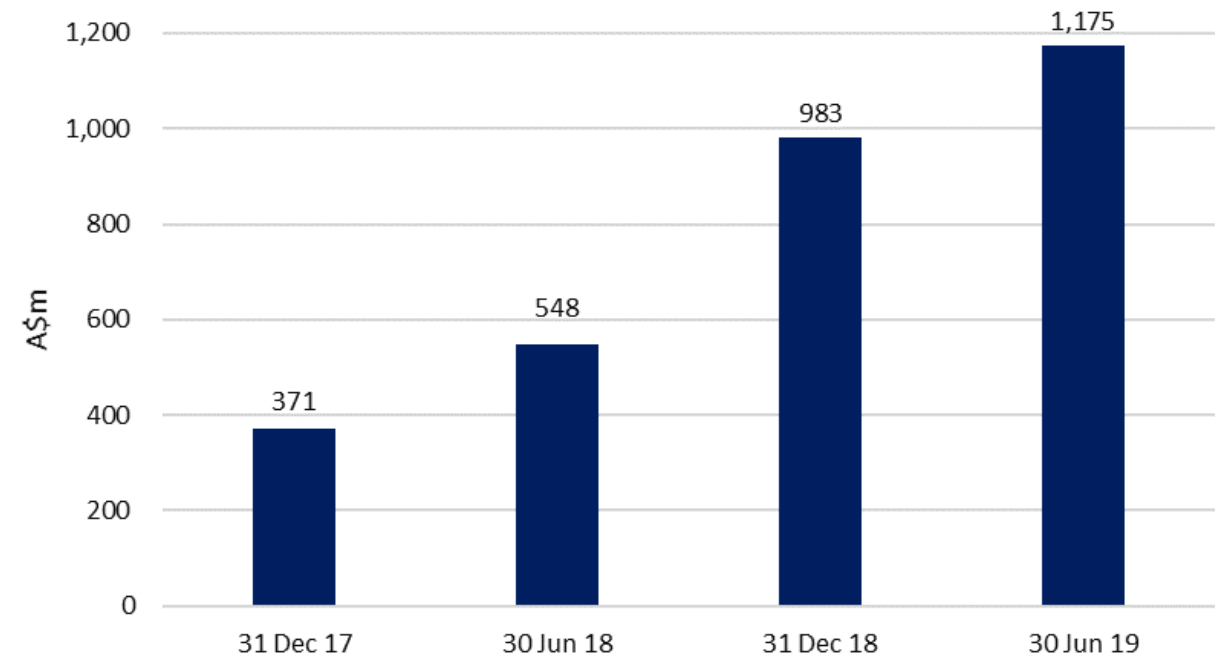


# NA REVENUE ACCELERATING AHEAD OF ANZ AS PORTFOLIO LIFETIME VALUE CONTINUES TO GROW

## ANZ TO NA SUBSCRIPTION REVENUE REBASED TO FIRST YEAR OF CAPTURE

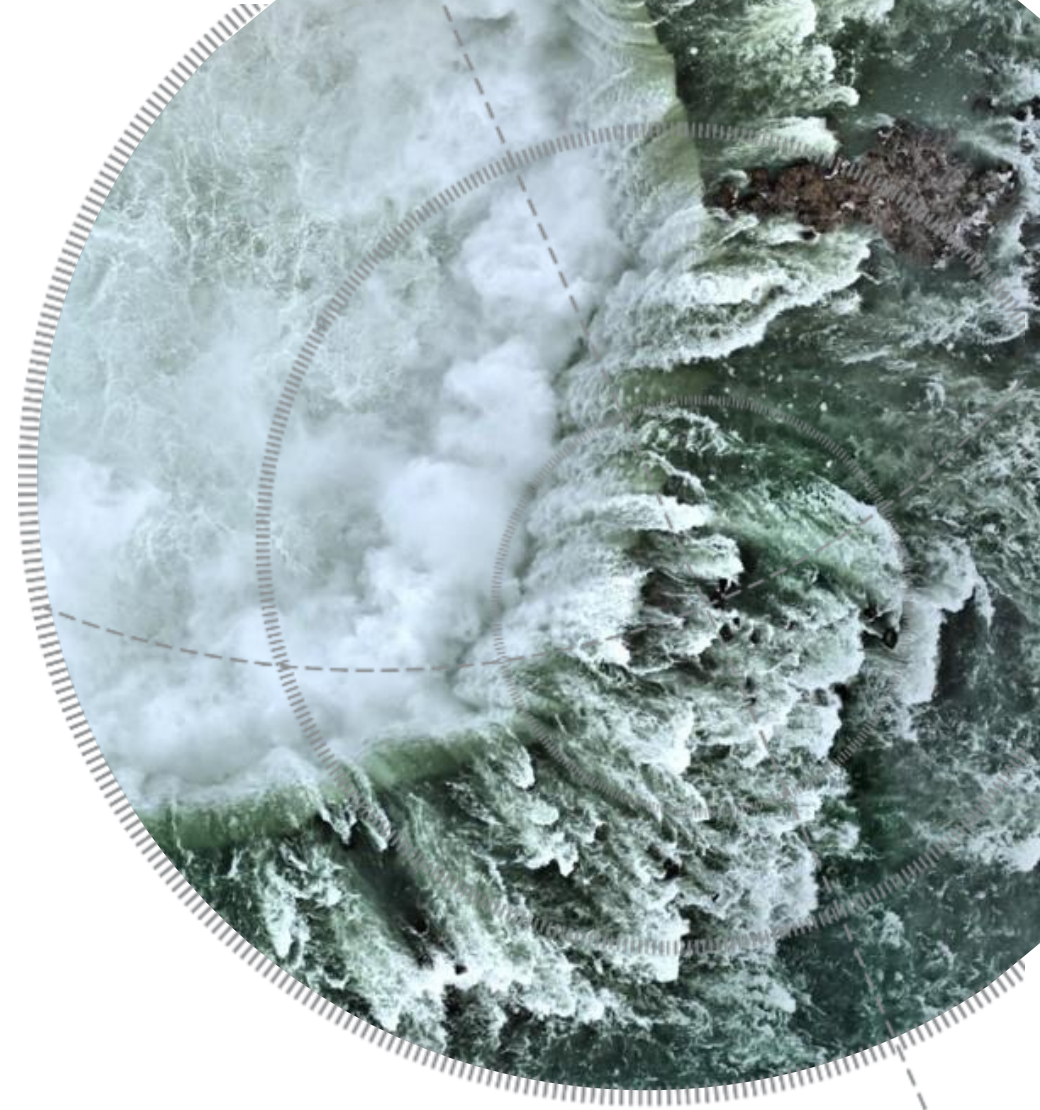
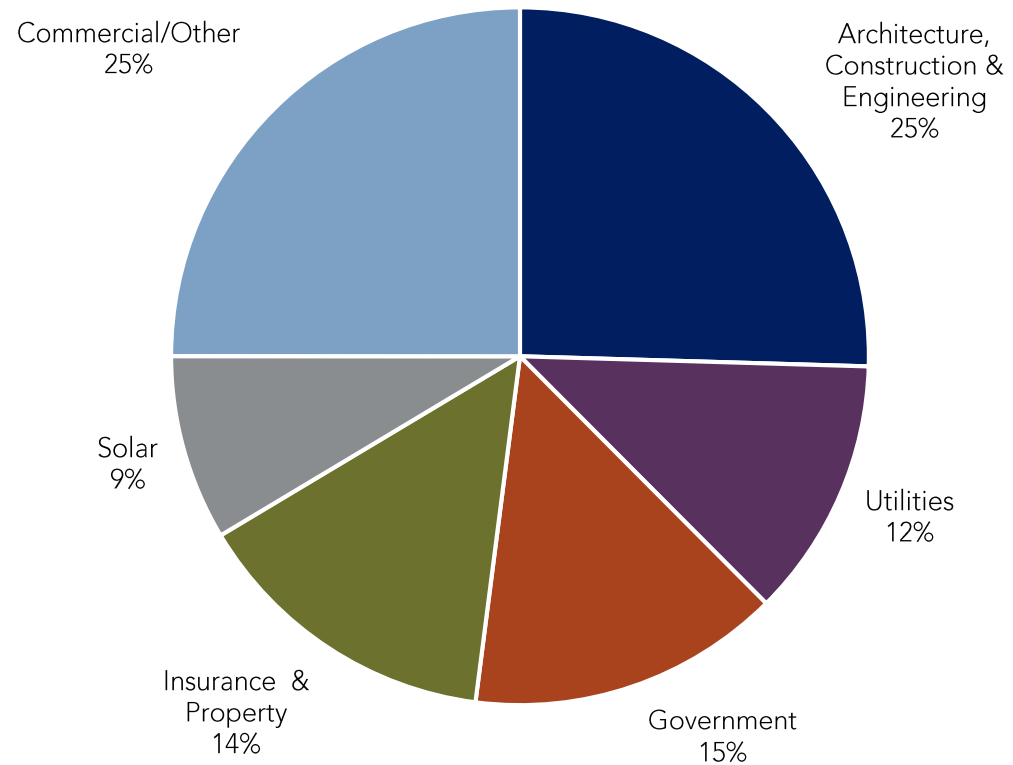


## GROWTH IN PORTFOLIO LIFETIME VALUE



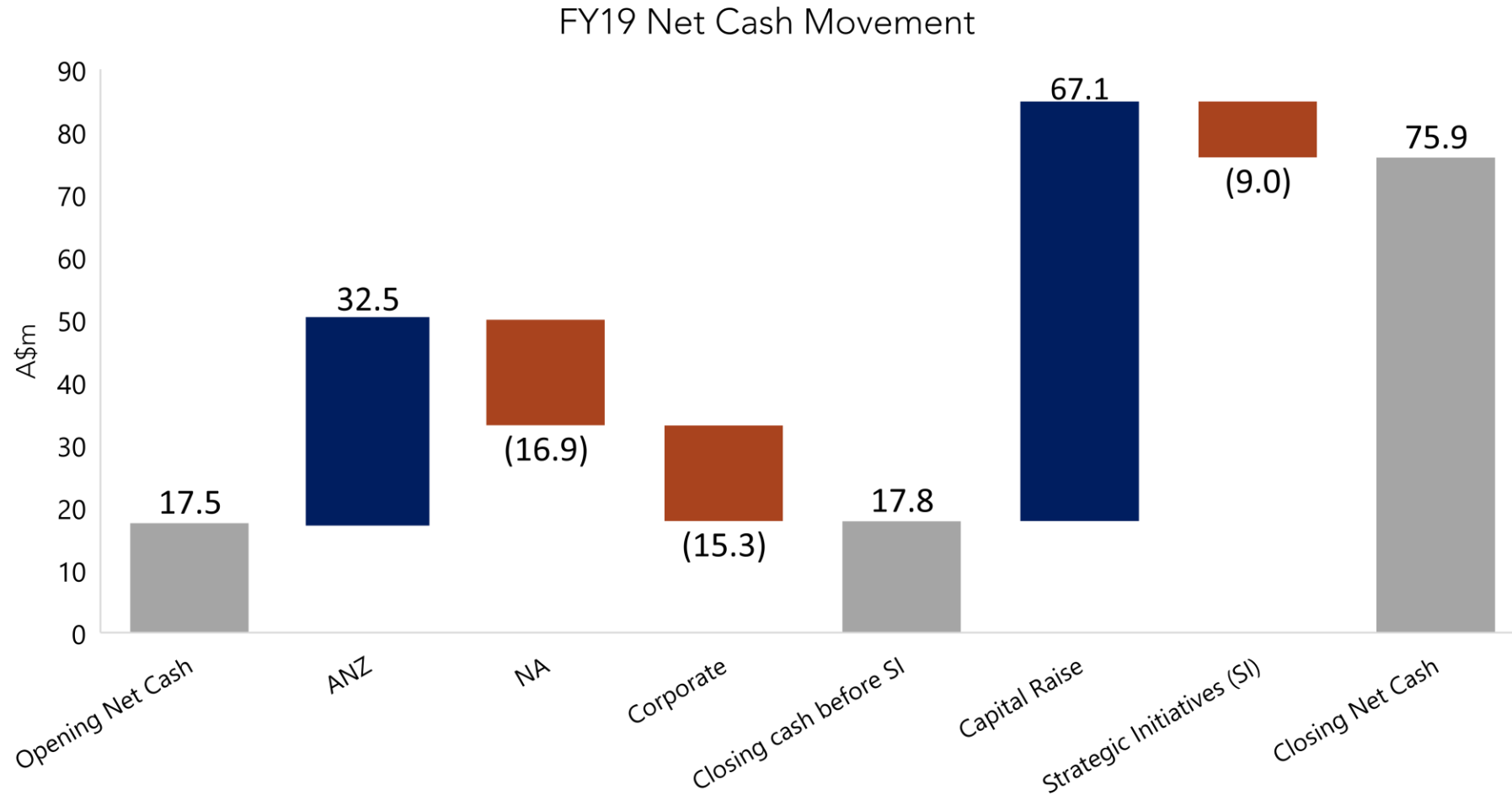
# DIVERSE CUSTOMER BASE

## GROUP ACV PORTFOLIO: 30 JUNE 2019



Captured: April 2019  
Niagara Falls, Canada

# DELIVERING ON CASH FLOW GUIDANCE



# SCALING FOR GROWTH IN FY20



## INVEST IN GROWTH

Maintain and enhance leadership in location intelligence market

- Guided by scale economies, increase NA sales and marketing investment to accelerate growth
- Improve brand awareness through targeted campaigns focusing on strategic priorities
- Invest in automation and analytics to identify new customers and upsell opportunities
- Continue evaluation of potential geographic expansion



## ENHANCE CONTENT

Invest in technology and product to continue roll out of differentiated content

- Accelerate online 3D content, analytical tools and data extraction capability
- Expand roll out of HyperCamera2 to offer increased coverage and premium content
- Commercialise AI investment by:
  - Doubling the number of physical attributes available; and
  - Enabling attributes to be accessed within MapBrowser



## DEEPEN ENGAGEMENT

Manage a growing customer portfolio in an evolving industry environment

- Deeper investment in customer success management for key accounts
- Continued focus on optimising CRM and automated customer nurturing to drive engagement and improve retention

# FY20 UPDATE: STRONG MOMENTUM CONTINUES



## CONTINUED GROWTH IN ACV PORTFOLIO

FY20 Group ACV portfolio expected to be in line with consensus forecasts of between \$116m to \$120m



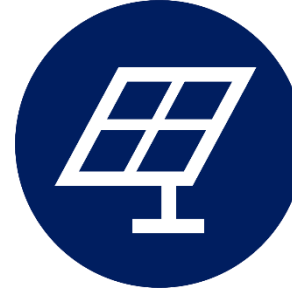
## NA GROWTH OPPORTUNITIES ACCELERATING

Evolving industry dynamics creating new opportunities for growth in 2H20  
Sales and marketing investment continues to ramp with returns expected to accelerate in 2H20



## LEADERSHIP REINFORCED IN AUSTRALIA & NZ

Continuing growth across Australia & NZ, reinforcing a market leading position, premium content and competitive advantage



## DEEPER PENETRATION OF INDUSTRY VERTICALS

Nearmap and OpenSolar partnership gives installers a single tool that combines Nearmap imagery with OpenSolar's leading solar design software



## AI ATTRIBUTES AVAILABLE IN MAPBROWSER IN FY20

First enterprise sales of AI content in Australia and North America, with commercialisation in MapBrowser in 2H20



# Q&A





# CORPORATE INFORMATION

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