



NEARMAP – THE FUTURE OF LOCATION INTELLIGENCE.

MACQUARIE AUSTRALIA
CONFERENCE
1 MAY 2018

nearmap 

OUR MISSION.

WE CHANGE THE WAY YOU VIEW THE WORLD, SO YOU CAN PROFOUNDLY CHANGE THE WAY YOU WORK.

NEARMAP'S UNIQUE INVESTMENT HIGHLIGHTS.



GLOBAL MARKET OPPORTUNITY

Substantial global market opportunity – runway for sustained growth, is on track to reach US \$4.5B by 2025 (CAGR 14.6%)¹

Creating new market with 3D



PROVEN PRODUCT LEADERSHIP

Innovation culture

Track record of bringing new products to market

Easy access and seamless integration of content



SCALABLE BUSINESS MODEL

Established, loyal and growing customer base

High retention rates and opportunity for upsell

Recurring revenues with high gross margins

Effective and focused sales and marketing capability

Scalable with significant fixed cost leverage



CLEAR COMPETITIVE ADVANTAGES

Coverage

Resolution

Frequency

Consistency

History

Functionality

Usability



STRONG CAPITAL DYNAMICS

Operating investments largely in place – moving to generating returns

Record growth in Group ACV², generated in both markets

Net cash reserves to self fund growth

Strong free cash flow and return on invested capital

¹ Transparency Market Research "Aerial Imaging Market: Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2017-2025"

² ACV = Annualised Contract Value

BUSINESS MODEL: RECURRING SUBSCRIPTION REVENUES GENERATE OPERATIONAL LEVERAGE.

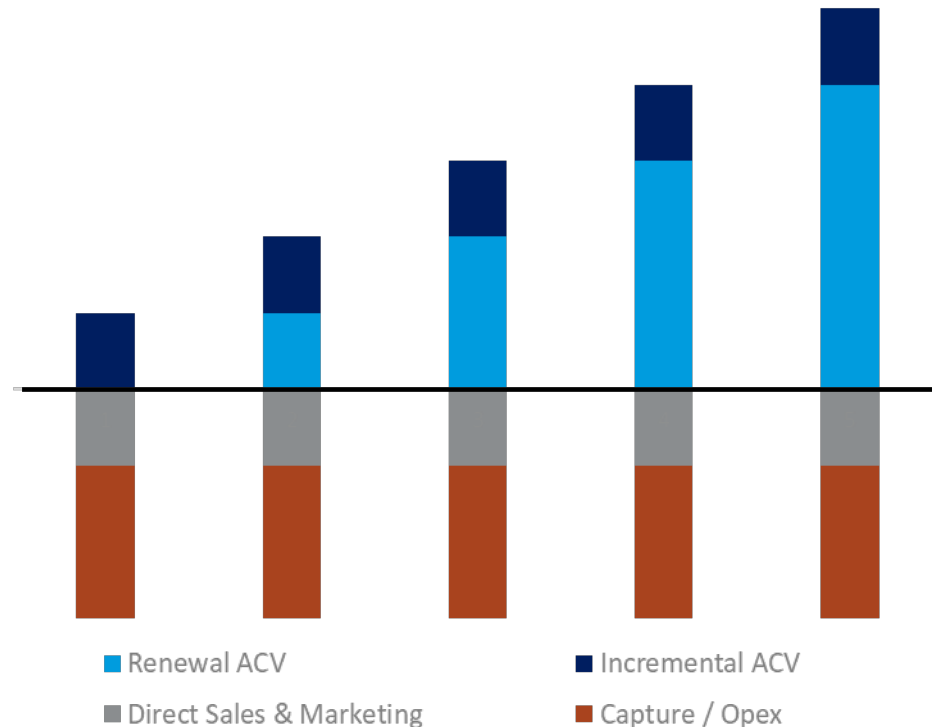
Recurring subscription revenue base (12 month customer retention at 31-Dec-17: 91%)

Productive sales and marketing investment through Sales Team Contribution Ratio

Relatively fixed capture and opex investment

Indicative example highlights free cash flow generation of business as it scales – replicating the AU experience in the US

INDICATIVE IMPACT OF BUSINESS MODEL



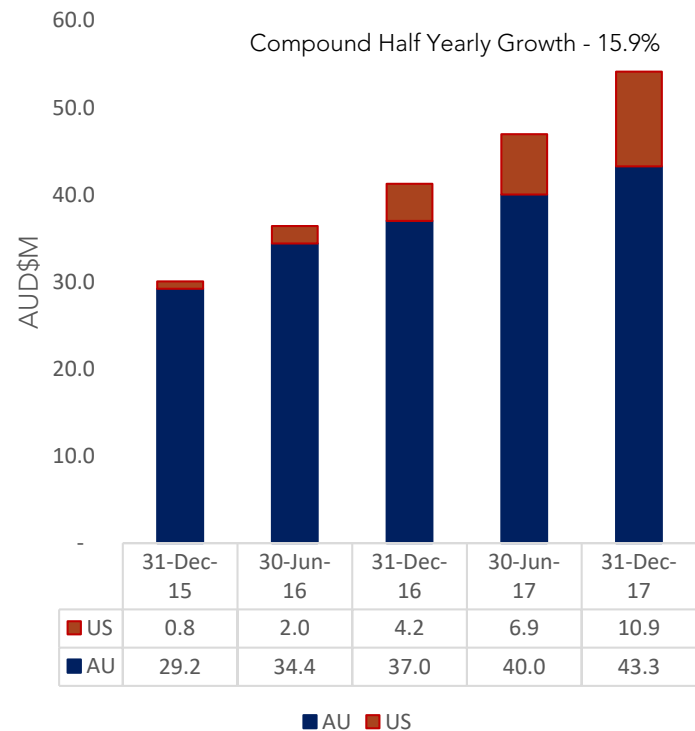
Key drivers of indicative model:

- ACV portfolio renews each year
- 100% Sales Team Contribution Ratio – productive sales & marketing investment
- Fixed capture and opex investment

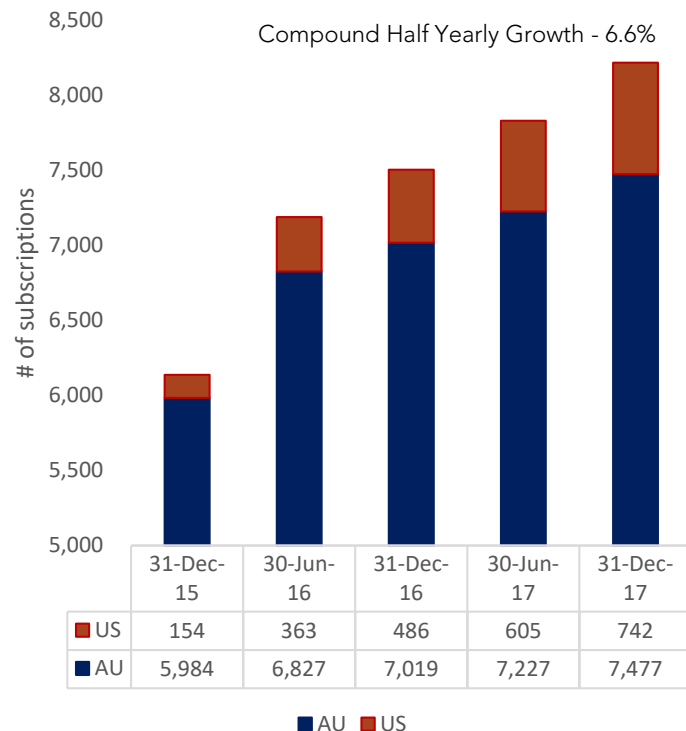
INDICATIVE ONLY: Example does not constitute guidance or imply any forward looking statements

RECORD PORTFOLIO GROWTH. GROUP PORTFOLIO LTV³ = \$480M

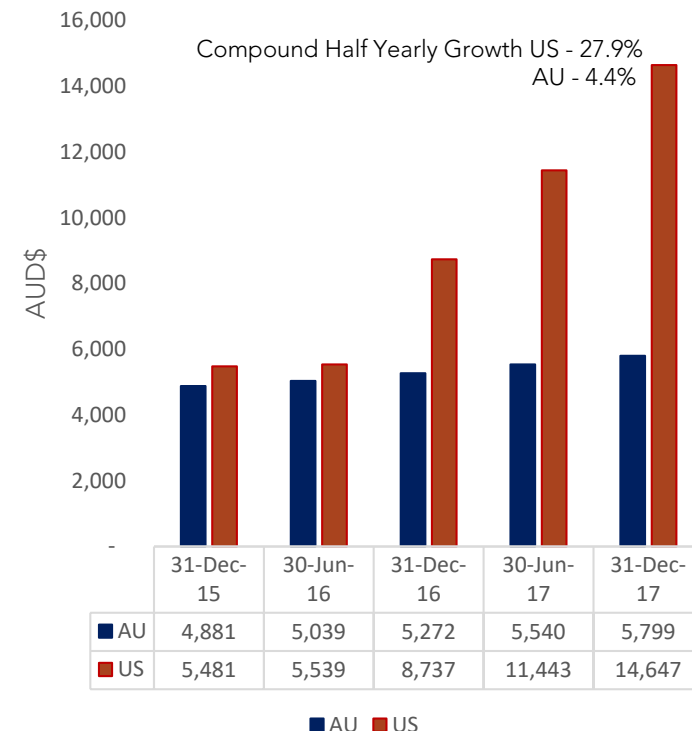
GROUP ACV GROWTH (AUD\$M) ²



GROUP SUBSCRIPTIONS GROWTH ²



GROUP ARPS ¹ GROWTH ²



¹ ARPS = Average Revenue per Subscription

² Adjusted for AU personal subscription account products ceased during FY16

³ LTV = Lifetime Value

H1 FY18 KEY FINANCIAL HIGHLIGHTS.



27%

Growth in H1 Group Revenues on pcp



80%

Group Gross Margin



97%

Group Sales Team Contribution Ratio

Strong scalable growth with operational leverage



31%

Growth in H1 Group Expenses on pcp



\$1.2M

Group EBITDA



\$20.6M

Closing Group cash

Reflects the investment program underway at Nearmap over the last 18 months

CURRENT. CLEAR. CONSISTENT. COMPREHENSIVE.

We've set the standard for current, clear imagery.



WE CAPTURE 88%
of Australia's
population up to
6 times per year:

And 67% of the
US's population
up to 3 times per
year.



**FRESH CONTENT TO
THE CLOUD IN DAYS**
after we process &
upload.



**WE'VE EXPANDED
OUR FOOTPRINT** and
are now
photographing over
500,000 square
kilometers annually —
a 90% increase over
our FY2017 capture
program.



**HIGHER RESOLUTION,
MORE ACCURATE
IMAGERY** with our
newest HyperCamera
2 system.



THE NEARMAP TIMELINE.



PRE-2012

- Development of HyperPod
- First Australian captures in Perth
- Content software and delivery in the cloud



2012

- Implementation of cloud-based subscription model



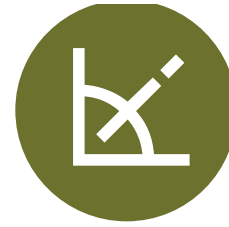
2013-14

- Development of new camera system
- First US captures undertaken



2015

- Commencement of commercial US operations
- First Australian \$1M subscription contract



2016

- First Oblique captures



2017

Over 8,000 subscribers worldwide



2018 & BEYOND

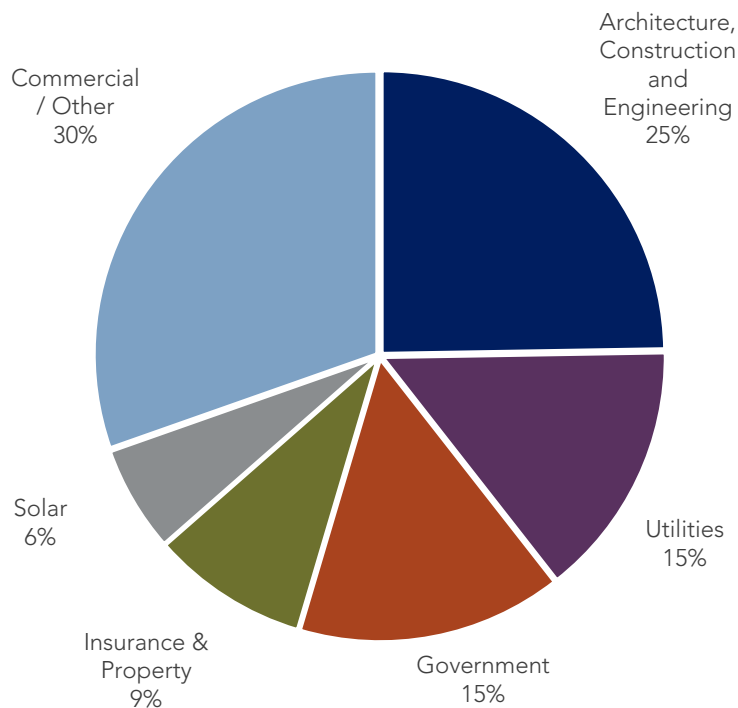
- Measurable Obliques
- Export 3D content
- Partnerships
- 3D visualization & streaming
- Open source developer community
- Integrated drone content



DIVERSE GLOBAL CUSTOMER BASE.

GROUP ACV PORTFOLIO BY INDUSTRY (%)

31 DECEMBER 2017



- Diverse customer base in both AU and US
- National enterprise customers in both territories, as well as partners
- Significant small and medium enterprise customer base covering a range of industries and use cases
- Key government supplier including local counties in the US, and local and state government in Australia (including preferred supplier to Landgate's Capture WA Contract panel)



PRODUCT EVOLUTION: ENHANCED INTERFACE AND GEOGRAPHY.



NEW INTERFACE: MAPBROWSER

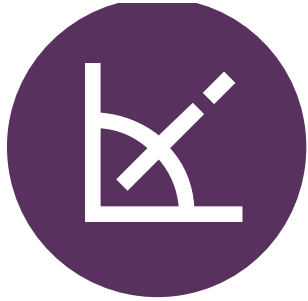
- Intuitive interface
- Continuous zoom
- Annotated, georeferenced export
- Mobile-responsive
- Oblique photo date



NEW COUNTRY: NEW ZEALAND

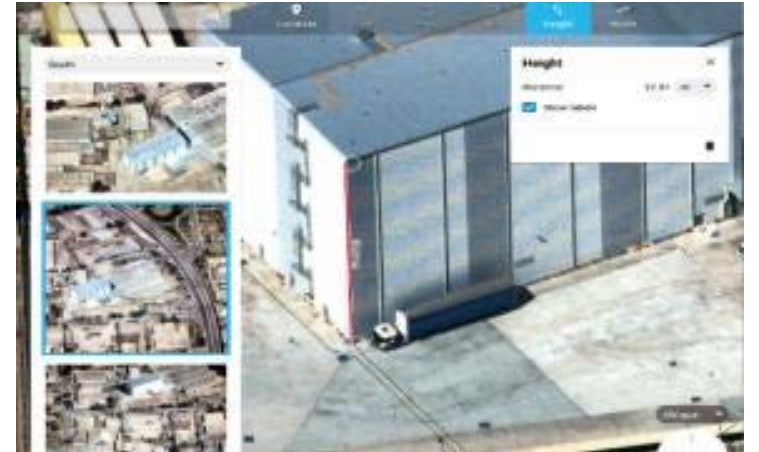
- 14 cities captured
- 72% population coverage
- Historical imagery library

PRODUCT EVOLUTION: NEW CONTENT AND PRODUCT.



NEW CONTENT: PANORAMA

- New version of Multiview
- High resolution
- Stitched together mosaic of multiple obliques
- Holistic 45° view



NEW PRODUCT: MEASURABLE OBLIQUES

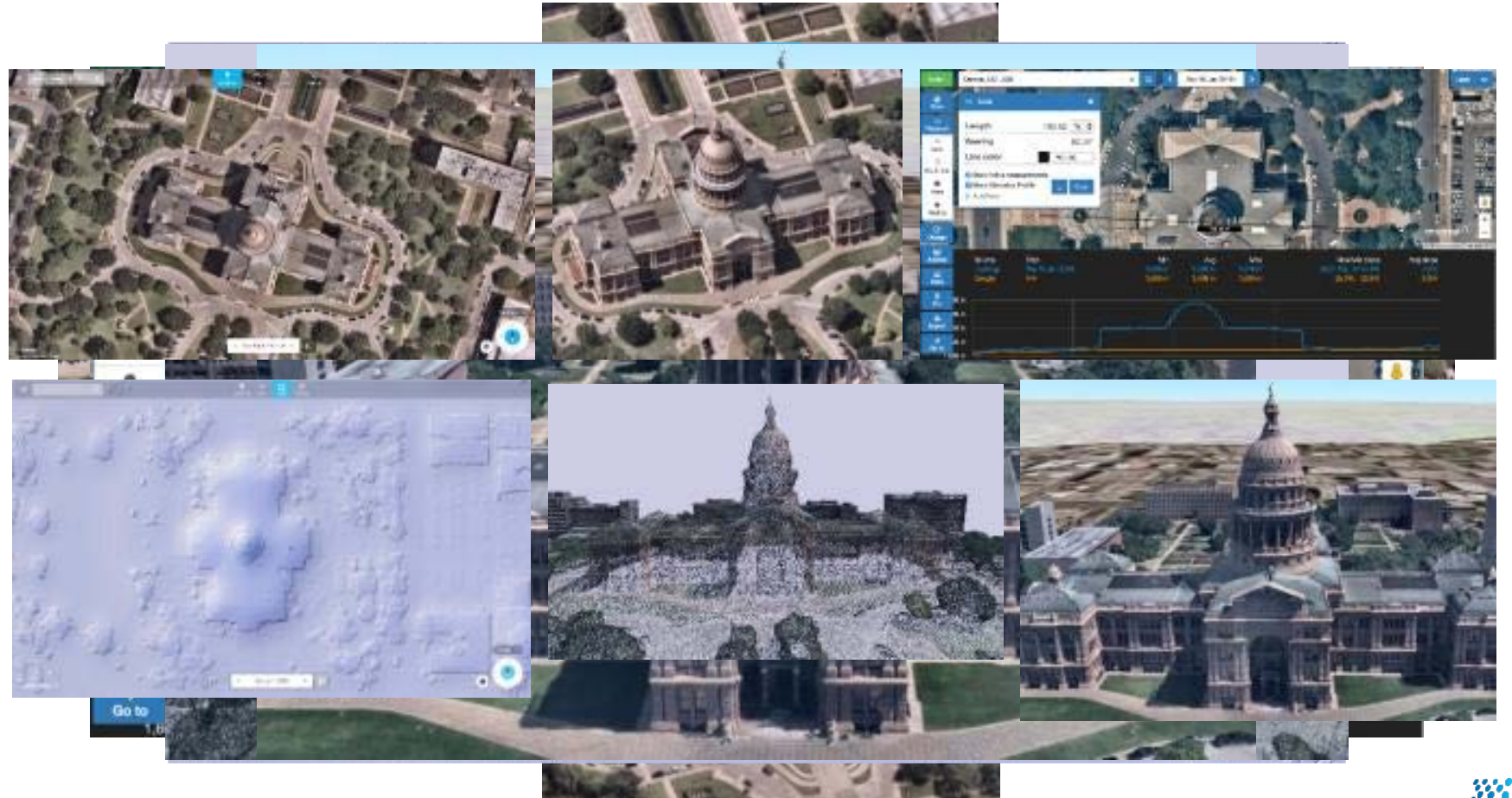
- 45° angle views
- Inspect site from 4 cardinal directions
- Rich capture meta-data makes accurate height & width measurements possible
- First layer of 3D

AERIAL IMAGERY EVOLUTION.

2D

- ✓ Ortho Imagery
- ✓ Oblique Imagery
- ✓ Surface Model
- ✓ Sun-shaded or Hill-shaded DSM
- ✓ Point Cloud
- ✓ Textured Mesh

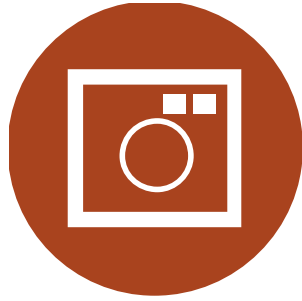
3D



3D DATA = 3D BUSINESS INTELLIGENCE.



Unlock new opportunities with multi-dimensional content



Unprecedented scale of capture



High-resolution and accurate



Making 3D content available for everyone



H2 FY18 UPDATE.



H2 GUIDANCE AFFIRMED

AU and US incremental ACV and STCR consistent with H1 FY18

US ACV reached >USD\$10M at 31 March 2018



OBLIQUE CAPTURE AND PRODUCTS

1st pass of global oblique capture program substantially complete – 2nd annual pass already commenced

Panorama and Oblique now rolled out in AU and US and contributing to both customer retention and ACV portfolio growth



STRATEGIC LEADERSHIP

Chief Marketing Officer to drive global brand marketing – Sue Klose (Executive Director) currently interim

Patrick Quigley appointed EVP & General Manager – International and Partners



3D ROLLOUT

Use cases in test with trial customers in public safety, telecommunications, property management, urban planning and renewable energy

Determination of value in each use case underway

CORPORATE INFORMATION.

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Captured: November 2016
Huntingdon Beach, CA

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