



Annual General Meeting

20 November 2014

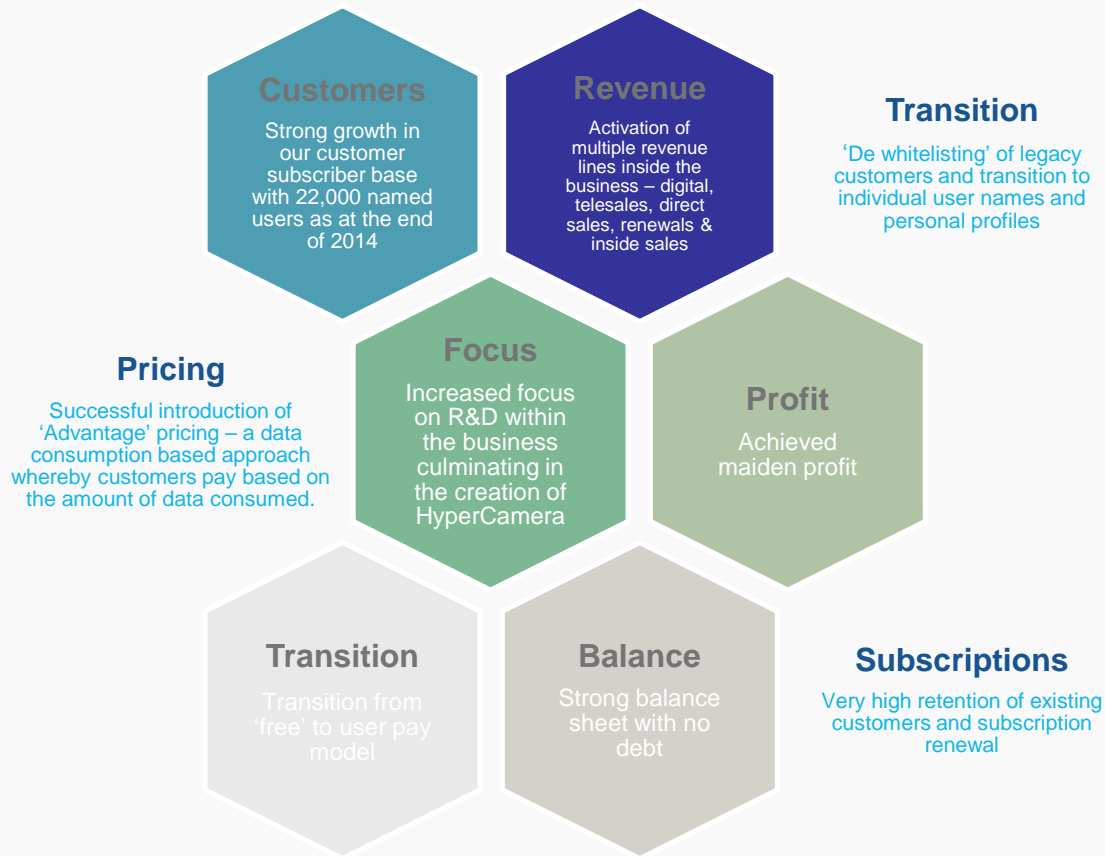


Deloitte.

Technology Fast50
Australia 2014

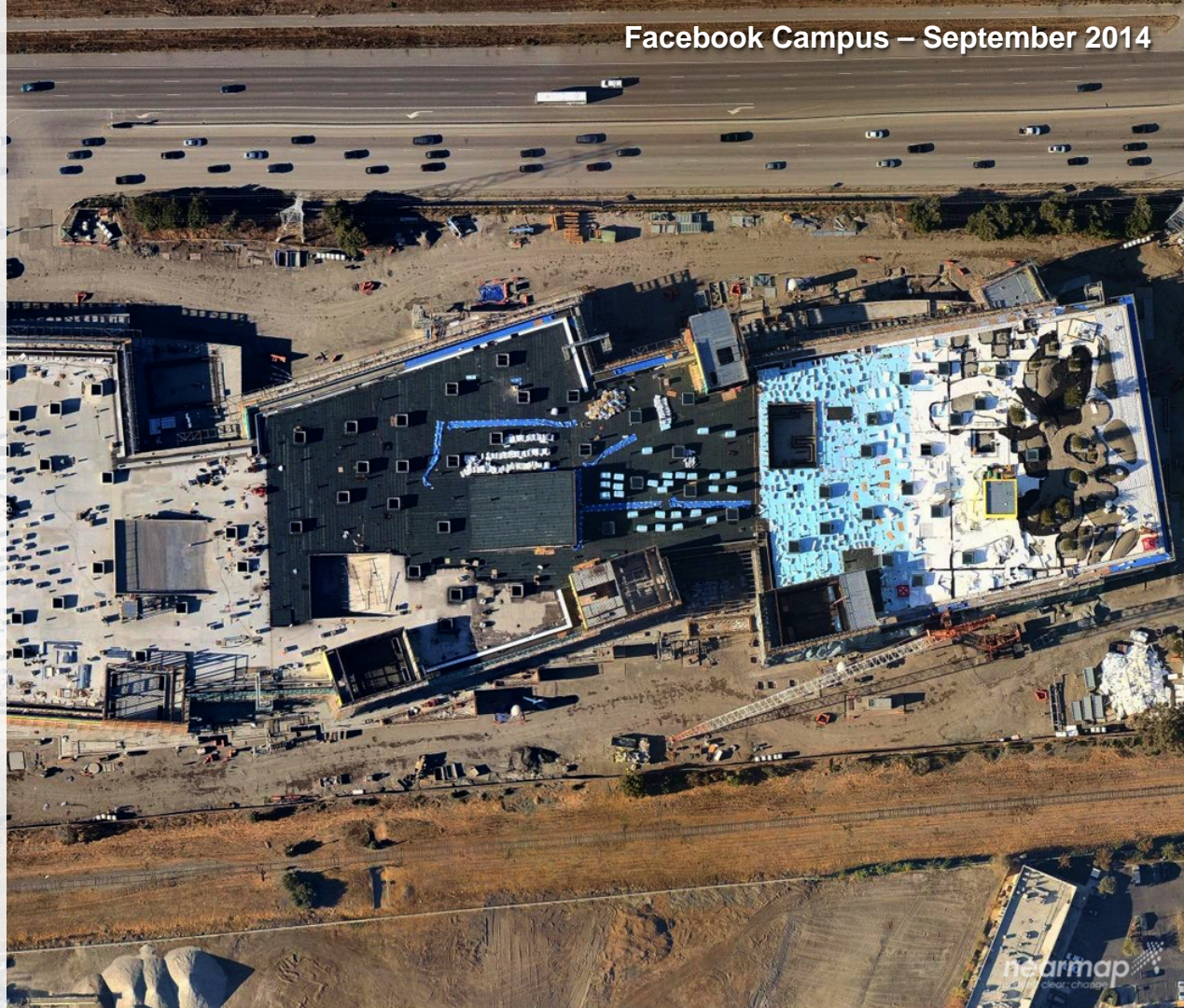
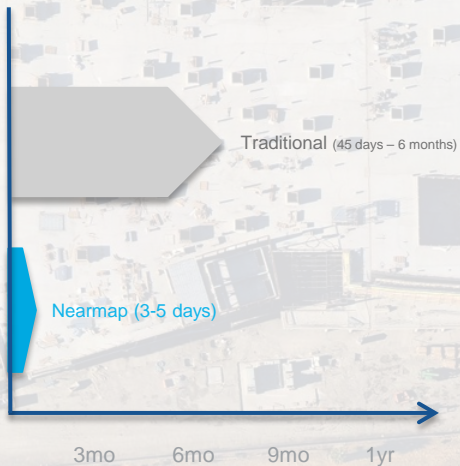


Group Highlights



Current. Clear. Change.

Images delivered within days of capture.



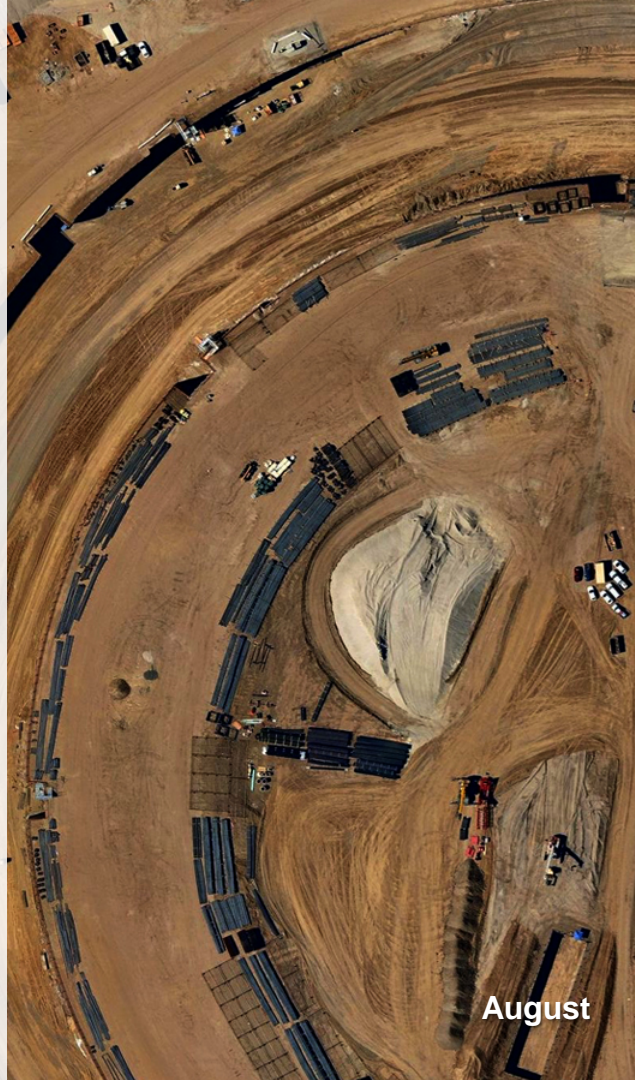
Current. Clear. Change.

High resolution imagery enables effective decision making.

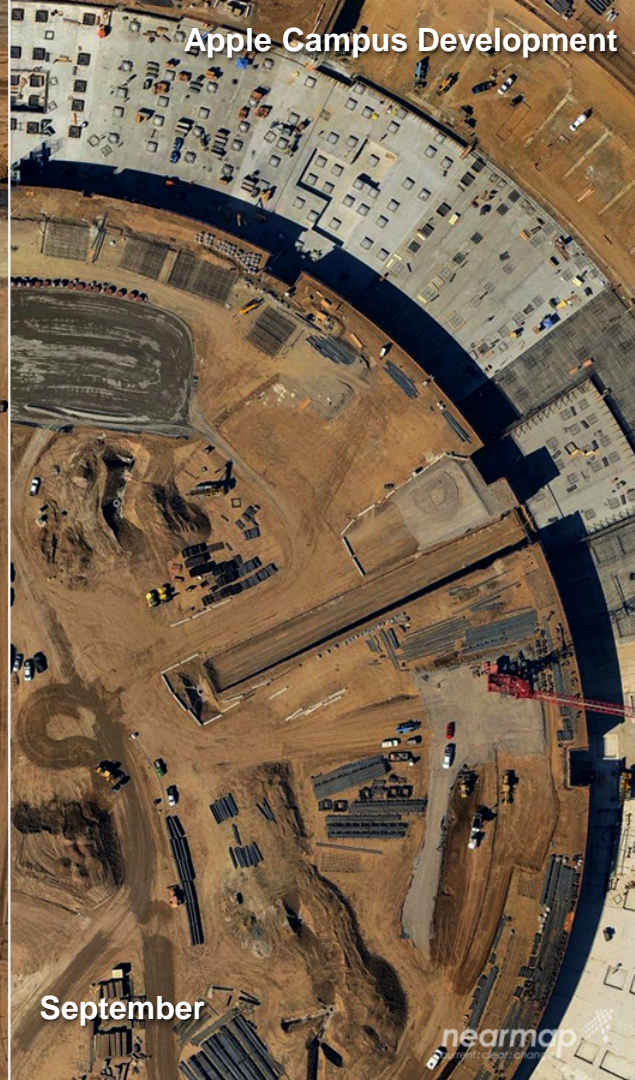


Current. Clear. Change.

Track change over time.



August



September

Apple Campus Development

Competitive Strengths & Barriers to Entry

- Patented intellectual property
- Frequent and responsive capture program
- High quality imagery (5-8cm resolution)
- Uniquely short delivery time (3-5 days vs 45+ competitor days)
- Time-series data (166TB of historical imagery since 2009)
- Disciplined focus on specific verticals
- Visual analytical tools and enriched data layers
- Mobile enhanced map browser
- Scalable e-commerce platform
- Expert and agile development capability
- Highly engaged and proven management team
- Capital light business model and strong free cash flows

Operational Highlights

- Launch of new products:
 - Rail (February 2014)
 - Solar (April 2014)
 - Property (May 2014)
 - Insurance (July 2014)
 - Construction (October 2014)
- Appointment of Chief Financial Officer
- Receipt of new patents for aerial mapping system
- Receipt of \$1.7m R&D tax credit in H2
- Execution of license agreement with Google Maps
- Seamless platform integration with Google Earth
- Commencement of US capture program

Results Scorecard

	FY14	FY13	INCREASE
Total Income ¹	20.1m	12.8m	57%
Revenue	17.8m	11.0m	62%
Net Profit After Tax ²	7.1m	(1.0)m	794%
Adjusted NPAT ³	1.3m	(1.7)m	176%
Adjusted EBITDA ⁴	5.8m	(0.2)m	3000%
EBITDA Margin ⁵	33%	(2)%	--
Earnings Per Shares	2.2c	(0.3)c	833%
Adjusted EPS ⁶	0.4c	(0.6)c	167%

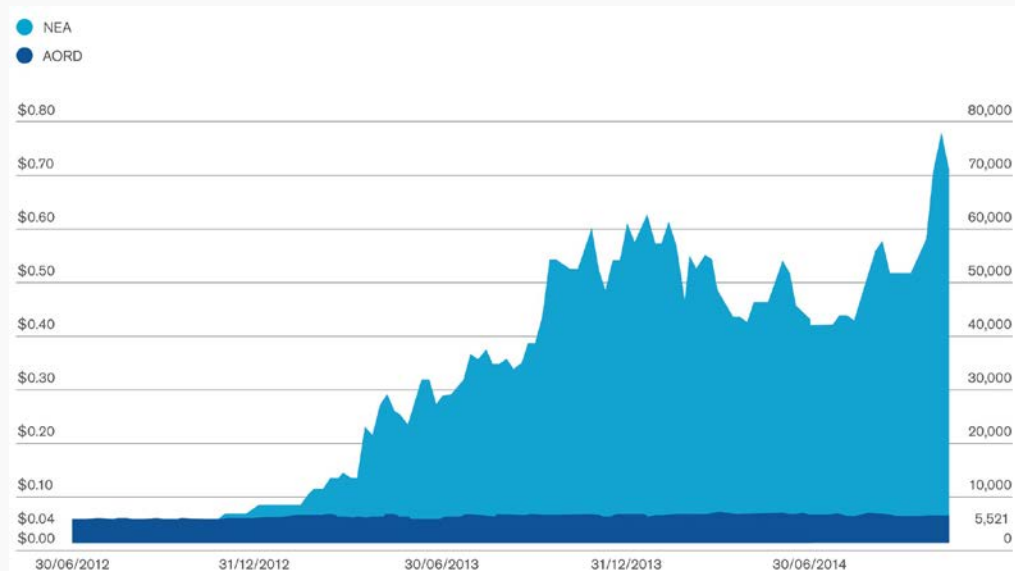
1. Includes government refund for eligible R&D activities (FY14 \$1.7m, FY13 \$1.5m)
2. Includes income tax benefit recognised for the first time (FY14 \$3.6m)
3. Adjusted NPAT Reconciliation available in FY14 Results Presentation
4. Adjusted EBITDA Reconciliation available in FY14 Results Presentation
5. Adjusted EBITDA / Revenue
6. Adjusted EPS Reconciliation available in FY14 Results Presentation

Significant Shareholder Growth

nearmap **1675%**

All Ordinaries **32%**

Market Capitalisation up from \$14m to \$236m since July 2012



Source: Yahoo Finance as at 10 November 2014

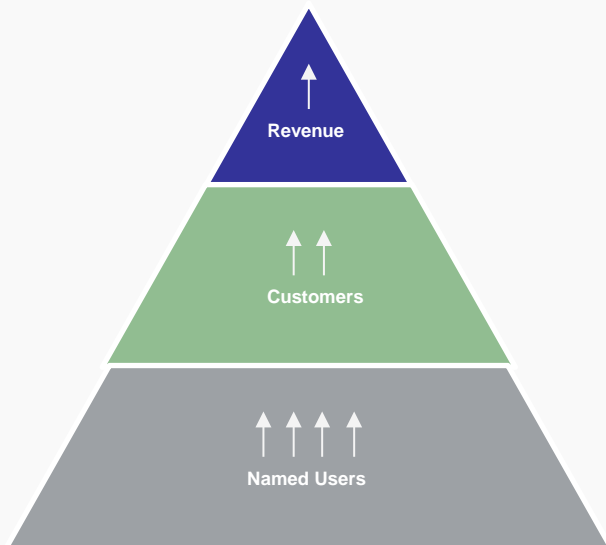
Business Strategy & Revenue Model

3 Stage Approach to Growth and Monetisation

- Establishment: proven intellectual property and business model
- Introduce marketing: win market share and build subscriber base
- Progress towards market dominance: increase yield and returns



Australian Business



- Growth company firmly in the growth phase of the business lifecycle
- Sophisticated operation derived from growth and monetisation of subscriber base
- Continued investment to facilitate growth:
 - Industrialising systems
 - Increasing the sales and marketing capability
 - Broadening management bandwidth
 - Planned investments to support long term expansion
- Observed change in sales mix resulting from implementation of the data usage model and preliminary retail offering
 - Sales aimed at increasing users per enterprise customer
 - Providing future upsell opportunities based on usage
 - Retail offering aimed a leveraging fixed cost base
 - Adding to incremental gross profit

United States Expansion

- The nearmap business model is a natural fit for the US, with its high level of urbanisation, high per-capita GDP and similar business mix to Australia.
- The US strategy will be focused on establishing a sales and marketing organisation that will initially target government and enterprise customers to generate immediate subscription revenue.
- Small business and personal users will be given a period of free access to drive adoption.
- Capture and commercialisation will be fully funded from existing cash flows.
- The nationwide US urban capture program is designed to capture 33% of the US population during FY15 (100m people), scaling to 50% of the US population during FY16 (150m people), captured multiple times a year.
- The easy-to-use map browser has already been localised for the US, including Google street maps and address search, demographic data overlays, and features for key verticals such as solar and insurance.
- US imagery is stored via Amazon Web Services.
- First-year combined capital and capture costs are expected to be around \$8m.
- Sales and marketing costs will be incurred as incremental to this capital investment.
- Ongoing capture costs, including expanding the capture program to 50% of the US population, are expected to be around \$8m per year.
- The aspirational sales goal in the US is \$30-\$50m per year by December 2017.

FY15 Outlook

- FY15 has started strongly with continued growth in named users
 - Complimented by the launch of new retail products
- December 2015 revenue target remains on track
 - Revenue targets are milestones used to measure performance, not indicators of total market size and maturity
- Scope for move Advantage pricing model to increase ARPU
 - Supported by extremely low churn
- Expansion into the US tracking ahead of expectations
 - 110m people already captured
- Disciplined investments to drive future growth
 - Industrialise systems and processes
 - Modest increases in marketing and management resources
- Preliminary reporting on a segment and corporate level
- Renewed confidence in ability to grow based on assessment of the market opportunities, current value proposition, experience in building a profitable and sustainable business, relentless focus on detail and disciplined execution, and most of all the calibre and quality of the people

Contact Details

Level 6

6-8 Underwood Street

Sydney, NSW 2000

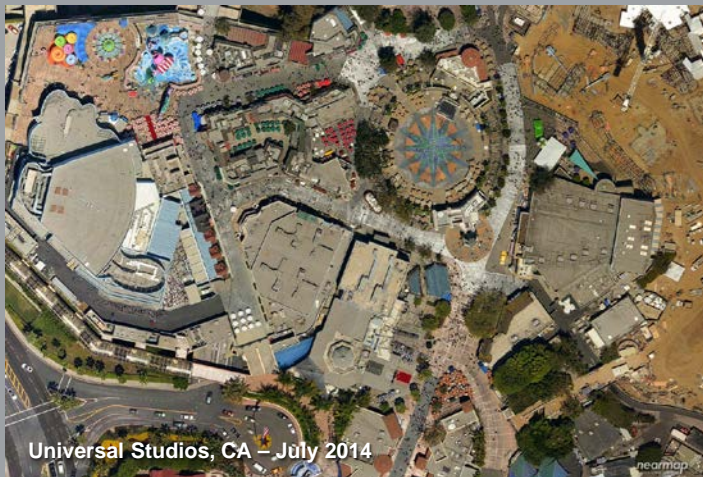
Australia

Telephone: +61 (0) 2 8076 0700

Facsimile: +61 (0) 2 8076 0701

Email: investor.relations@nearmap.com

Website: www.nearmap.com



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