



ASX Announcement

14 April 2011

ipernica Board change

ipernica Ltd

ABN 37 083 702 907

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Postal Address:

Postal Address: P O Box 1327,
West Perth, WA 6872, Australia

Australian Stock Exchange:

Code: IPR

Board of Directors

Non-executive Chairman:
Ross Norgard
Managing Director:
Graham Griffiths
Non-executive Directors:
Karl-Christian Agerup
Rob Newman
Brad Rosser

Senior Management:

Nearmap.com Chief Executive:
Simon Crowther
Chief Financial Officer:
Mark Maitland
General Counsel:
Jonathan Lawe Davies

Capital Structure

Fully-Paid Shares on Issue:
323.1 million
Unlisted Options on Issue:
7.76 million @ 16c
27.12 million @ 20c
12.50 million @ 40c
47.38 million

Cash Reserves:

A\$14M as at 28 Feb 2011

Perth, Western Australia – Diversified technology and intellectual property group, ipernica Ltd (ASX:IPR), today announced a further change to its Board following the restructure announcement of 17 February 2011, which outlined the addition of two experienced non executive directors (Dr Robert Newman and Bradley Rosser). These appointments are designed to assist subsidiary nearmap.com achieve its global potential through their extensive expertise and networks in both Europe and the United States.

With nearmap.com now successfully deployed in Australia (proven technology and logistical implementation), with subscription sales to date of approximately \$5.5 million and a 100% renewal rate from existing clients after their first 12 months usage, and with planning now underway for international expansion, nearmap.com founder Stuart Nixon has decided that the timing is right for him to step down from the ipernica board.

As the inventor of the nearmap technology, Stuart will focus on and drive nearmap.com's continued innovation and competitive advantage until the expiry of his 3 year employment contract in November 2011.

ipernica Chairman Ross Norgard said "Stuart is a world leading innovator and we look forward to his ongoing contribution to nearmap.com".

Profiles of all ipernica directors are available at the Company's website under "About Us".

http://www.ipernica.com/IRM/content/aboutus_boardprofiles.html

about ipernica

ipernica is a diversified technology and intellectual property ("IP") commercialisation group which is focused on the creation and exploitation of IP rights on a global basis, including 100% owned subsidiary nearmap.com, a location based media company that creates high quality, current and changing PhotoMaps.

Further Information:	Graham Griffiths, Managing Director, ipernica Ltd Tel: +618 9420 8500 Email: graham.griffiths@ipernica.com Website: http://www.ipernica.com
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