Annual General Meeting

30 November 2015

Hervey Bay, QLD
Group Highlights

Profitability
Australian revenue up 32%, gross profit up 36% on prior year

Value
Strength of customer value proposition and financial model

Management
Local Australian management team, extending sales capacity and launched marketing function

Leadership
CEO experienced in commercialising high growth technology companies in the US

Product
Product innovation on track to deliver Australian revenue run-rate guidance

US expansion
Capture program of 50% of US population and first commercial sales generated ahead of guidance

Technology
HyperCamera2 to solidify positioning as high-resolution aerial imagery leader

Balance
Strong balance sheet with US expansion funded internally

Subscriptions
Growing base of subscription customers with high retention

Maroubra Beach, NSW

Images delivered within days of capture

- Traditional (Australia 45 days – US 6 months)
- nearmap (3-5 days)

3mo  6mo  9mo  1yr

One World Trade Center, New York (October 2015)
High resolution imagery enables effective decision making

Gorgon Gas Project, Western Australia (October 2015)

Track change over time.
1. Bringing a focus to our US expansion, supported by continued investment in the market

2. Continued investment in scaling our Australian business

3. Investment in technology and product to add richness and value to our customer offering
Today

• Compelling product offering
• Significant market position – first mover advantage
• Growing subscription base with high customer retention
• Capable and motivated team
• Expansion to US underway with capture program covering 50% of the US population and growth in sales
• Investment in systems and plans to address the US opportunity
US Expansion

- Contracted sales of USD$500k (AUD$700k) achieved to date
- Customer needs and product value closely match what is seen in Australia
- Offering compelling relative to competitors
- Replicated successful Australian sales and marketing structure
- Providing tools to accelerate conversion of customer awareness to revenue generation:
  - By the end of this week, implementation of a more nurtured “paywall”
  - Marketing programs targeted at selected industry verticals
- Hiring of local leadership to support US growth
- Structures in place to enable accelerated revenue growth
• John Biviano leading the sales & marketing team
• Run-rate revenue will be between $28M and $32M by the end of the quarter
• High retention rates of our subscription customers
• Subscription revenue growth expected to continue

Perth Stadium, WA
• Building higher value tools and investing in next generation product

• HyperCamera2:
  • Development of our next generation product, delivering higher richness and value of the data

• Roll-out of product capabilities to commence over time
FY16 Outlook

- Growth in the US to be supported by strong balance sheet, new business growth and free cash flow in Australia
- Already one of the ten largest aerial imagery companies globally
- Focused on repeating our Australian success in the US:
  - Consideration of other territories after US success
- Development of tools and analytics to create new markets across a range of industries
- Strategy, products and team to accelerate our growth in Australia and our presence and results in the US
Disclaimer

The material in this presentation has been prepared by nearmap Limited ACN 083 702 907 (nearmap) and is general background information about nearmap’s activities current as at the date of this presentation. This presentation provides information in summary form only and is not intended to be complete. nearmap makes no representation or warranty as to the accuracy, completeness or reliability of any of the information contained in this presentation. It is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor. Due care and consideration should be undertaken when considering and analysing nearmap’s financial performance.

This presentation may contain forward-looking statements, including statements regarding nearmap’s current intentions, plans, expectations, assumptions and beliefs about future events. The words “anticipate”, “believe”, “expect”, “project”, “forecast”, “estimate”, “likely”, “intend”, “outlook”, “should”, “could”, “may”, “target”, “plan” and other similar expressions are intended to identify forward-looking statements. Investors and potential investors are cautioned not to place undue reliance on these forward-looking statements. nearmap does not undertake any obligation to publicly release the result of any revisions to these forward-looking statements to reflect events or circumstances after the date of this presentation to reflect the occurrence of unanticipated events. While due care has been used in the preparation of forecast information, actual results may vary in a materially positive or negative manner. Forecasts and hypothetical examples are subject to risks, uncertainty and contingencies outside nearmap’s control and are based on estimates and assumptions that are subject to change.

To the maximum extent permitted by law, each of nearmap and its directors, officers, employees, agents, contractors, advisers and any other person associated with the preparation of this presentation disclaims any liability, including without limitation any liability arising from fault or negligence, for any errors or misstatements in, or omissions from, this presentation or any direct, indirect or consequential loss howsoever arising from the use or reliance upon the whole of any part of this presentation or otherwise arising in connection with it.

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