

ASX release



NEARMAP AND OMNIEARTH ANNOUNCE STRATEGIC PARTNERSHIP

Partnership to provide enriched intelligent technology solutions to customers. Further builds Nearmap's foundations in the US market.

23 June 2016 – SYDNEY - Consistent with two of Nearmap's strategic objectives of:

1. Enhancing our technology leadership position by providing customers with an enriched set of intelligent technology solutions to drive increasing usage and value from Nearmap's imagery, and
2. Continuing to build the foundations of the business in the US,

Nearmap Ltd (ASX: NEA) is pleased to announce a new partnership with OmniEarth, the US based emerging leader in the Earth observation and geoanalytics industry, for nationwide high-resolution aerial imagery.

This agreement provides Nearmap with access to a larger and more diverse range of customers in the US including water management, property management and insurance.

OmniEarth will utilise Nearmap's extensive image library and add value to their customers using artificial intelligence to determine attributes associated with properties.

Nearmap and OmniEarth together will be able to provide these customers with a joint solution harnessing OmniEarth's intelligence and Nearmap's imagery to help them make better business decisions.

Prior to this agreement, OmniEarth was chartering aerial imagery on an as-needed basis – which is impractical for nationwide coverage. According to company president and CEO, Lars Dyrud, *"The Nearmap agreement gives our subscribers unprecedented insight and clarity. Our land classification accuracy averages between 95-99%, but requires extremely high-resolution imagery to highlight property details."*

Commenting on the new teaming arrangement, Patrick Quigley, SVP and GM for Nearmap US said, *"The partnership agreement with OmniEarth enables us to provide a richer technology tool set to our customers. These tools will enable them to derive greater value from our imagery. By providing increasingly deeper value, we will continue to build the foundations of a profitable and sustainable business in the US. Artificial Intelligence solutions, like OmniEarth's water management tools, give organisations new insights."*

About Nearmap

Built around proprietary PhotoMaps™ aerial imagery technology, Nearmap is a visual analytics company with a focus on empowering businesses with timely and reliable information on which to make decisions quickly and with confidence.

Our breakthrough technology enables imagery to be updated much more frequently than other providers. With populations of multiple countries covered regularly, Nearmap is changing the way governments, companies and communities see their world.

Further Information

Investors

Telephone +61 400 248 080
investor.relations@nearmap.com

nearmap.com current /clear /change
Level 6, 6-8 Underwood Street, Sydney NSW 2000
PO Box R1831, Royal Exchange, NSW 1225
Telephone +61 2 8076 0700 Facsimile +61 2 8076 0701
Email queries@nearmap.com Twitter @nearmap
ABN 37 083 702 907



For example, incorporation of imagery that is updated multiple times per year into their water management product allows OmniEarth to identify and audit conservation efforts, such as turf removal and changes in irrigation.

-ends-

About OmniEarth

OmniEarth improves our subscribers' ability to visualise the world around them by enhancing their ability to see, analyse, and react to change in real time. Through a constant stream of geoinformatics, OmniEarth subscribers always have access to imagery and derived information products from any location on Earth – on demand and over time. Our desire to investigate unanswered questions about our changing planet has led us to produce a reliable, constant data stream and enhanced decision-making tools for subscribers in the agriculture, energy, civil and military markets ... and everyone else who wants to better understand Earth. www.omniearth.net

About Nearmap

Nearmap empowers both government agencies and commercial businesses with spectacular, high-resolution, frequently updated aerial imagery. Nearmap's breakthrough technology creates PhotoMaps™ of unparalleled quality that are updated multiple times per year, helping businesses make decisions quickly and with confidence. Nearmap users save time and money with reduced site visits, efficient planning and improved access. For more information, visit <http://www.nearmap.com>