ASX release

18 March 2016

GENERAL MEETING PRESENTATION

18 March 2016 – SYDNEY – Attached is a presentation which Dr Rob Newman, CEO and Managing Director of nearmap Ltd (ASX: NEA) will be presenting at the Company’s General Meeting at 10:00 am today.

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
General Meeting

18 March 2016

Images delivered within days of capture

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

3mo 6mo 9mo 1yr

Walt Disney World Resort, FL
High resolution imagery enables effective decision making.

Perth Stadium, WA

Track change over time

Adelaide Hospital SA - 2012 (left) and 2016 (right)
1. Business Update
Update on nearmap's three key priorities for H2 FY16:

1. Accelerating growth in our Australian business
2. Building the foundations in the US
3. Maintaining our technology leadership
Accelerating growth in our Australian business

Continuing to accelerate revenue growth in Australia.

• New business is a combination of expansion within existing customers and continued addition of new customers.

• Adding sales initiatives to increase penetration in large enterprise prospects who are not yet customers.

Broadening the reach and effectiveness of marketing.

• Increased awareness through radio advertising campaign; and

• Added marketing automation to our online presence.

Continuing to move personal accounts to enterprise plans.

Delivering increased performance in H2 FY16 with similar sales & marketing costs to H1 FY16.
Building the foundations in the US

Continuing to accelerate revenue growth in the US.

Building US sales leadership:
• Commencement of Senior Vice President and General Manager US on 1 February 2016.

Aligning marketing focus with sales:
• Focussed awareness to target industries via tradeshows and email marketing;
• Use of case studies, white papers and solution marketing on the website; to
• Drive to earlier contact with sales; to
• Shorten the sales cycle and increase revenue.

Improved capture program coverage:
• Growing capture footprint in the US targeting coverage of over two-thirds of the US population.
US customer wins

Sales results:
- Over 250 customers.
- Deals ranging in size from USD$1k to $120k.
- Recent customer wins include:

Transport
- Metra
- d.
- OCTA

Property Management
- Cushman & Wakefield
- The University of Chicago

Local Counties
- Hillsborough County
- Clark County

Engineering
- Langon
- Parsons
- Whiting-Turner

Partners
- Folsom Labs
- Roofsnap
Maintaining our technology leadership

HyperCamera2 development:
• Currently undertaking test flights using HyperCamera2
• On track to deliver first commercial imagery by 30 June 2016.
• HyperCamera2 delivers value add products including oblique imagery.
• Commercial benefits include:
  • Improves nearmap competitive positioning with larger US prospective customers;
  • Increases the size of the available market; and
  • Premium product to increase revenues.
Summary

Reaffirming strategic priorities:

1. Accelerating growth in our Australian business
2. Building the foundations in the US
3. Maintaining our technology leadership

Next steps:
• Q3 FY16 trading update.
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 or any part of this presentation or otherwise arising in connection with it.

All currency amounts are in AU dollars unless otherwise noted.