NEARMAP LTD.
THE FUTURE OF LOCATION INTELLIGENCE.

ANNUAL GENERAL MEETING
15 NOVEMBER 2018
CHAIRMAN’S ADDRESS.

Mr Peter James, Chairman & Non-Executive Director
THE NEARMAP TEAM: BOARD

BOARD OF DIRECTORS (L TO R)
IAN MORRIS
Non-Executive Director (US)
SUE KLOSE
Non-Executive Director
CLIFF ROSENBERG
Non-Executive Director
PETER JAMES
Chairman & Non-Executive Director
ROSS NORGARD
Non-Executive Director
ROB NEWMAN
Chief Executive Officer & Managing Director
THE NEARMAP TEAM: EXECUTIVE

EXECUTIVE TEAM (L TO R)

HARVEY SANCHEZ
Chief Marketing Officer

TONY AGRESTA
Executive Vice President, Product

ANDY WATT
Chief Financial Officer

SUE STEEL
Executive Vice President, People & Culture

PATRICK QUIGLEY
Executive Vice President, International & Partnerships

ROB NEWMAN
Chief Executive Officer & Managing Director

TOM CELINSKI
Executive Vice President, Technology & Engineering

SHANE PRESTON
Executive Vice President, Sales
AGENDA.

1. **CHAIRMAN’S ADDRESS**
   Mr Peter James, Chairman & Non-Executive Director

2. **CEO REPORT**
   Dr Rob Newman, CEO & Managing Director
CHAIRMAN’S ADDRESS
MR PETER JAMES, CHAIRMAN & NON EXECUTIVE DIRECTOR

- RECORD GROUP PORTFOLIO GROWTH
- PRODUCT & TECHNOLOGY INVESTMENT ENHANCING CONTENT
- SCALABLE PLATFORM FOR OPERATIONAL AND GEOGRAPHIC GROWTH
CEO REPORT.

Dr Rob Newman,
Chief Executive Officer
and Managing Director
NEARMAP: POSITIONED FOR LONG TERM GROWTH

GLOBAL MARKET OPPORTUNITY
US$4.5 billion by 2025 (CAGR 14.6%)¹

PRODUCT INNOVATION
Track record of technology leadership

SCALABLE BUSINESS MODEL
SaaS business with strong operational leverage

COMPETITIVE ADVANTAGES
Compelling product addressing broad market

CAPITAL DYNAMICS
Record growth in Group ACV²
Cash resources to accelerate strategic objectives

² ACV = Annualised Contract Value
DELIVERING ON PRODUCT & TECHNOLOGY INVESTMENT
- New MapBrowser for easier use
- New tools for measurement (height)
- New content; Panorama, Oblique and beta 3D

RECORD US PORTFOLIO GROWTH
- $US7.6m incremental ACV (double pcp).
- Significant increase in average subscription size

AUSTRALIA CONTINUES TO DEMONSTRATE BUSINESS MODEL SCALE
- Near record growth in H2
- Gross Margin maintained at 94%
- >50% free cash

GROWTH ORIENTED TEAM
- Leadership team with deep experience in growth and international expansion

RICH EXPANDING DATA SET
- Several million gigabytes of data
- Increasing richness of data
FY18 FINANCIAL HIGHLIGHTS

$66.2m
Group ACV$1

8,863
Subscriptions globally

$7,473
Average Revenue per Subscription (ARPS)

41%
Group ACV$1
Growth pcp

114%
Group Sales Team Contribution Ratio

7.5%
Group Subscription churn

1 ACV = Annualised Contract Value
All currency amounts are in AU dollars unless otherwise noted
BUILDING MOMENTUM IN AU AND US

GROUP ACV GROWTH (AUD$m) ²

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2 Year Compound Annual Growth - 35%

GROUP SUBSCRIPTIONS GROWTH

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2 Year Compound Annual Growth - 11%

GROUP ARPS ¹ GROWTH (AUD$m) ²

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2 Year Compound Annual Growth
US - 82%
AU - 11%

¹ ARPS = Average Revenue per Subscription
² US ACV translated at period end exchange rate
GROWTH DRIVES REVENUE AND LIFETIME PORTFOLIO VALUE

AU TO US SUBSCRIPTION REVENUES REBASED TO FIRST YEAR OF CAPTURE (AUD$m)

GROWTH IN PORTFOLIO LIFETIME VALUE (LTV) $ AUD$m

1 LTV – Lifetime Value—Measured since 30 June 2017
2 US ACV translated at period end exchange rate
DIVERSE GLOBAL CUSTOMER BASE

GROUP ACV PORTFOLIO BY INDUSTRY: 30 JUNE 2018

- Diverse customer base in both AU and US
- National enterprise customers
- Significant small and medium enterprise customer base
NEARMAP’S NET CASH FLOW FY18 (AU$m)

- AU - $26.7m
- US - $(22.7)m
- Unallocated - $(14.8)m

Operating $(2.7)m

- Investing $(9.5)m
- Financing $1.5m

Closing Net Cash $17.5m
FY18 PRODUCT EVOLUTION: ENHANCED INTERFACE AND GEOGRAPHY

NEW INTERFACE: MAPBROWSER
- Intuitive interface
- Continuous zoom
- Annotated, georeferenced export
- Mobile-responsive
- Oblique photo date

NEW COUNTRY: NEW ZEALAND
- 14 cities captured
- 72% population coverage
- Historical imagery library
FY18 PRODUCT EVOLUTION: NEW CONTENT AND PRODUCT

NEW CONTENT: PANORAMA

• New version of Multiview
• High resolution
• Stitched together mosaic of multiple obliques
• Holistic 45° view

NEW PRODUCT: MEASURABLE OBLIQUES

• 45° angle views
• Inspect site from 4 cardinal directions
• Rich capture meta-data makes accurate height & width measurements possible
• First layer of 3D
FY19 TRADING UPDATE

CONTINUED GROWTH IN GROUP PORTFOLIO
Group portfolio exceeds $70m at end of Q1 FY19

AUSTRALIAN MOMENTUM CONTINUES
All channels continue to perform with strong metrics

US PENETRATION CONTINUES
Enterprise sales driving growth
With increasing contribution from SME

EARLY SALES IN NEW ZEALAND MARKET
Early sales to government, enterprise and SME

CONTINUED PRODUCT DELIVERY
- Roof measurement tools
- Enhanced content 3D (offline) available this month as standard product
- Enhanced integration and scalability for enterprise
FY19 OUTLOOK

**REAFFIRM GUIDANCE**
FY19 cash flow break even, excluding use of capital raise proceeds

**3D LEADERSHIP EXTENDED**
3D content and tools available in MapBrowser
Increased 3D content with next generation HyperCamera

**SET FOR ACCELERATED GROWTH**
Execution track record
Strong leadership team
Strong balance sheet
Will enable Nearmap to expand geography and product leadership
USE OF CAPITAL RAISE PROCEEDS HAS BEGUN

US SALES & MARKETING RAMP
- Continue existing sales & marketing strategy
- Add a highly focused sales & marketing strategy for deep penetration of specific US verticals / geographies
- Campaigns to be rolled out in H2 FY19
- Return on investment to be measured through sales team contribution ratio
- Reaffirm up to $10m in campaigns over FY19 and FY20

EXPANSION TO CANADA
- Attractiveness driven by geospatial readiness, market characteristics and proximity to leverage US operational base
- Capture program to begin spring / summer 2019
- First sales expected calendar 2019

EXPANDED PRODUCT & CONTENT
- Will roll out 3D capture productivity enhancement with next generation HyperCamera2 in H2 FY19
- Planned investment in enhanced tools and value added content through building in-house capabilities plus evaluating acquisitions
CORPORATE INFORMATION

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