NEARMAP – THE FUTURE OF LOCATION INTELLIGENCE.

MACQUARIE AUSTRALIA CONFERENCE
1 MAY 2018
OUR MISSION.

WE CHANGE THE WAY YOU VIEW THE WORLD, SO YOU CAN PROFOUNDLY CHANGE THE WAY YOU WORK.
GLOBAL MARKET OPPORTUNITY
Substantial global market opportunity – runway for sustained growth, is on track to reach US $4.5B by 2025 (CAGR 14.6%) ¹
Creating new market with 3D

PROVEN PRODUCT LEADERSHIP
Innovation culture
Track record of bringing new products to market
Easy access and seamless integration of content

SCALABLE BUSINESS MODEL
Established, loyal and growing customer base
High retention rates and opportunity for upsell
Recurring revenues with high gross margins
Effective and focused sales and marketing capability
Scalable with significant fixed cost leverage

CLEAR COMPETITIVE ADVANTAGES
Coverage
Resolution
Frequency
Consistency
History
Functionality
Usability

STRONG CAPITAL DYNAMICS
Operating investments largely in place – moving to generating returns
Record growth in Group ACV², generated in both markets
Net cash reserves to self fund growth
Strong free cash flow and return on invested capital

² ACV = Annualised Contract Value
BUSINESS MODEL: RECURRING SUBSCRIPTION REVENUES GENERATE OPERATIONAL LEVERAGE.

Recurring subscription revenue base (12 month customer retention at 31-Dec-17: 91%)

Productive sales and marketing investment through Sales Team Contribution Ratio

Relatively fixed capture and opex investment

Indicative example highlights free cash flow generation of business as it scales – replicating the AU experience in the US

Key drivers of indicative model:
- ACV portfolio renews each year
- 100% Sales Team Contribution Ratio – productive sales & marketing investment
- Fixed capture and opex investment

INDICATIVE ONLY: Example does not constitute guidance or imply any forward looking statements
RECORD PORTFOLIO GROWTH.
GROUP PORTFOLIO LTV\(^3\) = $480M

GROUP ACV GROWTH (AUD$M) \(^2\)

GROUP SUBSCRIPTIONS GROWTH \(^2\)

GROUP ARPS \(^1\) GROWTH \(^2\)

\(^1\) ARPS = Average Revenue per Subscription
\(^2\) Adjusted for AU personal subscription account products ceased during FY16
\(^3\) LTV = Lifetime Value
H1 FY18 KEY FINANCIAL HIGHLIGHTS.

27% Growth in H1 Group Revenues on pcp

80% Group Gross Margin

97% Group Sales Team Contribution Ratio

31% Growth in H1 Group Expenses on pcp

$1.2M Group EBITDA

$20.6M Closing Group cash

Reflects the investment program underway at Nearmap over the last 18 months.
CURRENT. CLEAR. CONSISTENT. COMPREHENSIVE.

We’ve set the standard for current, clear imagery.

WE CAPTURE 88% of Australia’s population up to 6 times per year:

And 67% of the US’s population up to 3 times per year.

FRESH CONTENT TO THE CLOUD IN DAYS after we process & upload.

WE’VE EXPANDED OUR FOOTPRINT and are now photographing over 500,000 square kilometers annually — a 90% increase over our FY2017 capture program.

HIGHER RESOLUTION, MORE ACCURATE IMAGERY with our newest HyperCamera 2 system.
THE NEARMAP TIMELINE.

PRE-2012
• Development of HyperPod
• First Australian captures in Perth
• Content software and delivery in the cloud

2012
• Implementation of cloud-based subscription model

2013-14
• Development of new camera system
• First US captures undertaken

2015
• Commencement of commercial US operations
• First Australian $1M subscription contract

2016
• First Oblique captures

2017
• Over 8,000 subscribers worldwide

2018 & BEYOND
• Measurable Obliques
• Export 3D content
• Partnerships
• 3D visualization & streaming
• Open source developer community
• Integrated drone content
DIVERSE GLOBAL CUSTOMER BASE.

- Diverse customer base in both AU and US
- National enterprise customers in both territories, as well as partners
- Significant small and medium enterprise customer base covering a range of industries and use cases
- Key government supplier including local counties in the US, and local and state government in Australia (including preferred supplier to Landgate’s Capture WA Contract panel)
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
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
AERIAL IMAGERY EVOLUTION.

2D
- Ortho Imagery
- Oblique Imagery
- Surface Model
- Sun-shaded or Hill-shaded DSM
- Point Cloud
- Textured Mesh

3D
Unlock new opportunities with multi-dimensional content
Unprecedented scale of capture
High-resolution and accurate
Making 3D content available for everyone

3D DATA = 3D BUSINESS INTELLIGENCE.
H2 FY18 UPDATE.

H2 GUIDANCE AFFIRMED
AU and US incremental ACV and STCR consistent with H1 FY18
US ACV reached >USD$10M at 31 March 2018

OBLIQUE CAPTURE AND PRODUCTS
1st pass of global oblique capture program substantially complete – 2nd annual pass already commenced
Panorama and Oblique now rolled out in AU and US and contributing to both customer retention and ACV portfolio growth

STRATEGIC LEADERSHIP
Chief Marketing Officer to drive global brand marketing – Sue Klose (Executive Director) currently interim
Patrick Quigley appointed EVP & General Manager – International and Partners

3D ROLLOUT
Use cases in test with trial customers in public safety, telecommunications, property management, urban planning and renewable energy
Determination of value in each use case underway
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