NEARMAP – A GLOBAL LEADER IN LOCATION INTELLIGENCE.

A GLOBAL GEOSPATIAL VISION
An integrated global location intelligence company, delivering multiple imagery, data formats and insights.

FOREFRONT OF TECHNOLOGY EVOLUTION
From camera systems to processing software to product features and beyond.

COMPPELLING CUSTOMER UTILITY
Nearmap content embeds into customer workflows to address a range of business issues.

POWERSFUL BUSINESS MODEL
Bringing Nearmap’s unique content and insights to:
- New customer segments
- New and diverse use cases

ATTRACTIVE UNIT ECONOMICS
Efficiency of sales & marketing, retention and capture program
- Over $1 billion of customer lifetime value
- Cash generative SaaS business model with capital to fund growth
A REVOLUTION IN AERIAL IMAGERY DELIVERY.

THE NEARMAP VALUE CHAIN

State of the art capture systems

- Proprietary software
- Cloud based storage
- Instant subscription access

Content, tools and insights

US coverage – 71% of population
AU coverage – 88% of population
NZ coverage – 72% of population
CA coverage – 62% of population
A LARGE AND GROWING GLOBAL MARKET OPPORTUNITY.

**GROWING AERIAL IMAGERY MARKET**
Global aerial imagery market estimated at USD$7.4 billion (2018), growing to USD$10.1 billion in 2020 *

**MARKET EXPANDING BUSINESS MODEL**

**TOTAL ADDRESSABLE MARKET +**
- AUD $250-300m
- USD $1-2b
- NZD $50m
- CAD $300-400m

**CONTENT INCREASES MARKET SHARE AND OPENS NEW MARKET SEGMENTS**

**NEW GEOGRAPHIC MARKETS**

* Geobuiz "Geospatial Industry Outlook & Readiness Index" 2018 edition, Geospatial Media & Communications
* Nearmap company estimates
STANDARD GROWTH IN H1 FY19 KEY METRICS. GROUP PORTFOLIO LIFETIME VALUE EXCEEDS $1B.

**ANNUALISED CONTRACT VALUE (ACV)**

$78.3m ↑ 44% on pcp

**REVENUE**

$35.5m ↑ 45% on pcp

**GROSS MARGIN**

82% ↑ 2% on pcp

**GROUP SALES TEAM CONTRIBUTION RATIO**

117% ↑ 20% on pcp

**GROUP SUBSCRIPTION CHURN**

6.0% ↓ 3% on pcp

**SUBSCRIPTIONS ACCESSING NEW PRODUCT FEATURES**

$16m ↑ 77% since 30 June 2018
ACV PORTFOLIO OF $78.3M.
SIX-FOLD GROWTH IN US ACV IN TWO YEARS.

GROUP ACV\(^1\) GROWTH (AUD\$m)

- Compound Annual Growth - 38%

GROUP SUBSCRIPTIONS GROWTH

- Compound Annual Growth - 11%

GROUP ARPS\(^2\) GROWTH (AUD\$m)

- Compound Annual Growth
  - US - 56%
  - ANZ - 12%

[Graphs and data tables showing growth in ACV, subscriptions, and ARPS for US and ANZ]
H1 FY19 OPERATIONAL HIGHLIGHTS POSITION FOR FUTURE GROWTH.

PRODUCT ENHANCEMENT
- Launched a range of new products, including:
  - Offline 3D subscription availability
  - Roof measurement tools
  - Enhanced integration and scalability for enterprise customers

CAPTURE TECHNOLOGY
- Next generation of HyperCamera2, allowing higher, faster capture

MACHINE LEARNING RESEARCH
- Data science team conducting research on deriving insight from extensive Nearmap data set

SCALING FOR A GLOBAL OPPORTUNITY
- Strengthened balance sheet following capital raise
- Enables acceleration of strategic objectives including international expansion, sales & marketing and product and technology development
- Executing growth strategies
Capital raise has allowed implementation of growth initiatives.

OPENED AND FULLY STAFFED NEW YORK OFFICE

- Initial sales begun by this targeted sales and marketing effort
- Overlay “strike team” in addition to our established US sales and marketing
- Allows deeper penetration into a market with GDP greater than total Australian GDP
CAPITAL RAISE GROWTH INITIATIVES UNDERWAY.

EXPANSION TO CANADA

- Initial spring “leaf off” captures of Canada have begun
- Sales and operations to leverage existing US infrastructure
- Initial commitment to purchase Canadian content already signed
CAPITAL RAISE GROWTH INITIATIVES UNDERWAY.

3D AVAILABLE ON-LINE THIS MONTH

- 3D will be available in MapBrowser:
  - Available to all customers as upsell on existing subscription
  - Customers can also export 3D
- 3D Off-line sales have been progressing well in Australia and US for a variety of use cases
OUTLOOK AND PRIORITIES.
CASH FLOW GUIDANCE AFFIRMED.

ACV\(^1\) GROWTH
- Drive strong portfolio growth across Australia, US, New Zealand and Canada
- Identify other regions for future expansion

PRODUCT LEADERSHIP
- Continue to drive leadership in delivering new products and content
- Extend leadership in capture systems and processing
- Invest in data analytics for location intelligence

LEADING CUSTOMER EXPERIENCE
- Transform the way our customers work
- Enhance their experience through broader tools and easy to use platform

OUTLOOK AND GUIDANCE
- Trading CY19 in line with expectations. Group portfolio LTV\(^4\) >$1.4b at end of Q3 FY19
- Reaffirm cash flow break even for FY19 (excluding deployment of capital raise proceeds)
- Continuing to invest to support sustained growth
### DEFINITIONS

<table>
<thead>
<tr>
<th>TERM</th>
<th>DEFINITION</th>
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<tbody>
<tr>
<td>¹ACV</td>
<td>Annualised Contract Value = annualised value of all active subscription contracts in effect at a particular date</td>
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<tr>
<td>²ARPS</td>
<td>Average Revenue per Subscription = Total ACV divided by total number of subscriptions</td>
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<tr>
<td>³Churn</td>
<td>ACV value of subscriptions not renewed at the end of a subscription period, offset by the value of recovered subscriptions previously churned</td>
</tr>
<tr>
<td>⁴LTV</td>
<td>Portfolio Lifetime Value calculated as: ( \frac{ACV \text{ Portfolio value} \times \text{gross margin %}}{\text{Churn %}} )</td>
</tr>
<tr>
<td>⁵n/a</td>
<td>Not meaningful when metric is negative</td>
</tr>
<tr>
<td>⁶pcp</td>
<td>Prior comparative period</td>
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<tr>
<td>⁷STCR</td>
<td>Sales Team Contribution Ratio = ratio of incremental ACV generated by a sales team in a period, compared to the direct costs of obtaining that incremental ACV</td>
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<tr>
<td>⁸SaaS</td>
<td>Software as a Service</td>
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All figures presented are in AUD unless otherwise stated.
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