



## ASX RELEASE

12 December 2019

### NEARMAP ANNOUNCES US ACQUISITION OF ROOF GEOMETRY TECHNOLOGY

Nearmap Ltd (ASX:NEA) is pleased to announce it has acquired technology and intellectual property from Primitive LLC (**Pushpin**), a deep learning and analytics technology company that extracts data to provide roof geometry insights. The technology allows Nearmap to rapidly extract and disseminate roof geometry from its widescale 3D content and offer a new type of location intelligence to customers.

"By acquiring Pushpin's 3D geometry extraction technology and pairing it with our rich data, we bring the best of both worlds together at unprecedented scale," said Dr. Rob Newman, Managing Director and Chief Executive Officer of Nearmap. "Over the past couple of years, we've evolved our offering into a multi-product portfolio, and this acquisition is an important milestone in our approach to continue adding new content types for our customers."

With this new technology, Nearmap can provide a semi-automated calculation and extracted representation of any roof geometry within an hour, significantly reducing turnaround time. The combination of 3D content from Nearmap and geometry extraction technology from Pushpin opens up a diverse range of use cases, enabling businesses to fast-track quoting and fulfillment of roofing projects, determine solar irradiance, plan drone delivery routes and model 5G propagation.

The US\$3.5m asset acquisition is consistent with a commitment to accelerate growth opportunities via targeted and selective acquisitions, facilitated by the \$70m equity raising in September 2018. The acquisition also enables Nearmap to further monetise its next generation HyperCamera2 content, and more deeply penetrate the roofing and solar industry verticals, both of which extend growth opportunities for the Company.

"The addition of geometry extraction technology into our large-scale 3D reality models will enable us to further evolve our offering and produce at scale roofing geometry," said Dr. Tom Celinski, Executive Vice President, Technology and Engineering at Nearmap. "With the added ability to provide roof geometry data, we will be able to provide even deeper insights into what's happening in urban environments and help businesses and government organisations profoundly change the way they work."

-ends-

Authorised by:  
Board of Nearmap Ltd

**WE CHANGE THE WAY PEOPLE  
VIEW THE WORLD, SO THEY CAN  
PROFOUNDLY CHANGE THE WAY  
THEY WORK.**

#### NEARMAP.COM

For further information please contact:  
Andy Watt, Chief Financial Officer  
Level 4, Tower One, International Towers,  
100 Barangaroo Avenue, Barangaroo NSW 2000  
T: +61 2 8076 0700 | F: +61 2 8076 0701  
E: [investor.relations@nearmap.com](mailto:investor.relations@nearmap.com)

ABN 37 083 702 907