

NEARMAP

INVESTOR PRESENTATION
FY21 RESULTS
18 AUGUST 2021

FEB 2021 | SUN LAKE, AZ U.S.



IMPORTANT NOTICE AND DISCLAIMER

This presentation includes the following measures used by the Directors and management in assessing the on-going performance and position of the Group: EBITDA, EBIT, ACV, ARPS, Churn, LTV and STCR. These measures are non-IFRS under Regulatory Guide 230 (Disclosing non-IFRS financial information) published by the Australian Securities and Investments Commission and have not been audited or reviewed. A reconciliation of Statutory Net profit/(loss) after tax to EBITDA is included in the Appendices of this presentation.

The material in this presentation has been prepared by Nearmap Ltd ACN 083 702 907 (Nearmap) and is general background information about Nearmap's activities, current as at the date of this presentation and is provided for information purposes only. It should be read in conjunction with Nearmap's periodic and continuous disclosure announcements filed with the Australian Securities Exchange, available at www.asx.com.au. This presentation provides information in summary form only and is not intended to be complete. Nearmap makes no representation or warranty, express or implied, as to the accuracy, completeness, fairness or reliability of any of the information, opinions, forecasts, reports, estimates and conclusions contained in this presentation. It is not intended to be relied upon as advice or a recommendation to investors or potential investors and does not take into account the investment objectives, financial situation, taxation situation or needs of any particular investor. Due care and consideration should be undertaken when considering and analysing Nearmap's financial performance. An investor must not act on any matter contained in this document but must make its own assessment of Nearmap and conduct its own investigations and analysis. Investors should assess their own individual financial circumstances and consider talking to a financial adviser, professional adviser or consultant before making any investment decision. This document does not constitute an offer, invitation, solicitation or recommendation with respect to the purchase or sale of any security in Nearmap nor does it constitute financial product advice. This document is not a prospectus, product disclosure statement or other offer document under Australian law or under any other law. This document has not been filed, registered or approved by regulatory authorities in any jurisdiction.

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 and should note that they are provided as a general guide only. Subject to any continuing obligations under applicable law, 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 any change in expectations in relation to any forward looking statements or any change in events, conditions or circumstances on which any such statements are based. 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 known and unknown risks, uncertainty, assumptions and contingencies, many of which are outside Nearmap's control, and are based on estimates and assumptions that are subject to change and may cause actual results, performance or achievements to differ materially from those expressed or implied by such statements.

By reading this document you agree to be bound by the limitations set out in this document. To the maximum extent permitted by law, each of Nearmap, its related bodies corporate, or their respective 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 Australian Dollars unless otherwise noted.

Tables may not add due to rounding.


AGENDA

KEY HIGHLIGHTS

FY21 PROGRESS

STRATEGY & OUTLOOK

APPENDIX

 OCT 2020 | HUNTLEY, IL U.S.



KEY HIGHLIGHTS

Annual Contract Value (ACV) portfolio closed FY21 at \$133.8m (CC), exceeding initial guidance of \$120m-\$128m

- Record incremental ACV growth from the North American portfolio for consecutive half year periods

Breakthrough in HyperCamera3 progress

- HyperCamera3 design completed and prototype system tested in flight
- Significant technological breakthrough and further extends technology leadership

First year of monetising commercially available Nearmap AI

- Tens of millions of attributes on subscription

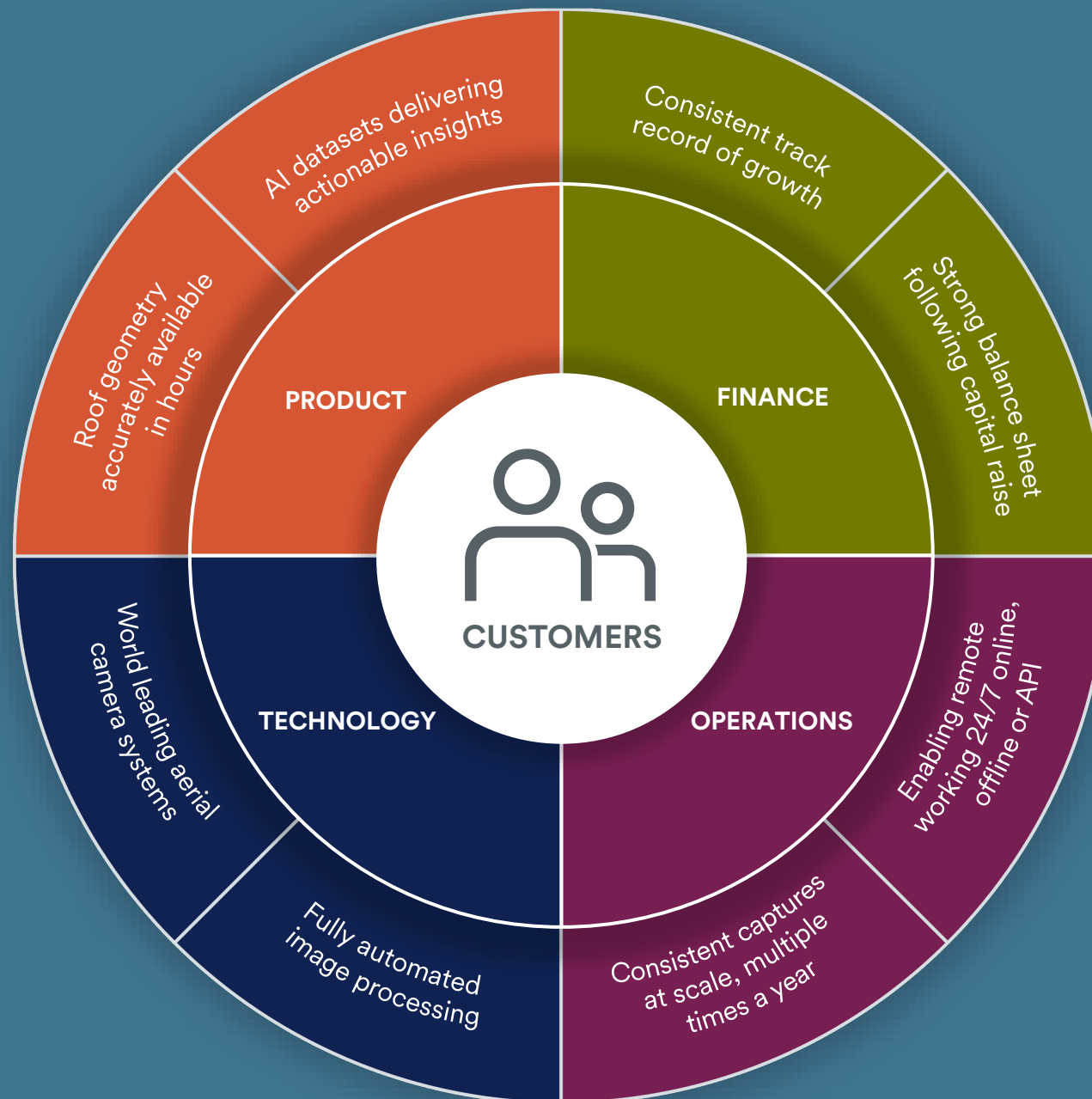
Balance Sheet strength maintained; supports future investment

- Disciplined investment post capital raise with minimal cash consumption

1 Guidance was based on the FY20 year-end USD exchange rate of 0.6863 as outlined at the time guidance was issued

AUG 2020 | LAKE CHARLES, LA U.S.

DELIVERING
CERTAINTY
IN UNCERTAIN
TIMES...



WITH A **CLEAR**
STRATEGY,
CONSISTENT
PERFORMANCE
& **PASSIONATE**
TEAM

NEARMAP FY21 RESULTS

RECORD PERFORMANCE IN NORTH AMERICA DRIVES STRONG ACV GROWTH



ANNUAL CONTRACT VALUE¹
\$128.2m (**\$133.8m** ↑ 26% at CC)



SALES TEAM CONTRIBUTION RATIO²
89% ↑ from 54%



STATUTORY REVENUE
\$113.4m ↑ 17%



SUBSCRIPTION RETENTION
93.1% ↑ from 90.1%



GROSS MARGIN²
75% ↑ from 69%



CASH AT BANK
\$123.4m ↑ from \$33.8m³

¹ Annual Contract Value (ACV) presented on an “as reported” basis at period end US Dollar (USD) exchange rate of 0.7518 and a “constant currency” (CC) basis at the FY20 period end USD exchange rate of 0.6863, to compare to the prior comparative period (pcp), removing the impact of USD exchange rate movements and facilitating comparability of operating performance

² Gross margin and Sales Team Contribution Ratio presented on a pre-capitalisation basis; refer appendix for definition

³ Excludes bank guarantees of \$2.3m which have been classified as cash on the Balance Sheet

All figures shown are presented in Australian Dollars (AUD) and on a pcp basis unless otherwise stated

FY21 BUSINESS OVERVIEW



GO-TO-MARKET STRATEGY

- ACV growth of 48% on pcp across NA insurance, roofing and government
- Validation of refined NA go-to-market strategy
- Strong performance from SME sales in ANZ, new sales leadership in place to drive renewed Enterprise sales from FY22



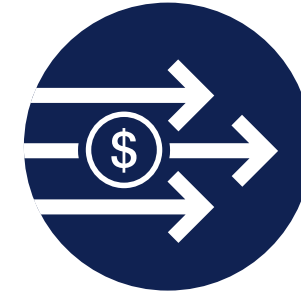
PRODUCT & TECHNOLOGY

- First year of monetising commercially available wide-scale Artificial Intelligence (AI) content, with tens of millions of attributes on subscription
- HyperCamera3 prototype designed and tested in aerial flight; significant technological breakthrough



PEOPLE & PERFORMANCE

- Flexible working conditions enabling employees to work remotely and productively; engagement levels top quartile¹
- Headcount growth of 27% in support of refined go-to-market strategy
- Nearmap has a world class team and continues to attract outstanding talent



BALANCE SHEET & FINANCIAL POSITION

- Group ACV growth of 26% (CC) driven by a record NA performance
- Balance Sheet strength with \$123m of cash and no debt
- Minimal cash consumption with capital raise proceeds selectively deployed ahead of increased investment in FY22

¹Measured as employee engagement against a comparator group of technology peers

GROUP PERFORMANCE

New business and net upsell delivering balanced Group incremental ACV growth

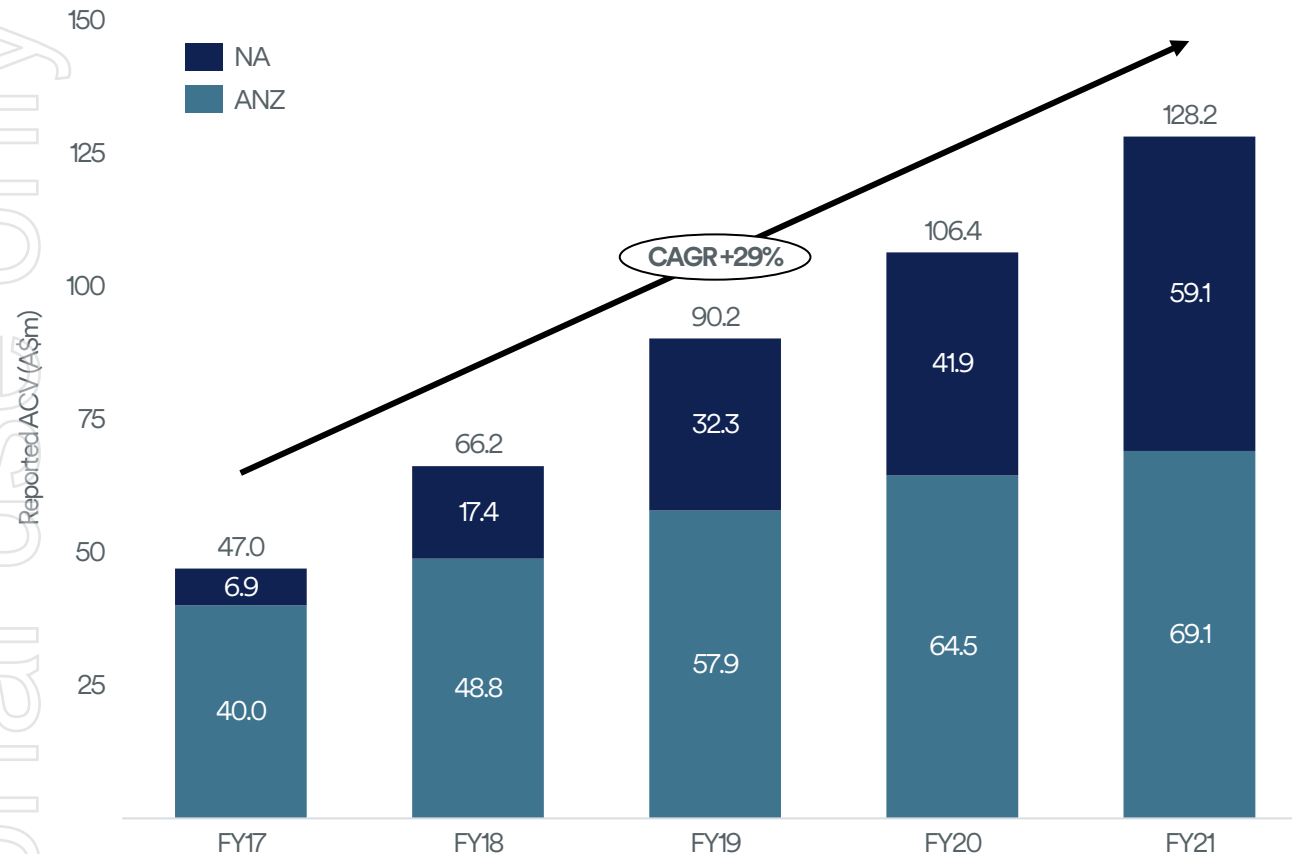
ACV movement (A\$m)	FY20 Reported	FY21 Reported	FY21 at CC	% Chg at CC
Opening portfolio	90.2	106.4	106.4	18%
New business	16.0	16.1	17.2	7%
Net upsell	8.3	16.4	17.8	115%
Churn	(8.9)	(7.4)	(7.7)	14%
Net incremental	15.4	25.2	27.4	77%
FX impact	0.8	(3.4)		
Closing portfolio	106.4	128.2	133.8	26%
12 month retention	90.1%	93.1%	92.8%	2.7 ppts
Average Revenue Per Subscription (ARPS)	10,178	11,391	11,889	17%
Subscriptions	10,458	11,255	11,255	8%
Sales Team Contribution Ratio (STCR) ¹	54%	89%	90%	36 ppts
Top 10 customers	19%	20%		
Multi year deals	43%	42%		
Premium content	54%	66%		

¹ Sales Team Contribution Ratio presented on a pre-capitalisation basis; refer appendix for definition

JAN 2021 | ARMSTRONG CREEK, VIC AU

GROUP ACV PORTFOLIO

Strong and consistent incremental ACV growth



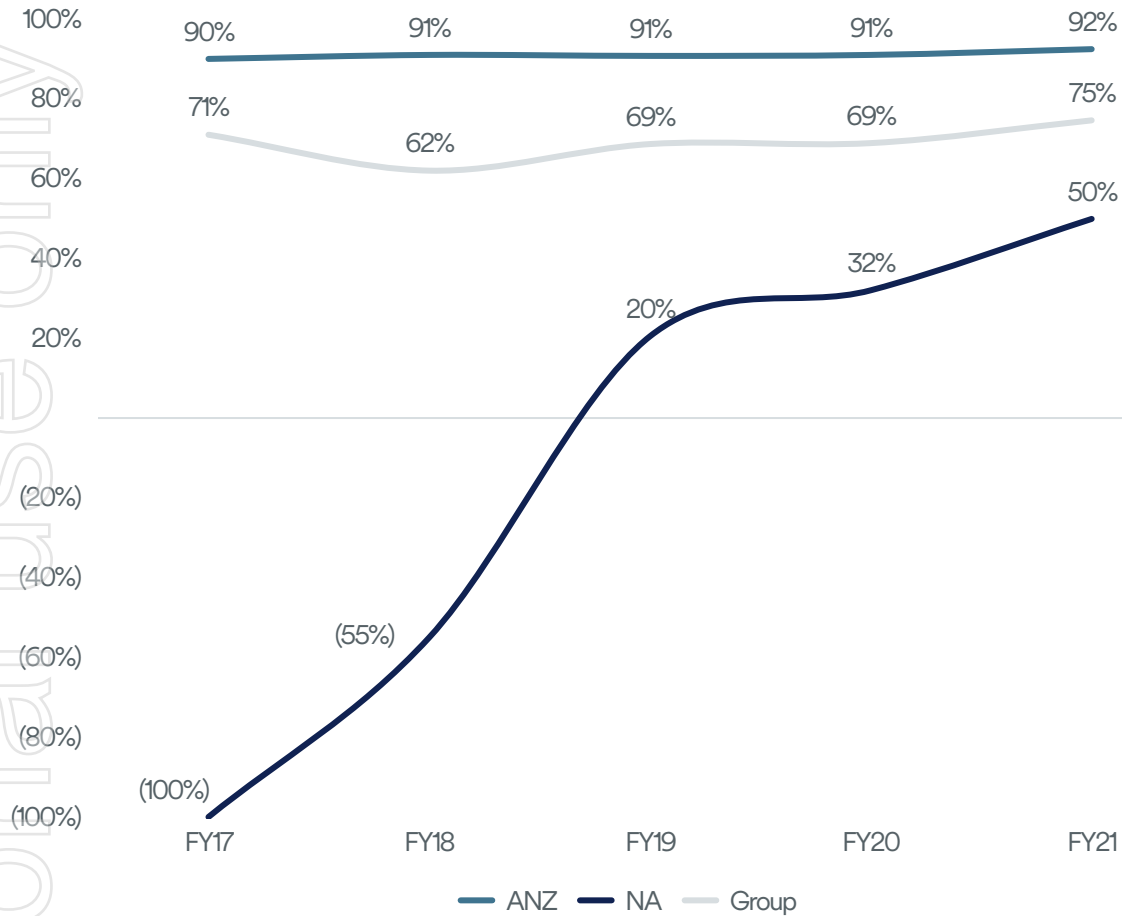
SUMMARY FINANCIALS

A\$m	FY20 Reported	FY21 Reported	FY21 at CC	% Chg at CC
Revenue	96.7	113.4	119.0	23%
Cost of revenue	(36.1)	(32.1)	(34.6)	4%
Statutory gross profit	60.6	81.4	84.4	39%
Statutory gross margin (%)	63%	72%	71%	8 ppts
Operating expenses				
Sales & Marketing	(42.8)	(41.4)	(44.2)	(3%)
Technology & Product	(28.9)	(33.0)	(33.3)	(15%)
Corporate	(26.5)	(27.8)	(28.2)	(6%)
Total operating expenses	(98.3)	(102.2)	(105.7)	(8%)
EBIT ¹	(37.6)	(20.8)	(21.3)	43%
D&A	46.7	45.1	47.6	2%
EBITDA ¹	9.1	24.3	26.3	189%
EBITDA margin (%)	9%	21%	22%	13 ppts
Loss after tax ¹	(36.7)	(18.8)	(18.9)	49%

¹ Refer appendix for a reconciliation of net loss after tax to EBITDA and EBIT

- Revenue growth of +23% (CC) driven by record ACV expansion of North American portfolio
- Operating expenses growth of 8% (CC) reflecting:
 - Increased headcount vs pcp (FY21: 361; FY20: 284) across all functions of the business to support increased scale and future growth
 - Sales commissions relating to new business and upsold contracts capitalised from 1 January 2021, in line with the revised sales commission plan (FY21: \$6.1m capitalised). Refer appendix
 - Operating expense growth of 18% (CC) of Sales & Marketing on a pre-capitalised basis
- EBITDA of \$26.3m (CC) and EBITDA margin of 22% (CC) (FY20: \$9.1m, 9%) reflecting operating leverage of increased scale in North America and change in sales commission structure

NA DRIVING GROSS MARGIN EXPANSION



Group gross margin profile continues to expand, ending FY21 at 75% (FY20: 69%)¹

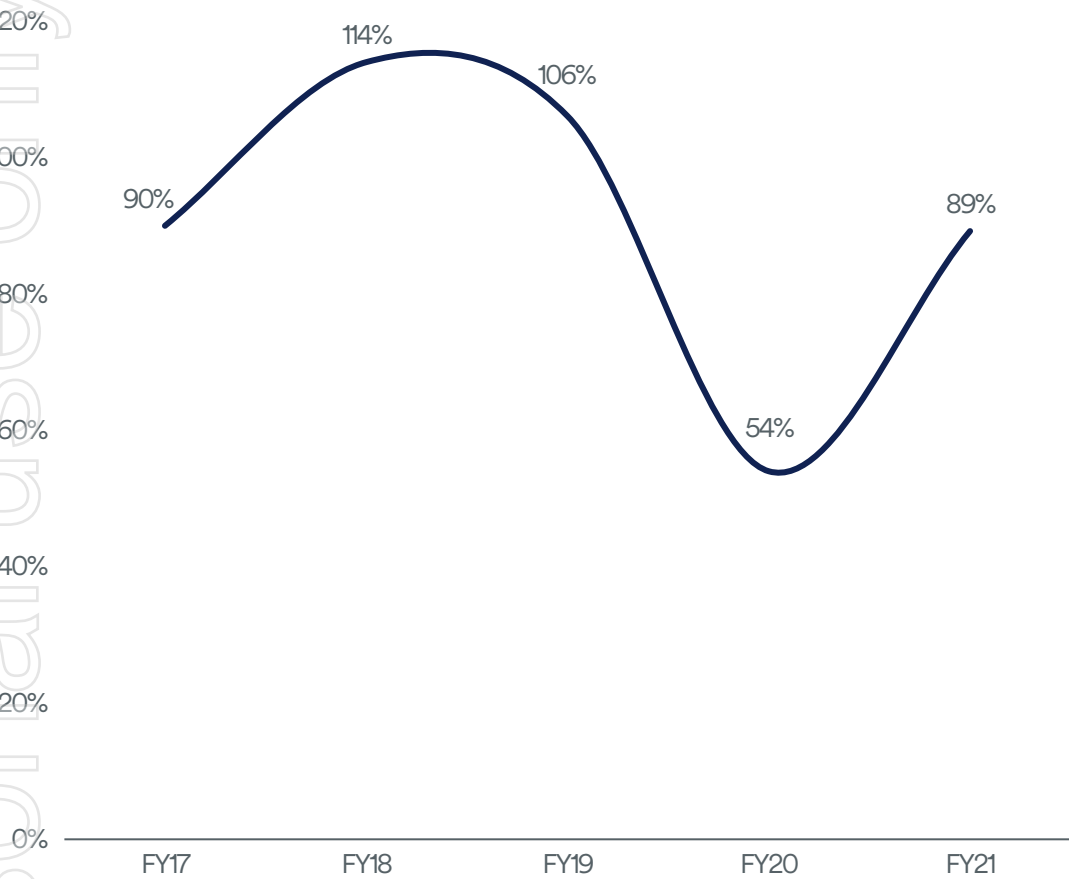
- Gross margins in North America of 50%, reflecting the operating leverage within the business as Nearmap scales revenue growth (FY20: 32%)²
- Gross margins in Australia & New Zealand of 92%, which have remained consistently strong and highlight the attractive unit economics of repeating this scale in other geographies (FY20: 91%)

¹ Gross margins are presented on a pre-capitalisation basis; refer appendix for definition

² Gross margins in North America are calculated on a USD basis

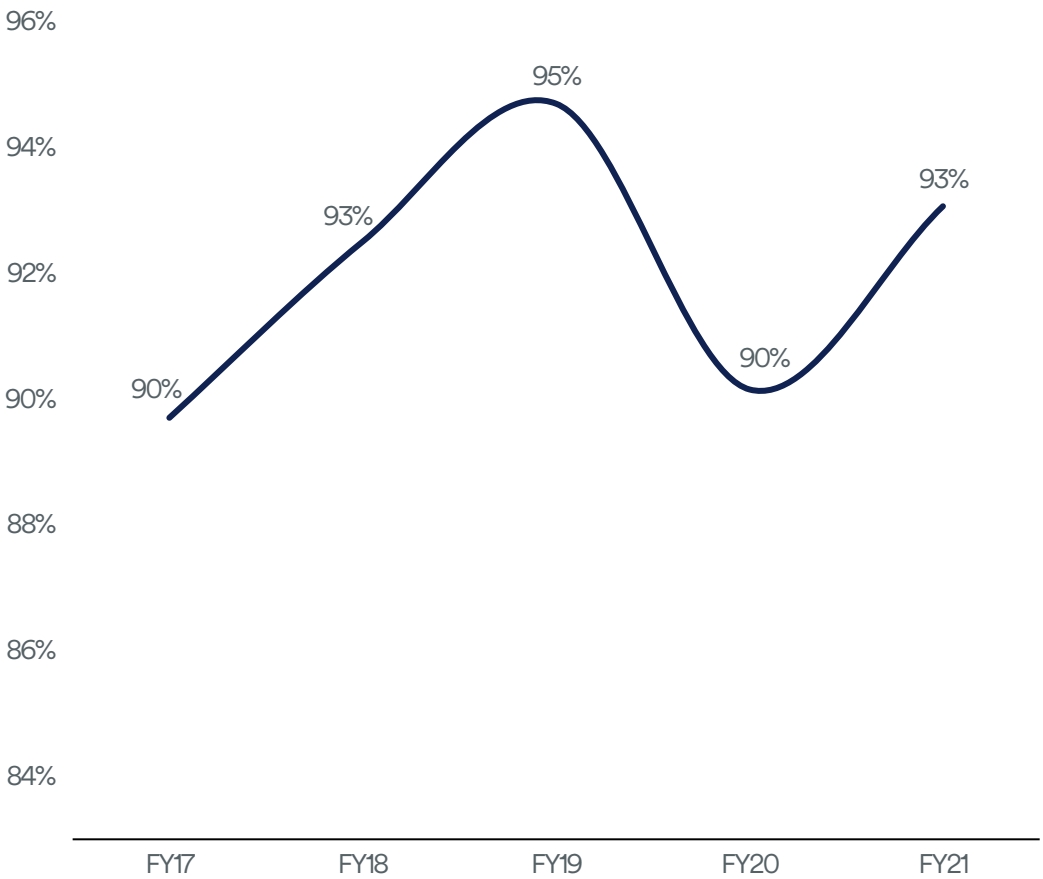
INVESTMENT CYCLE INCREASING RETURNS

Sales Team Contribution Ratio (STCR)¹

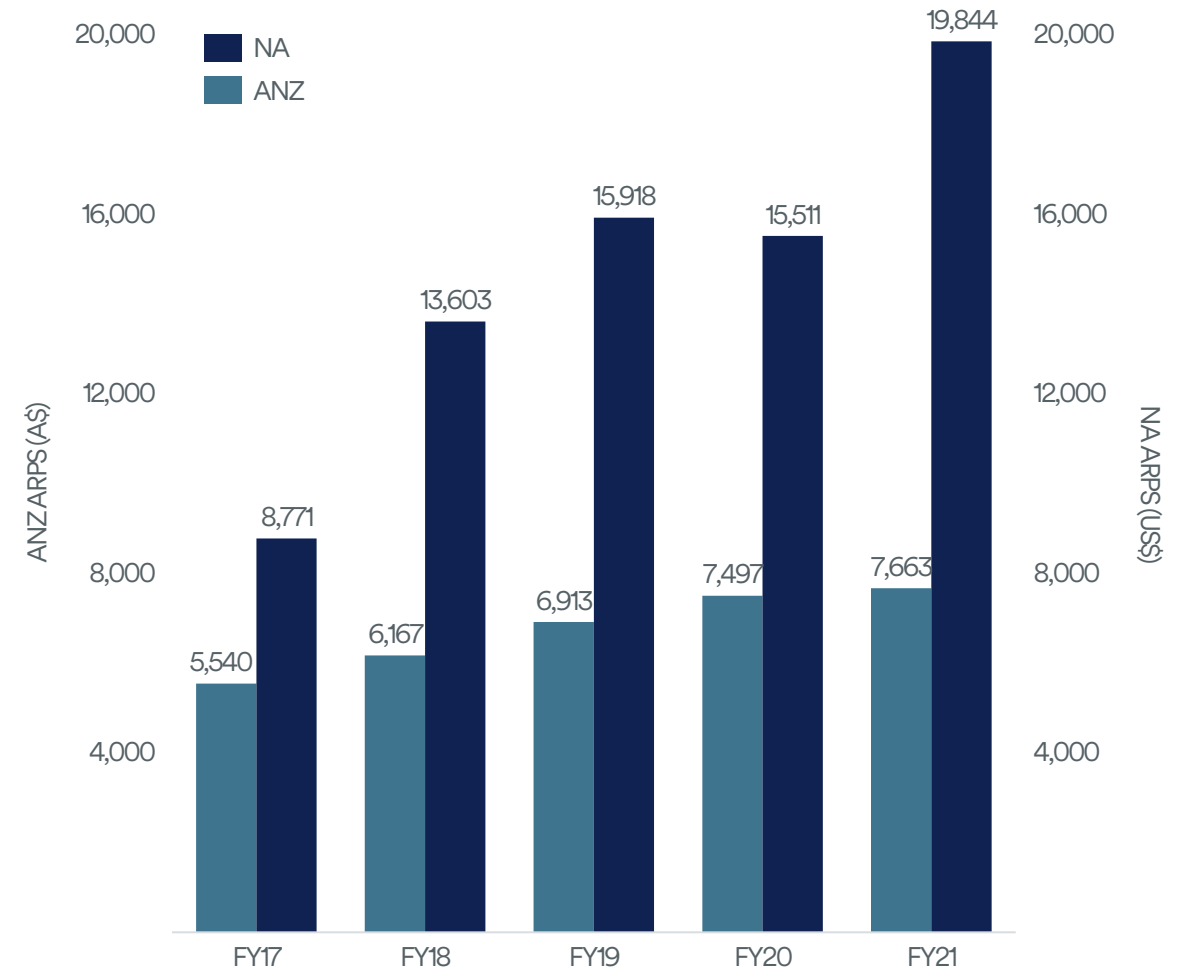
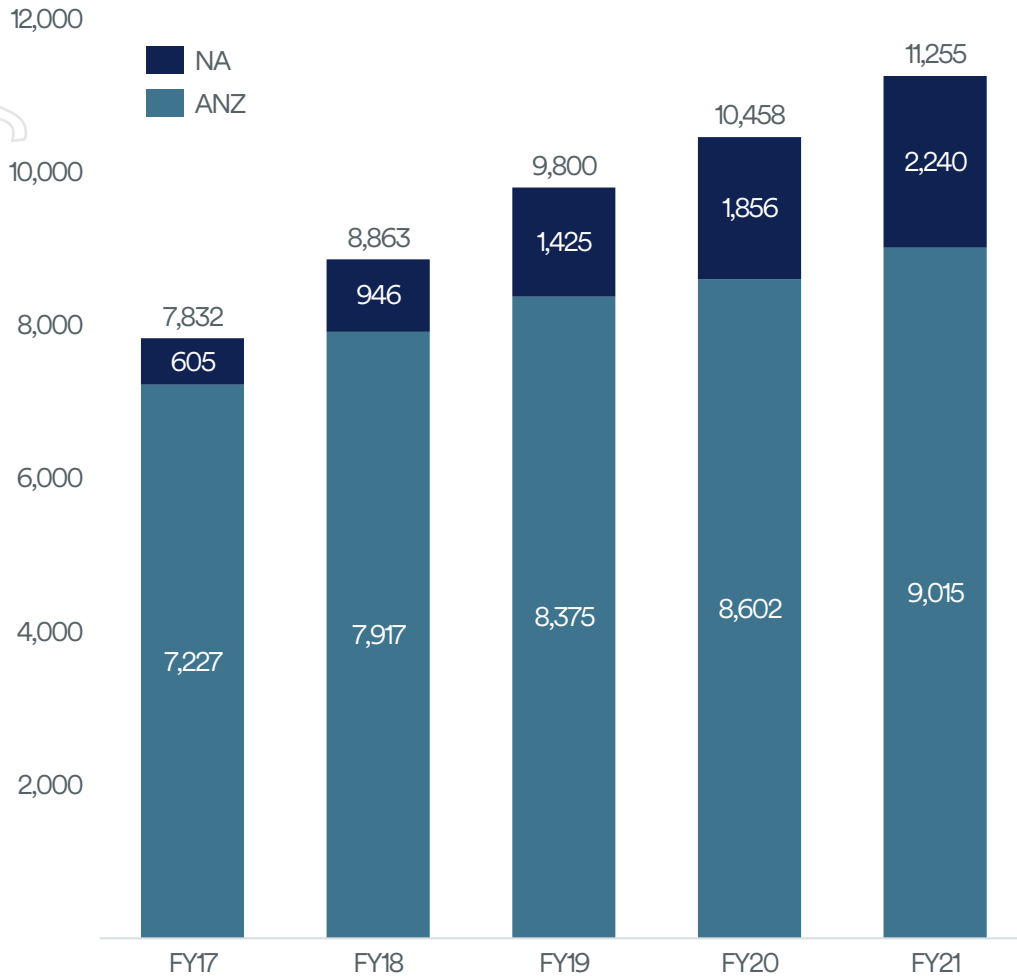


¹Sales Team Contribution Ratio presented on a pre-capitalisation basis; refer appendix for definition

Subscription Retention



SUBSCRIPTION & ARPS GROWTH CONTINUES



SEP 2020 | ST PAUL, MN U.S.

RECORD PERFORMANCE IN NORTH AMERICA

ACV movement (US\$m)	FY20 Reported	FY21 Reported	% Chg
Opening portfolio	22.7	28.8	27%
New business	7.1	7.9	12%
Net upsell	2.8	9.6	238%
Churn	(3.8)	(1.9)	51%
Net incremental	6.1	15.6	156%
Closing portfolio	28.8	44.5	54%
ARPS	15,511	19,844	28%
Subscriptions	1,856	2,240	21%



54% ACV Portfolio Growth (FY20: 27%)



110% Sales Team Contribution¹ Ratio (FY20: 46%)



93.5% Subscription Retention (FY20: 83.1%)



50% Gross Margin¹ (FY20: 32%)

¹ Gross margin and Sales Team Contribution Ratio presented on a pre-capitalisation basis; refer appendix for definitions

CONTINUED NA CORE VERTICAL GROWTH



INSURANCE: 45% pcp ACV growth

- Increased insurance vertical penetration with another two of the top ten North American P&C carriers subscribing to Nearmap content¹
- Reliable post catastrophe content driving efficiencies in claims assessment and delivering ACV growth



GOVERNMENT: 45% pcp ACV growth

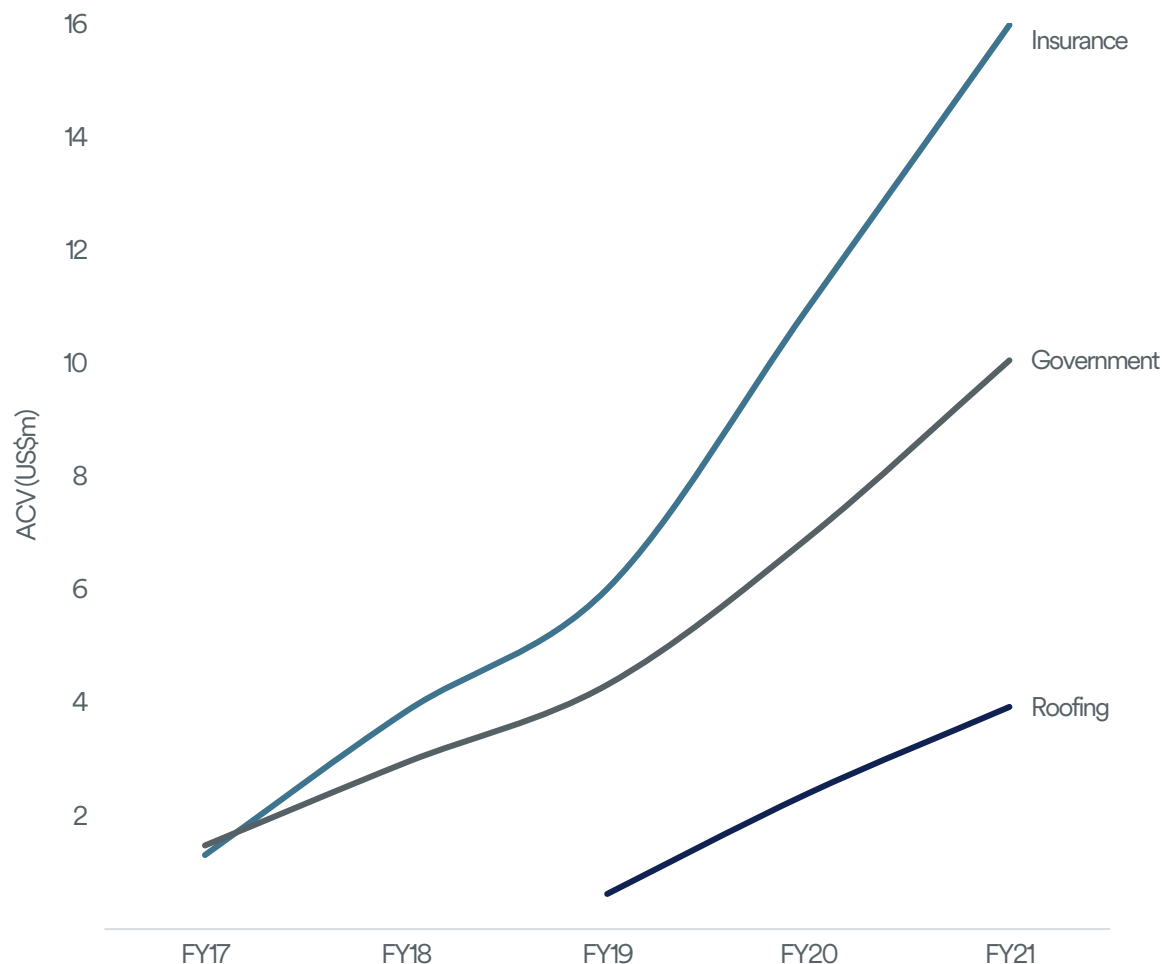
- Strengthened ties and integrations with Government GIS ecosystem to deliver ACV expansion
- Government continues to drive adoption of premium and AI content types



ROOFING: 64% pcp ACV growth

- Continued transaction volume growth with superior semi-automated technology
- Market opportunity remains significant with differentiated and patented technology uniquely positioned to drive ACV growth

¹ Source: National Association of Insurance Commissioners 2020 Property/Casualty Market Share report



CONTINUED GROWTH IN ANZ LEADERSHIP

ACV movement (A\$m)	FY20 Reported	FY21 Reported	% Chg
Opening portfolio	57.9	64.5	11%
New business	5.8	5.7	(2%)
Net upsell	4.2	3.8	(8%)
Churn	(3.4)	(4.9)	(45%)
Net incremental	6.6	4.6	(30%)
Closing portfolio	64.5	69.1	7%
ARPS	7,497	7,663	2%
Subscriptions	8,602	9,015	5%



7% ACV Portfolio Growth
(FY20: 11%)



49% Sales Team Contribution¹
Ratio (FY20: 74%)



92.3% Subscription
Retention (FY20: 94.1%)

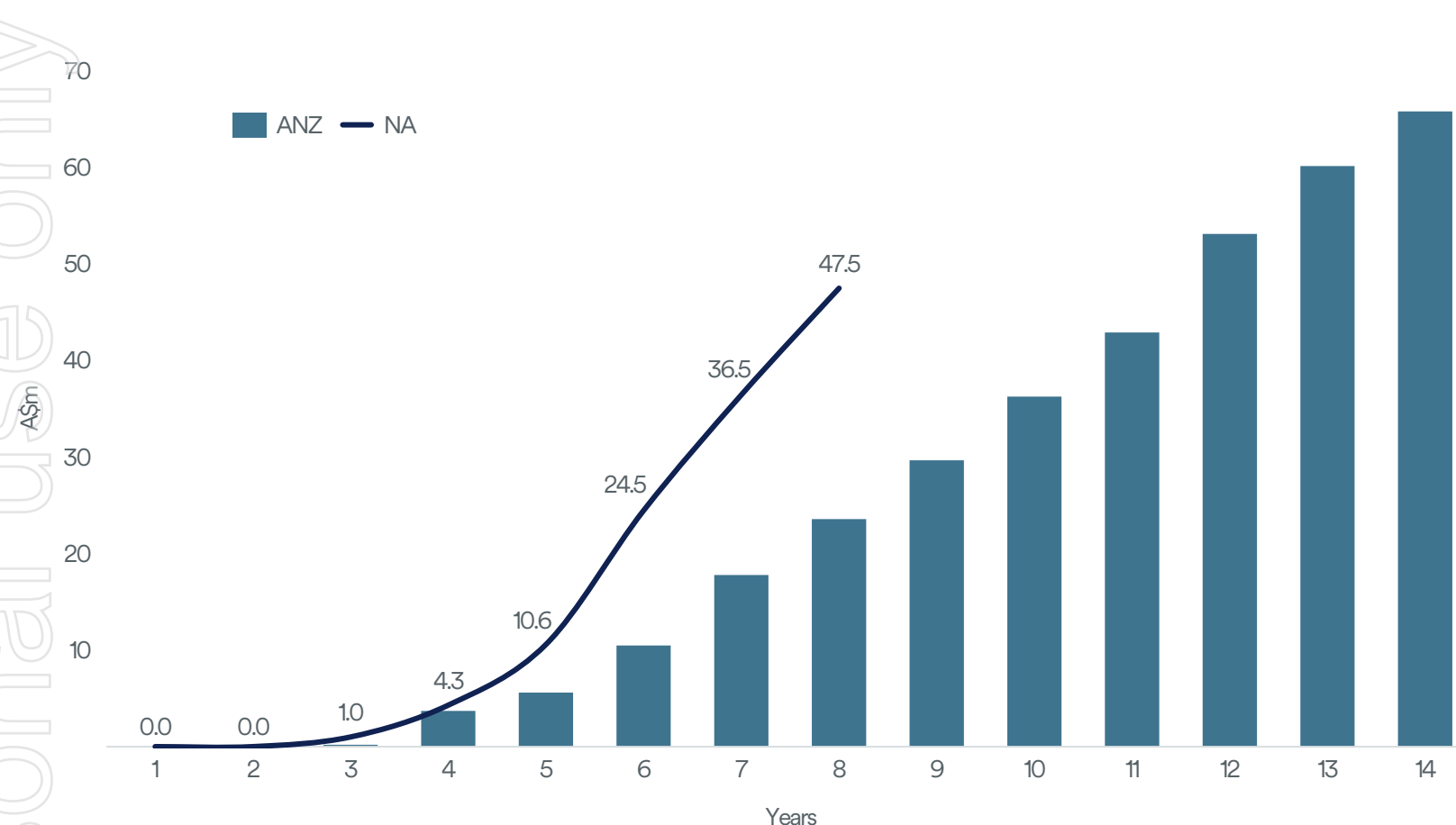


92% Gross Margin¹
(FY20: 91%)

¹ Gross margin and Sales Team Contribution Ratio presented on a pre-capitalisation basis; refer appendix for definitions

CONTINUED NA REVENUE ACCELERATION

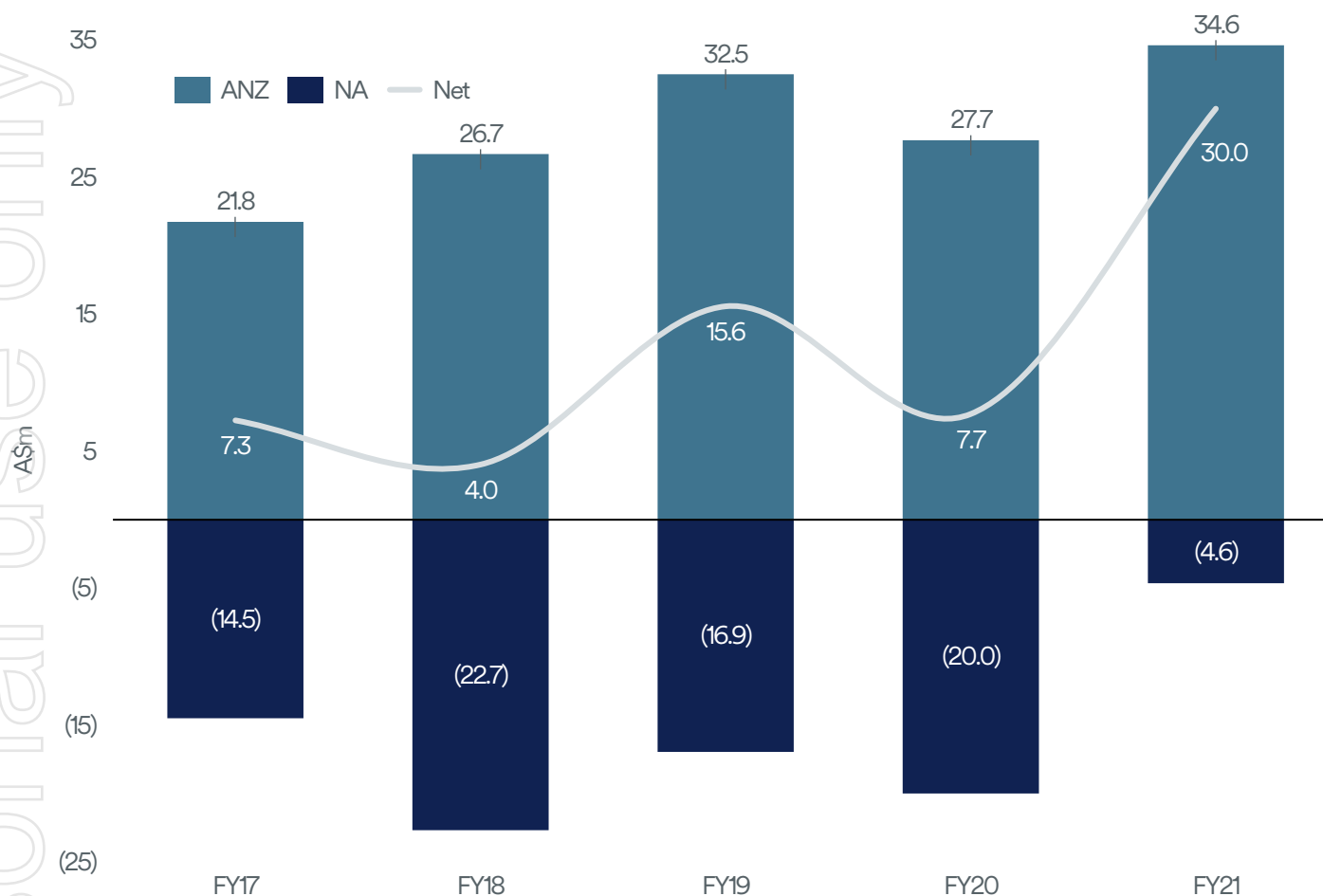
Australia & New Zealand (ANZ) to North America (NA) subscription revenue rebased to first year of capture



- NA revenue of \$47.5m in the eighth year of capture approaching revenue generated in ANZ in the twelfth year of capture (FY21 NA revenues were \$53.1m on a CC basis)

CASHFLOW SEGMENT CONTRIBUTION

Long-term trend moving in the right direction



- Excluding the unallocated segment, net cash generation from the Group is at the highest ever levels¹
- Cash consumption in the NA region at lowest level in five years
- Target to continue improvement in NA cashflows, working towards cashflow break-even position in NA

¹ Segment contribution excludes the unallocated segment as outlined in the cashflow waterfall; refer Analyst Pack for further details



OCT 2020 | SAN FRANCISCO, CA U.S.

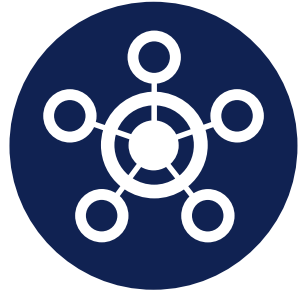
HYPERCAMERA3 PROGRESS

Design complete of the next generation of world leading patented aerial camera systems, HyperCamera3 (HC3)



- HC3 is designed from the ground up, using almost completely custom designed component parts which have never been successfully manufactured before
- Prototype HC3 system tested in flight and content processed through the proprietary Nearmap processing software, successfully testing HC3 content within existing processing capabilities
- Patent applications filed in national and international markets to ensure protection of intellectual property rights to this proprietary and world leading technology
- HC3 delivers superior productivity and wide operating flexibility, and remains on track for commercial roll-out in FY22

GO-TO-MARKET STRATEGY TO DRIVE SUCCESS



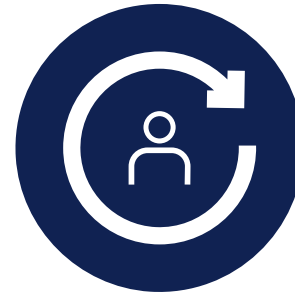
OPERATIONAL REGIONALISATION

We recognise every region is unique and give our people autonomy to make decisions based on the best outcome in each region where we operate



INDUSTRY VERTICALISATION

We focus on several core industry verticals where customers derive the most value from our knowledge, expertise and leading product and content types



CUSTOMER ORIENTATION

We focus on how to add value for our customers and help them solve their most complex and difficult challenges



WORKFLOW INTEGRATION

We invest in new and existing product and content types, embedding Nearmap more deeply into customer workflows and becoming an invaluable resource within their organisations

PRIORITIES & OUTLOOK

PRODUCT & CONTENT

- Complete HyperCamera3 prototype testing and commence roll-out of HyperCamera3 systems throughout FY22
- Deliver tailored industry vertical solutions for core growth verticals
- Continue to drive returns from investments made in new and expanding content

GO-TO-MARKET STRATEGY

- Continue execution of go-to-market strategy in NA; adding industry specialists and targeted marketing programs
- Continue investment into operational systems and data to support go-to-market strategy
- Sales leadership in place to drive renewed Enterprise sales in ANZ and build out a go-to-market strategy aligned with the NA strategy

OUTLOOK & GUIDANCE

- \$30m of capital raise proceeds to be deployed into key FY22 growth initiatives
- Continue to target 20-40% ACV growth medium to long term, with underlying retention >90%
- Uncertainty exists relating to potential ongoing impacts of COVID-19 and this guidance is provided on the basis that market conditions do not materially change

UNIQUELY POSITIONED FOR A GLOBAL OPPORTUNITY



A GLOBAL OPPORTUNITY

Large and growing global addressable market opportunity for location intelligence data sets derived from aerial imagery



INDUSTRY LEADING PRODUCT & TECHNOLOGY

Rich library of content, expanding product suite enabled by leading camera and processing technology



SCALABLE SUBSCRIPTION BUSINESS MODEL

Unique, highly scalable subscription business model that delivers high value content and insights to a wide range of use cases



PASSIONATE & SPECIALIST TEAM

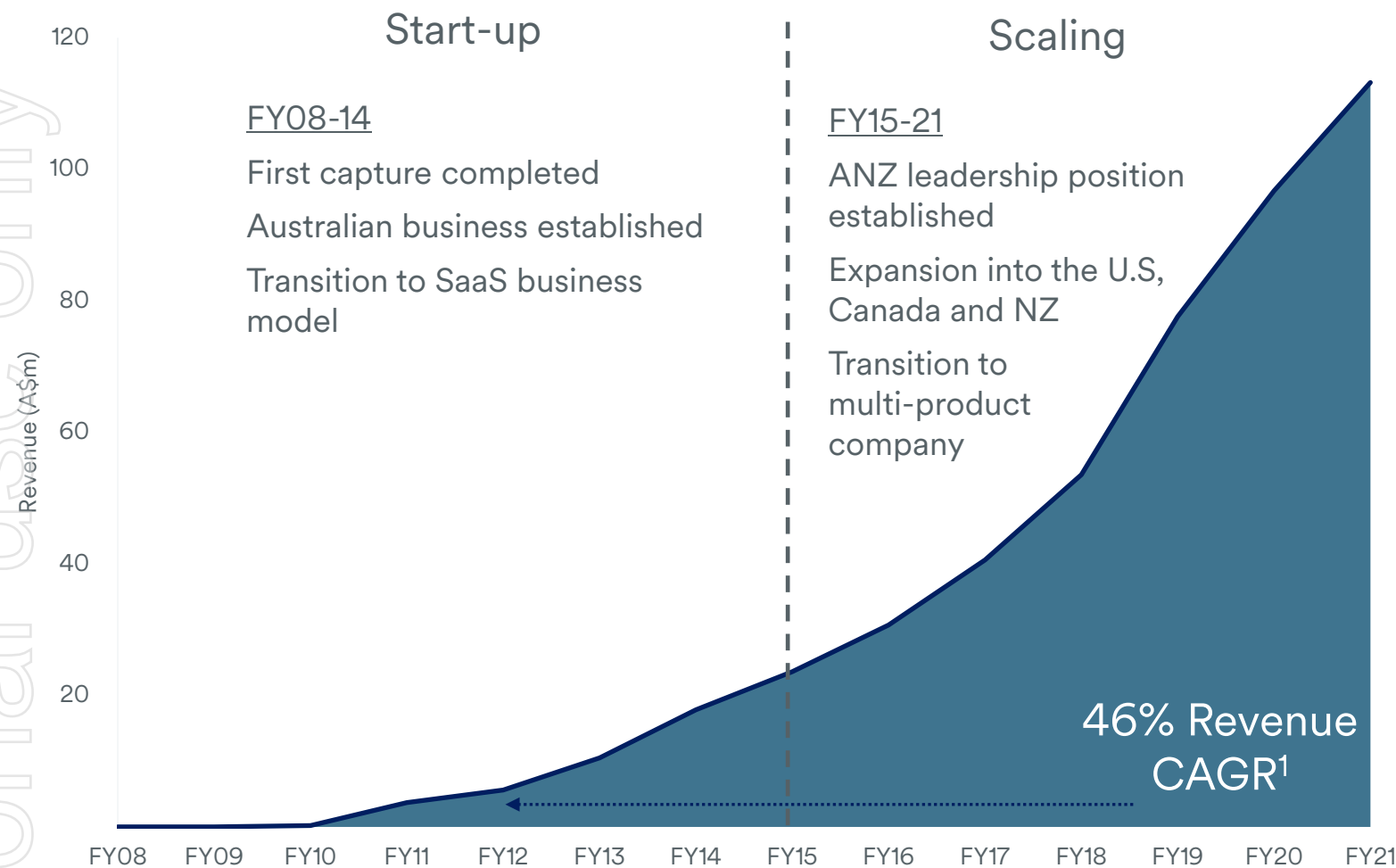
Deep industry and technology expertise, with a passion to deliver on the Company's leadership position

APPENDIX

JAN 2021 | DENHAM SPRINGS, LA U.S.

nearmap

THE NEARMAP GROWTH JOURNEY

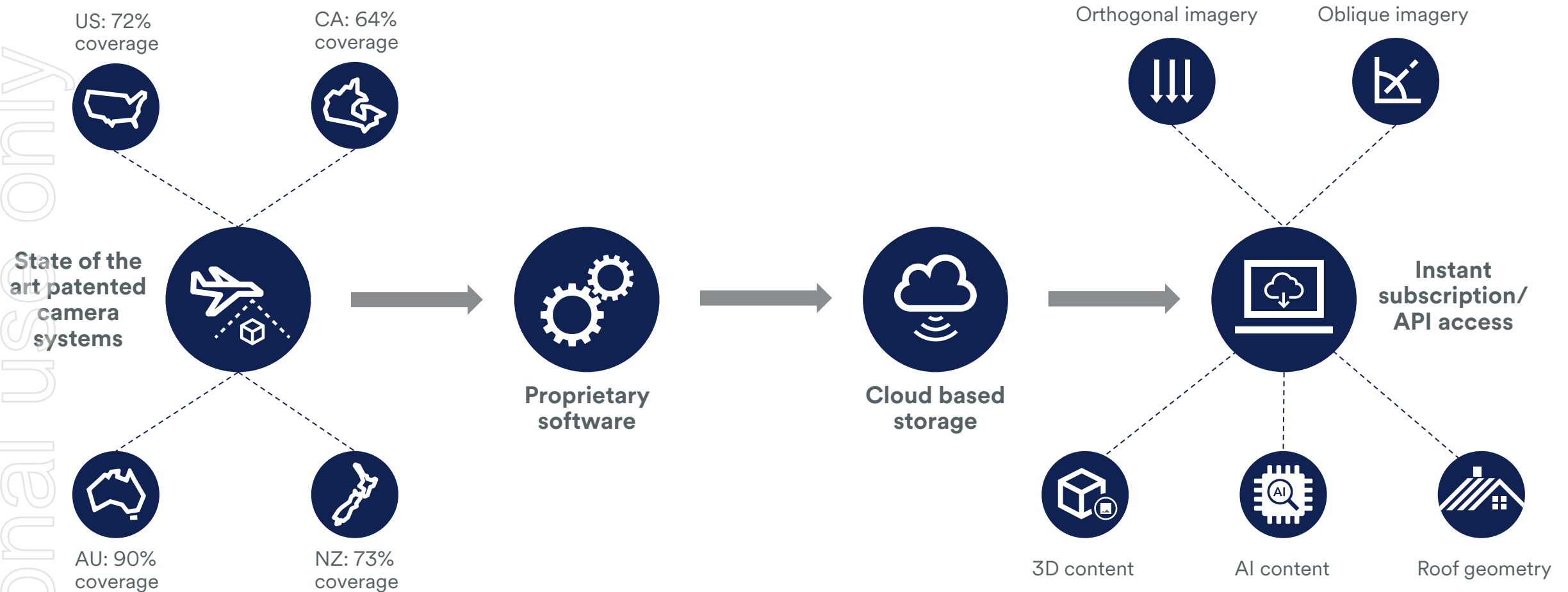


Long term growth

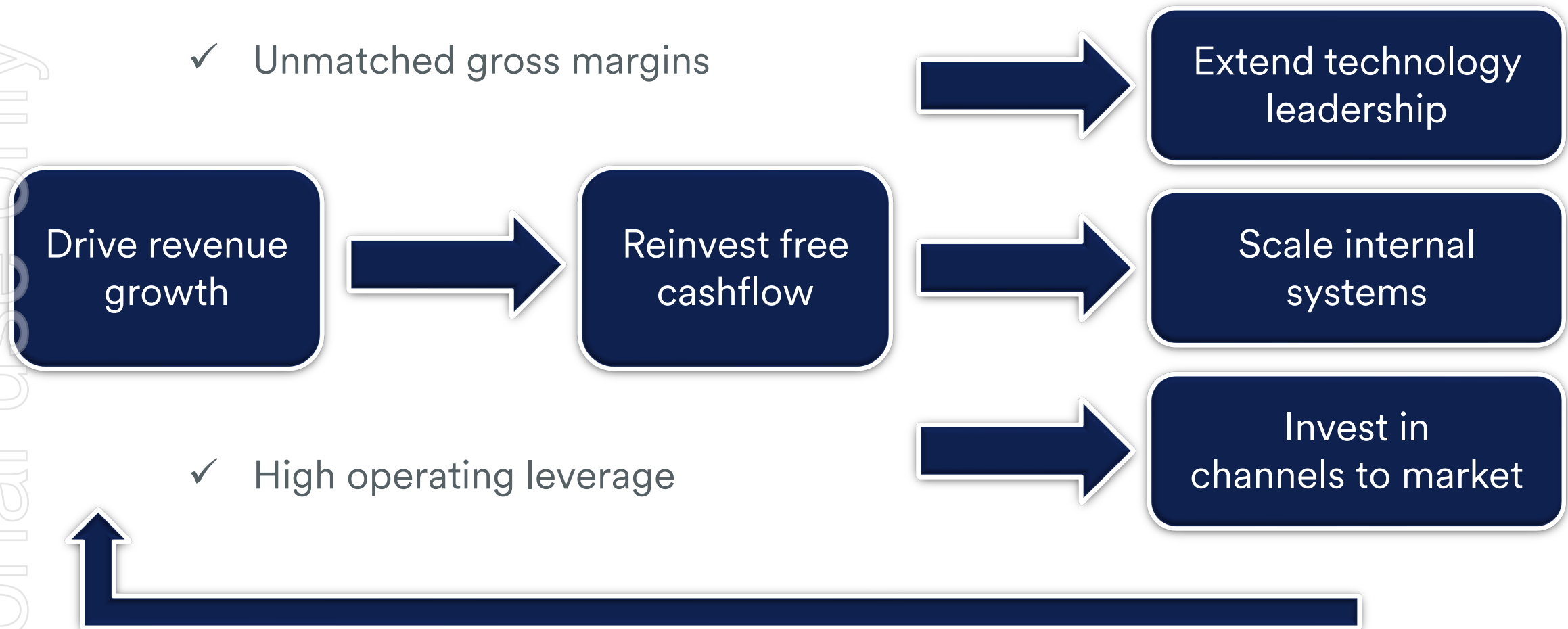
- Establish leadership position in North America
- New product to expand to analytics market
- Geographic expansion

¹ CAGR = Compound Annual Growth Rate (from FY12)

THE NEARMAP VALUE CHAIN

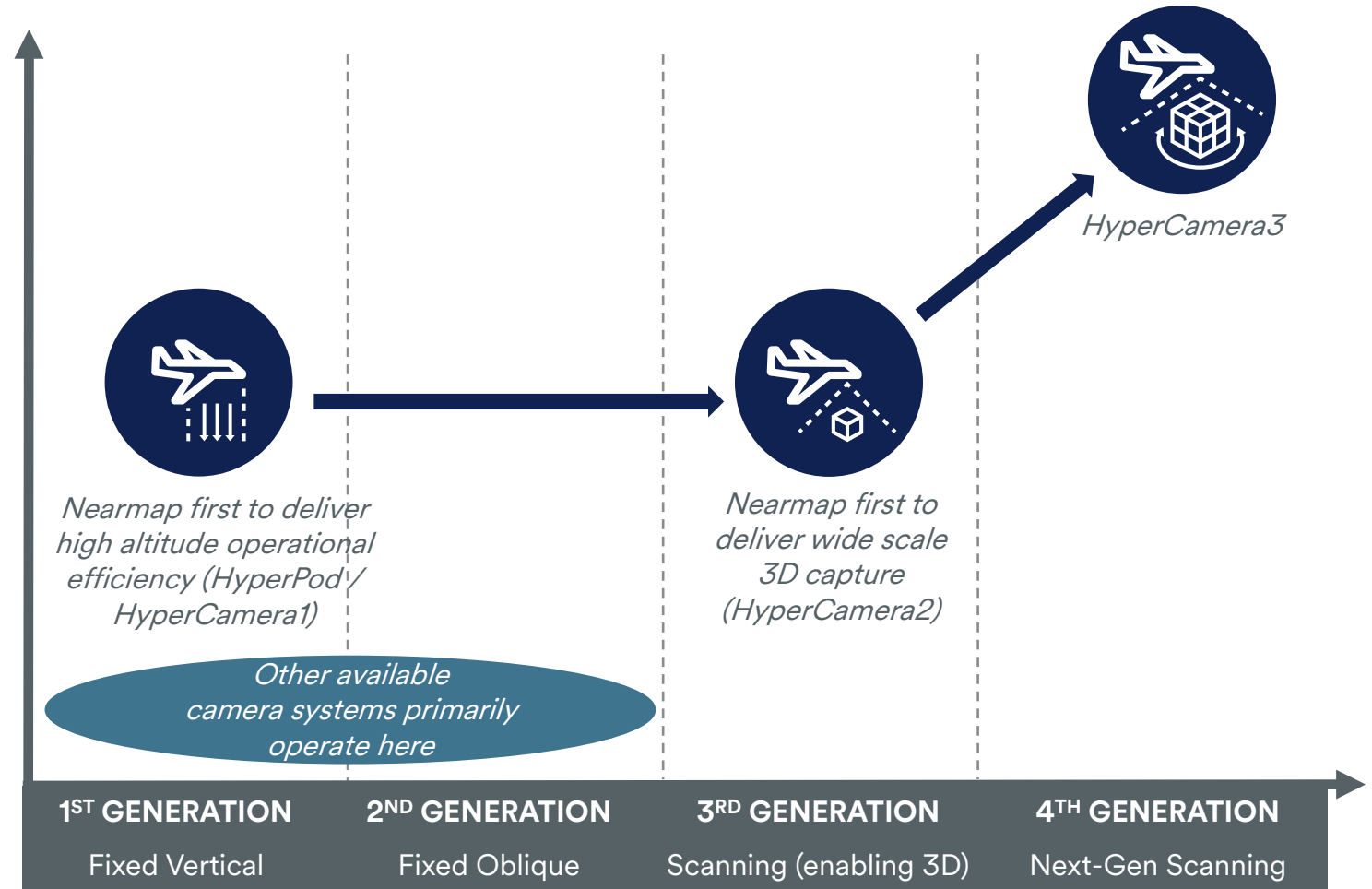


A CONSISTENT & PROVEN GROWTH STRATEGY



NEARMAP IS ALREADY ESTABLISHED AT THE FOREFRONT OF CAMERA SYSTEM EVOLUTION

- **Capture technology leadership:** Nearmap has a significant competitive advantage through ongoing investment in its patented camera systems
- **Market-leading cameras:** Nearmap flies higher and faster than any other system, enabling the capture of high-resolution imagery with unrivalled efficiency
- **Third generation camera scanning systems:** Since 2017, HyperCamera2 enables the creation of regularly updated, wide-scale 3D content by Nearmap



STATUTORY INCOME STATEMENT

A\$m	FY20	FY21
Revenue	96.7	113.4
Other income	0.8	1.1
Total revenue and other income	97.5	114.5
Employee benefits expense	(56.5)	(58.6)
Amortisation	(38.2)	(35.6)
Depreciation	(8.5)	(9.5)
Other operational expenses	(31.2)	(31.0)
Total expenses	(134.5)	(134.7)
Operating loss	(37.0)	(20.3)
Net finance costs	(0.2)	(2.2)
Loss before tax	(37.1)	(22.5)
Income tax benefit	0.4	3.6
Loss after tax	(36.7)	(18.8)
Other comprehensive income		
<i>Items that may be reclassified to profit or loss</i>		
Exchange differences on translation of foreign operations	(0.0)	(0.4)
Fair value gain/(loss) on cash flow hedges	(1.0)	0.0
Transfer of hedging losses/(gains) to the consolidated statement of profit or loss	(0.1)	1.0
Income tax associated with these items	0.3	(0.3)
Other comprehensive income/(loss) for the year	(0.8)	0.3
Total comprehensive loss	(37.5)	(18.5)
Loss per share		
Basic loss per share (cents per share)	(8.14)	(3.88)
Diluted loss per share (cents per share)	(8.14)	(3.88)

RECONCILIATION OF STATUTORY NET LOSS AFTER TAX TO EBIT & EBITDA

A\$m	FY20	FY21
Loss after tax	(36.7)	(18.8)
Income tax	(0.4)	(3.6)
Interest income	(0.7)	(0.5)
Interest expense	0.7	0.5
Foreign exchange	(0.5)	1.7
EBIT	(37.6)	(20.8)
Amortisation & Depreciation	46.7	45.1
EBITDA	9.1	24.3

STATUTORY BALANCE SHEET & CASH FLOW STATEMENT

A\$m	FY20	FY21	A\$m	FY20	FY21
Assets			Liabilities		
Current assets			Current liabilities		
Cash and cash equivalents	36.1	123.4	Trade and other payables	5.6	7.6
Trade receivables	19.8	23.9	Unearned revenue	47.5	55.8
Other current receivables	2.4	5.5	Employee benefits	6.5	11.8
Prepayments and other current assets	3.2	6.3	Lease liabilities	4.5	4.7
Current tax receivable	-	0.1	Other current liabilities	2.4	0.0
Total current assets	61.5	159.2	Current tax liabilities	1.2	-
Non-current assets			Total current liabilities	67.7	79.9
Property, plant and equipment	33.4	25.1	Non-current liabilities		
Intangible assets	47.4	49.3	Unearned revenue	-	0.9
Deferred tax assets	4.3	5.8	Deferred tax liabilities	9.7	8.2
Other non-current receivables	-	0.4	Employee benefits	0.4	0.6
Total non-current assets	85.1	80.5	Lease liabilities	9.9	5.1
Total assets	146.7	239.7	Other non-current liabilities	2.2	2.1
			Total non-current liabilities	22.2	17.1
			Total liabilities	89.9	97.0
			Net assets	56.7	142.7
			Equity		
			Contributed equity	126.6	224.2
			Reserves	19.1	26.1
			Profits reserve	7.1	7.1
			Accumulated losses	(96.0)	(114.7)
			Total equity	56.7	142.7

A\$m	FY20	FY21
Cash flows from operating activities		
Receipts from customers	100.2	123.8
Payments to suppliers and employees	(87.3)	(92.3)
Interest received	0.8	0.2
Other receipts	0.0	-
Income taxes paid	(1.7)	(0.6)
Net cash from operating activities	12.1	31.0
Cash flows from investing activities		
Investment in fixed-term deposits	-	(2.4)
Purchase of plant and equipment	(8.3)	(1.9)
Payments for development costs	(17.4)	(11.8)
Payments for capture costs	(24.1)	(20.0)
Proceeds from sale of plant and equipment	0.3	-
Proceeds from sale of unlisted investments	-	0.5
Net cash used in investing activities	(49.5)	(35.6)
Cash flows from financing activities		
Proceeds from share offer, net of transaction costs	-	92.7
Proceeds from exercise of share options	1.6	2.9
Proceeds from repayment of share option loans	0.4	1.1
Payments for treasury shares	(0.4)	-
Payments for lease liabilities	(3.9)	(4.7)
Net cash from financing activities	(2.3)	92.1
Net increase/(decrease) in cash and cash equivalents	(39.8)	87.5
Cash and cash equivalents at the beginning of the period	75.9	36.1
Effect of movement of exchange rates on cash held	(0.0)	(0.2)
Cash and cash equivalents	36.1	123.4

RECONCILIATION OF REVENUE TO MOVEMENT IN CASH

A\$m	FY20				FY21				YoY %
	ANZ	NA	Unallocated	Group	ANZ	NA	Unallocated	Group	
Revenue	60.2	36.5	-	96.7	65.9	47.5	-	113.4	17%
Total revenue	60.2	36.5	-	96.7	65.9	47.5	-	113.4	17%
Cost of sales (pre-capitalisation)									
Cash costs to capture	(4.2)	(19.9)	-	(24.1)	(3.8)	(16.2)	-	(20.0)	17%
Storage, administration & other	(1.0)	(5.5)	-	(6.6)	(1.2)	(7.6)	-	(8.8)	(35%)
Total cost of sales	(5.2)	(25.4)	-	(30.6)	(5.0)	(23.8)	-	(28.8)	6%
Gross profit (pre-capitalisation)	55.0	11.1	-	66.1	60.9	23.7	-	84.6	28%
Gross margin % (pre-capitalisation)	91%	30%		68%	92%	50%		75%	
Sales & marketing									
Direct sales & marketing	(8.9)	(19.9)	-	(28.8)	(9.4)	(18.9)	-	(28.3)	2%
Indirect sales & marketing	(8.2)	(8.7)	-	(16.9)	(9.2)	(9.5)	-	(18.7)	(11%)
Total sales & marketing costs	(17.1)	(28.5)	-	(45.6)	(18.6)	(28.3)	-	(46.9)	(3%)
Technology & product expensed	(1.9)	(2.3)	(12.9)	(17.1)	(2.0)	(2.4)	(13.2)	(17.6)	(3%)
Technology & product development costs	-	-	(15.7)	(15.7)	-	-	(12.1)	(12.1)	23%
Total technology & product costs	(1.9)	(2.3)	(28.7)	(32.9)	(2.0)	(2.4)	(25.3)	(29.7)	10%
Corporate expensed	(6.5)	(6.4)	(5.5)	(18.4)	(9.0)	(6.6)	(6.7)	(22.3)	(21%)
Corporate development costs	-	-	0.0	0.0	-	-	-	-	
Total corporate costs	(6.5)	(6.4)	(5.6)	(18.5)	(9.0)	(6.6)	(6.7)	(22.3)	(21%)
Segment contribution (pre-capitalisation)	29.5	(26.1)	(34.2)	(30.9)	31.4	(13.7)	(32.1)	(14.4)	54%
Camera units				(2.5)				(0.3)	89%
Corporate capex				(4.4)				(1.1)	75%
Total capex costs				(6.9)				(1.4)	80%
Other income				0.8				1.1	32%
Cash receipts from unearned income				7.5				9.3	24%
Capital raise net proceeds				-				92.7	
Other items				(12.7)				(0.1)	99%
Net increase/(decrease) in cash				(42.1)				87.3	307%

SEGMENT NOTE

A\$m	ANZ	FY20 NA	Unallocated	Total
Revenue	60.2	36.5	-	96.7
Total revenue	60.2	36.5	-	96.7
Capture cost amortisation	(6.0)	(23.5)	-	(29.5)
Storage, administration & other	(1.0)	(5.5)	-	(6.6)
Total cost of revenue	(7.0)	(29.1)	-	(36.1)
Gross profit	53.2	7.4	-	60.6
Gross margin (%)	88%	20%	-	63%
Direct sales & marketing	(8.9)	(19.9)	-	(28.8)
Indirect sales & marketing	(5.9)	(8.1)	-	(14.0)
Total sales & marketing costs	(14.8)	(28.0)	-	(42.8)
General & administration	(10.7)	(9.2)	(18.5)	(38.4)
Overhead depreciation	(2.2)	(1.6)	(1.6)	(5.4)
Other income	-	-	0.8	0.8
Interest expense	-	-	(0.7)	(0.7)
Total general & administration costs	(12.9)	(10.9)	(19.9)	(43.7)
Segment contribution	25.5	(31.4)	(19.9)	(25.8)
Amortisation & depreciation				(11.8)
Foreign exchange gain				0.5
Loss before tax				(37.1)
Income tax benefit				0.4
Loss after tax				(36.7)

A\$m	ANZ	FY21 NA	Unallocated	Total
Revenue	65.9	47.5	-	113.4
Total revenue	65.9	47.5	-	113.4
Capture cost amortisation	(4.4)	(18.8)	-	(23.2)
Storage, administration & other	(1.2)	(7.6)	-	(8.8)
Total cost of revenue	(5.6)	(26.4)	-	(32.1)
Gross profit	60.3	21.1	-	81.4
Gross margin (%)	91%	44%	-	72%
Direct sales & marketing	(7.9)	(14.4)	-	(22.3)
Indirect sales & marketing	(9.1)	(9.4)	-	(18.6)
Total sales & marketing costs	(17.1)	(24.2)	-	(41.4)
General & administration	(10.9)	(9.0)	(20.0)	(39.9)
Overhead depreciation	(2.4)	(1.8)	(1.8)	(6.0)
Other income	-	-	1.1	1.1
Interest expense	-	-	(0.5)	(0.5)
Total general & administration costs	(13.3)	(10.8)	(21.2)	(45.4)
Segment contribution	29.8	(14.0)	(21.2)	(5.4)
Amortisation & depreciation				(15.4)
Foreign exchange loss				(1.7)
Loss before tax				(22.5)
Income tax benefit				3.6
Loss after tax				(18.8)

IMPACT OF CHANGE TO SALES INCENTIVE PROGRAM

A\$m	FY20 Reported	FY21 Restated	FY21 at CC	% Chg at CC
Revenue	96.7	113.4	119.0	23%
Cost of revenue	(36.1)	(32.1)	(34.6)	4%
Statutory gross profit	60.6	81.4	84.4	39%
Statutory gross margin (%)	63%	72%	71%	8 pts
Operating expenses				
Sales & Marketing	(42.8)	(46.9)	(50.4)	(18%)
Technology & Product	(28.9)	(33.0)	(33.3)	(15%)
Corporate	(26.5)	(27.8)	(28.2)	(6%)
Total operating expenses	(98.3)	(107.7)	(111.8)	(14%)
EBIT	(37.6)	(26.4)	(27.5)	27%
D&A	46.7	44.6	47.0	1%
EBITDA	9.1	18.3	19.6	116%
EBITDA margin (%)	9%	16%	16%	7 pts

FY21 presented on a pre-capitalisation basis to reconcile the impact of the change to the sales incentive program

The Group amended its sales incentive program during the year ended 30 June 2021 to bring greater alignment to sales and customer success activities. Effective 1 January 2021 and in accordance with AASB 15 Revenue from Contracts with Customers, the Group now capitalises incremental costs of obtaining customer contracts unless the amortisation period of the asset that would have otherwise been recognised is one year or less.

Capitalised costs comprise sales commissions and associated oncosts that are directly attributable to new revenue contracts obtained. These costs are amortised on a straight-line basis over 3 years, representing the expected duration of an average contract with a customer.

The effect of this change for the financial year ended 30 June 2021 was a reduction in employee benefits expense of \$6.1m, and an increase in amortisation expense of \$0.5m. The change has no impact on cash.

DEFINITIONS

TERM	DEFINITION
ACV	Annual Contract Value = annualised value of all active subscription contracts in effect at a particular date
ARPS	Average Revenue Per Subscription = Portfolio ACV divided by total number of subscriptions
Churn	ACV value of subscriptions not renewed at the end of a subscription period, offset by the value of recovered subscriptions previously churned
Existing Portfolio Expansion	Net upsell minus Churn
Gross Margin (pre-capitalisation)	This represents the gross margin of revenue after deducting the cost of capture, processing and storage of the imagery before any such costs have been capitalised
N/A	Not applicable
pcp	Prior comparative period
Retention	ACV value of subscriptions renewed at the end of a customer's subscription period
STCR	Sales Team Contribution Ratio = The ratio of incremental ACV generated by a sales team in a period, compared to the pre-capitalised direct costs of obtaining that incremental ACV



APRIL 2021 | KALBARRI, WA AU

nearmap

CORPORATE INFORMATION

Nearmap Ltd

Tower One, 100 Barangaroo Avenue

Barangaroo NSW 2000 Australia

+61 2 8076 0700

investor.relations@nearmap.com

www.nearmap.com

@nearmap