

# ASX release



20 May 2015

## NEARMAP ANNOUNCES FIRST COMMERCIAL SALES IN THE UNITED STATES

nearmap is pleased to announce that the company has made its first commercial sales in the US.

nearmap has successfully sold annual subscriptions of its photo mapping products and data services to a number of SME and Local Government departments in several US States on commercial terms.

SME's and Government clients were early adopters of nearmap's products in Australia and a similar roll out program is underway in the US.

This endorsement goes towards validating nearmap's value add and competitive offering.

Simon Crowther, CEO said, "nearmap entered the US market in October 2014. We are delighted with the progress we have made to date. First, the company's capture program exceeded expectations and now, encouragingly, the timing of these initial enterprise sales is also ahead of market guidance (by June 30th 2015). The US market presents a compelling opportunity for nearmap. We are building a new business here that can scale easily. We are developing a strong sales capability with a clear focus on execution. It's an exciting time to be at nearmap".

The company affirms Australian revenue run rate target (\$30m - \$50m by December 2015) and the aspirational US revenue run rate target (A\$30m - \$50m by December 2017).

-ends-

### About nearmap

Built around proprietary PhotoMaps™ aerial imagery technology, nearmap is a visual analytics company with a focus on empowering businesses with timely and reliable information on which to make decisions quickly and with confidence.

Our breakthrough technology enables imagery to be updated much more frequently than other providers. With populations of multiple countries covered regularly, nearmap is changing the way governments, companies and communities see their world.

### Further Information

#### Simon Crowther

Managing Director  
Telephone +61 2 8076 0700  
[simon.crowther@nearmap.com](mailto:simon.crowther@nearmap.com)  
Twitter: @nearmapCEO

#### Investors

Telephone +61 400 248 080  
[investor.relations@nearmap.com](mailto:investor.relations@nearmap.com)

#### Media

Telephone +61 404 960 707  
[media@nearmap.com](mailto:media@nearmap.com)