



AVENZA MAPS

A new way to distribute maps

Evolving your Avenza Maps offering



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Why Avenza Maps?



Global footprint

Over 4.2M users in 2024



1.3M+ monthly active users

3.6M+ total map downloads



**Respected by professionals
and recreational users**



1M+



The Map Store

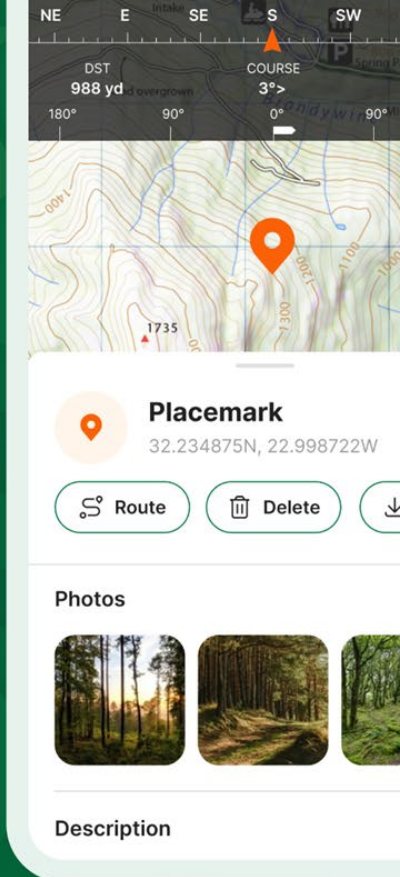
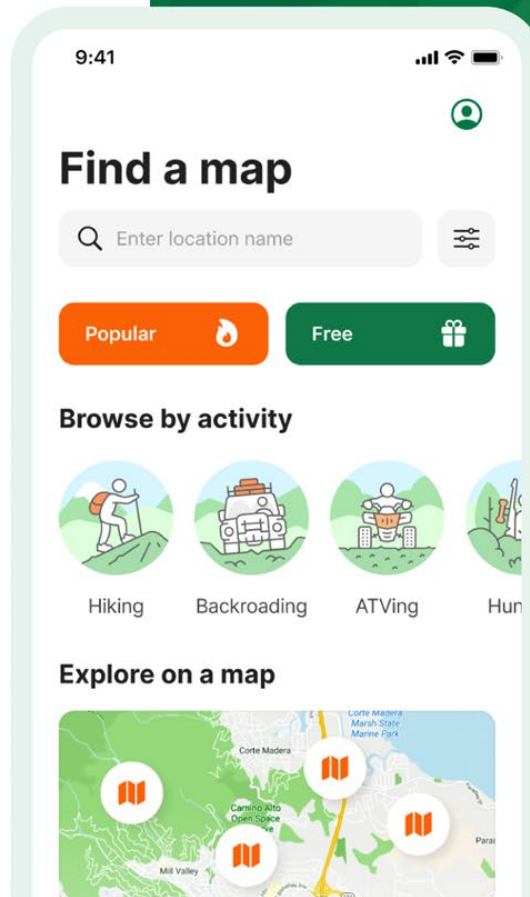
Digital versions of print maps

Pros

- ▶ 1:1 with print files
- ▶ Maintains brand identity

Cons

- ▶ Limited area of interest



Evolved Map Offering

Distributing your maps as a basemap...



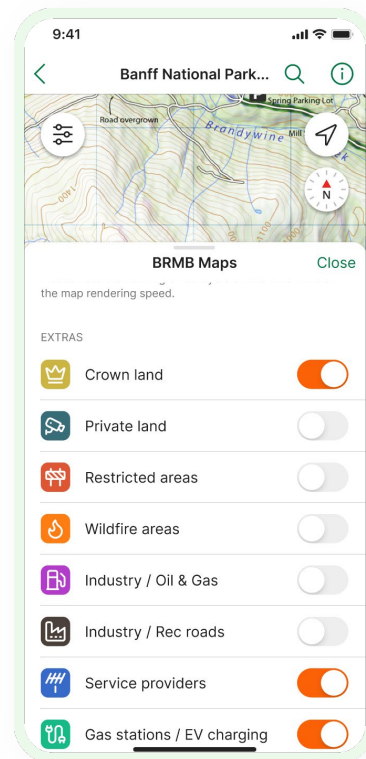
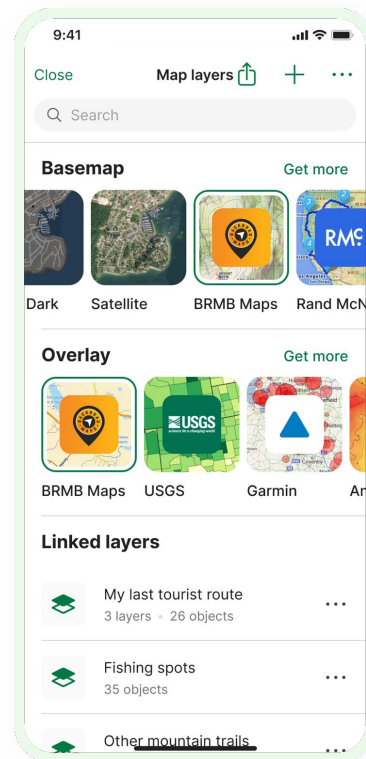
Meets User Demand



Enhances User Experience



New Revenue for Partners



Expand Your Reach

New workflows and UI will mean...



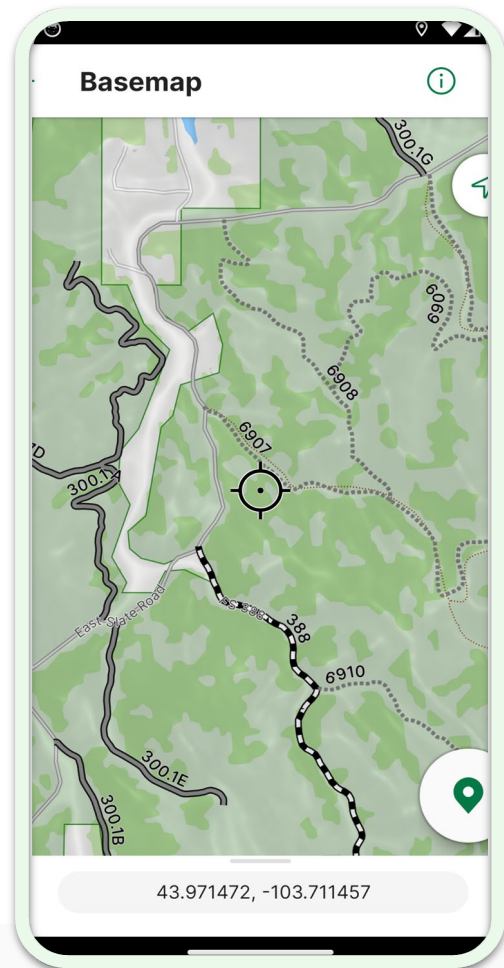
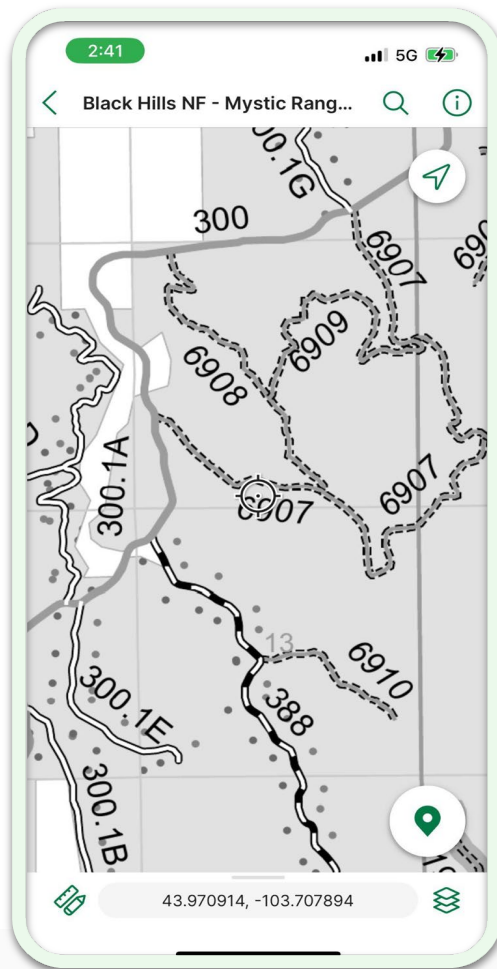
Broader User Appeal



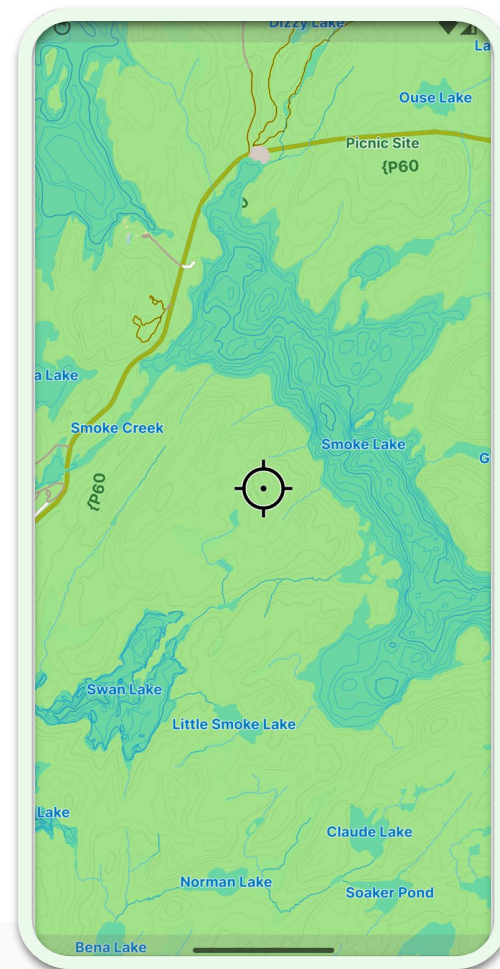
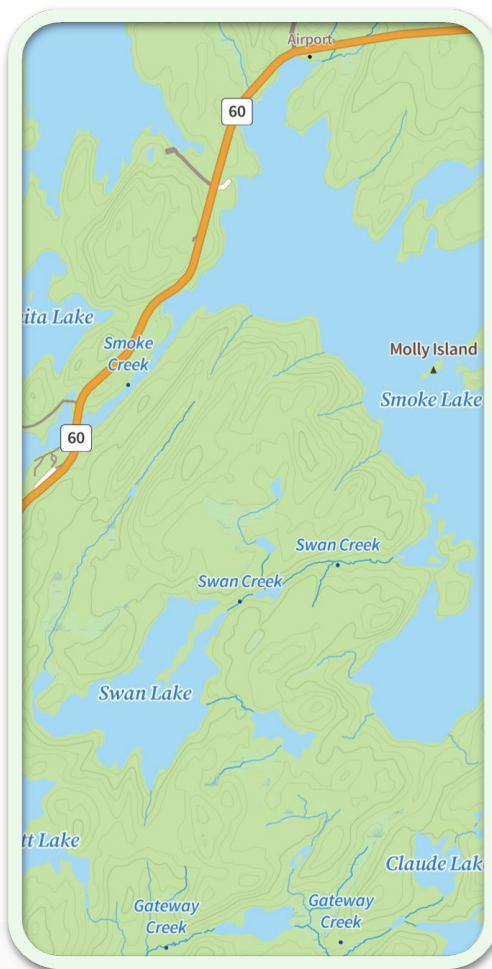
Enhanced Brand Exposure



USFS MVUM



Backroad Mapbooks



New Purchase Model

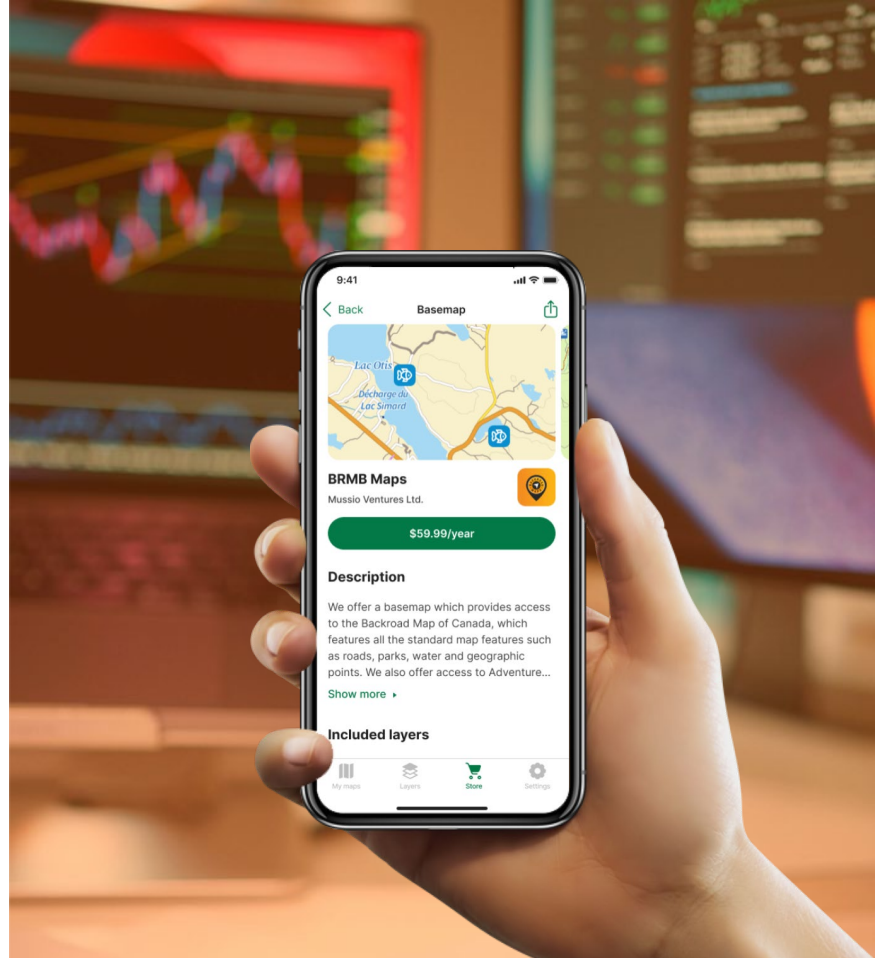
Subscription offerings result in...



Increased Revenue



Recurring Revenue



Transparent Analytics & Reporting

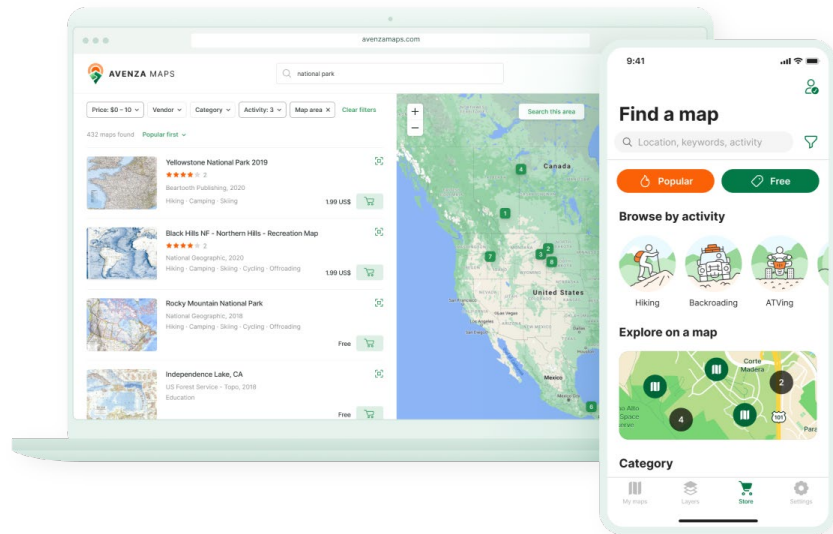
Single subscriptions make analytics easy



Mobile Analytics



Detailed Sales Reports



Cross Promotion and Marketing Tools



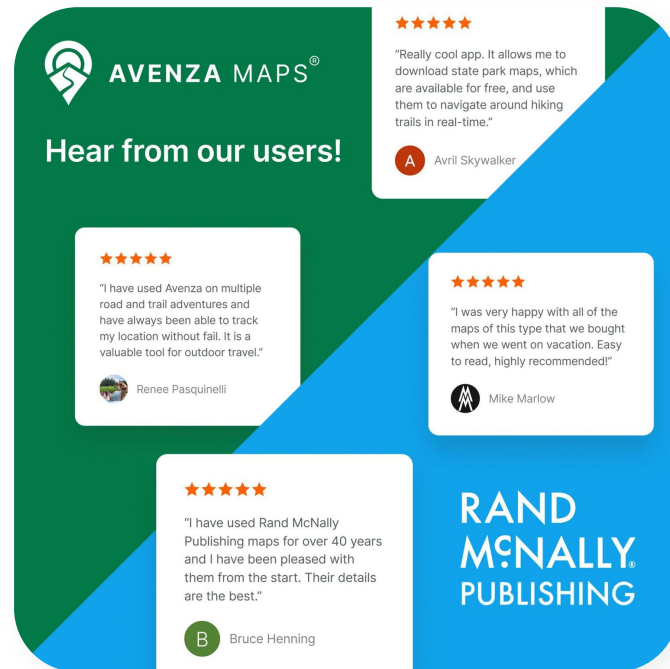
Promotional Opportunities

Potential for joint marketing campaigns and featured placements.



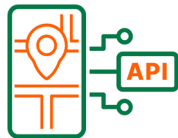
User Engagement

Access to tools and strategies to help maintain subscriptions.



Technical Compatibility

Avenza Maps can access the data via:



Existing APIs: We call your hosted data to pull the tiles into the app for the user to view.



Rehosted location: You provide the raw data and we host it in a secure location for the app to access.



Navigate with confidence.

