



Pointerra Limited

ASX Announcement

26 November 2020

Enterprise Sales & ACV Update

Pointerra Limited (ASX: 3DP) ("Pointerra"; "Company") is pleased to provide an update on recent enterprise sales activities.

Highlights:

- **ACV grows from US\$4.93m to US\$5.82m – increase of 18%**
- **ACV growth generated from existing and new customers across wider range of sectors**
- **Pointerra remains profitable on an ACV run-rate basis**

ACV Growth

During the months of October and November, and since the Company last reported ACV (Annual Contract Value) on 15 October 2020, further growth in the spend by existing customers in addition to the onboarding of new customers across a range of market sectors in Australia and the US have combined to generate further growth in Pointerra's ACV run-rate during Q2 FY21.

Whilst the increase in spend by these existing and new customers across Pointerra's suite of SaaS services; Data as a Service (DaaS), Analytics as a Service (AaaS) and Data Processing as a Service (DPaaS); is not individually material, the combined impact on ACV amounted to an increase of US\$0.89 million, with ACV now standing at US\$5.82 million as at 25 November 2020, representing an 18% increase in the 40 days since ACV was last reported.

The Company looks forward to informing the market of further growth in ACV as appropriate and as previously advised any individually material DPaaS/DaaS/AaaS contract awards will be separately announced to the market as they are confirmed by customers during FY21.

This announcement has been authorised and approved for release to the ASX by the Board of Pointerra Limited.

ENDS



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About Pointerra: Pointerra is an Australian company focussed on the global commercialisation of its unique 3D geospatial data technology. Pointerra's technology solves entrenched problems associated with digital asset management workflows and allows very large 3D datasets to be managed and analysed without the need for expensive and time-consuming high-performance computing. 3D data is processed and stored in the cloud by Pointerra for instant, on demand user access: anytime, anywhere, on any device – providing actionable 3D information to power digital asset management solutions across a range of sectors.

Common Q&A's about Pointerra:

1. **What do we do?** We manage, analyze and monetize other people's 3D data for them.
2. **How do we make money?** People pay us to manage their data, to develop or source analytics to make sense of their data and they even share revenue with us when we help them to monetize their data.
3. **Why do people need us?** 3D data is hard to manage, use, analyze and share. We have proprietary (patent protected) IP that enables us to do what we do better than anyone else.
4. **Do we have competitors?** There are lots of desktop solutions for 3D data and fewer cloud solutions. Most cloud solutions focus on visualization but the 3D data isn't readily analyzed - either quickly and efficiently or at mass scale. Our IP allows us to do this better than anyone else – faster, with more accuracy and at lower cost.
5. **Who are our customers?** Anyone who is engaged in capturing (surveyors, drone operators, aerial and satellite mapping) or using (AEC sector, asset owners/operators/insurers/regulators) 3D data to plan, design, construct/build, operate, maintain, insure and govern/regulate a physical asset.
6. **What sectors do our customers operate in?** Linear infrastructure (road/rail/pipeline/transmission/distribution), non-process infrastructure (civil and built-form) and process infrastructure (mining/oil & gas/industrial manufacturing plant).
7. **How much do people pay us?** Our Data as a Service (DaaS) solution for 3D data using our digital asset management platform is priced based on the amount of data (in terabytes) we are hosting and the number of users each customer requires. We also charge customers to process their data (Data Processing as a Service or DPaaS), build/deploy analytics (Analytics as a Service or AaaS) to interpret their 3D data and are currently building a marketplace to monetise other people's 3D data via revenue share arrangements through our new subscription site, www.3Dinsight.ai.

Pointerra's vision is to create a global marketplace for 3D data, saving users time and money and creating a 3D data access revolution. Pointerra: 3D Data Solved.