



Transforming access to 3D Data

2017 AGM Presentation

20 November 2017

# The Problem with 3D Data

- **Viewing** – Existing massive 3D datasets can't be easily viewed
- **Storing** – Unmanageable files often isolated on local hard drives
- **Cost** – High investment in IT, GIS and people just to provide access
- **Delay** – Time and cost gap between acquisition and use
- **Usefulness** – Efficacy of derivative (dumbed-down) 3D point cloud products
- **Efficiency** – Unnecessary repeat scans when data not readily accessible
- **Random** – Difficult to be strategic about data acquisition
- **Search** – It's hard to find it if you can't see it!



**Pointerra is a globally disruptive and world-first cloud technology that transforms the access and usage of massive 3D point cloud datasets.**

**Pointerra enables actionable 3D information to be used to manage physical assets from any device, anywhere, anytime.**

# Why is it Globally Disruptive?

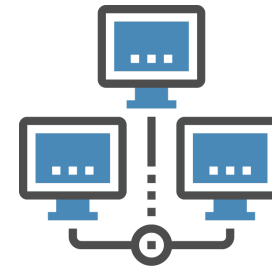
Pointerra is the first cloud platform that allows users to SEE, USE and SHARE massive 3D datasets.



**SEE**



**USE**



**SHARE**

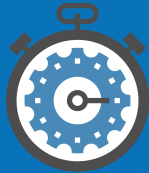
The result? Massive time saving and work flow efficiencies across a wide array of industries that are reliant on and use 3D data on a daily basis.



# Pointerra's Solution

## A technology breakthrough

### THREE PILLARS OF INNOVATION



#### CORE TECHNOLOGY

## Processing

Spatially indexed data for efficient compression and storage

Automated index, compress, unify



#### CORE TECHNOLOGY

## Storage

Read without decompression

Centralised, cloud (AWS) based repository

Point clouds, not files, metadata attached

Multiple formats and coordinate systems



#### CORE TECHNOLOGY

## Access

Search, access and analyse 3D data

Image rendering at unprecedented scale and performance

Subscription, permission and sharing management

Massive point clouds

Not limited by hardware

Server-based, rapid start up

Any device (browser)

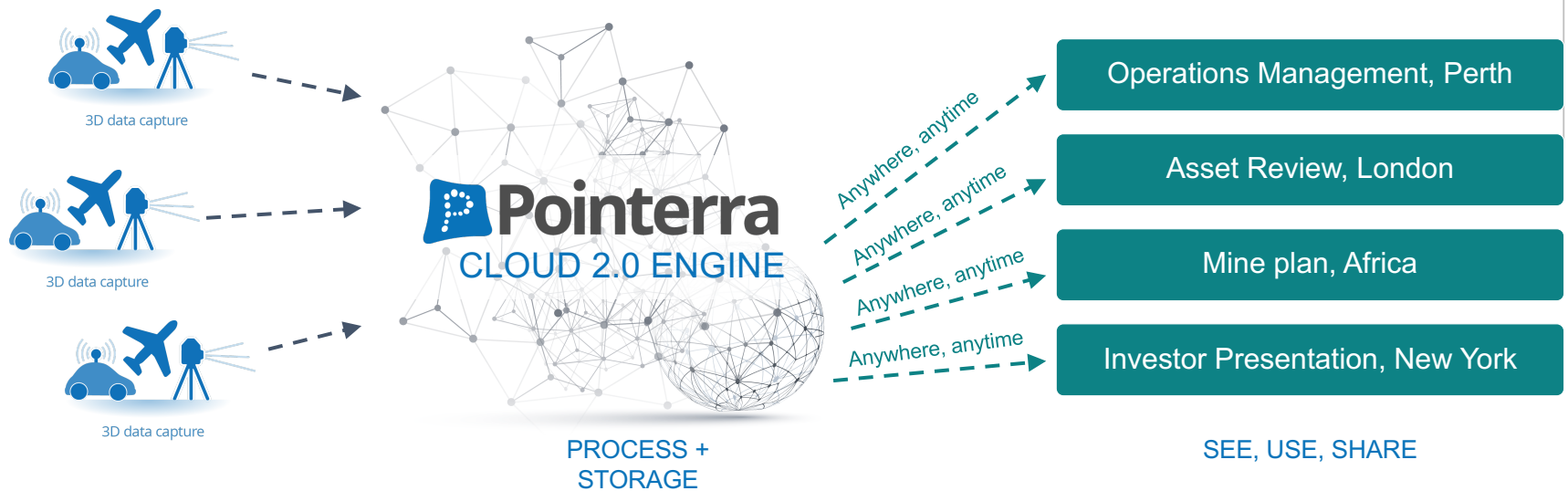
No data copying

# The Pointerra Difference

BEFORE  
POINTERRA



USING  
POINTERRA



# Real World Applications and Benefits

Democratised 3D data access and usage across the organisation

One, unified,  
shared, accessible  
data set

Each discipline  
extracts only what  
it needs

Visible in Real  
time-easy to find

Allows colleagues  
to see the effect  
their changes can  
make on others

Data available  
remotely-allows  
work over dispersed  
geographic areas

View whole  
datasets, not just  
pieces

Understand change  
over time (4D)

Leverage existing  
data more  
effectively



# Pointerra Use Cases Across Industries

## Utilities Company

- undertaking high-frequency laser scanning operation to feed predictive analytics algorithms.

## Oil and Gas Company

- sharing terabytes of 3D scan data between field operations and corporate head office to better manage the plant.

## Road Network Owner

- discovering new ways to work with and interpret 3D data that was previously unusable.

## Oil and Gas Company

- visualising subsea 3D data of well head and riser infrastructure without the need for technical 3D software and operator.

## Geospatial Technology Company

- visualising, exploring and extracting data from existing 3D datasets for the first time.

# Robust Commercial Benefits

## Compelling Value Proposition

**Massive workflow savings = outstanding ROI**

**No implementation overhead = instant benefits**

**Shifting from CAPEX to OPEX = more financial flexibility**

**Unprecedented analytics capability = rapid results at an ultra low cost**

**It's non competitive = value add technology to global 3D channel partners**

# The Market Opportunity is Massive

- Rapid growth in global demand for 3D data driven by mix of asset management imperatives and emerging disruptive technology applications
- Global geospatial technology sector worth **\$500 Billion**: enormous, high-growth, addressable market
- Pointerra has patent-pending, world-class, disruptive 3D data technology: **3D Data Solved**
- Pointerra is not competing with existing market incumbents in the 3D data sector. Pointerra simply enhances the useability and value of 3D data assets for those that capture it and use it.





# Customer Acquisition Strategy

Diversified acquisition strategy across multiple channels to market

## Enterprise Direct Customers

Own/operate/manage an asset

Have significant amounts of hard to use 3D data

Direct Data as a Service (DaaS) license

## Enterprise Channel Partners

Engaged in acquiring or using 3D data

Already working for and with Enterprise Customers

Direct DaaS license & reseller commission

## Surveyors & Geomatics Professionals

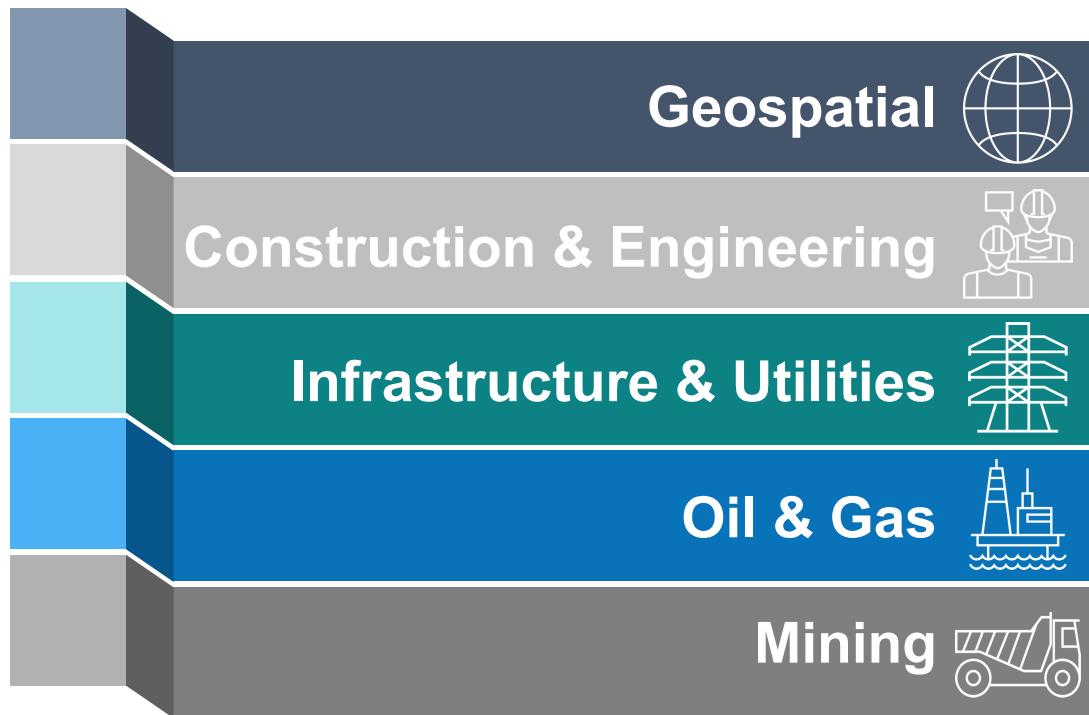
Fragmented market – SME's through to regional & global players

Daily 3D data capture - inefficient workflows & frustrated customers

Direct DaaS license & reseller commission

# Growth Strategy

## Targeted customer segments



### Focused Sales Effort:

1. Growing sales pipeline & converting trial licenses to paying customers (across all channels)
2. Securing high-value enterprise channel partners from Tier-1 global & regional technology, engineering, aerospace & professional services sectors for enterprise sales
3. Securing technology licensing & transactional royalty sales agreements with Tier-1 global geospatial hardware & software and global/regional data capture companies

# Growth Strategy

## Channels to market and sales pipeline 2017/18

### 3D Scanning Hardware & Software Manufacturers & Resellers

- In confidential technology integration and commercial negotiation with a number of tier-1 global players.

### Surveyors & Geomatics Professionals

- Current DaaS revenue generating customers – sales now
- In confidential technology integration and commercial negotiation with larger global and regional operators

### Technology, AEC, Aerospace & Professional Services

- Current DaaS revenue generating customers – sales now
- Partnerships and MOU's already executed; confidential technology integration and commercial negotiation with more operators

### Enterprise Asset Owners & Operators

- Current DaaS revenue generating customers – sales now
- Reseller sales opportunities by partners from Technology, Engineering, Aerospace & Professional Services



# Growth Strategy

## Channels to market and sales pipeline 2017/18

### Open Source Government Data

- Pointerra harvesting free datasets for display and sale in open data marketplace and through partners like Blue Marble Geographics
- Calendar 2018 sales expected

### Open Data Marketplace

- Calendar 2018 sales expected

# BD, Sales & Marketing

## Recent Highlights

- Milestone technology licensing agreement signed with AAM, the largest geospatial services provider in the southern hemisphere
- Material growth in sales pipeline (300+ prospects), first direct sales to regional & global AEC enterprise customers & paid trials with domestic power utilities (targeting 5-figure recurring monthly DaaS fees upon conversion to full enterprise licenses)
- Employing additional direct sales resources in Australia and the US market (targeting c300 utilities); then Western Europe (c200 utilities) and South-East Asia (c100 utilities)
- Integration opportunity with **Autodesk's Forge** cloud platform to provide access to 5.6m global Autodesk customers
- Pointerra signed a number of reseller and partnership agreements during FY17 and also remains in confidential technology integration and commercial negotiation with a number of tier-1 global players



# BD, Sales & Marketing

## Licensing deal success

### AAM licenses Pointerra technology for 3D Data

- Pointerra signed technology license agreement with AAM, the largest geospatial solutions company in the southern hemisphere.
- AAM is a world leader in geospatial technologies with 500 professionals and operations in Australia, New Zealand, India, South-East Asia and Africa
- Pointerra's 3D data technology licensed by AAM to help AAM customers better visualise and analyse 3D data through AAM's cloud-based GEOCIRRUS Discovery Portal
- AAM will pay Pointerra a technology licence fee and an ongoing royalty from 3D data sales; Pointerra has also licensed AAM's data for sale through Pointerra's 3D data marketplace.



**GEOCIRRUS**

# BD, Sales & Marketing

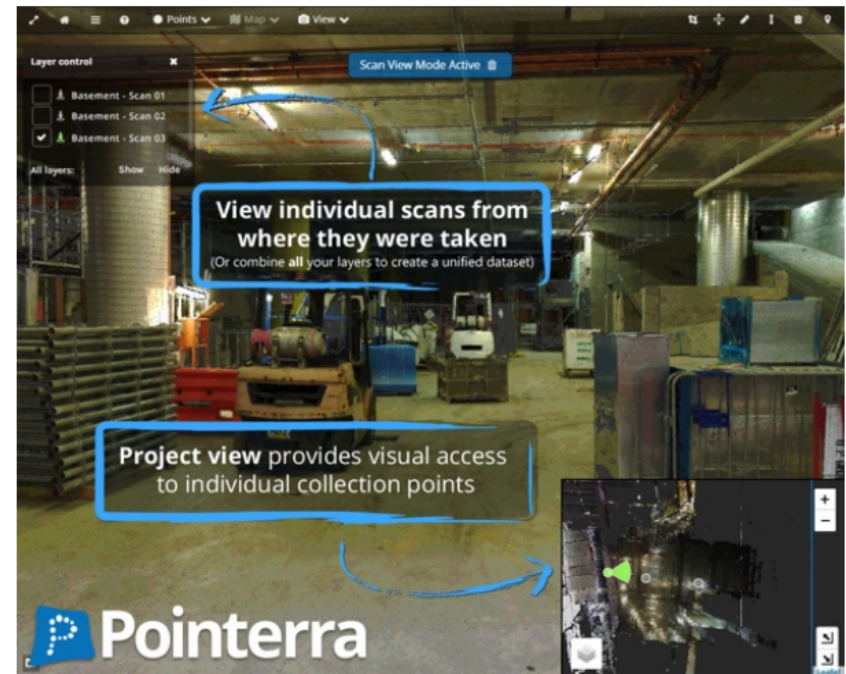
## Select Customer, Partner & Markets Quotes

- **AAM's CEO, Mark Freeburn**, commented: "When we launched GEOCIRRUS in 2015, AAM was one of the first geospatial organisations in the world to provide a cloud-based delivery solution and DaaS marketplace. By partnering with Pointerra we have added a step-change in dimension and scale by being able to visualise and promote access for our customers to our considerable library of 3D datasets. Pointerra's technology will help us leverage this data to grow our GEOCIRRUS marketplace. We are also excited to be part of Pointerra's global marketplace for 3D data and see the relationship as a win for both organisations."
- **Bradley Andrews, President, Advisian Digital Enterprise (part of WorleyParsons)** said "We take pride in working with clients to realise the future of advanced industries in which data and digital transformation brings efficiency, energy, resilience and new paradigms. We're excited to be partnering with Pointerra and to be able to offer their 3D point cloud solution to our clients."
- **K2fly's CEO, Brian Miller**, commented: "Pointerra has a great product which can be a game changer in asset intensive sectors. K2fly has a growing presence in this sector and we are delighted that we'll now be able to market, sell and implement this leading edge technology to our clients in the mining, oil & gas, electricity, rail and water sectors."
- **C4D Intel's Managing Director, Alistair Scott-Farris**, commented, "We operate in a data intensive sector and Pointerra's technology greatly enhances our business model and scalability. For us, Pointerra is the natural and only choice to provide important 3D data management, visualisation, workflow and sharing capability to our portfolio of spatial and temporal asset management solutions."
- **RM Surveys** – Pointerra DaaS Customer – "RM Surveys are one of Pointerra's first surveyor customers. We are extremely satisfied with the positive effect it has had on our business. Since signing up for Pointerra we have significantly reduced our time to delivery and from a business point of view, Pointerra has saved us money on investing in new server infrastructure and is a great sales and marketing tool for promoting our laser scanning and BIM solutions."
- **Marc Kennis, TMT Analytics Research** – "Pointerra is arguably the most scalable global platform on the ASX today."
- **Small Cap Fund Investor** – "Pointerra is my favourite stock in our portfolio"

# Product Development Advancements

## Scanview

- ScanView generates a view of the 3D pointcloud dataset from the perspective of the laser scanner, resulting in the highest fidelity view possible of what the laser scanner saw and captured.
- The key differentiator between Pointerra's ScanView approach and other web deployed solutions is that they are photo-based and the user is locked into a "bubble photo" scanner-perspective view, unable to dynamically navigate to other perspectives or look at multiple scans merged together because they are looking at a photo rather than the 3D pointcloud dataset.



# Product Development Advancements

## PointerraCloud 2.0

- Pointerra recently deployed its 2nd generation data processing and storage technology into production. The PointerraCloud 2.0 engine introduces many new capabilities, including the ability for pointcloud datasets to contain multiple layers, the ability to merge new pointcloud data into existing datasets, and a greatly enhanced ability to track an individual point back to its source dataset file.
- The new data format also future-proofs Pointerra's core technology with an ability to scale to pointcloud sizes far in excess of those currently being created by our customers. Pointerra has also continued to enhance existing API's (interfaces for 3rd party developers) to support a growing list of partners and customers that are seeking to integrate Pointerra's 3D data technology into their existing products and workflows. Providing a rich set of API's is a strategic focus for Pointerra, particularly in supporting the acquisition of Tier-1 enterprise customers and technology licensing agreements.





# Product Development Advancements

## IP Protection Strategy

- Pointerra's **1<sup>st</sup> Patent Application – “Method & System For Computer Graphics Rendering”** progressed through a Demand for International Preliminary Examination, an International Type Search and is now proceeding to Filing in the National Phase.
- Pointerra's **2<sup>nd</sup> Patent Application – “Method & System for Storing and Retrieving Multi-Dimensional Data”** has recently been identified as being “novel and having an inventive step” via an International Type Search and Written Opinion; and can proceed straight to Filing in the National Phase.
- Pointerra will continue to pursue a strategy of IP protection and trade secrets as its portfolio of technology innovations grows over time.



# Near-Term Technology Applications

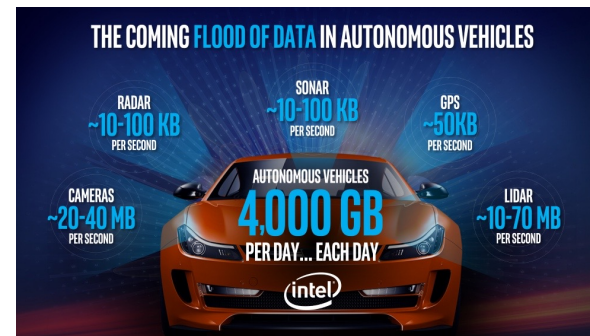
Pointerra's technology also enables emerging technologies and capabilities

Driverless Vehicles

Predictive Analytics

Artificial Intelligence

- Huge amounts of 3D LiDAR data generated by sensors used in ADAS and driverless vehicle programs.
- 3D data being used by organisations to examine change over time and make more informed, predictive-based, asset management decisions.
- Ingestion of 3D data in the Pointerra format facilitating more efficient and accurate AI-assisted decision making.



These pictures represent the use of 3D capture in the driverless vehicle sector and the quantity and types of data generated. The organisations depicted are not customers of Pointerra.



# Pointerra's Vision

## Creating the global marketplace for 3D data

We will be the global go-to place for acquiring 3D data



# Investment Rationale

The global solution for managing, visualising, sharing and leveraging 3D data

## World-Class Technology

- First-mover business model, little relevant competition
- Patent protection strategy and IP development pipeline
- Rapidly expanding global demand for 3D data

## Clear Pathway to Earnings

- Global, focussed sales execution story in enormous addressable market
- Rapid commercialisation, licensing and sales strategy
- Low-capital, highly scalable and high-margin business model

## Quality People

- Proven track record of tech development and commercialisation
- Board and management aligned to share price upside
- Right mix of experience: commercial, corporate & entrepreneurial skills

## Attractive Valuation

- Modest enterprise value
- Fully-funded business model
- Significant value uplift events expected in 2017/18





# Pointerra

3D Data Solved

[www.pointerra.com](http://www.pointerra.com)

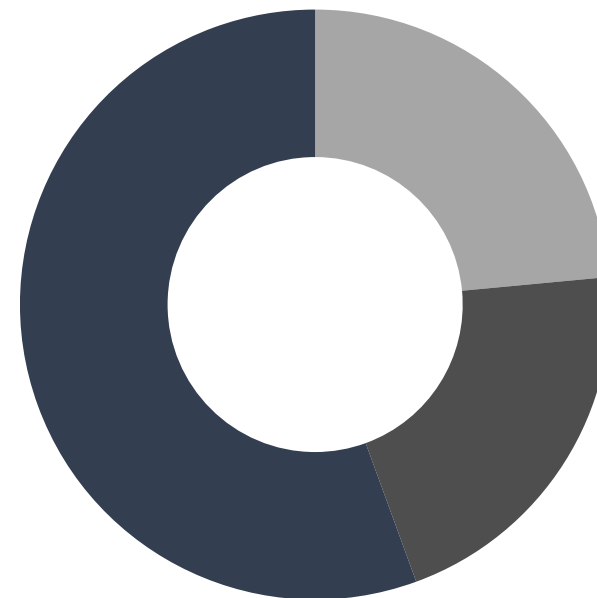
# Corporate Overview

<b>Total Ordinary Shares</b>	374m
<b>*Milestone Shares</b>	120m
<b>**Options</b>	102m
Total Shares Fully Diluted	596m
<b>Current Share Price</b> (17 November 2017)	\$0.060
<b>Market Capitalisation</b> (Undiluted)	<b>\$22.4m</b>
<b>Enterprise Value</b> (Undiluted)	<b>\$19.7m</b>
<b>Net Cash</b> (30 September 2017)	<b>\$2.7m</b>
*2 tranches (60m June '18, 60m June '19)	
**Options to acquire Shares at 5 cents each on or before 30 June 2019	

<b>Current Shareholding</b> (undiluted)	
Directors & Management	<b>23.5%</b>
Top 20 excluding Board & Management	<b>20.9%</b>
Balance	<b>55.6%</b>

<b>Top 5 Shareholders</b>	
Cartovista P/L, Perth	<b>10.9%</b>
Pershing Australia Nom P/L, Sydney	<b>3.9%</b>
J. Olson, Perth	<b>3.6%</b>
P. Cummins, Perth	<b>3.4%</b>
Egmont P/L, Perth	<b>3.2%</b>
<b>TOTAL</b>	<b>25.0%</b>

## Shareholding Spread



- Board & Management
- Top 20 excluding Board & Management
- Balance



# Our People

## Board of Directors



Non-Executive Chairman

**GRAHAM GRIFFITHS**

Experienced company director. Information & Communications technology executive with 22 years at the multinational level with computer vendor NCR Corporation and AT&T (US and Asia based), in various senior sales, marketing and R&D positions. Managing director for 11.5 years of ipernica ltd, including leading the IPO and founding Director of Nearmap

[www.pointerra.com](http://www.pointerra.com)



Non-Executive Director

**Dr ROB NEWMAN**

PhD and Bachelor of Electrical Engineering. Successful high technology entrepreneur in both Australia and Silicon Valley. Inventor and co-founder of QPSX Communications which achieved international acclaim and sold products world-wide. ASX listed Nearmap founding Director & current MD/CEO.



Non-Executive Director

**NEVILLE BASSETT**

Chartered Accountant operating his own corporate consulting business, specialising in the area of corporate, financial and management advisory services. Public company director and consultant to a number of publicly listed companies and private company groups across a range of industry sectors.



Managing Director

**IAN OLSON**

10 years experience in geospatial sector as business owner. Chartered Accountant and professional public company director with a 25 year career in finance and the capital markets. Has helped numerous companies move from private to public status and raise capital via the ASX.

# Our People

## Management team



CHIEF TECHNOLOGY OFFICER  
**SHANE DOUGLAS**

Physics and computer science graduate with over 30 years experience in software development. Since 1989 has been developing software in 2D and 3D spatial environments for the Water Corporation of Western Australia, Rio Tinto Iron Ore, and numerous other organisations.



VP ENGINEERING  
**MARK MORRISON**

Engineer with over 25 years experience in the geospatial and resources industries. Has worked across a variety of roles, including academic research, software application development, technical analyst, and industrial R&D/innovation.



VP CLOUD DEVELOPMENT  
**MIKE FREETH**

Software developer and designer with a diverse skill set and a passion for modern web technologies. His experience ranges from the technical to the creative, covering software development, photography, video production and graphic design.



PRINCIPAL SOFTWARE ARCHITECT  
**STEPHEN SAKHAROV**

Software developer with a degree in Computer Science, and over 15 years experience developing commercial software solutions in various industries ranging from electronics design to the resources sector.

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