Pointerra Limited

ASX Announcement

14 December 2018

Enterprise Sales Update

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

Domestic Sales

Further to the ASX announcement made on 5 September 2018, the Company has successfully transitioned an existing enterprise DaaS (Data as a Service) customer in the domestic Utility sector from a A$10,000 pcm subscription agreement to more than A$20,000 pcm (in excess of A$240,000 per annum) effective January 2019.

This Utility commenced its use of Pointerra's platform under a A$5,000 proof of concept trial in 2017 and has steadily grown both the amount of data being hosted and the extent to which the platform has been deployed across the enterprise. Pointerra expects to continue to grow this subscription level into the future as more 3D data and more users are added.

International Sales

Continuing momentum in the strategically important North American market, Pointerra has recently secured another large regional surveying and mapping company as a DaaS customer under a four-figure monthly subscription. Consistent with the journey of other Pointerra DaaS customers, monthly recurring subscription revenue is expected to grow as the customer incorporates Pointerra's world-first cloud platform for 3D data into their workflow and customer data delivery operations, all the while adding more 3D data.

ENDS

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About Pointerra: Pointerra is an Australian company focussed on the commercialisation of its unique 3D geospatial data technology. Pointerra's technology has solved an entrenched problem in the digital asset management sector and allows very large 3D datasets to be viewed by users without the need for high performance computing. 3D data is processed and stored in the cloud for instant, on demand user access: anytime, anywhere, on any device – providing actionable 3D information to power digital asset management solutions. 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 http://www.pointerra.com