



Pointerra Limited

ASX Announcement

31 October 2019

Enterprise Sales Update – US Developments

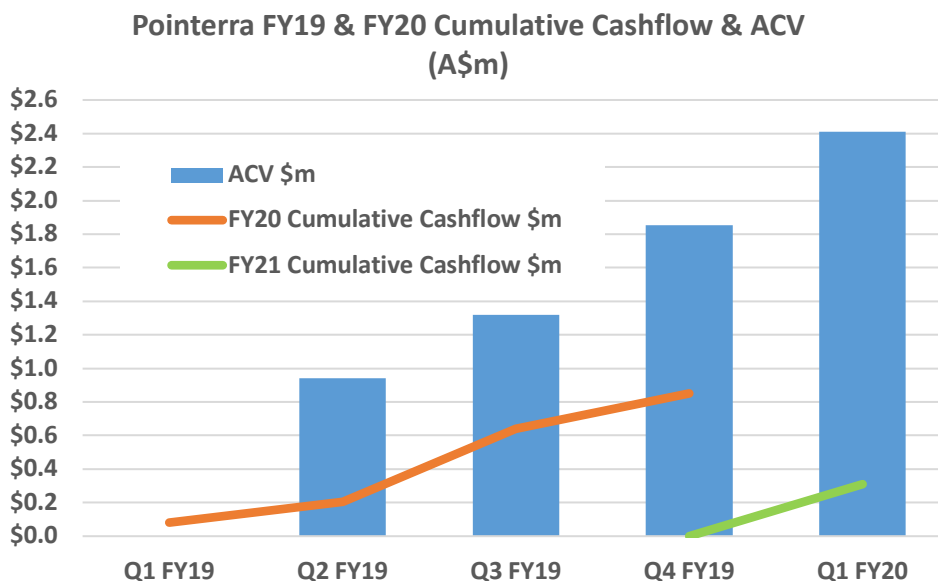
Pointerra Limited (ASX: 3DP) ("Pointerra"; "Company") is pleased to provide an update on recent enterprise sales activities.

Highlights:

- **ACV grows to \$2.41 million compared to \$1.85 million in Q4 FY19**
- **PrecisionHawk extends commitment through to end of 2020**
- **US team expanded responding to customer demand - delivers immediate revenue through change in scale and dimension**
- **Further growth in sales to existing customers in Australasia and the US**

ACV Growth

In recent months the Company has added new Data as a Service (DaaS) and Analytics as a Service (AaaS) customers in Australia and the US, whilst also growing existing customer spend. The cumulative Annual Contract Value (ACV) of these customers grew by \$0.56 million or 30% to stand at \$2.41 million as at 31 October 2019, compared to \$1.85 million as at 31 July 2019.





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PrecisionHawk Extends Commercial Relationship

PrecisionHawk, the leading US drone inspection operator and one of Pointerra's largest customers, has agreed to extend its commercial relationship with Pointerra through to the end of calendar 2020.

Pointerra has been supporting PrecisionHawk's operations since late 2018 and through calendar 2019, has been utilising Pointerra's AaaS solution to automate the analysis of LiDAR data for PrecisionHawk's power utility inspection business.

The combination of Pointerra's DaaS and AaaS solutions has generated material workflow savings for PrecisionHawk's operations, prompting the Raleigh, North Carolina headquartered business to renew its subscription to Pointerra's platform for the next 12 months at a minimum of US\$30,000 pcm.

Expansion of US Team

The 3D data capture and analysis sector in the US is structurally different to Australia, with the capture-process-analyse value chain often being undertaken by as many as 3 different contractors working together to deliver a customer solution.

Whilst there are many businesses that perform all three functions, for aerial and mobile capture in particular, through exposure to new customers and prospects in the important North American marketplace, the Company became aware of new opportunities to expand the scale and dimension of its existing DaaS and AaaS solution set.

Because Pointerra's AaaS platform delivers material reductions in costly and time-consuming manual and semi-automated 3D data analytics performed by much of the sector, the ability to influence the way in which data is delivered to the Company's cloud platform emerged as an additional commercial opportunity.

Accordingly, and prompted by immediate revenue opportunities, Pointerra recently made 2 additional appointments. The individuals (Jamie Young and Jill Wrenn) commenced with the Company on October 21 and bring many years of 3D geospatial sector experience.

This expanded capability has already delivered new revenue for Pointerra, with the Company now able to offer Data Processing as a Service (DPaaS) to augment DaaS and SaaS revenue in the US.

By providing this capability Pointerra will be able to accelerate the ongoing development of its AaaS capability, driving greater cost efficiency, timeliness and accuracy of asset management tasks that use mobile and aerial 3D data as the primary input.



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To this end, one existing US utility customer has already commenced negotiating materially larger scope of works for Pointerra and will be leveraging the Company's new DPaaS capability, generating expected incremental revenue of US\$350,000 over the next 4 months, with further higher value DPaaS work expected to flow throughout calendar 2020 from this one utility alone.

This DPaaS revenue is additional to the Company's recurring subscription based DaaS/AaaS income used to calculate ongoing ACV and the new DPaaS capability is also expected to accelerate the acquisition of recurring DaaS/AaaS subscriptions from existing and new sales prospects.

Growth in sales to existing customers in Australasia and the US

During the quarter a number of existing customers in Australasia and the US have increased their usage of Pointerra's DaaS platform, including growth in the dollar value of DaaS subscriptions (driven by growth in 3D data hosted) as well as extensions to existing subscription contract periods and new revenue from AaaS subscriptions, with one large Australian utility customer extending their DaaS contract by a further 24 months.

The Company looks forward to informing the market of further growth in ACV when it next reports ACV levels in January 2020. In the interim, any individually material DPaaS/DaaS/AaaS contract AWARDS will be separately announced to the market.

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 solves entrenched problems in the digital asset management workflows and allows very large 3D datasets to be used 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.

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 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 lets us 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 aren't readily analyzed - either quickly and efficiently or at mass scale. Our IP allows us to do this better than anyone else.
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 plant).
7. **How much do people pay us?** Our Data as a Service (DaaS) and Analytics as a Service (AaaS) solutions are priced based on the amount of data (in terabytes) we are hosting. Our customers are currently paying us between US\$200 to US\$30,000 pcm for this service. We also connect buyers and sellers of 3D data, where we typically agree a revenue share via our 3D data marketplace.

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.