Pointerra Limited

ASX Announcement

30 April 2020

Enterprise Sales Update

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

Highlights:

- **ACV grows 17% to $3.32 million as at 30 April 2020**

- **Growth in ACV generated from existing and new customers**

- **COVID-19 has had positive impact on platform enquiry rates**

Over the past three months the Company has grown the spend from existing customers and also added new Data as a Service (DaaS), Analytics as a Service (AaaS) and Data Processing as a Service (DPaaS) customers in Australia and the US.

The cumulative Annual Contract Value (ACV) of these customers grew by $0.48 million or 17% to stand at $3.32 million as at 30 April 2020, compared to $2.84 million as at 31 January 2020.

Pointerra FY19 & FY20 Cumulative Cashflow & ACV (A$m)
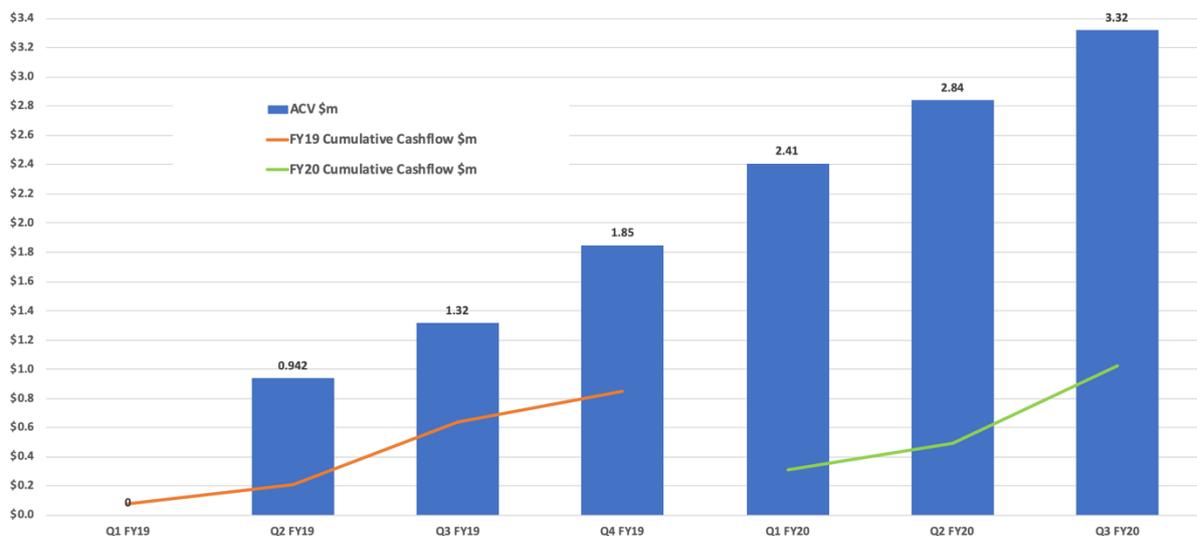
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Pointerra lodged an announcement with the ASX on 23 March 2020 identifying the potential impact of COVID-19 on the operations and outlook for the Company.

The announcement stated that Pointerra had experienced a noticeable acceleration of both interest in and adoption of the Company's cloud-based 3D digital asset management platform during this time, with the cloud-deployed, web browser nature of Pointerra's solution being particularly compelling due to its ease of adoption (no complex software to install) and the obvious mobility (work from home) advantages of this type of solution.

If the paid Proof of Concept (PoC) agreements identified in the 23 March 2020 announcement are successful and proceed to enterprise-wide deployment, the Company expects pricing for the enterprise agreements to result in individually material ACV contract sums for each of these prospects.

Subsequent to the 23 March 2020 ASX announcement Pointerra has been approached by additional enterprise prospects from the data capture (survey), engineering/construction and asset owner/operator sectors and is presently engaged in numerous additional platform evaluation activities for new enterprise prospects, including formal Requests for Proposal (RFP) and Requests for Quotation (RFQ) responses in Australia and the US.

In relation to the ACV movement it should be noted that most of Pointerra's DaaS, AaaS and DPaaS sales are made in US$ or in local currencies translated at US$ equivalents. The AU$/US$ exchange rate used to calculate the AU$ equivalent Q3 FY20 ACV figures was $0.65 whereas the rate used for the Q2 FY20 figures was $0.68.

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

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 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) solution to manage 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 against (Analytics as a Service or AaaS) their data and where we connect buyers and sellers of 3D data, 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.