



Pointerra Limited

ASX Announcement

05 September 2018

Enterprise Sales Update

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

Domestic Sales

The Company continues to work with paying customers and sales prospects in the surveyor, AEC (Architecture, Engineering & Construction) and Utility sectors in this region.

Pointerra's longest running enterprise customer in the Utility sector has recently moved from a limited scope \$5,000 pcm DaaS subscription to a \$10,000 pcm enterprise wide subscription following an extensive and successful paid Proof of Concept ("PoC") period, where Pointerra worked with the customer to understand the positive impact on asset management, workflow and operational efficiencies generated through use of Pointerra's cloud platform for 3D data across the enterprise.

The PoC process culminated in the preparation of an internal business case, supported by Pointerra, which identified ROI outcomes of at least 5x across the enterprise through the use of Pointerra's solution. As this customer transitions to upload more 3D data and add more user numbers during the coming months, DaaS subscription revenue will continue to grow and is expected to more than double to \$240,000 per annum from early 2019.

The Company is using these business case ROI outcomes to accelerate the conversion of current trial customers to enterprise DaaS subscriptions as well as attracting new prospects in the Utility and AEC sectors.

International Sales

Since commencing with the Company on 16th July, Pointerra's US based COO, Randy Rhoads, has visited sales targets in California, Oregon, Washington State, Colorado, Texas, Nebraska, Missouri, Florida, New York State, New Jersey, Virginia and North Carolina. These visits have generated a range of enterprise sales prospects, trial licences and new Pointerra users.

This week Randy will be at Interdrone in Las Vegas (<https://www.interdrone.com>) to meet with sales prospects, aerial capture partners and integration partners Autodesk & Bentley. The following week will see visits to enterprise sales prospects in Wisconsin, Illinois and Michigan.

The Bentley and Autodesk technology integrations coupled with marketing efforts by their teams are yielding an increasing number of inbound referrals from their customer base and sales teams, which has resulted in additional new users, trial licences and enterprise sales opportunities.

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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>*