



# Pointerra Limited

## ASX Announcement

31 October 2018

### Enterprise Sales Update – Multiple International Enterprise Sales

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

The Company has successfully secured enterprise DaaS (Data as a Service) sales agreements with US and international prospects in the ADAS (Advanced Driver Assistance Systems), AEC (Architecture, Engineering & Construction) and Surveyor/Mapping sectors.

#### ADAS Sector

The ADAS enterprise sale represents the first application of Pointerra's unique proprietary data structure technology to support 3D mapping for the autonomous driving industry, an emerging high-growth sector that is forecast to grow to around US\$16.8 billion by 2025. (source: Statista.Com)

Pointerra has successfully converted a proof of concept trial into an enterprise DaaS agreement with one of North America's leading mobile mapping companies, which provides production mapping software for the Autonomous Driving industry.

This new ADAS customer will be using Pointerra's cloud platform and application development environment to undertake feature extraction and data analytics from its own mobile mapping 3D data as part of its internal production process, at a level of scale and efficiency not possible with its existing legacy platform.

The customer is commencing on a US\$9,000 per month DaaS subscription (A\$12,500 per month at the current exchange rate), which is expected to grow materially (by at least 2x) during the coming 12 months as the customer scales up their mobile mapping 3D data acquisition activities throughout the US and Canada.

#### AEC Sector

AEC sector companies are using Pointerra's cloud platform for 3D data to assist them in solving a range of planning, design, construction and asset management problems.

The Company's technology integration partnerships with global giants Autodesk and Bentley are generating compelling improvements in workflow efficiency across the project lifecycle, including the emerging digital process known as BIM (Building Information Management), a market segment which is forecast to reach US\$11.5 billion by 2022 (source: Transparency Market Research)

Pointerra has recently up-sold a global engineering firm from a single local office based DaaS subscription (under US\$500 pcm) to a full enterprise DaaS licence with 3



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deployment regions (North America, Europe and Australasia) supporting the business in a DaaS subscription amounting to at least US\$7,500 pcm initially (A\$10,500 per month at the current exchange rate) and is expected to grow as more offices are added.

Another global AEC firm headquartered in the UK has also recently become an enterprise DaaS customer, with monthly DaaS subscriptions expected to grow rapidly as additional offices are added progressively in a rollout commencing now and continuing through calendar 2019.

## Surveyor/Mapping Sector

Companies operating in the data capture sector typically comprise geospatial professionals including surveyors; aerial and mobile mapping specialists; and UAS (Unmanned Aerial Systems or drones) operators.

Organisations from this sector were the first to sign up to Pointerra's DaaS solution in the Australasian region at monthly subscription levels between A\$250 and more than A\$5,000.

More recently (and adding to the US based UAS customers announced on October 11) one of North America's premier surveying and mapping companies, which services US federal agency customers including FEMA and NOAA, has also become a paying DaaS customer and is looking to scale its use of Pointerra's solution across its US operations.

## Outlook

Following the uplift in sales and cash receipts reported in the Company's Q1 FY19 Appendix 4C lodged with the ASX on October 30, Pointerra expects that domestic and international sales momentum will generate further growth in sales and cash receipts in Q2 FY19 as the Company moves towards reporting ACV (Annual Contract Value) for its Q2 FY19 Appendix 4C, which is due out during January 2019.

**ENDS**

For more information, please contact:

**Ian Olson**  
**Managing Director, Pointerra**  
+61 417 998 328  
[ian.olson@pointerra.com](mailto:ian.olson@pointerra.com)

**Paul Hart**  
**Canary Capital**  
+61 421 051 474  
[phart@canarycapital.com.au](mailto:phart@canarycapital.com.au)

**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>