



Pointerra Limited

ASX Announcement

21 June 2018

Pointerra Expands Australian 3D Data Marketplace

Pointerra Limited (ASX: 3DP) ("Pointerra"; "Company") is pleased to announce the expansion of its Australian 3D Data Marketplace following the signing of a Data Marketplace Business and Partnership Agreement ("Agreement") with Land Surveys, an existing Pointerra Data as a Service ("DaaS") customer and one of Australia's largest surveying businesses.

Land Surveys to Capture High-Quality Mobile 3D Laser Scanning Data

Land Surveys has recently acquired a state of the art mobile laser scanning ("MLS") system, a vehicle mounted 3D capture platform that will be used to generate high quality 3D MLS datasets of road networks and associated adjacent infrastructure, including street furniture, street signs, electricity distribution poles & wires, pavements and building facades.

Under the terms of the Agreement, Land Surveys will procure the 3D MLS data, Pointerra will host the data and the two companies will share in revenue generated from the sale of access to the 3D data and the derived 2D mapping and analytics products. Land Surveys and Pointerra will be jointly responsible for marketing and selling the MLS datasets.



Land Surveys' recently acquired MLS platform

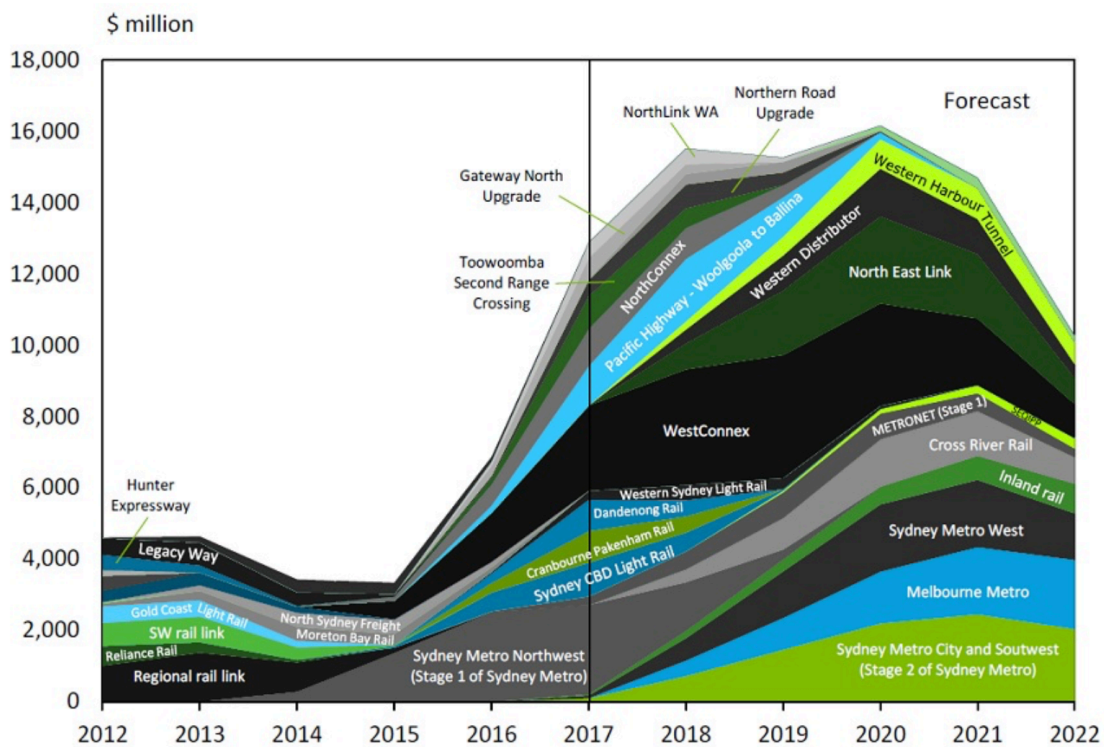


Pointerra Limited

Commercial Rationale

Land Surveys and Pointerra have identified numerous Australia-wide data acquisition targets for MLS capture, with a common theme being existing or planned arterial road and rail networks undergoing major project expansion, many of which have been identified by Infrastructure Australia (http://infrastructureaustralia.gov.au/projects/infrastructure-priority-list.aspx#anc_ip1) and are collectively worth many tens of billions of dollars in current and projected capex.

Future value of major road and rail projects



Source: Deloitte Access Economics

Land Surveys is undertaking a national capture program targeted around these linear infrastructure projects using its new MLS platform to progressively build, own and offer for sale through Pointerra's 3D Data Marketplace Australia's first high quality multi-client 3D MLS dataset.

This targeted capture program will provide on-demand access to high value 3D datasets across these key infrastructure corridors, through which Pointerra and Land Surveys expect to generate multiple sales to end user customers in the government and architecture, engineering & construction ("AEC") sectors under a "capture once, use often" multi-client model.

Land Surveys' Managing Director Peter Rullo said "Land Surveys has recently made a significant investment in purchasing a state of the art MLS platform that is modular and portable and can be rapidly deployed to targeted infrastructure corridor projects around

For personal use only



Pointerra Limited

the country. We are delighted to partner with Pointerra and contribute to their innovative 3D Data Marketplace as we set about building Australia's largest privately owned high quality road corridor 3D MLS dataset.

We look forward to collaborating with Pointerra to not only sell access to this valuable data but to also develop cloud-deployed analytics so that our customers may change the way they seek answers to various digital asset management questions and take advantage of the scalability and power of cloud-deployed platforms to support their digital asset management initiatives."

The two companies will market and sell access to the 3D MLS data, as well as on-demand derived mapping and analytics products to a range of target customers from Federal, State and Local Government agencies as well as companies in the AEC sector involved in designing, engineering and constructing these important national and regional infrastructure projects.

The 3D MLS dataset will join the aerial 3D dataset currently being procured by Pointerra partner Total Earth Solutions as the 2nd significant 3D dataset to be offered for sale in Pointerra's 3D Data Marketplace.

Pointerra's managing director Ian Olson commented "We are pleased to welcome another entrepreneurial and forward-thinking capture company in Land Surveys to become a contributor and partner to our 3D Data Marketplace.

Land Surveys are an existing Pointerra DaaS customer and are also seeking to change the marketplace for the generation and delivery of 3D data and derived mapping products. We expect to continue to extend the scale and reach of the 3D Data Marketplace both in the Australasian region and internationally in conjunction with the rapid scaleup of our operations."

ENDS



Pointerra Limited

For more information, please contact:

Ian Olson
Managing Director, Pointerra
+61 417 998 328
ian.olson@pointerra.com

Paul Hart
Canary Capital
+61 421 051 474
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 3D geospatial sector and allows very large 3D datasets to be viewed by users without the need for high performance computing. The 3D datasets are processed and stored in the cloud for instant, on demand user access: anytime, anywhere, on any device. Pointerra's vision is to create a global marketplace for 3D data, saving users time and money and creating a 3D data access revolution. <http://www.pointerra.com>

About Land Surveys : Established in 1997, Land Surveys has continued to grow and expand as one of the best surveying companies in Perth, Brisbane, Sydney, Melbourne and across Australia and overseas. We've grown to become an industry leader due to the demand for more comprehensive surveying services in today's dynamic market.

With more than 200 professional land surveyors and committed staff, Land Surveys provide full surveying services for our clients' jobs and projects in Perth, Brisbane, Darwin, Sydney, Melbourne, and other capital cities, and remote areas around Australia. Our surveyors specialise in aerial, engineering and hydrographic surveys, land development, laser scanning, mining services, spatial data management and analysis, as well as a range of specialist services. These surveying and 3D scanning services include utility mapping, concrete scanning, dilapidation surveys, and monitoring.

As one of Australia's first choice construction and land surveying companies, our registered subdivision and land surveyors have all the solutions you need. We have offices around Australia in Karratha, Port Hedland, Darwin, Brisbane, Sydney, Melbourne, our head office is based in Perth, as well as our Port Moresby office in Papua New Guinea. Our land surveyors also service Geelong in Victoria, as well as other regional cities and more remote areas around the country. <https://www.landsurveys.net.au>