



Pointerra Limited

ASX Announcement

27 May 2019

Wesfarmers Group business, Decipher, integrates Pointerra Technology

Highlights

- **Decipher is part of the Industrials Division of Wesfarmers Limited (ASX:WES)**
- **Decipher has licensed Pointerra's unique 3D data technology to unlock large datasets and derive unique insights for its Agricultural, Waste and Mining sector customers.**
- **Decipher is embedding Pointerra's 3D data technology into its SaaS (Software as a Service) solution**

Pointerra Limited (ASX:3DP) ("Pointerra"; "Company") is pleased to advise that it has entered into an agreement with Decipher.

Decipher has evolved from a start-up within the Wesfarmers Group and has now grown to deliver award-winning cloud solutions in over 60 countries that help manage the sustainability and profitability of the earth's resources.

Lessons from Decipher's extensive agricultural background are being transferred to the mining and waste industries in order to improve and encourage progressive mining, land rehabilitation and decrease illegal waste dumping through Decipher's industry leading and award-winning technology.

Decipher is seeking to unlock valuable data and insight from its SaaS solution for mining rehabilitation, agricultural soil & land management, and waste landfill levy monitoring through 3D visualisation and automated condition monitoring. As part of this strategy, Decipher has agreed to licence Pointerra's unique 3D geospatial technology and the parties are currently working together to integrate Pointerra's technology into DecipherAg, DecipherGreen and DecipherWaste.

In commenting on the Agreement, Pointerra's Managing Director Ian Olson said his business was delighted to be working with the Decipher team to add additional capability to their impressive solution.

"Pointerra's 3D data technology continues to find new ways to support organisations to solve digital asset management problems across the globe," Mr Olson said.

Also pleased with the new partnership was Decipher CEO Anthony Walker, who commented that access to cutting edge services and technology such as Pointerra's 3D solution was vital to their growth in the marketplace.



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"We are very excited about how we will leverage this technology to create more value for our customers and continue to grow our business in new sectors and in new countries".

The licensing agreement with Decipher will generate revenue for Pointerra through the Company's normal DaaS (Data as a Service) and AaaS (Analytics as a Service) service lines and will commence at a US\$5,000 pcm subscription level. As with all DaaS and AaaS customers, the agreement is open ended in nature and can be cancelled at any time. Both Pointerra and Decipher expect that the subscription level will grow over time as more data is added to the platform.

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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 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. 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.

About Decipher: Decipher is an Australia company focused on transforming the way in which growers and agriculture service providers manage nutrition and information about their land, and, it is focused on taking an integrated approach to mine rehabilitation, certification, relinquishment and compliance. Decipher's vision is to accelerate the responsible, sustainable and productive management of the earth's resources to meet the needs of a modern consumer. Cutting edge Software as a Solution (SaaS) and Platform as a Service (PaaS) solutions ensure remotely sensed and remotely captured data is validated, integrated and visualised to provide meaningful insights to customers.



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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 the data isn't readily analyzed - either quickly and efficiently or at mass scale. Our patents-pending 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. We also charge customers to build/deploy analytics against their data (Analytics as a Service or AaaS) and where we connect buyers and sellers of 3D data, we typically agree a revenue share via our 3D data marketplace.