

Aerometrex: Key Appointments to USA office.

- **Aerometrex appoints key staff to USA office**
- **Denver Colorado location for Aerometrex Limited (USA)**
- **Aerometrex to leverage its market-leading 3D capability with low cost entry into the US**

Aerometrex Limited (ASX: AMX) ('AMX' or 'the Company') is pleased to announce a key development in the establishment of its US subsidiary operation.

USA expansion for 3D project work.

AMX has recruited and appointed two key staff to senior roles in the company's US operation. Mr Rick Cassidy has been appointed President of Aerometrex's US operation, and Mr Bill LaRocque has been appointed as Technical Director/Sales Director. The appointments mark the beginning of Aerometrex's high-resolution 3D modelling service in the USA. The Aerometrex USA office will be based in Denver Colorado.

Rick Cassidy has a long and distinguished career as a Global Business Development Executive in the geospatial sector, including senior management roles at geospatial giants Hexagon and Trimble Navigation. In both organisations he was responsible for managing sales teams in excess of 100 staff and revenues in excess of USD \$100 million. He also held senior roles previously at CSC and Accenture. He holds MBA, B.Sc. and Electrical Engineering qualifications.

Bill LaRocque is also a highly experienced Executive in geospatial companies including Hexagon, Intergraph and Z/I Imaging, most recently completing a spell at Skyline Software Systems where he was actively participating in selling the Skyline suite of 3D mapping software.

AMX's US strategy is based upon leveraging its industry leading 3D market position where the company has a distinct competitive advantage. 3D represents a low cost, capital-light opportunity that is underpinned by the 7 years' experience and IP that AMX holds in 3D modelling. Initially the US operations will be run as a hub, with material support from Aerometrex's Australian operations and is targeting sales channels run by existing market leaders in the US.

Aerometrex Managing Director Mark Deuter commented: "The appointment of Mr Cassidy and Mr LaRocque follows a lengthy review of the US market and recruitment program to find an experienced management team that is aligned with the Aerometrex culture. We view this as a low risk entry into the US market and will look to build scale in the operations supported by growth in revenue."

Mr Cassidy's views on Aerometrex and its 3D modelling service in the US are as follows:

"The US 3D market is in its early stages and Aerometrex with its established 3D portfolio of offerings is ideally positioned to leverage the advanced technology capabilities and customer success stories to date in the US. Having been with both Trimble and Hexagon as an integral part of their partner programs has enabled me to have visibility into Google, Microsoft and other significant 3D technology developments in regard to their 3D mapping efforts. In my role I will be looking to grow

19 February 2020



the US business and revenue organically as well as through prudent partnerships and alliances where appropriate in conjunction with the Aerometrex Senior Leadership team.

He also expanded on the selection of Denver as a location for the Aerometrex office,

“Denver is in the top 5 of major growth cities in the US, the others being Austin, TX, Charlotte, NC, Nashville, TN, and Seattle, WA. The benefits of locating in the Rocky Mountain Region are talent acquisition and retention, a well-educated technology community, significant government installations and commercial opportunities. Denver is well positioned geographically to enable the Aerometrex US Sales Team to reach across the US from coast to coast to pursue opportunities.”

This announcement is released with the approval of the AMX Board of Directors.

- ENDS -

ADDITIONAL INFORMATION

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ABOUT AEROMETREX

Aerometrex Limited is a professional aerial mapping business specialising in aerial photography, photogrammetry, LiDAR, 3D modelling and aerial imagery subscription services.

The company listed on the ASX in December 2019 to raise capital to fund its growth. The company has a clear strategy to provide value to its shareholders by providing high-quality, accurate aerial imagery and LiDAR products to a growing client base.

AMX has strong Board and Executive teams, with a combined staff experience in the industry of 850 years total.

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