Pointerra Limited

ASX Announcement

1 September 2020

Enterprise Sales & ACV Update

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

Highlights:

- **US Utilities sector drives 39% growth in ACV in one month**

- **Pointerra now profitable on an ACV run-rate basis**

- **New US Defence sector opportunities emerge during Q1 FY21**

- **Pointerra's 3D data marketplace set for soft-launch during Q1 FY21**

ACV Growth

During the month of August, and since the Company last reported ACV (Annual Contract Value) on 30 July 2020, further growth in the spend by existing customers in addition to the onboarding of new customers in the US energy utilities sector has combined to generate a further uplift in Pointerra's ACV run-rate during Q1 FY21.

Whilst the increase in spend by these existing and new utility sector customers across Pointerra's suite of SaaS services; Data as a Service (DaaS), Analytics as a Service (AaaS) and Data Processing as a Service (DPaaS); is not individually material, the combined one month impact on ACV has already exceed the Company's entire prior quarter uplift, with ACV standing at US$3.98 million as at 31 August 2020, representing a US$1.11 million or 39% increase in just 30 days. ACV is expected to continue to grow over the remainder of the current quarter.

Pointerra is now engaged directly and indirectly (through the Company's mapping and surveying customers) in servicing 6 paying utility customers across the US, with many more currently using and trialling Pointerra's digital asset management platform as part of the Company's sales engagement process.

The Total Addressable Market (TAM) for the energy utility sector in the US comprises 168 private (investor owned), 812 cooperatives and more than 1,950 public (federal, state and municipal owned) utilities. These organisations invest extensively in 3D data capture to better understand and manage the condition of their networks. Pointerra's platform delivers powerful insight to assist utilities in network management by simplifying workflow and improving quality and accuracy of 3D data analysis.

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Despite investing further in additional people costs over the past month to further grow Pointerra's capability in platform development and sales, <u>the recent growth in ACV puts the Company into a profitable position on an ACV run-rate basis for the first time</u>, which means that ACV run-rate revenue of US$3.98 million exceeds current recurring operating cost levels.

Following the Company's first cashflow positive quarter during Q4 FY20 it is pleasing to have achieved a profitable position on an ACV run-rate basis during Q1 FY21. Pointerra's management team will continue to selectively recruit and invest in further high-quality development and sales people in coming quarters, responding to this sustained growth in customer acquisition coupled with the increased spend by existing customers.

The Company looks forward to informing the market of further growth in ACV when it next reports ACV levels in October 2020. In the interim, and as previously advised, a number of pending, individually material DPaaS/DaaS/AaaS contract awards will be separately announced to the market as they are confirmed by customers during Q1 and Q2 FY21.

US Defence Sector Opportunities

Following the $2.5 million investment by Australian technology entrepreneur Bevan Slattery during July (refer ASX announcement dated 14 July 2020) the Company has accelerated the recruitment of cloud platform development and sales resources in Australia and the US.

Pointerra has previously received interest from the US defence sector and recent US sales recruitment activities have generated immediate renewed interest from this sector, resulting in Pointerra being invited to undertake a platform demonstration and proof of concept at an exercise for the US Military during the month of September.

During the exercise, Pointerra will showcase dynamic, real world applications for the platform that will benefit the US Military by providing crucial information to rapidly changing areas of operations.

The Company is also actively engaged with other US defence agencies and US international aid organisations in demonstrating how Pointerra's platform provides actionable 3D insight and solves entrenched data management and analysis problems.

Data Marketplace

Enabled via the maturity of Pointerra's DaaS business model, the Company has always contemplated and planned for the creation of a marketplace for 3D data and on-demand, analytics-driven asset management insight.

Recent growth in hosted data coupled with changing attitudes by the Company's customers towards allowing access to proprietary data to provide insight to 3rd parties

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under a revenue share business model has accelerated this opportunity to the point where Pointerra is now ready to launch the marketplace in Australia and the US.

During August the Company helped Aerometrex Limited (ASX:AMX) launch their MetroMap LiDAR offering (https://metromap-lidar.pointerra.io) with Pointerra providing both data hosting and payment gateways to support Aerometrex's ambitions.

As part of this type of platform licensing arrangement, Pointerra will also offer the customer's data for sale on Pointerra's marketplace, augmented by a range of Pointerra's proprietary analytics, to provide marketplace customers the ability to purchase instant 3D asset management insight in addition to data purchase and download via the "clip-and-ship" capability.

The Company is working with existing survey and mapping customers and partners as well as asset owner customers in Australia and the US to secure data marketplace license agreements for a range of terrestrial, mobile and aerial 3D datasets for deployment to Pointerra's marketplace platform.

Pointerra's mapping partners including global mapping company HERE Technologies (who the Company has signed a Partner Program Agreement with) will be able to make their existing data libraries available for sale on Pointerra's marketplace and generate new sources of revenue leveraging Pointerra's proprietary 3D data analytics stack.

Pointerra's US customer and mapping partner Aerial Filmworks (https://www.aerialfilmworks.com) is also partnering with the Company to catalogue, license and offer 3D data for sale to the film and television production and gaming sectors who use real-world 3D data (streets, buildings, coastlines, etc) to power CGI (Computer Generated Imagery) animation. Aerial Filmworks is an Emmy Award and Pulitzer Prize winning business that has more than 15 years' experience in capturing the real world for a variety of creative vision applications.

A soft-launch of the Company's marketplace will occur in coming months as data is progressively uploaded for sale by Pointerra's customers and partners.

This announcement has been authorised and approved for release to the ASX by the Board of Pointerra Limited.

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About Pointerra: Pointerra is an Australian company focussed on the global commercialisation of its unique 3D geospatial data technology. Pointerra's technology solves entrenched problems associated with digital asset management workflows and allows very large 3D datasets to be managed and analysed without the need for expensive and time-consuming high-performance computing. 3D data is processed and stored in the cloud by Pointerra for instant, on demand user access: anytime, anywhere, on any device – providing actionable 3D information to power digital asset management solutions across a range of sectors.

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 even 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 enables us to 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 3D data isn't readily analyzed - either quickly and efficiently or at mass scale. Our IP allows us to do this better than anyone else – faster, with more accuracy and at lower cost.*

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/industrial manufacturing 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 and the number of users each customer requires. We also charge customers to process their data (Data Processing as a Service or DPaaS), build/deploy analytics (Analytics as a Service or AaaS) to interpret their 3D data and, where we connect buyers and sellers of 3D data, we typically agree a revenue share via our 3D data marketplace.*

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.

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