



Pointerra Limited

ASX Announcement

29 January 2021

Enterprise Sales & ACV Update

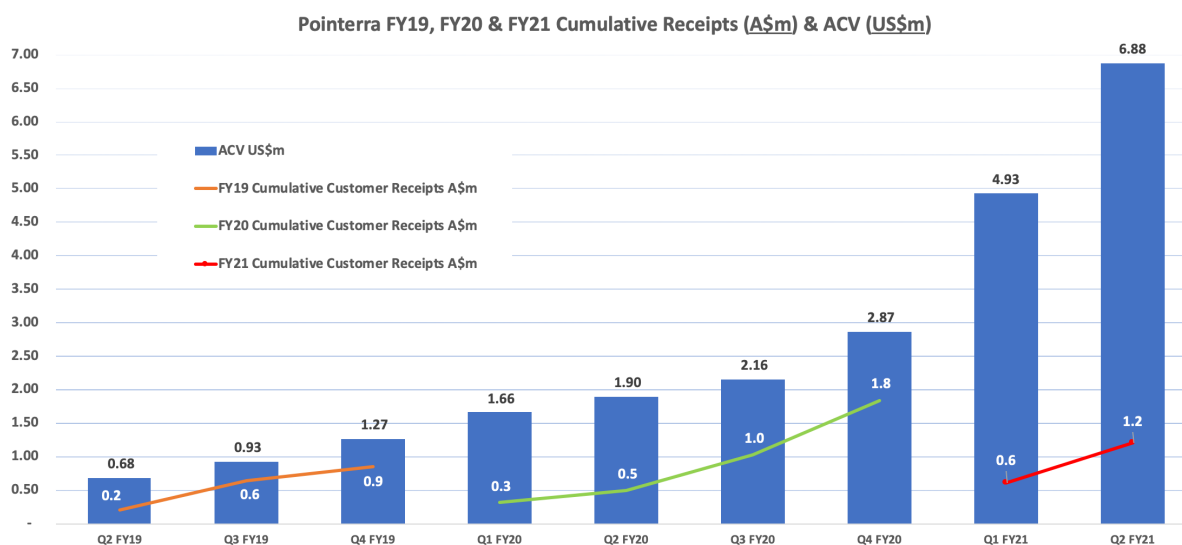
Pointerra Limited (ASX: 3DP) ("Pointerra"; "Company") is pleased to provide an update on enterprise sales activity during the December 2020 quarter.

Highlights:

- US Utilities and mapping sectors drive 40% quarterly growth in ACV
- ACV stands at US\$6.88 million (29 January 2021), up US\$1.95 million (40% increase) from the 30 September ACV level of US\$4.93 million
- ACV growth of US\$1.06 million (18% increase) over the last reported (25 November) level of US\$5.82 million
- Pointerra remains profitable on an ACV run-rate basis

ACV Growth

During the December quarter, and since the Company last reported ACV (Annual Contract Value) on 25 November 2020, continued growth from existing customers plus new customers in the US energy utilities and the US and Australian mapping sectors combined to generate uplift in Pointerra's US\$ ACV run-rate.





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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); was not individually material, the combined growth in ACV for the December quarter (compared to September quarter levels) was US\$1.95 million, representing a 40% increase.

Growth in ACV since the last reported (25 November 2021) level was US\$1.06 million (18% increase) and ACV now stands at US\$6.88 million as at 29 January 2021.

Continuing the trend from the Q1 FY21 quarterly, growth in spend by existing customers was also driven by a number of successful POC projects with utilities and their LiDAR and imagery capture mapping partners in the US, resulting in a number of new, regular ongoing subscription customers across Pointerra's entire DPaaS, DaaS and AaaS solution suite.

The Company looks forward to informing the market of further growth in ACV as appropriate.

As in previous market updates, the Company again notes that quarter-on-quarter cash receipts may continue to be variable as new customers are onboarded with a variety of different payment cycles including monthly, quarterly, annually and even multi-year in advance agreements. Further, and as previously advised, any individually material DPaaS/DaaS/AaaS contract awards will be separately announced to the market as they are confirmed by customers.

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.