



# Pointerra Limited

## ASX Announcement

29 July 2021

## Enterprise Sales & ACV Update

Pointerra Limited (ASX: 3DP) ("Pointerra"; "Company") is pleased to provide an update on enterprise sales activity during the June 2021 quarter and as of 29 July 2021.

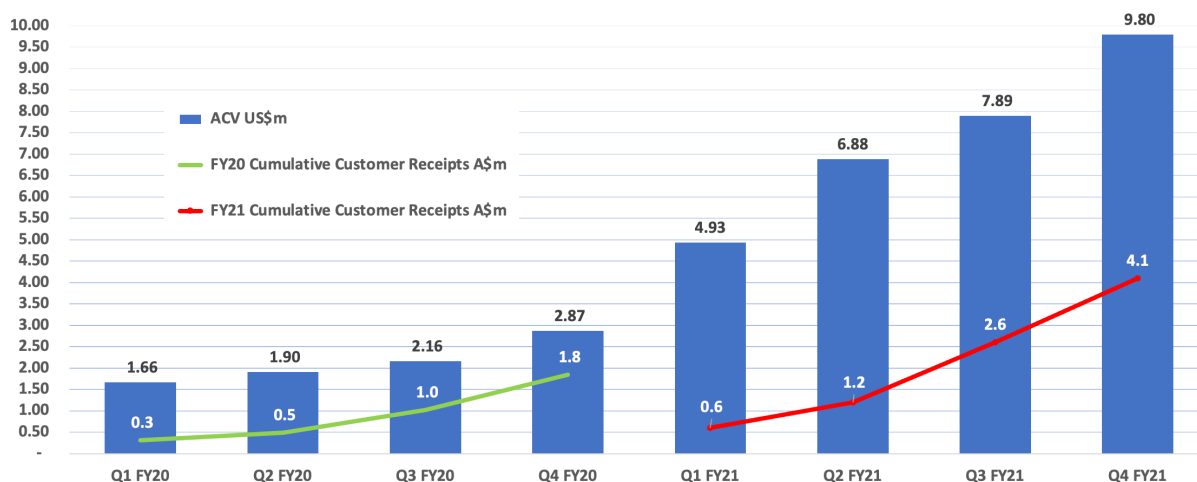
### Highlights:

- **Growth across key sectors plus impact of Airovant acquisition delivers 24% quarterly growth in ACV**
- **ACV stands at US\$9.80 million (29 July 2021), up US\$1.91 million (24% increase) from the 29 April 2021 ACV level of US\$7.89 million**
- **Pointerra remains profitable on an ACV run-rate basis**

### ACV Growth

During the June quarter, and since the Company last reported ACV ("Annual Contract Value") on 30 April 2021 Pointerra continued to see growth from existing customers plus the addition of new customers across a broad range of key sectors (utilities; surveying and mapping; engineering; mining, oil & gas) in the US and Australian markets. Combined with the contribution made by the acquisition of Airovant during the quarter, this growth generated further uplift in Pointerra's US\$ ACV run-rate.

Pointerra FY20 & FY21 Cumulative Cash Receipts (A\$m) & ACV (US\$m)





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Whilst the increase in spend by both existing and new 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 June quarter (compared to March quarter levels) was US\$1.91 million, representing a 24% increase, and ACV now stands at US\$9.80 million as of 29 July 2021.

During the quarter the continued development of Pointerra solutions, coupled with growth in market adoption of cloud asset management platforms generally, generated another quarter of broad and diverse sector growth in ACV.

Pointerra recently announced to the market (June 7) settlement of the acquisition of US Digital Asset Management Business, Airovant. Accordingly the current ACV level includes a contribution by Airovant customers that have become Pointerra customers.

Whereas ACV growth throughout calendar 2020 had been dominated by the US utilities and mapping sectors, the past 2 quarters has seen broader adoption of Pointerra's solution across most sectors and also reflects investment by the Company in new BD and sales resources focused outside the utilities and mapping sectors.

The Company looks forward to informing the market of further material movements in ACV as appropriate and at least on a quarterly basis.

As with previous ACV 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.

**ENDS**



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For more information, please contact:

**Ian Olson**  
**Managing Director, Pointerra**  
+61 417 998 328  
[ian.olson@pointerra.com](mailto:ian.olson@pointerra.com)

**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 to solve a broad range of digital asset management problems across multiple sectors.
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 by generating significant workflow, accuracy and insight outcomes from 3D data.
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), process infrastructure (mining/oil & gas/industrial manufacturing plant) and defense/intelligence.
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 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 – [www.3Dinsight.ai](http://www.3Dinsight.ai).

**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.**