

ASX: SOI

ASX Announcement

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Q&A with Pointerra Managing Director Ian Olson

Question: Can you explain the Pointerra business model?

Answer: Pointerra takes 3D point cloud datasets and hosts, processes and serves this data for end users under a subscription based revenue model known as Data as a Service (“DaaS”).

Question: What is a point cloud?

Answer: A 3D point cloud is a set of digital co-ordinates representing geographic locations. The 3D point cloud is typically collected either by aerial or terrestrial laser scanning devices. A point cloud is typically used to create a 3D model which is a visual representation of the underlying point cloud dataset.

Question: So what is the problem Pointerra is solving?

Answer: Pointerra’s vision is to become known as the Google of point clouds. The point cloud dataset is typically massive in size (GB and TB) and is incapable of being easily viewed, transmitted or interpreted. Pointerra has solved this problem through its patented algorithm, which allows real time interaction with massive point cloud datasets.

Question: Why does Pointerra think there is a demand for its DaaS solution?

Answer: The rate at which 3D point cloud data sets are captured is exploding at an exponential rate. Increasingly accurate and easy to use scanners (aerial and terrestrial, laser and photogrammetry) are generating a data deluge – enormous data sets that are increasingly unmanageable.

New demand drivers including the need for safety, efficiency and accuracy coupled with massive geographic area coverage are behind this global phenomenon.

At the same time the user audience for 3D visualisation has moved beyond technical teams in an organisation into the mainstream. People across all organisational functions are increasingly demanding access to this information and Pointerra will liberate the datasets making new ways of interacting with massive point clouds possible.



Question: How will Pointerra generate revenue?

Answer: Pointerra's DaaS solution will generate revenue from the up-front processing and hosting of a customer's dataset and then generate ongoing subscription revenue that will be driven by a combination of volume of data stored and processed and the volume of data served to the end-user.

Pointerra will also store, process and serve publicly available 3D point cloud data and enter into revenue-sharing licensing agreements to access datasets acquired by third parties. We will initially focus on metropolitan area built-form and infrastructure, where a wider audience of customers (local and state authorities, utilities, insurers, engineers, architects) using our subscription based service will want access to a consolidated library of available datasets.

Question: What will it cost you to deliver this service and how will you generate a profit?

Answer: Pointerra has a capital-light business model ethos. Pointerra will utilise the enormous global capacity of providers like Amazon Web Services (AWS) to deliver a reliable, cost-effective platform upon which to generate a commercial margin.

Pointerra will also incentivize organisations such as geospatial firms that collect point cloud data for their clients, to re-sell the Pointerra DaaS solution, resulting in more predictable revenue streams for the reseller and a better and more cost effective solution for their customers.

In this way Pointerra will gain access to massive amounts of point cloud data for little or no cost. It will be able to scale its variable cost base (data storage/processing/serving) in line with growth in customer revenue.

Question: How will Pointerra engage with customers?

Answer: Pointerra will initially contract enterprise customers via a direct sales model. It will also educate and contract with channel partners (surveyors, originators of aerial and terrestrial data, engineers, architects, planners) who will incorporate Pointerra's DaaS solution into their service offering to enhance their value proposition.

Pointerra plans to use a mix of direct sales and Search Engine Optimisation to drive non-enterprise level uptake to its metropolitan area built form, civil and social infrastructure offering. This customer segment will subscribe to the DaaS subscription offering that provides point cloud datasets captured from a variety of sources (freely available, 3rd party licensed and Pointerra generated).

Question: What are some examples of uses for Pointerra's 3D visualisation?

Answer: There is a large range of potential applications, including, urban planning; oil and gas exploration; mining & quarrying (volumetrics and exploration); cellular network planning; visualisation and gaming; architecture; heritage and building restoration; navigation; sewer and manhole maintenance; meteorology; geology; physics and astronomy; biology and conservation; military and law enforcement; vehicles (navigation and driverless); forestry mapping and planning; flood modelling;

Soil Sub Technologies Limited

ACN: 078 388 155

Postal Address: PO Box 154 Perth WA 6872 TEL: +61-8-6380-9200, Fax Number: +61-8-6380-9299



pollution modelling; mapping and cartography; coastline management; transport planning; archaeology and medical imaging.

Question: How and why was Pointerra founded?

Answer: The technical team behind Pointerra had worked together for many years at a Tier 1 global mining company and were responsible for innovation in a range of areas including 3D visualisation, resource modeling, driverless vehicle and remote operations technologies prior to forming what is now Pointerra.

They were initially looking at adopting existing technologies for their needs, however, subsequently they realized that there were some fundamental weaknesses in existing technology architecture and set about building a solution for massive point cloud datasets.

Question: Who are the main people behind Pointerra?

Answer: Pointerra will be Chaired by successful technology entrepreneur and Nearmap Ltd (ASX:NEA) Managing Director Robert Newman while the Managing Director will be myself (Non-Executive Chairman of Gage Roads Brewing Ltd (ASX:GRB) and also Non-Executive Director of Threat Protect Ltd (ASX:TPS).

Question: When are you expecting to be cash flow positive? Will further rounds of investment be required?

Answer: We expect to become cashflow positive inside 24 months. Access to R&D tax rebates should aid our rate of cash burn and we don't plan to have to raise additional capital to support our operational growth.

Question: How is this different from something like Nearmap or Spookfish?

Answer: Nearmap (and more recently Spookfish) are capturing high-resolution aerial imagery for their customer base. The imagery is typically plan view (2D) and their cost to capture data is significant and ongoing. Pointerra on the other hand is not interested in costly data capture. Rather it is providing a means for large datasets to be viewed, processed and interpreted by end users.

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CONTACTS

Ian Olson, Managing Director (elect)

TEL +61 (0) 417-998-328

Email: ian.olson@pointerra.com

Web: www.pointerra.com.au

John Gardner, Director, Citadel-MAGNUS

TEL +61 (0) 413-355-997

Email: jgardner@citadelmagnus.com

Soil Sub Technologies Limited

ACN: 078 388 155

Postal Address: PO Box 154 Perth WA 6872 TEL: +61-8-6380-9200, Fax Number: +61-8-6380-9299