



Pointerra Limited

ASX Announcement

28 June 2017

Commercial, Technical & Corporate Update

Highlights

- **Significant commercial and technical milestone met**
- **Sales pipeline continues to grow across multiple channels**
- **Sales execution team expanded with 2 new hires targeting specific channels**
- **Board roles aligned to focus on sales growth**
- **Further 12-month voluntary escrow extension on vendor shares**

Pointerra Limited (ASX: 3DP) ("Pointerra"; "Company") is pleased to provide an update on recent commercial, technical and corporate activities following the Company's first 12 months of operation.

Technical & Commercial Milestones

Pointerra is pleased to report on the achievement of a significant commercial milestone, being the release of a commercially saleable solution containing at least 100 billion points of 3D data, providing confirmation that the Company's world-first technology has successfully passed the Class A Performance Share milestone hurdle.

Through a combination of Pointerra's proprietary storage and visualisation technology and the massively scalable AWS cloud computing environment, the achievement of this milestone has allowed the Company to begin scaling its Data as a Service ("DaaS") offering to trial and paying customers, as well as attracting technology licensing opportunities with leading geospatial sector players such as the recently announced MOU with AAM Group.

The integration development work required to bring Pointerra's technology to AAM's customers has commenced with both parties expecting to reach Minimum Viable Product (MVP) status by the end of July to allow AAM's sales team to sell the Pointerra-enhanced solution to their Australasian and regional customer base.

This achievement of this milestone has also allowed the Company to make available for sale data from its open-data marketplace to registered customers. Pointerra is initially targeting the market for USGS open-data LiDAR datasets through both direct means and via our partners at Blue Marble Geographics via their widely used



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GlobalMapper solution. Pointerra expects to extend this capability into other countries with similar open-data initiatives, including the UK, NZ and Australia.

The growth in data being ingested and hosted in Pointerra's cloud-based AWS environment (and the associated cost implications) has focused the development team on further AWS optimisation strategies, including the use of spot-instance compute resources where practical. Spot priced resources are available at a fraction of the cost of more commonly used reserved compute resources and provide important operating margin enhancement and retention outcomes going forward.

Because of these initiatives, every day, all over the world, trial users, paying customers, enterprise partners (and their customers) and technology licensing partners are now able to rely on Pointerra's world-first technology to deliver actionable 3D information to support a diverse range of digital asset management solutions.

Sales: Pipeline Growth & Execution Resources

The Company is now poised to scale this capability to a global marketplace. Recent momentum has grown Pointerra's sales pipeline of DaaS trial and fee paying customers across multiple continents and has demanded the recruitment of additional sales resources to further grow the sales pipeline and turn trial users into full monthly recurring DaaS subscription customers. Accordingly, we are delighted to announce the appointment of Ryan Pearce and Ian Sunderland to the Company.

Ryan joined the Company on 26 June and will focus on enterprise DaaS sales into the AEC (Architecture, Engineering & Construction) sector in Australasia and the US from his base in Brisbane. Ryan has a 10-year career in the AEC sector focused on complex sales environments and most recently worked with international geospatial giant Trimble's AEC sector brand BuildingPoint, where he was responsible for 3D laser scanning hardware and software sales.

Ian joins the Company on July 24 and will focus on DaaS sales into the surveyor & 3D data capture channel in the Australasian, Western European and North American markets. Ian is a degree qualified surveyor originally from the UK who has also spent the past 5 years working with Hexagon Mining's (part of another global geospatial giant, Hexagon AB) global 3D CAD solutions team out of Perth. Ian will look to quickly migrate the many surveyor and 3D data professional targets in Pointerra's CRM to monthly subscription based DaaS customers.

Ryan and Ian will also support existing reseller channel partners including NGIS, Esri, CR Kennedy, Blue Marble Geographics, WorleyParsons/Advisian and K2Fly.

Board & Corporate

With an increasing focus on sales growth, the Company is pleased to advise that Non-Executive Director Graham Griffiths will assume the role of Non-Executive Chairman effective 1 July. Pointerra's evolution from a technology development stage to a



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globally focused sales business sales-focussed outlook leverages the decades of international technology sales experience that Graham brings to the Company. Retiring Chairman Rob Newman will continue to support the Company as a Non-Executive Director, providing the Company with continuity during the transition and ongoing industry skills relevant to Pointerra's global ambitions.

Graham Griffiths commented " Pointerra is at a pivotal point in its development. It has established itself as a technology leader globally in a growth market, with foundation indirect channel and technology partnerships in place and more under development.

The customer value proposition is clear, we have a proven technology leadership position to address the global market opportunity and a substantial sales pipeline. I look forward to working closely with the sales team to generate ongoing subscription revenue for the Company.

I also take this opportunity to thank Rob for his leadership in establishing the Pointerra brand globally and successfully guiding the Company through the research and development phase."

Reaching the aforementioned commercial and technical milestones has also triggered the automatic conversion of 45 million Class A Performance Shares into ordinary shares. In this regard, the Company is also pleased to advise that the holders of nearly 52 million 12-month escrowed Vendor Ordinary Shares and just over 120 million 12-month escrowed Vendor Class A, B and C Performance Shares have also agreed to voluntarily extend their escrow term for a further 12-months commencing 20 June 2017.

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For more information, please contact:

Ian Olson

Managing Director

+61 417 998 328

ian.olson@pointerra.com

About Pointerra: *Pointerra is an Australian company focussed on the commercialisation of its unique 3D geospatial data technology. Pointerra's technology has solved an entrenched problem in the 3D geospatial sector and allows very large 3D datasets to be viewed by users without the need for high performance computing. The 3D datasets are processed and stored in the cloud for instant, on demand user access: anytime, anywhere, on any device. Pointerra's vision is to create a global marketplace for 3D data, saving users time and money and creating a 3D data access revolution. www.pointerra.com*