



# Pointerra Limited

## ASX Announcement

12 March 2019

### Enterprise Sales Update – Growth in US Operations

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

#### US Sales

Pointerra has been advised by existing US enterprise customer PrecisionHawk (see ASX announcement 22 November 2018 – Enterprise Sales Update) that it expects to increase usage of the Company's cloud platform for 3D digital asset management from 5 terabytes to 10 terabytes by the end of the current quarter, and further expects to continue to grow usage throughout calendar 2019 as it scales its utility asset inspection operations.

Over the past few months Pointerra's platform has been integrated into PrecisionHawk's production process and is now being used to enhance the accuracy and timeliness of 3D data analysis and customer reporting by PrecisionHawk. During this time the Company has also been separately retained (and paid) by PrecisionHawk to develop advanced 3D data analytics for its utility inspection operation to support the scale-up of its US operations in this sector. Based on the demand for additional DaaS ("Data as a Service") capacity, Pointerra expects to grow PrecisionHawk from its current US\$5,000 pcm DaaS subscription to US\$10,000 pcm during the current quarter.

The Company has also recently been advised by one of the largest owner/operators of rail transportation and intermodal network assets in North America, that it intends to proceed with an enterprise-wide rollout of Pointerra's platform to support its digital asset management operations by integrating Pointerra's platform within its Positive Train Control enhancement and continuous improvement program.

With a market capitalisation of more than US\$50 billion, the rail and network operator undertook a rapid proof of concept internal evaluation of Pointerra's cloud platform for 3D digital asset management during January and February and is expected to commence roll-out of Pointerra's solution with a 4-figure DaaS subscription that will grow to a 5-figure amount as track, intermodal and real estate infrastructure data is loaded to Pointerra's cloud platform throughout calendar 2019.

#### Domestic Sales

During the current quarter, Pointerra's existing domestic enterprise customers that are scaling their use of Pointerra's solution are also growing their monthly DaaS subscription. In addition, the Australian offices of a global engineering firm are on-boarding as DaaS customers pursuant to an enterprise-wide, global rollout of Pointerra's cloud platform for 3D digital asset management.

**ENDS**



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**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 digital asset management sector and allows very large 3D datasets to be used without the need for high performance computing. 3D data is processed and stored in the cloud for instant, on demand user access: anytime, anywhere, on any device – providing actionable 3D information to power digital asset management solutions.

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 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 lets us 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 aren't readily analyzed - either quickly and efficiently or at mass scale. Our IP allows us to do this better than anyone else.
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 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. Our customers are currently paying us between US\$200 to US\$15,000 pcm for this service. We also charge customers to build/deploy analytics against their 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  
<http://www.pointerra.com>