



Pointerra Limited

18 October 2016

Company Update

Highlights

- **COMMERCIAL – sales strategy focused on multi-channel customer acquisition**
- **TECHNICAL – solution development pathway progressing to plan**
- **CORPORATE – capital markets communication strategy progressing**

Pointerra Limited (ASX:3DP) (“Pointerra” or “the Company”) is pleased to provide the following update to shareholders.

COMMERCIAL

Pointerra continues to focus on securing early-stage enterprise customers, via its direct sales methods and through channel partner relationships.

The Company is deliberately taking a structured and systematic approach to the sales cycle, which commences with an initial communication and education process, through to evaluation and, ultimately, negotiation of commercial terms.

Through this sales cycle, Pointerra has established numerous discrete target customer relationships and has progressed some of these through to the stage of negotiating commercial terms as a prelude to procuring a Data as a Service (“DaaS”) licence, which will generate monthly recurring revenue for Pointerra.

Further, the Company has also secured a number of enterprise trial-licence relationships with both end-users and channel partners that it expects to convert into fee paying DaaS customers following the trial licence period. The trial licence periods typically vary between three and six months.

Pointerra remains buoyed by the keen interest in our solution and positive progress towards customer sales. There exists a very clear pathway to scaling our DaaS solution on a global basis via direct sales, and the various channel partner relationships we are forging, and we expect these to generate sales outcomes before the end of the 2016 calendar year.

Industry Events

The Company recently attended the **INTERGEO Conference and Trade Fair** (<http://www.intergeo.de/intergeo-en/index.php>) in Hamburg, one of the world’s largest geospatial conferences (15,000+ delegates and 500+ exhibitors) held annually in Germany.



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The purpose of attending was to meet face to face with offshore channel partners and progress a number of existing sales relationships. In addition, we were able to identify and present to new channel partner targets.

Our attendance at INTERGEO was a resounding success with both existing and new channel partner organisations interested in our technical solution and business model. The Hamburg conference provided Pointerra with an enhanced understanding of where our technology fits in the global geospatial marketplace.

The Company is also presenting at the **Surveying & Spatial Sciences Institute's WA Conference**, titled "Driving Future Economies", this Friday, 21 October. Pointerra is talking to the topic "Democratising 3D Data", which reflects the impact the Company's browser based DaaS solution has on making 3D data available to everyone, irrespective of their technical competence.

TECHNICAL

Following completion of our initial enterprise solution offering, the technical team at Pointerra continues to build and refine the non-enterprise product within the Amazon Web Services ("AWS") environment. The Company's rigorous development pathway will enable rapid iterations of product enhancement and market testing as we head towards the initial release of our non-enterprise DaaS solution.

Technical optimisations and feature additions designed to enhance product-market fit have also been driven by feedback generated through the sales cycle with target enterprise and channel partners over the past few months.

More specifically, the potential use of Pointerra's solution by global geospatial, engineering and technology firms to solve existing client problems, has already lead to the generation of sector-specific enhancements that will be further leveraged through our channel partner network.

CORPORATE

Following the release of the investor presentation on the ASX platform on 13 September, the Company has maintained a program of engagement with the investment community to further explain our progress to existing shareholders and to introduce the Pointerra story to potential shareholders. The Company undertook a roadshow through Sydney and Melbourne in mid-September and plans further meetings with current and prospective shareholders during November.

The Company has also undertaken some targeted activities to raise its brand profile – most notably with recent editorial in The Australian's 'Technology' pages – and will continue to actively engage with and talk to capital markets participants as we work through our commercialisation strategy and deliver on the expectations of our loyal shareholders.



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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 development and 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.