



Pointerra Limited

03 March 2017

Company Update

Key Highlights

- **Non-enterprise trial licences converted to paying customers**
- **Additional enterprise and non-enterprise trial licences secured – sales pipeline growing**
- **Strategic partnerships continue to evolve towards commercial results**
- **Open government data capability launched at recent U.S. LiDAR conference**

Australian 3D data company, Pointerra Limited (ASX: 3DP) (the Company) has recently converted non-enterprise Data as a Service (“DaaS”) trial licences into paying customers as it continues to accelerate the commercialisation of its world-first technology.

These non-enterprise customers comprise both terrestrial and aerial data capture organisations, operating in the surveying and unmanned aerial system (UAS) and unmanned aerial vehicle (UAV) geospatial sector, in Australia and overseas.

Whilst many of Pointerra’s larger enterprise trial licence customers continue to represent significant opportunities for the Company, they typically present a longer sales-lead time, as compared with the growing number of smaller non-enterprise trial licence customers from the geospatial sector.

Pointerra Managing Director, Ian Olson, said the newly acquired customers, whilst modest in size, are also signing on as resellers of the Company’s DaaS solution, meaning they will act as an additional sales and marketing function by offering Pointerra’s technology to their extended customer base.

“Pointerra will generate revenue through this reseller model, but more importantly, start to build a domestic and globally distributed sales force for the Company. Our reseller partners are further incentivised to demonstrate the value of Pointerra’s unique technology to their customer base via the receipt of a set sales commission for revenue generated through this model.

“Securing customers from the highly technical geospatial sector underpins our confidence in Pointerra’s world class technology, which is addressing an unmet and expanding global need for organisations to be able to see, manage and share 3D data.

“The Company continues to work with several tier-1 strategic partners from the engineering, technology and aerospace sectors who are typically embedding



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Pointerra's technology into their broader 3D digital asset management, data analytics and data capture offerings.

"This strategy will generate larger enterprise customer sales for Pointerra, as well as transactional revenue from 3D data sales made by these partners, which starts to build on Pointerra's vision of hosting the world's first cloud based marketplace for 3D data," Mr Olson concluded.

Commercialisation strategy taking effect

Pointerra has a highly scalable, low cost business model to commercialise its technology and generate near-term earnings.

The Company also continues to pursue a direct sales model to customers operating in the geospatial sector, as well as larger enterprise end-user customers in the resources, civil infrastructure and building and construction sectors.

Both non-enterprise and enterprise sales pipelines continue to grow with potential domestic and international paying customers signing up to trial licence agreements.

Pointerra is also now able to monetise freely available public open data from governments, using initiatives such as the launch of the US Geological Survey's aerial 3D LiDAR dataset, as announced to the US market at the recent International LiDAR Mapping Forum in Denver, Colorado, with partner, *Blue Marble Geographics*.

A diversity of customer size, nature and geographic location, provides a growing sales and earnings pipeline to fund Pointerra's ultimate vision of leading the global market for 3D data.

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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.*