



Pointerra Limited

ASX Announcement

14 June 2017

AAM to License Pointerra Technology for 3D Data

Highlights

- **Pointerra signs MOU with AAM, the largest geospatial solutions company in the southern hemisphere.**
- **MOU covers the licensing of Pointerra's unique 3D data technology by AAM to help AAM customers better visualise and analyse 3D data.**
- **AAM to pay Pointerra a technology licence fee and an ongoing royalty from 3D data usage.**
- **Pointerra to licence AAM's data for sale through Pointerra's 3D data marketplace.**

Pointerra Limited (ASX: 3DP) ("Pointerra") is pleased to announce that it has entered into a Memorandum of Understanding ("MOU", "Agreement") with AAM Pty Ltd ("AAM") to commercially licence Pointerra's 3D geospatial technology.

AAM, a world leader in geospatial technologies, has been modelling the built and natural environment in 3D since 1995, and is the largest private holder of geographic information system (GIS) data in Australia. AAM has been at the forefront of aerial 3D data capture for many years and has compiled a comprehensive temporal library of 3D data and derivative products.

AAM provides state of the art access to its valuable data through various channels, including its GEOCIRRUS cloud-based GIS solution via a Data as a Service ("DaaS") model and the GEOCIRRUS Discovery Portal (the AAM shopfront for data/content).

As part of expanding and improving its GEOCIRRUS strategy, AAM has agreed to licence, under a commercial agreement, Pointerra's unique 3D geospatial technology. Both parties are currently working to integrate Pointerra's technology into GEOCIRRUS, enabling AAM to more effectively sell access to its 3D data library.

Under the MOU Pointerra will also be licenced by AAM to sell access to AAM's 3D data (and derivative products) through its own 3D data marketplace.



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The full commercial terms of the relationship will be documented in a formal technology licence and partnership agreement, to be concluded by no later than July 2017, however AAM and Pointerra have agreed that:

1. AAM will pay Pointerra a one-off licence fee for the use of Pointerra's technology in GEOCIRRUS;
2. AAM will pay Pointerra a royalty based on data usage through the GEOCIRRUS Discovery Portal; and
3. Pointerra will pay AAM a royalty based on data sales made through Pointerra's 3D data marketplace.

In commenting on the Agreement, Pointerra's Managing Director, Ian Olson said: *"We are delighted to have secured an important data partner in AAM, who are the pre-eminent geospatial and GIS business in our region. The MOU and subsequent licence and partnership agreement represent another milestone in Pointerra's vision to lead the global market for 3D data. We are working on similar software licence, partnership and data licensing relationships with other leading regional and global enterprise partners and data owners.*

"The common theme of these relationships and agreements is to monetise Pointerra's technology through a mix of licence fees and royalty payments and to add to Pointerra's world-first 3D data library as part of our global 3D data marketplace," Mr Olson concluded.

AAM's CEO, Mark Freeburn, commented: *"When we launched GEOCIRRUS in 2015 AAM was one of the first geospatial organisations in the world to provide a cloud-based delivery solution and DaaS marketplace. By partnering with Pointerra we have added a step-change in dimension and scale by being able to visualise and promote access for our customers to our considerable library of 3D datasets. Pointerra's technology will help us leverage this data to grow our GEOCIRRUS marketplace. We are also excited to be part of Pointerra's global marketplace for 3D data and see the relationship as a win for both organisations."*

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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.

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About AAM: AAM is a leading spatial information technology provider. AAM's exceptional capabilities in business mapping, asset information, geographic information system (GIS) projects and enterprise solutions, and location-based services are sought after internationally. To serve its clients AAM has almost 500 geospatial professionals and a fleet of custom equipped aircraft operating across Australia, New Zealand, South East Asia and Africa. AAM's global resources allow it to respond quickly and effectively wherever our clients are located.

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