



Pointerra Limited

ASX Announcement

4 August 2017

C4D Intel to Resell Pointerra's 3D Data Technology

Highlights

- **Pointerra to partner with Australian spatial and temporal intelligence specialist C4D Intel as a reseller of Pointerra's 3D Data as a Service (DaaS) technology.**
- **C4D Intel helps asset owners make smart decisions based on spatial and temporal intelligence and has also become a Pointerra customer.**
- **Furtheres Pointerra's sales and distribution strategy of partnering with organisations that have trusted adviser status with leading infrastructure asset owners.**

Australian 3D data company, Pointerra Limited (ASX:3DP) ("Pointerra"), has entered into a partnership and signed a Reseller Agreement ("Agreement") with leading Australian enterprise asset management technology company, C4D Intel ("C4D Intel").

Under the terms of the Agreement, Pointerra's unique 3D data technology will be sold by C4D Intel under a commission-based sales model, generating ongoing monthly Data as a Service ("DaaS") customers at enterprise-level price points. C4D Intel has also become a paying customer, using Pointerra's DaaS solution for internal workflow applications and to assist its own external sales and marketing initiatives.

C4D Intel provides cost effective spatial and temporal data acquisition and advanced data processing and analysis for high-value enterprise customers who have specific asset management challenges, including the need to better manage, leverage and share their valuable 3D datasets. Services offered by C4D Intel include reality modelling, asset inspection and mapping, computer vision and machine learning; and data analysis and custom analytics, all of which are enhanced using Pointerra's 3D data technology.

Pointerra Managing Director, Ian Olson, said: *"We are delighted to add C4D Intel's capability to our enterprise level sales distribution network. C4D Intel's trusted adviser status with key Tier-1 clients around Australia and its focus on technology-based asset management solutions makes them a good fit to represent Pointerra in this important market.*

"Our partnership with C4D Intel further delivers on our strategy to grow multiple DaaS revenue sources in an efficient manner, through leveraging third-party customer networks, to achieve our vision of leading the global market for 3D data."



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C4D Intel's Managing Director, Alistair Scott-Farris, commented, "We operate in a data intensive sector and Pointerra's technology greatly enhances our business model and scalability. For us, Pointerra is the natural and only choice to provide important 3D data management, visualisation, workflow and sharing capability to our portfolio of spatial and temporal asset management solutions."

The partnership with C4D Intel furthers Pointerra's ongoing strategy of growing a global sales pipeline of trial licence customers in the data acquisition space (surveyors, drone operators, aerial mapping) and converting these trials to paying customers under Pointerra's monthly recurring revenue DaaS model to build a global customer base.

Consistent feedback from Pointerra's growing customer base underscores the game-changing benefits being delivered to our customers through the use of Pointerra's cloud-based 3D data technology; including shifting CAPEX to OPEX, increasing workflow efficiency and building strong customer satisfaction and deeper ongoing engagement, through the ability to easily view, manage and share valuable 3D datasets.

Pointerra continues to work collaboratively with global, regional and Australian tier-1 strategic partners from the geospatial, engineering, technology and aerospace sectors who are embedding Pointerra's technology into their geospatial software, 3D digital asset management, data analytics and data capture offerings. These relationships will yield a mix of up-front licensing fee revenue and ongoing royalty based revenue for Pointerra based on sales of underlying software and 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 used 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.