



# Pointerra Limited

## ASX Announcement

9 October 2017

## AAM & Pointerra Sign Technology Licence Agreement

### Highlights

- **Pointerra signs technology licence and business association agreement with AAM, the largest geospatial solutions company in the southern hemisphere.**
- **AAM is a world leader in geospatial technologies with 500 professionals and operations in Australia, New Zealand, India, South-East Asia and Africa.**
- **AAM have licensed Pointerra's unique 3D data technology.**
- **AAM will pay Pointerra a technology licence fee and an ongoing royalty from 3D data sales.**
- **Pointerra have licensed AAM's data for sale through Pointerra's 3D data marketplace.**

Pointerra Limited (ASX: 3DP) ("Pointerra") is pleased to announce that pursuant to the MOU announced in June, it has now executed a formal Technology Licence and Business Association Agreement ("Agreement") with AAM Pty Ltd ("AAM") to commercially licence Pointerra's 3D geospatial technology.

Founded in 1959, AAM specialises in collecting, analysing and delivering geospatial information. Today it has almost 500 professionals and custom-aircraft at work in Australia, New Zealand, India, South-East Asia and Africa. AAM's innovative technology includes advanced systems for the collection, analysis and presentation of GIS, particularly in the urban environment.

AAM is now 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 this valuable data through various channels, including its GEOCIRRUS cloud-based GIS and digital asset management workflow solution, via a Data as a Service ("DaaS") model incorporating the GEOCIRRUS Discovery Portal (AAM's shopfront for data/content).



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As part of expanding and improving its GEOCIRRUS strategy, **AAM has licensed Pointerra's unique 3D geospatial technology.** The technology teams have completed integration of Pointerra's solution into GEOCIRRUS, enabling AAM to market and sell access to its 3D data library.

Under the terms of the Agreement, Pointerra is also licensed by AAM to sell access to AAM's 3D data (and derivative products) through Pointerra's own 3D data marketplace.

Under the terms of the Agreement:

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: *"Pointerra's vision is to lead the world in 3D data by providing actionable 3D information used to power digital asset management solutions across a range of sectors so 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 Technology Licence and Business Association Agreement represents an important milestone in Pointerra's commercialisation strategy and we continue to work on similar technology licence, partnership and data licensing agreements 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."*

**ENDS**



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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. [www.pointerra.com](http://www.pointerra.com)

**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. [www.aamgroup.com](http://www.aamgroup.com)