



# Pointerra Limited

## ASX Announcement

13 March 2018

### Pointerra Launches 3D Data Marketplace with Foundation Customer

Pointerra Limited (ASX: 3DP) ("Pointerra"; "Company") is pleased to announce the signing of its first Data Marketplace and Business Partnership Agreement ("Agreement") with Total Earth Solutions Pty Ltd ("TES"), an existing Pointerra Data as a Service ("DaaS") customer and an Australian multidisciplinary geoscience group with extensive experience across a wide range of geographical terrains on most continents.

#### 3D Data Marketplace

TES will fly the Perth LGA (Local Government Area) during April 2018 with LiDAR equipped aircraft, producing a highly accurate aerial 3D dataset which will be offered for sale on Pointerra's cloud platform for 3D data.

Under the terms of the Agreement, TES will procure the dataset, Pointerra will host the dataset and the two companies will share in subscription revenue generated from the sale of access to the 3D data and the derived 2D mapping and analytics products. TES will also be responsible for marketing and selling the Perth LGA dataset.

TES Managing Director Brett Johnson said "For years capture companies like TES have delivered 2D mapping products to customers that have been derived from 3D data capture programs. Pointerra's revolutionary cloud platform allows us for the first time to be able to sell access to the high fidelity 3D data under a recurring subscription model. Using Pointerra's platform also allows us to offer on-demand derived mapping products and analytics as customers require."

This really is a world-class development in the market for the capture and sale of aerial 3D LiDAR, derived mapping products and analytics made possible because of the power, scale and flexibility offered through Pointerra's cloud platform. We look forward to working with Pointerra to extend the geographical reach of the 3D Data Marketplace."

TES will market and sell access to the 3D data, as well as on-demand derived mapping and analytics products to customers from the Perth LGA community, WA State Government agencies and the private sector under a subscription model using Pointerra's cloud platform for 3D data, becoming the first dataset from the commercial sector captured specifically for sale through Pointerra's platform.

There are more than 25 cities, towns, and shires in the Perth LGA and numerous WA State Government Departments and agencies that regularly procure aerial imagery and 3D data for their needs from a variety of sources.

Across the private sector, companies involved in geospatial, architecture, engineering, construction, town planning, insurance, solar and general property all require access to high-quality aerial 3D data from time to time.



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Pointerra's managing director Ian Olson commented "When we conceived the business model for Pointerra back in 2015 we envisaged a data marketplace where Pointerra customers could offer access to 3D data captured at their cost to the wider market to help recoup the cost of capture and help underwrite future 3D capture programs. We also thought that entrepreneurial and forward-thinking capture companies would seek to leverage our innovative cloud platform for 3D data by owning and selling access to 3D data via a recurring subscription model."

Pointerra is delighted to have secured in TES an early-adopter customer who has experienced the power of Pointerra's cloud platform for 3D data as a DaaS customer and who now seeks to change the marketplace for the generation and delivery of 3D data and derived mapping products. We expect to extend the scale and reach of the 3D Data Marketplace both in the Australasian region and internationally in conjunction with the rapid scaleup of our operations."

## **Outlook**

TES has advised that the Perth LGA dataset should be ready for the Pointerra platform during May 2018, with monthly revenues expected to flow from this time.

In addition, TES is about to commence a Pan-Australian capture program for a range of customers and has further advised of its intentions to undertake similar city capture missions in other Australian and regional locations, leveraging its multi-year operating experience in the Australasian and Oceania regions. This wider program and the delivery of 3D data and mapping solutions to its customers through Pointerra's cloud platform for 3D data will also grow TES' DaaS activity.

As outlined in the recent Half Yearly Report and Accounts, Pointerra's domestic and US operations continue to progress with additional personnel resources expected during calendar 2018 commensurate with growth in sales and underlying cashflow.

**ENDS**



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**About Pointerra:** Pointerra is an Australian company focussed on the 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. <http://www.pointerra.com>

**About TES:** Total Earth Solutions is an Australian Geoscience Company that acquires, processes, interprets and integrates Geoscience Data into value added and risk reduction workflows. TES deal with Geophysics, Geospatial, Geotechnical and Geological data to create high value knowledge sets. TES are data capture platform and sensor agnostic, using the right platform/sensor suite for the particular problem at hand. TES team members have extensive experience working globally on data capture to knowledge projects; and includes personnel with experience and qualifications in Geomatics, GIS, Geophysics, Geotechnical and Geology practices. TES works with consulting partners to de-risk and optimise client outcomes. TES are headquartered in Perth, with offices in Singapore, Manila, London, Cape Town, and Houston. <http://www.totalearthsolutions.com>