



Pointerra Limited

ASX Announcement

31 January 2020

Enterprise Sales Update – Australian & US Developments

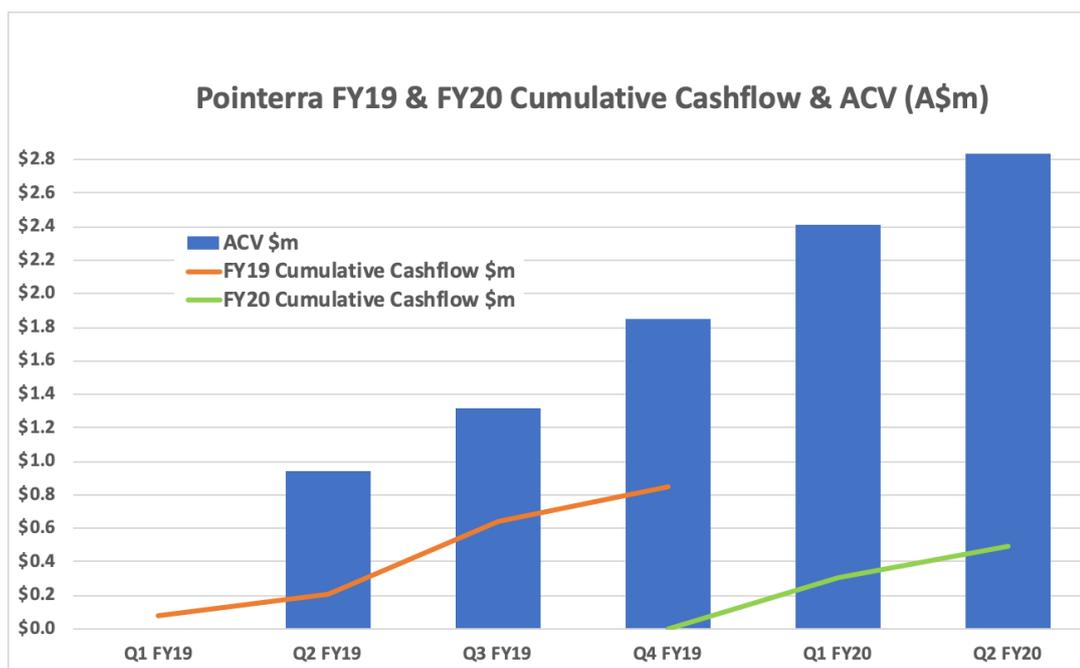
Pointerra Limited (ASX: 3DP) ("Pointerra"; "Company") is pleased to provide an update on recent enterprise sales activities.

Highlights:

- **ACV grows 18% to \$2.84 million as at 31 January 2020**
- **Growth in ACV achieved despite delays in project commencement and customer onboarding during the December quarter**
- **Growth in ACV generated from existing and new customers**

ACV Growth

In recent months the Company has added new Data as a Service (DaaS), Analytics as a Service (AaaS) and Data Processing as a Service (DPaaS) customers in Australia and the US. The cumulative Annual Contract Value (ACV) of these customers grew by \$0.43 million or 18% to stand at \$2.84 million as at 31 January 2020, compared to \$2.41 million as at 31 October 2019. Revenue and cashflow from these customers are expected to follow project commencement and onboarding during coming quarters.





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PrecisionHawk/Florida Power & Light - Multi-Year Pole Inspection Program

During the prior quarter PrecisionHawk, Pointerra's largest US customer, underwent a restructure and recapitalisation process. This delayed the commencement of the next pole inspection task order for our mutual end-customer Florida Power & Light (FPL), part of US\$130 billion market capitalisation NextEra Energy Inc.

Whilst this process deferred DaaS, AaaS and DPaaS revenue and cashflow for the quarter, PrecisionHawk's restructure and recapitalisation is now complete and it commenced FPL's next pole inspection task order in January 2020. This has resulted in Pointerra's DaaS, AaaS and DPaaS services and revenue for PrecisionHawk recommencing.

Pointerra has been supporting PrecisionHawk's operations since late 2018 and through calendar 2019, PrecisionHawk has been utilising Pointerra's AaaS solution to automate the analysis of LiDAR data for PrecisionHawk's power utility inspection business.

The current pole inspection task order for FPL is the second of at least 50 such pole inspection task orders that FPL is required to undertake over the next 2 years. These individual task orders typically total more than US\$1 million and the ongoing Pointerra/PrecisionHawk partnership servicing FPL is expected to generate significant and incremental ongoing DaaS/AaaS/DPaaS revenue for the Pointerra throughout calendar 2020 and 2021.

FPL - Statewide Capture & Emergency Response Programs

Following the arrival of Jamie Young to the Pointerra team towards the end of calendar 2019, Pointerra has been assisting FPL in planning a Florida statewide aerial 3D capture program that will be used to establish baseline data for FPL's new emergency response program.

The emergency response program will utilise a custom-developed, large format Unmanned Aircraft System (UAS) that will be tasked to fly areas of FPL's network impacted by storm events and capture 3D data and imagery for use in planning response activities.

Pointerra and FPL are working on a process that will take data from the UAS flight missions and use Pointerra's 3D data analytics capability to compare this data to the statewide baseline to provide rapid insight into FPL assets that have been impacted by a storm event and facilitate the tasking and despatch of maintenance and repair crews.

Formal commencement of Pointerra's involvement in these FPL programs is expected to generate significant DPaaS and AaaS revenue for the Company and is not included in the ACV numbers above.



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Major League Baseball

During December 2019, the Company was approached by Major League Baseball (MLB), a professional baseball organization and the oldest of the major professional sports leagues in the United States and Canada.

MLB is one of the most extensive users of statistical analytics in professional sport and conducts frequent, 3D terrestrial laser scans of the stadiums where MLB is played in order to support these analytics.

MLB has asked Pointerra to collaborate with the organization to determine how Pointerra's platform can enhance MLB's existing 3D visualization requirements and provide new 3D analytics utilizing the Company's proprietary spatial data structures.

Pointerra's formal involvement in supporting MLB is expected to generate significant DaaS and AaaS revenue for the Company and is not included in the ACV numbers above. MLB has advised the Company that it expects to formally adopt Pointerra's platform during March and April 2020.

Statewide Large-Scale DaaS Deployment

Pointerra's ASX Enterprise Sales Update from 2 September 2019 included details of the deployment of more than 500TB of aerial 3D mapping data for a US State agency in conjunction with one of Pointerra's US mapping customers.

Pointerra's US mapping customer and the US State have now commenced deploying the 3D data to Pointerra's platform, which has resulted in a contribution to recent ACV growth. As the data is gradually deployed in coming months, incremental ACV will continue to grow, and the Company expects this single statewide deployment to generate more than US\$600,000 in ACV when complete.

The success of this initiative has resulted in the identification of more US State agencies (in conjunction with Pointerra's US mapping customers) that have similar requirements, with at least one new US state expected to commit to deploy to Pointerra during the current quarter.

5G Network Deployment – Australia & US

Pointerra's ASX Enterprise Sales Update from 2 September 2019 outlined an opportunity to use its DaaS and AaaS platforms to assist participants in the telecommunications sector analyse, plan and design locations for 5G antenna deployment around Australia.

During the December quarter Pointerra worked with the Australian office of Lendlease Services to integrate Pointerra's analytics capability in supporting a 5G antenna deployment solution that Lendlease was developing.



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This project has now gone live in Australia and is now contributing to ACV. Pointerra's US team is also helping market the solution to US and UK based power and telco utilities.

Expansion of US Team

As previously advised, the 3D data capture and analysis sector in the US is structurally different to Australia, with the capture-process-analyze value chain often being undertaken by as many as 3 different contractors working together to deliver a customer solution.

Because Pointerra's AaaS platform delivers material reductions in costly and time-consuming manual and semi-automated 3D data analytics performed by much of the sector, the ability to influence the way in which data is delivered to the Company's cloud platform emerged as an additional commercial opportunity and the Company expanded its US team during the previous quarter in order to capitalize on this opportunity.

Pointerra's DPaaS capability has already generated new sources of revenue from new customers and DPaaS revenue is expected to grow further during calendar 2020.

By providing this new capability Pointerra has also been able to accelerate the ongoing development of its AaaS capability, driving greater cost efficiency, timeliness and accuracy of linear asset management applications that use mobile and aerial 3D data as the primary input.

DPaaS by its nature (it is often project related) is not necessarily a recurring source of income and will only be included in ACV calculations when it can be reliably measured and secured as part of a broader DaaS/AaaS customer solution.

The Company looks forward to informing the market of further growth in ACV when it next reports ACV levels in April 2020. In the interim, any individually material DPaaS/DaaS/AaaS contract awards will be separately announced to the market.

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 solves entrenched problems in the digital asset management workflows and allows very large 3D datasets to be used without the need for high performance computing. 3D data is processed and stored in the cloud for instant, on demand user access: anytime, anywhere, on any device – providing actionable 3D information to power digital asset management solutions.

Common Q&A's about Pointerra:

1. **What do we do?** We manage, analyze and monetize other people's 3D data for them.
2. **How do we make money?** People pay us to manage their data, to develop or source analytics to make sense of their data and they share revenue with us when we help them to monetize their data.
3. **Why do people need us?** 3D data is hard to manage, use, analyze and share. We have proprietary (patent protected) IP that lets us do what we do better than anyone else.
4. **Do we have competitors?** There are lots of desktop solutions for 3D data and fewer cloud solutions. Most cloud solutions focus on visualization but aren't readily analyzed - either quickly and efficiently or at mass scale. Our IP allows us to do this better than anyone else.
5. **Who are our customers?** Anyone who is engaged in capturing (surveyors, drone operators, aerial and satellite mapping) or using (AEC sector, asset owners/operators/insurers/regulators) 3D data to plan, design, construct/build, operate, maintain, insure and govern/regulate a physical asset.
6. **What sectors do our customers operate in?** Linear infrastructure (road/rail/pipeline/transmission/distribution), non-process infrastructure (civil and built-form) and process infrastructure (mining/oil&gas plant).
7. **How much do people pay us?** Our Data as a Service (DaaS) solution to manage 3D data using our digital asset management platform is priced based on the amount of data (in terabytes) we are hosting and the number of users each customer requires. We also charge customers to process their data (Data Processing as a Service or DPaaS), build/deploy analytics against (Analytics as a Service or AaaS) their data and where we connect buyers and sellers of 3D data, we typically agree a revenue share via our 3D data marketplace.

Pointerra's vision is to create a global marketplace for 3D data, saving users time and money and creating a 3D data access revolution. Pointerra: 3D Data Solved.