



# Pointerra Limited

## ASX Announcement

30 July 2020

## Enterprise Sales Update

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

### Highlights:

- **ACV grows 33% to US\$2.87 million (AU\$ 4.0 million) as at 30 July 2020**
- **Largest ever quarter-on quarter growth in ACV – US\$0.71 million**
- **Growth in ACV generated from existing and new customers**

Over the past three months the Company has grown the spend from existing customers and also 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 US\$0.71 million or 33% to stand at US\$2.87 million as at 30 July 2020, compared to US\$2.16 million as at 30 April 2020.

Pointerra FY19 & FY20 Cumulative Customer Receipts (AU\$m) & ACV (US\$m)





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Note that ACV reported above has been restated from AU\$ to US\$. The Company's revenue model is US\$ pricing and historically, ACV numbers were reported in AU\$ to facilitate comparison with AU\$ cashflow and revenue reporting. Due to the impact of AU\$/US\$ exchange rate fluctuations on ACV reporting, which have ranged between \$0.73 and \$0.65 during historical ACV reporting periods, the Company believes that US\$ reporting for ACV provides a more consistent and transparent comparison between quarterly ACV updates.

The current quarter ACV of US\$2.87 million (AU\$4.0 million) puts the Company on a cashflow breakeven run-rate when comparing ACV with forecast operating costs for the year, including recent team hires in both platform development and sales roles. Encouraged by this position plus existing cash balances and expected receipts from customers in coming quarters, the Company will further accelerate the recruitment of business development and sales resources in coming months.

The Company looks forward to informing the market of further growth in ACV when it next reports ACV levels in October 2020. In the interim, and as discussed in the recently announced June Quarter Cashflow Report, any individually material DPaaS/DaaS/AaaS contract awards will be separately announced to the market.

This announcement has been authorised and approved for release to the ASX by the Board of Pointerra Limited.

**ENDS**



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For more information, please contact:

**Ian Olson**  
**Managing Director, Pointerra**  
+61 417 998 328  
[ian.olson@pointerra.com](mailto:ian.olson@pointerra.com)

**Paul Hart**  
**Canary Capital**  
+61 421 051 474  
[phart@canarycapital.com.au](mailto:phart@canarycapital.com.au)

**About Pointerra:** Pointerra is an Australian company focussed on the global commercialisation of its unique 3D geospatial data technology. Pointerra's technology solves entrenched problems associated with digital asset management workflows and allows very large 3D datasets to be managed and analysed without the need for expensive and time-consuming high-performance computing. 3D data is processed and stored in the cloud by Pointerra for instant, on demand user access: anytime, anywhere, on any device – providing actionable 3D information to power digital asset management solutions across a range of sectors.

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 even 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 enables us to 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 the 3D data isn't readily analyzed - either quickly and efficiently or at mass scale. Our IP allows us to do this better than anyone else – faster, with more accuracy and at lower cost.
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/industrial manufacturing 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 (Analytics as a Service or AaaS) to interpret their 3D 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.**