



Pointerra Limited

ASX Announcement

23 March 2020

Market Update - COVID-19, Operations and Outlook

In these unprecedented times, Pointerra Limited (ASX: 3DP) ("Pointerra"; "Company") provides an update on the potential impact of COVID-19 on operations and the short-term outlook for the business.

COVID-19

Pointerra team members reside in 3 Australian and 2 US states and apart from the head office in Subiaco, Western Australia, the Company has operated a work-from-home environment since 2018 for the non-Western Australian team members.

Since the global outbreak of the COVID-19 pandemic, Pointerra has followed and adopted hygiene, health and work practice advice from relevant state and federal health departments and agencies in Australia and the US.

To date COVID-19 has had little impact on the ability of Pointerra's team to continue to operate the Company's business. The Board met on Friday and considered a range of operational risk management initiatives, which will continue to be monitored in this fluid and rapidly changing global environment. First and foremost, the safety of our people will continue to remain a priority.

Current Quarter Operations

During the current quarter, the Company has continued to grow its customer base, including growth in spend by existing customers (adding more data, user numbers and deploying new data analytics) as well as converting existing prospects into new paying customers in Australia and the US. Cash receipts from customers for the current quarter will more than double the previous quarter's total of \$0.18 million.

As the impact of COVID-19 has accelerated in recent weeks and days, many of Pointerra's customers and prospects are moving to work-from-home arrangements.

Pointerra's customers and prospects perform a range of plan/design/construct/operate/maintain/insure/regulate activities using 3D data to visualise, analyse and interpret physical assets across this spectrum.

The changes in work practices occurring globally are unprecedented in modern history and have brought into sharp focus the need to be able to remotely manage physical assets – buildings, process infrastructure and civil infrastructure.



Pointerra Limited

Pointerra has experienced a noticeable acceleration of both interest in and adoption of the Company's cloud-based 3D digital asset management platform during this time, with the cloud-deployed, web browser nature of Pointerra's solution being particularly compelling due to its ease of adoption (no complex software to install) and the obvious mobility advantages of this type of solution.

In the past week alone, the Company has signed 3 separate paid Proof of Concept (PoC) agreements with existing prospects who had previously been trialling the Company's solution. The PoC's are with two of the largest US based power utilities and a very large industrial conglomerate (annual revenue +USD100 billion) and are intended to prove-up a rapid enterprise deployment of Pointerra's platform.

Over the weekend the Company successfully completed the most recent task order for PrecisionHawk, which commenced in January, as part of PrecisionHawk's ongoing multi-year pole inspection program for Florida Power and Light (FPL), one of the largest utilities in the US.

PrecisionHawk has advised the Company that it intends to continue using Pointerra's platform to support its pole inspection program for FPL, which should generate ongoing Data as a Service (DaaS), Analytics as a Service (AaaS) and Data Processing as a Service (DPaaS) revenue for the Company.

Outlook

The Company's current cash position, coupled with expected cash receipts from customers and prospects in coming months and quarters, should remove the requirement for any additional external capital for the foreseeable future.

Heading into the June quarter, the Company expects to continue to grow cumulative Annual Contract Value (ACV) for its DaaS, AaaS and DPaaS solutions and looks forward to updating the market 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.

Market Briefing

In order to further inform the market of the current status, operations and the short-term outlook for the business, the Company is planning to host a webinar currently planned for Friday 27 March 2020 at 10am WST (1pm EDST).

Investors will be able to register and log in to this webinar via a link that will be posted to the Company's website (<http://www.pointerra.com/investors/>) in coming days. A link a recording of the webinar will also be posted to the Company's website following the completion of the webinar.

This announcement is authorised by the Board.

ENDS



Pointerra Limited

For more information, please contact:

Ian Olson
Managing Director, Pointerra
+61 417 998 328
ian.olson@pointerra.com

Paul Hart
Canary Capital
+61 421 051 474
phart@canarycapital.com.au

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.