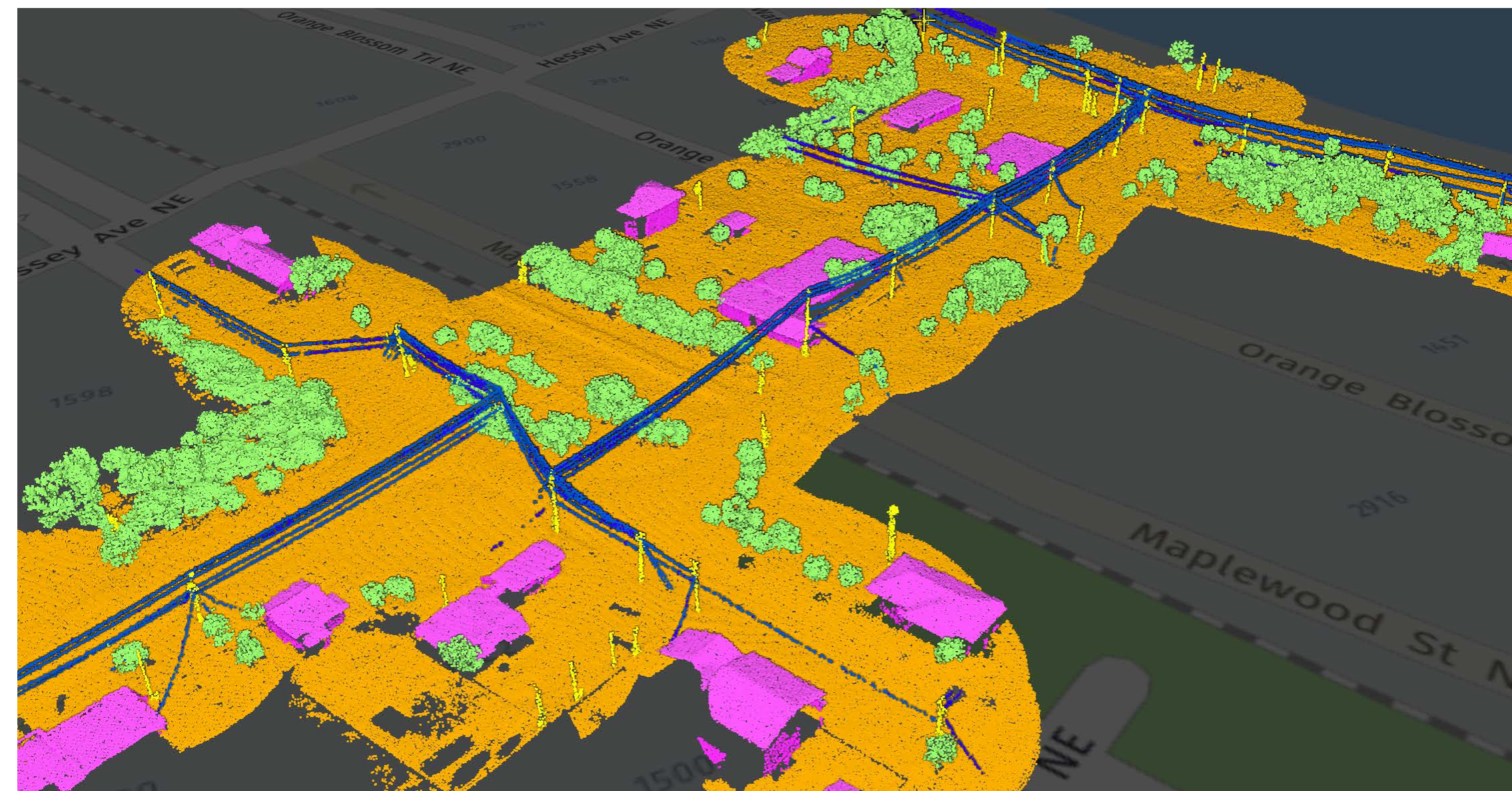# 2020 AGM

Pointerra
2020 AGM

Managing Director's Presentation
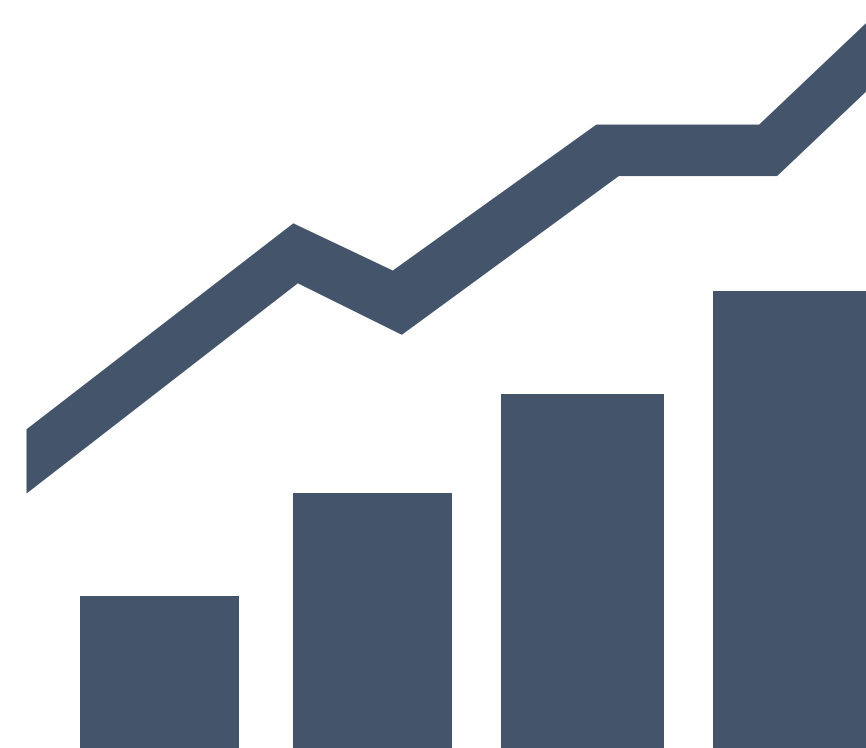
Pointerra

2020 in Review –> "Delivering on Plan"

**Pointerra.
3D Data
Solved.**

**Headcount grown
from 11 to 20 FTE's**
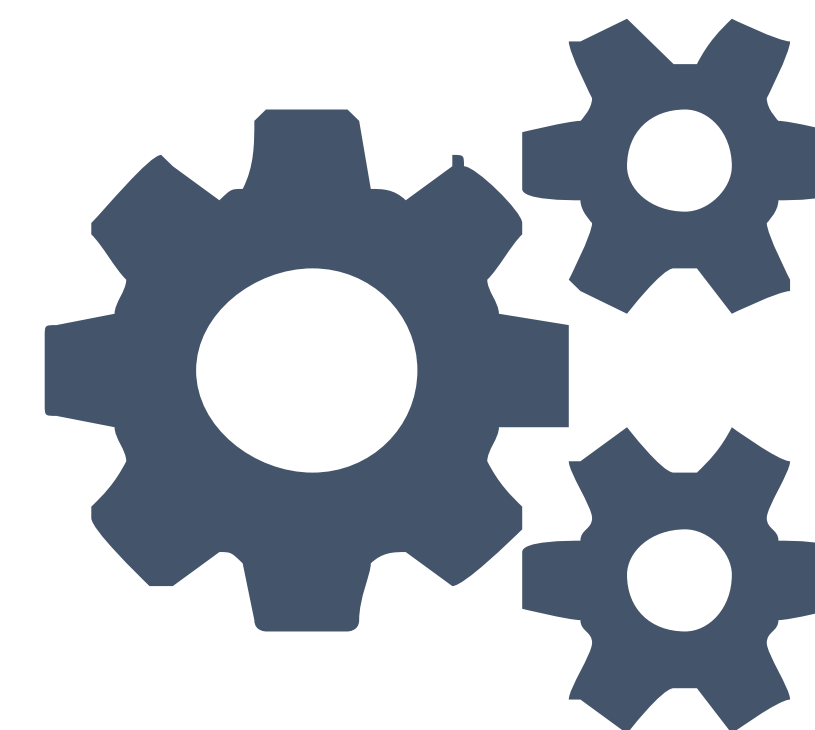
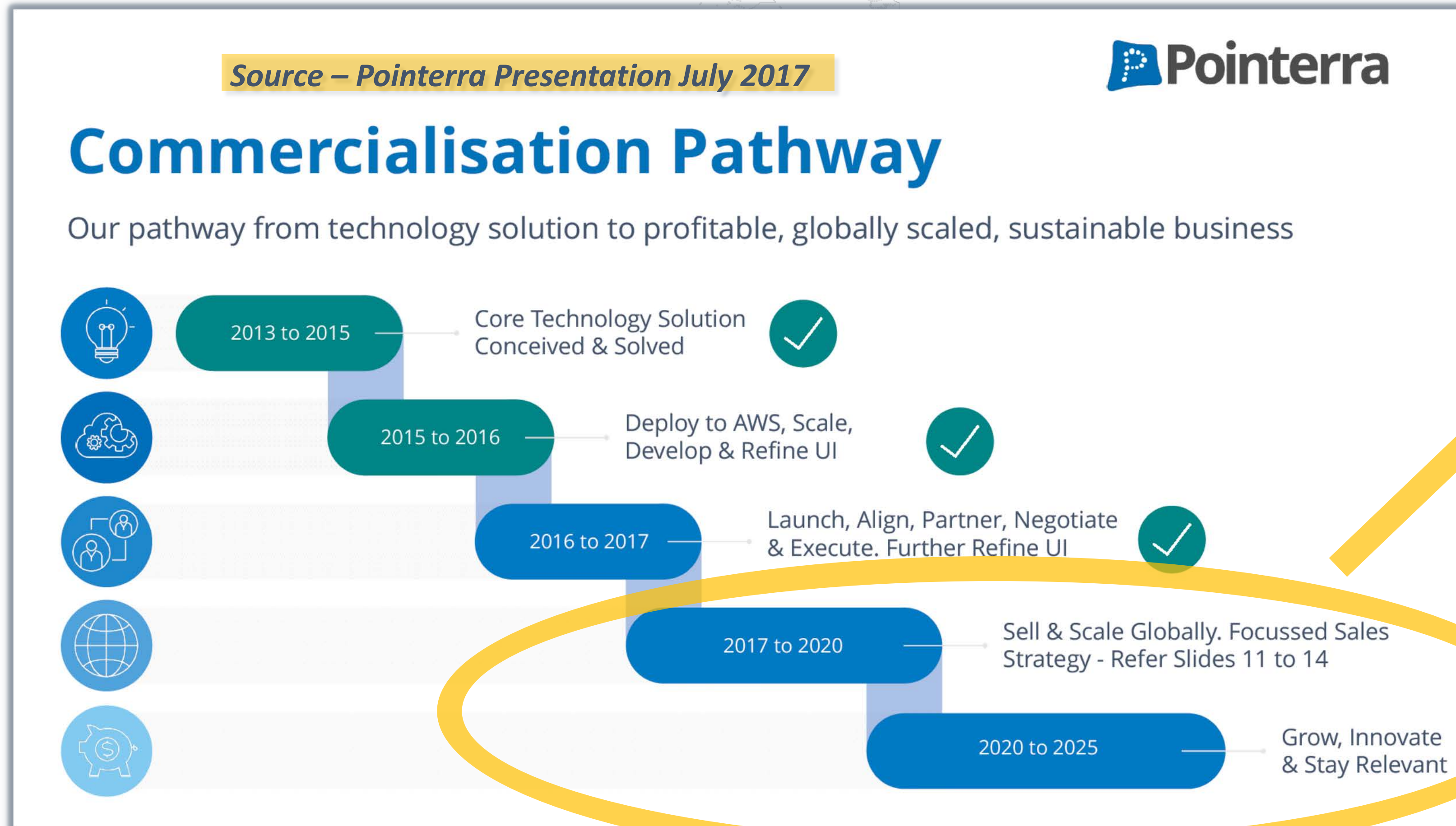**Customer-led solution development in DPaaS,
DaaS & AaaS drives ACV growth**

**ACV Growth 197% Q1FY20 → Q1FY21
(US$1.66m → US$4.93m)**

**First cashflow positive quarter &
profitable on ACV run-rate basis**

2017 to 2020 –> "Doing What We Said We Would Do"

Pointerra

Commercialisation Pathway

Our pathway from technology solution to profitable, globally scaled, sustainable business

2013 to 2015 — Core Technology Solution Conceived & Solved ✓

2015 to 2016 — Deploy to AWS, Scale, Develop & Refine UI ✓

2016 to 2017 — Launch, Align, Partner, Negotiate & Execute. Further Refine UI ✓

2017 to 2020 — Sell & Scale Globally. Focussed Sales Strategy - Refer Slides 11 to 14

2020 to 2025 — Grow, Innovate & Stay Relevant

- This slide from a 2017 investor presentation
- 2017 – first customer sales
- 2018 – established US operation
- 2019 – expanded team and solution
- 2020 – accelerated growth in AUS and US

2020 –> Our Achievements

- **ACV growth underpinned by customer-led engagement, focused on solving workflow problems and "automating the manual"**
  - ✓ Solution development expansion – DPaaS, DaaS, AaaS
  - ✓ Existing customers continue to grow their $$ ACV spend
  - ✓ Negligible churn and increasing network effect in key growth sectors
- **Utility sector in US continues to lead the way**
  - ✓ Direct contracting with utilities and also via their mapping providers
  - ✓ Enormous TAM in US and globally
  - ✓ Pointerra's solution driving material savings and QA outcomes
- **Recent BD & Sales hires targeting new growth sectors**
  - ✓ Defense (US principally)
  - ✓ Surveying/Mapping
  - ✓ AEC (Architecture/Engineering/Construction)
- **Expansion of US and Australian team**
  - ✓ Quality, experienced, mature individuals = consistent outcomes
  - ✓ Pointerra becoming a "destination employer" in geospatial sector
  - ✓ People will underpin our continued ACV growth

Recap – how does Pointerra make money?

Pointerra's customers pay us to host their data, allowing them to see it, use it and share it (Data as a Service); increasingly our customers are also paying us to process their raw data (Data Processing as a Service); analyse it (Analytics as a Service); and are also entering into revenue share agreements to monetise their data by selling insight to 3rd parties (3Dinsight.ai)
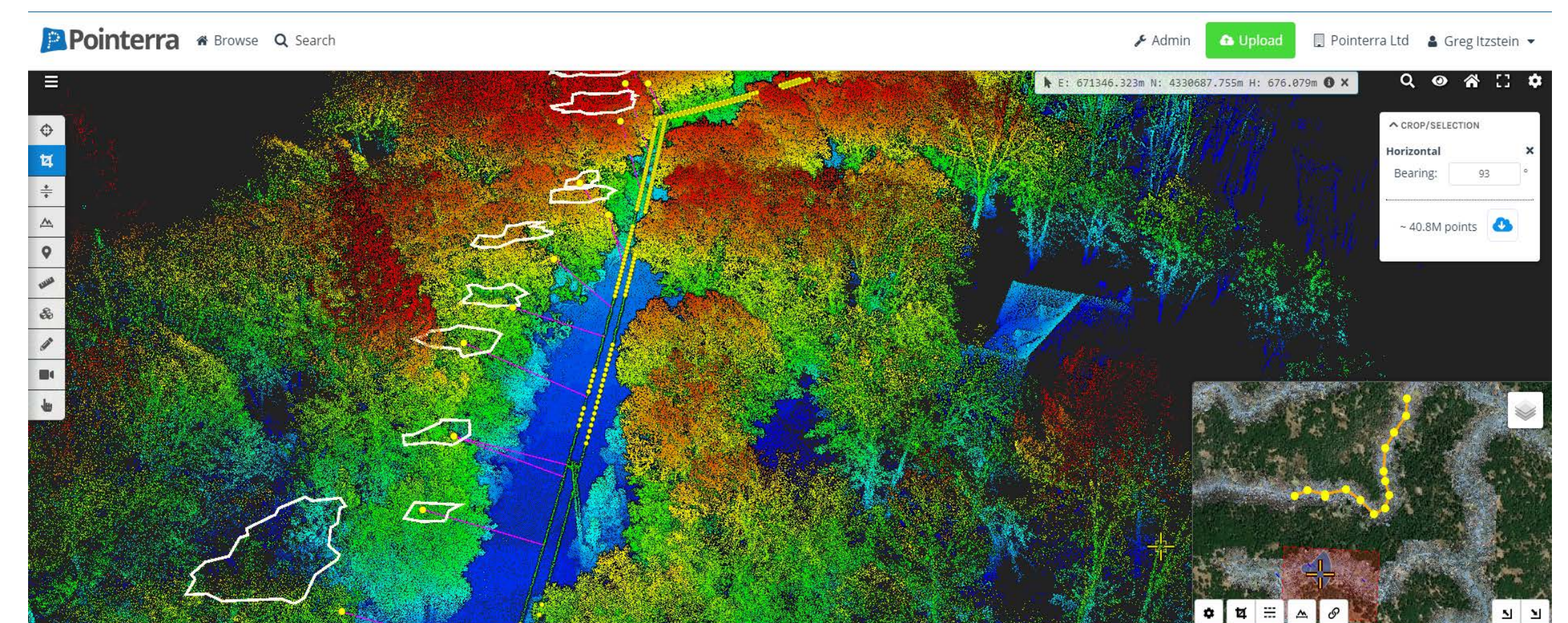
![Pointerra]

Example: Enhanced Decision Support for Energy Utilities Sector

Energy Utility providers face ever expanding and complex challenges in meeting the energy needs of their customers whilst also satisfying the competing demands of regulators, shareholders and other stakeholders.

Pointerra has combined advanced machine learning algorithms for automatically extracting valuable information from 3D data (including but not limited to vectors of utility networks) with extensive browser-based manual feature identification/editing tools. Customers can produce a complete model (Digital Twin) of the entire network infrastructure entirely within the Pointerra cloud hosted application.
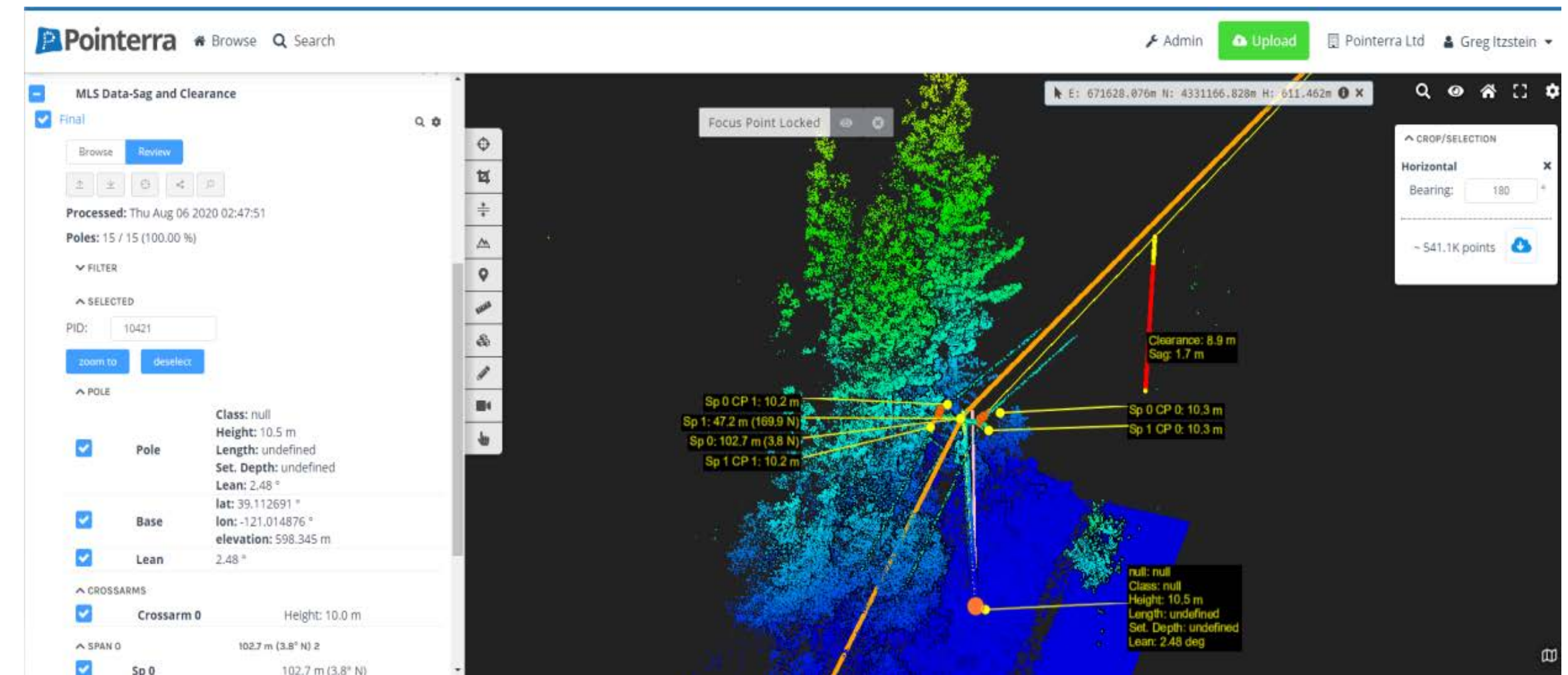
Supporting critical asset management --> information presented to users via the browser for immediate decision making.

Risk mitigation --> "fall over line" encroachment analytics identify at-risk trees to support network maintenance activities.

Example: Pointerra Defense Solutions – 3D Data Solved for the Modern Warfighter

Pointerra is collaborating with multiple elements across the US Department of Defense and is responding to the requirement to constantly enhance the capability of the modern war fighter through the use of technology.

Solution: Automated analytics employed to interpret and develop insight from newly collected and historically acquired 3D spatial data. Pointerra technology provides myriad benefits to numerous systems/segments within the DoD, providing a common data environment for the management of data acquired from satellite, manned aircraft, UAV or ground/sub-surface-based sensors.
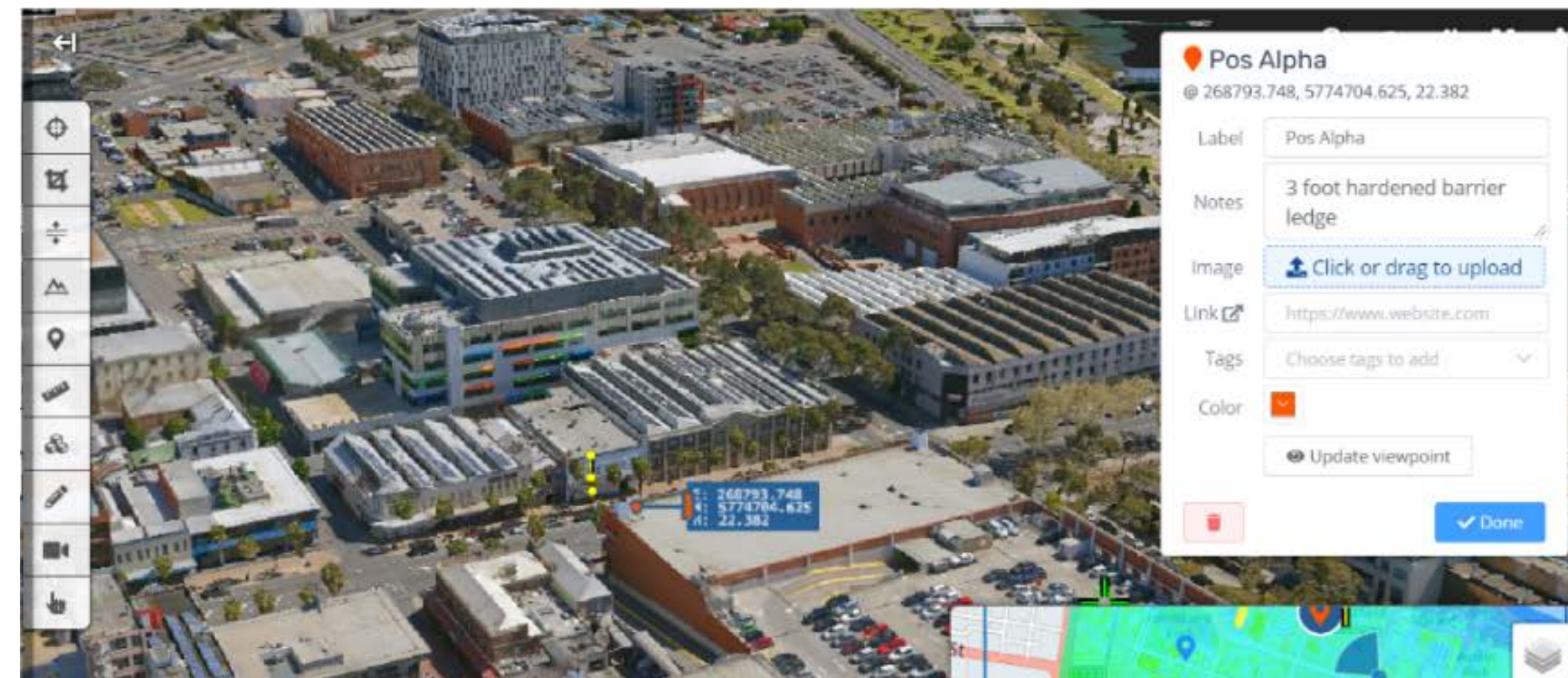
Ground Based Troops: Situational Awareness; Convoy Route Planning; Line of Site Modeling; Measurements and Analytics; All delivered in the field, on the move.

Airborne Operations: Landing Area Identification; Instant Landing Obstruction Identification; Extract Point Decision Making; Analytics Showing Vegetation and Powerlines as Examples; 3D Data Insight Communicated Direct from Ground Troops

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Example: Data Processing as a Service for the Mapping Sector

Aerial and Mobile mapping companies across the globe spend enormous amounts of time and money turning 3D LiDAR data acquired from aerial and mobile mapping platforms into useable information.

Raw data is often shipped to lower cost countries for distributed (manual) processing, which often results in QA issues, takes significant time/cost and introduces data sovereignty risk.

Pointerra's DPaaS solution solves these problems for the mapping community and is set to revolutionise the way people think about acquiring, processing and using 3D data.
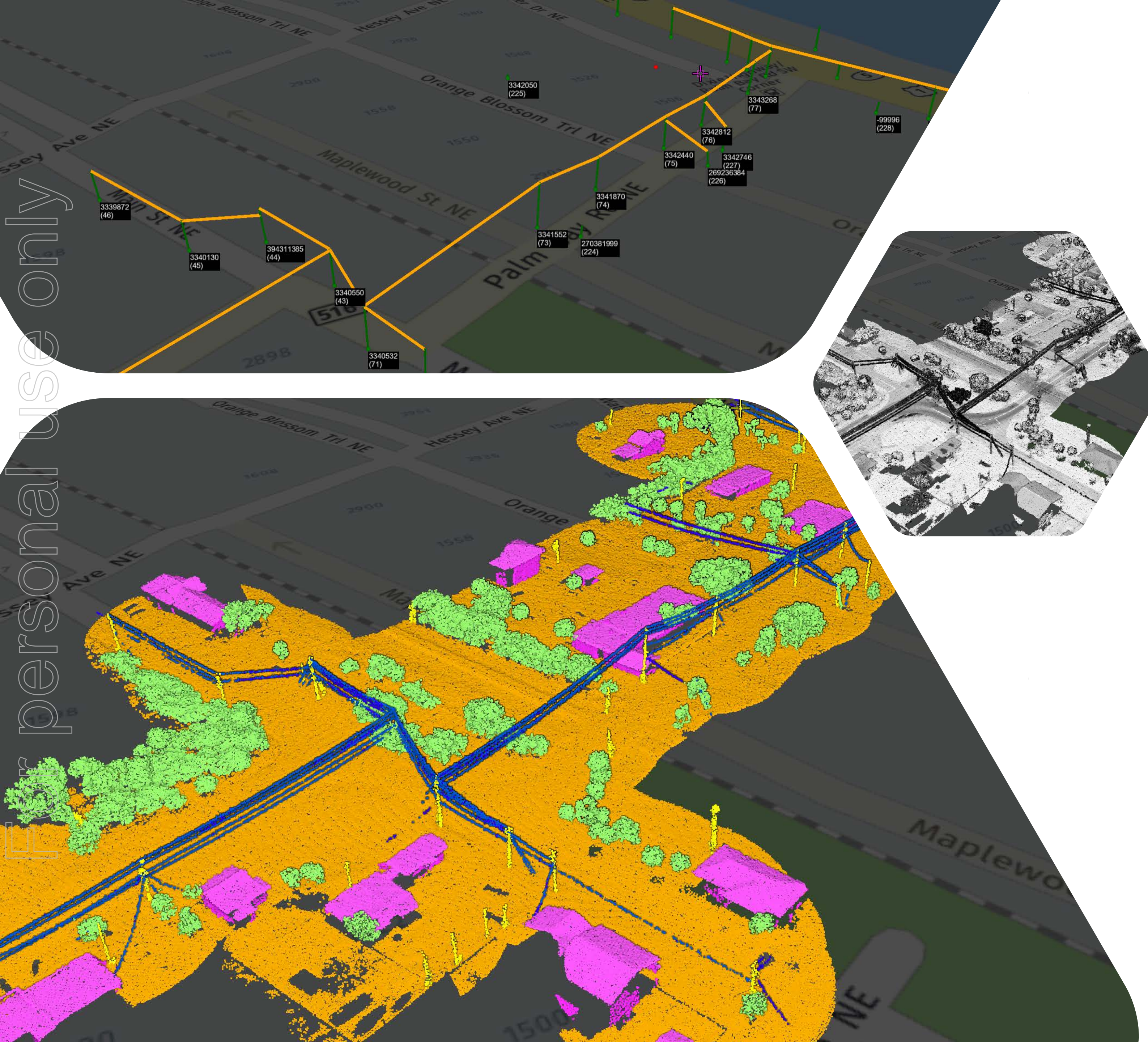
Example: Supporting Mining Operations and Compliance in the Resources Sector

The modern mining operation requires high-frequency 3D data generation from a variety of different sensor platforms to provide decision support and drive safety and efficiency.

The mining companies and their survey/mapping providers need to turn the data into insight quickly and accurately as well as share the information across the enterprise.

Pointerra's platform automates the analysis, increases accuracy and reduces the time required to turn 3D data into actionable information:

- ✓ Stockpile and pit volume calculations
- ✓ Mine site compliance reporting
- ✓ Monitoring and subsidence
- ✓ Remote facilities and process infrastructure inspection
- ✓ All available to share across the enterprise in a common data environment

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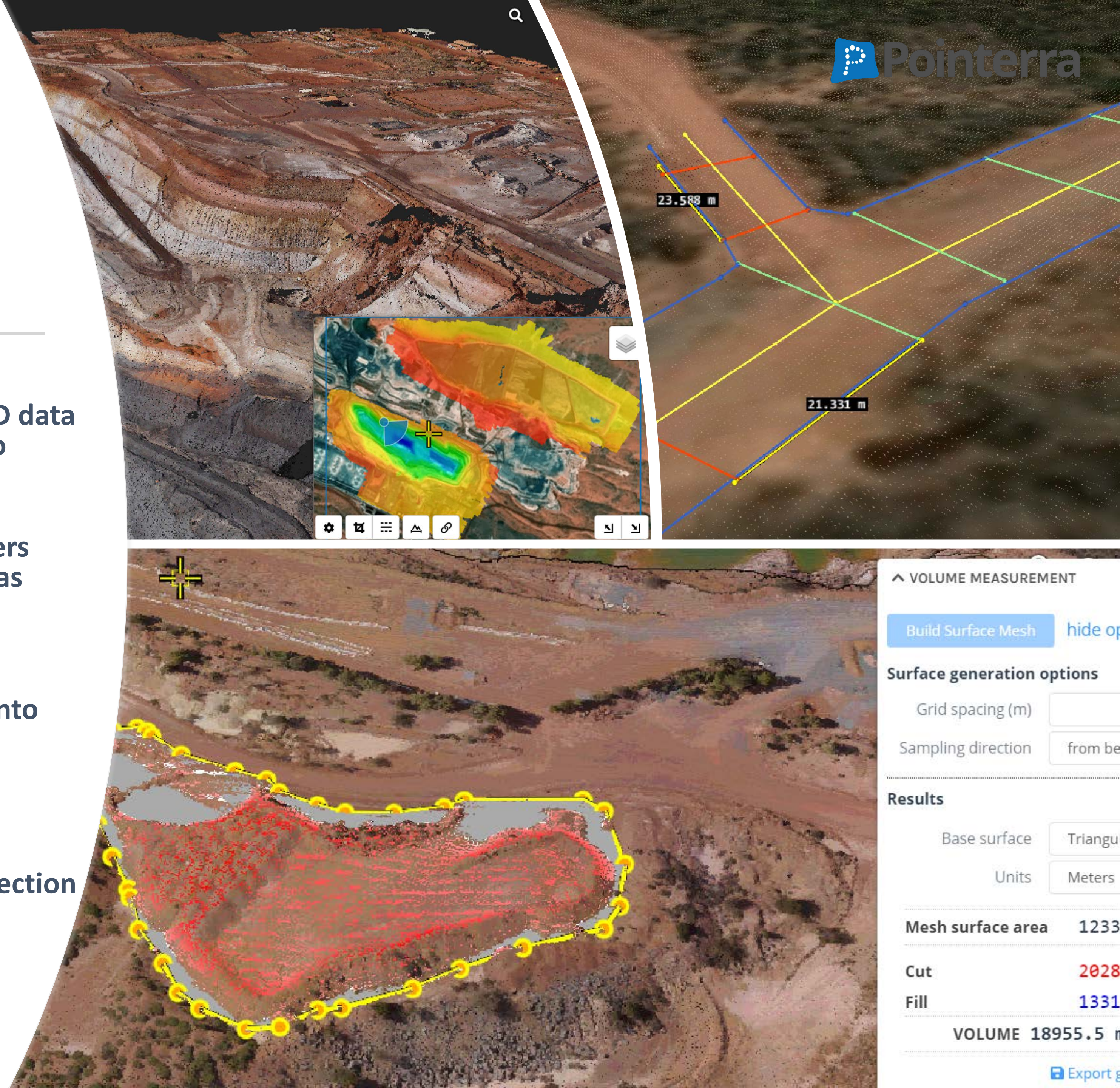
It's always been about sales execution...

Pointerra FY19, FY20 & FY21 Cumulative Receipts (AU$m) & ACV (US$m)

Outlook for Calendar 2021
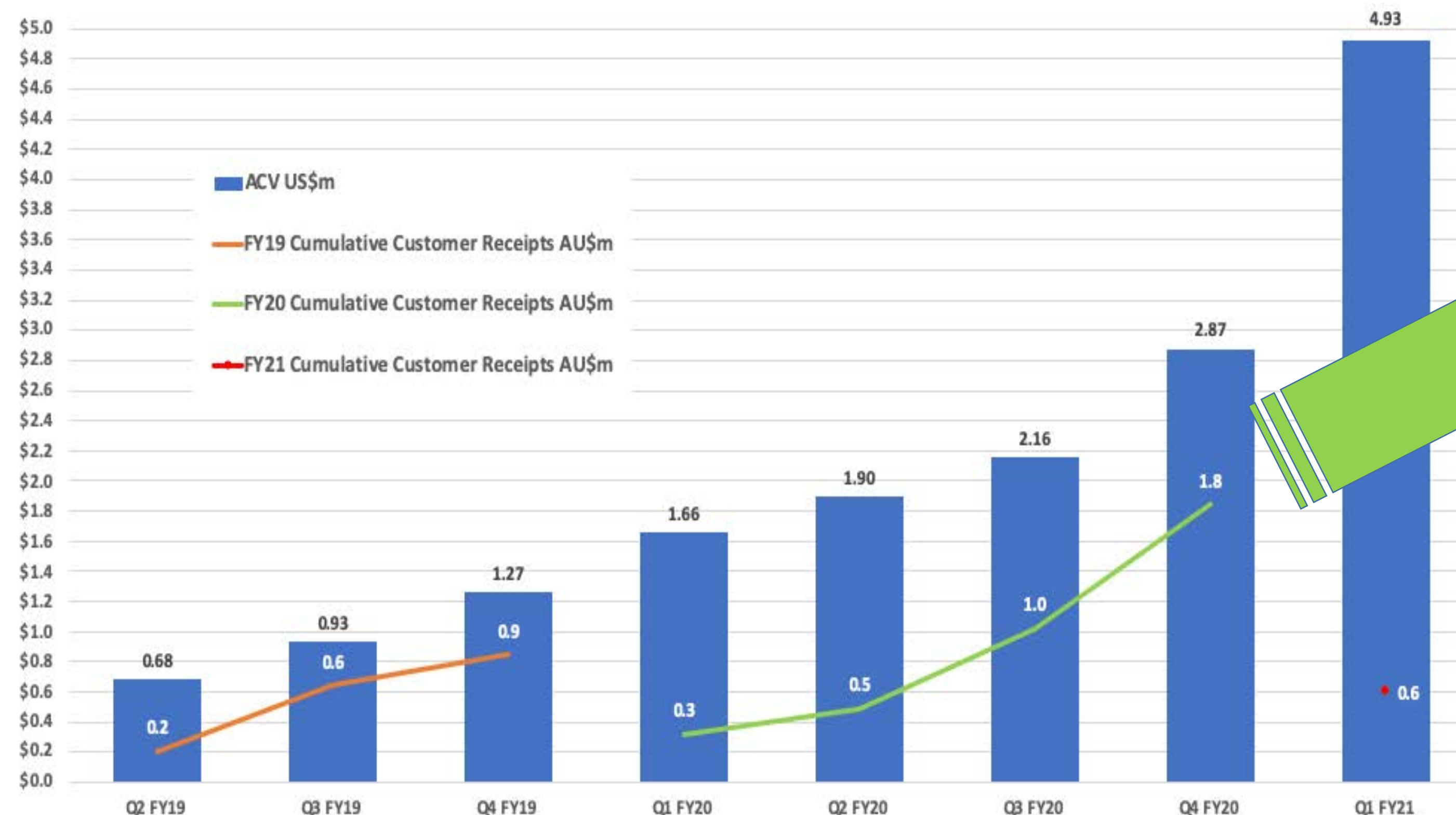
- Funded for further organic ACV growth through new BD and Sales hires
- Evaluating strategic tuck-in acquisitions for step-change in ACV growth
- Will report ACV quarterly or more frequently when material changes occur

One More Thing!

3Dinsight is an AI-powered cloud marketplace conceived to help data acquisition companies monetise latent (existing) 3D data assets and facilitate market-driven demand for investment-based capture programs; for infrastructure asset owners to recover their investment in 3D data; and for Pointerra to monetise publicly available 3D data funded and captured by state and federal government agencies.

Unlike existing 3D data marketplaces that seek to sell 3D data through clip-and-ship style transactions, Pointerra's 3Dinsight platform will also offer answers (insight), using 3D data to interpret and analyse asset condition, selling access to the results through a discrete event and subscription-based commercial model.

Customers and subscribers will be able to purchase or subscribe to insight, derived from the 3D data leveraging Pointerra's proprietary AI-powered analytics engine, to answer critical business problems, support decision making and drive strategic asset management planning.

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