



# Pointerra Limited

## ASX Announcement

30 April 2021

## Enterprise Sales & ACV Update

Pointerra Limited (ASX: 3DP) ("Pointerra"; "Company") is pleased to provide an update on enterprise sales activity during the March 2021 quarter and as of 29 April 2021.

### Highlights:

- Broad growth across key sectors drives 15% quarterly growth in ACV
- ACV stands at US\$7.89 million (29 April 2021), up US\$1.01 million (15% increase) from the 29 January 2021 ACV level of US\$6.88 million
- Pointerra remains profitable on an ACV run-rate basis

### ACV Growth

During the March quarter, and since the Company last reported ACV ("Annual Contract Value") on 29 January 2021, continued growth from existing customers plus new customers across a broad range of key sectors (utilities; surveying and mapping; engineering; mining, oil & gas) in the US and Australian markets combined to generate further uplift in Pointerra's US\$ ACV run-rate.

Pointerra FY19, FY20 & FY21 Cumulative Cash Receipts (A\$m) & ACV (US\$m)





# Pointerra Limited

Whilst the increase in spend by both existing and new customers across Pointerra's suite of SaaS services; Data as a Service (DaaS), Analytics as a Service (AaaS) and Data Processing as a Service (DPaaS); was not individually material, the combined growth in ACV for the March quarter (compared to December quarter levels) was US\$1.01 million, representing a 15% increase, and ACV now stands at US\$7.89 million as of 29 April 2021.

During the quarter the increasing maturity and sophistication of Pointerra's platform, coupled with growth in market adoption of cloud asset management solutions, generated the broadest quarterly growth ever experienced in ACV.

ACV growth in recent quarters had previously been dominated by the US utilities and mapping sectors however the past 3-4 months has seen broader adoption across target sectors and also reflects investment by the Company in BD and sales resources focused outside the utilities and mapping sectors.

Pointerra recently announced to the market the Proposed Acquisition<sup>1</sup> of US Digital Asset Management Business, Airovant. Because the Proposed Acquisition is still subject to Due Diligence, documentation and formal Settlement, the current ACV does not include any contribution by the Airovant business.

The Company looks forward to informing the market of further movements in ACV as appropriate.

As with previous ACV market updates, the Company again notes that quarter-on-quarter cash receipts may continue to be variable as new customers are onboarded with a variety of different payment cycles including monthly, quarterly, annually and even multi-year in advance agreements. Further, and as previously advised, any individually material DPaaS/DaaS/AaaS contract awards will be separately announced to the market as they are confirmed by customers.

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

**ENDS**

---

<sup>1</sup> [https://cdn-api.markitdigital.com/apiman-gateway/ASX/asx-research/1.0/file/2924-02369077-6A1030755?access\\_token=83ff96335c2d45a094df02a206a39ff4](https://cdn-api.markitdigital.com/apiman-gateway/ASX/asx-research/1.0/file/2924-02369077-6A1030755?access_token=83ff96335c2d45a094df02a206a39ff4)



# Pointerra Limited

For more information, please contact:

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

**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.**