



Pointerra Limited

ASX Announcement

14 July 2020

Placement to Strategic Investor

Highlights:

- **Australian Tech Entrepreneur Bevan Slattery Invests in Pointerra**
- **Investment secures Mr Slattery's corporate and commercial involvement in the Company**
- **Placement of 50 million shares at \$0.05 raises \$2.5 million**
- **Funds to be used to accelerate Pointerra's global expansion**

Pointerra Limited (ASX: 3DP) ("Pointerra"; "Company") is pleased to announce a placement of \$2.5m (50,000,000 shares @ \$0.05 per share) to Capital [b] Trust, the early stage investment vehicle of technology entrepreneur, Mr Bevan Slattery and the Slattery family. The placement is being made under the Company's ASX Listing Rule 7.1 issue capacity.

In making the investment in Pointerra, Bevan commented, *"When you understand the exponential growth in geospatial data that is being captured by third party systems that in turn create these massive data lakes worldwide, combined with the enormous growth of cloud compute and machine learning, you realise that the geospatial analytics platforms that have been built from the ground up in the "new world" will quickly surpass traditional methods of 3D geospatial analysis."*

"After speaking with the management team and understanding our aligned vision, I am excited that Pointerra has the potential to be a world leader in this field and ultimately to help feed the geospatial systems behind industries including telecommunications, renewable energy and autonomous vehicles. I am tremendously excited that an Australian team is building this global capability."

The Board and management team at Pointerra is delighted to have secured Mr Slattery's commitment to and involvement in the Company via the strategic placement and looks forward to working with Bevan in coming months.

Proceeds from the placement will be used to accelerate the appointment of additional cloud platform development and sales resources in key Australian and US marketplaces and for general working capital purposes.



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

ENDS

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About Capital [b] Trust and Bevan Slattery: Capital [b] Trust is an investment vehicle for the Slattery family which invests mostly in a series of early stage technology businesses with global ambitions.

Mr Slattery has over 20 years' experience in founding and investing in early stage technology companies and is Co-founder of PIPE Networks Limited (formerly ASX:PWK), Founder of NEXTDC Limited (ASX:NXT), Superloop Limited (ASX:SLC) and Megaport Limited (ASX:MP1) as well as NEXTDC spin-out, Asia Pacific Data Centre Trust (ASX:AJD). Mr Slattery is non-Executive Chairman of Megaport Limited and Superloop Limited.

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 their data (Analytics as a Service or AaaS) and where we connect buyers and sellers of 3D data, we also generate revenue 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.