Pointerra

See • Plan • Share

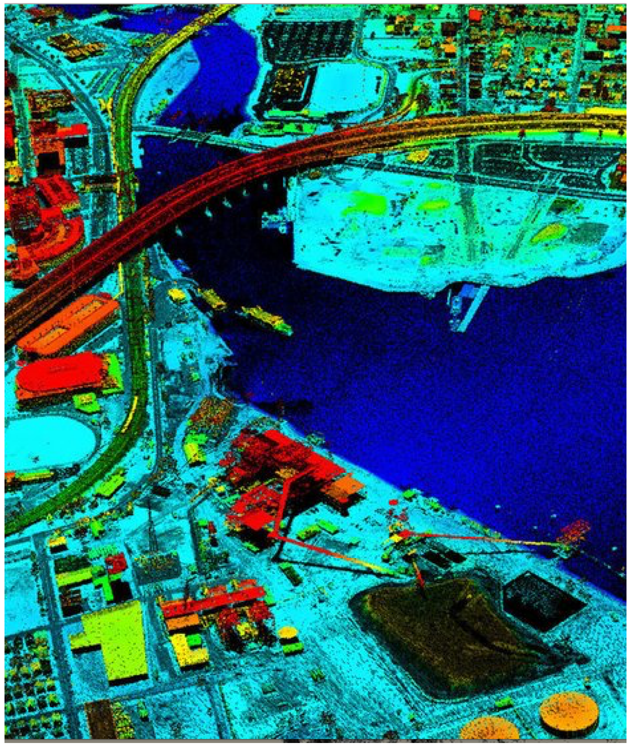
Investor Update

September 2016

Harnessing Geospatial "Big Data"

Pointerra is mapping the world in 3D!

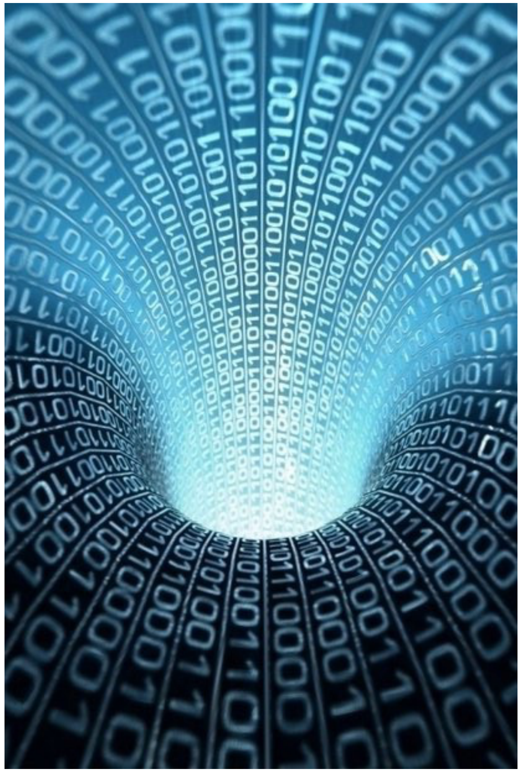
- **What is Geospatial Big Data?**
  - 3D datasets are so large they require advanced tools and skills for management, processing and analysis
- **Where does it come from?**
  - Laser scanners captured by terrestrial or aerial (LiDAR) devices
- **Who wants it?**
  - Construction & Engineering, Mining, Oil & Gas, Utilities, Government, and the Geospatial industry
- **What is it used for?**
  - 3D models, 3D analytics and a multitude of visualisation, animation and surface rendering applications



So just how much 3D data is out there?

The world is awash with 3D point cloud data

- **Humanity creates 1,200 Exabytes of data annually**
  - This would fit on 629 million 2 Terrabyte hard drives!
  - Big Data not a buzzword – its mainstream
- **Rise of 3D data**
  - Steep curve since mid-2000's
  - Private sector industry has created Petabytes of 3D data
  - Free government data - USGS has 13 Terrabytes
  - Much of this is 3D data is unmanageable and unuseable



Widespread global use of 3D data <u>***today***</u>

Deeply entrenched in <u>asset</u> <u>management</u> for process, non-process and civil infrastructure

Oil and gas

Civil

Mining

So What's The Problem?

Massive 3D datasets can be a lot of work

- **Viewing** – Massive 3D datasets can't be easily viewed
- **Storing** – Unmanageable files kept on local hard drives
- **Cost** – High investment in IT and staff
- **Delay** – Time & cost gap between acquisition and use
- **Usefulness** – Efficacy of derivative point cloud products
- **Efficiency** – Unneccessary repeat scans
- **Random** – Difficult to be strategic about data acquisition
- **Search** – Its hard to find it if you can't see it!

"Attempting to use the huge volume and diversity of Geospatial Big Data is like drinking from a fire hose."

Pointerra – What Do We Do?

We allow people to see, use and share massive 3D point cloud data

SEE

We allow you to view massive 3D point clouds from any device, anywhere in the world.

PLAN

We unlock the value in spatial data assets. You don't need to be a spatial data expert to access 3D point cloud data.

SHARE

We help you securely share 3D point cloud data with staff, customers, partners or anyone.

The Pointerra Business Model

A subscription-based Data as a Service (DaaS) solution for managing, distributing and visualising massive point cloud data sets.

Pointerra Cloud provides:

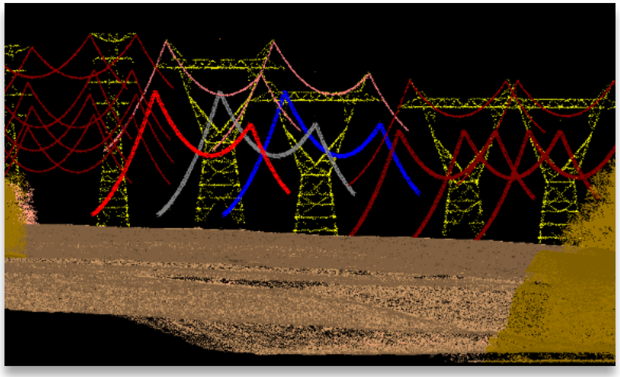
- Data Warehouse/Archive
- Efficient compression & storage
- Image rendering
- Search, access & analyse data
- Subscription management
- Permission & sharing management

Real-world applications

3D data visualisation across the organisation

- One, unified, shared, accessible data set
- Each discipline extracts only what it needs
- Visible in real time - easy to find
- Allows colleagues to see the effect their changes can make on others
- Data available remotely – allows work over dispersed geographic areas
- View whole datasets, not just pieces – gain new insights
- Understand change over time (4D)
- Leverage existing data more effectively

“While they value the data they rely on, they may not care how it comes to their desktops”

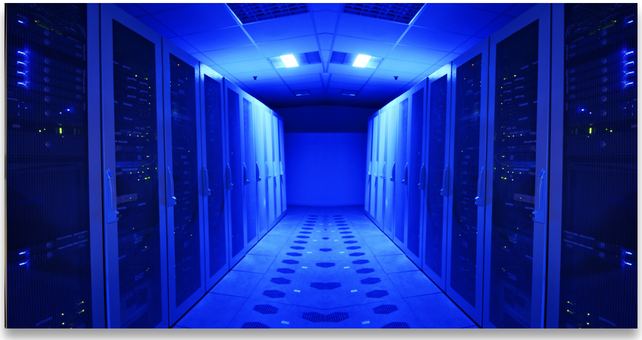


Pointerra's Solution – A Technology Breakthrough

World Class Technology Solutions to Entrenched Business Problems

- **Core Technology - Storage**
  - Automated index, compress, unify
  - Read without decompression
  - Centralised, cloud (AWS) based repository
  - Point clouds, not files, metadata attached
  - Multiple formats and coordinate systems

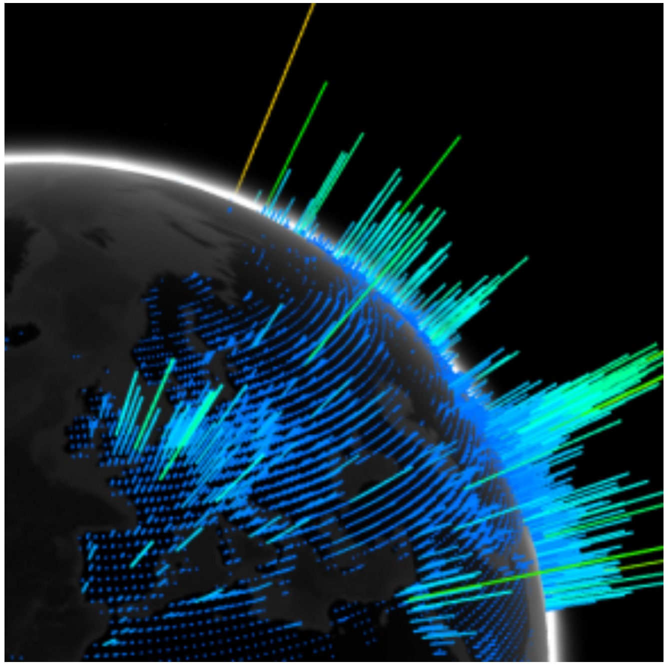
- **Core Technology - Visualisation**
  - Massive point clouds
  - Not limited by hardware
  - Server-based, rapid startup
  - Any device (browser)
  - No data copying



Pointerra's Vision

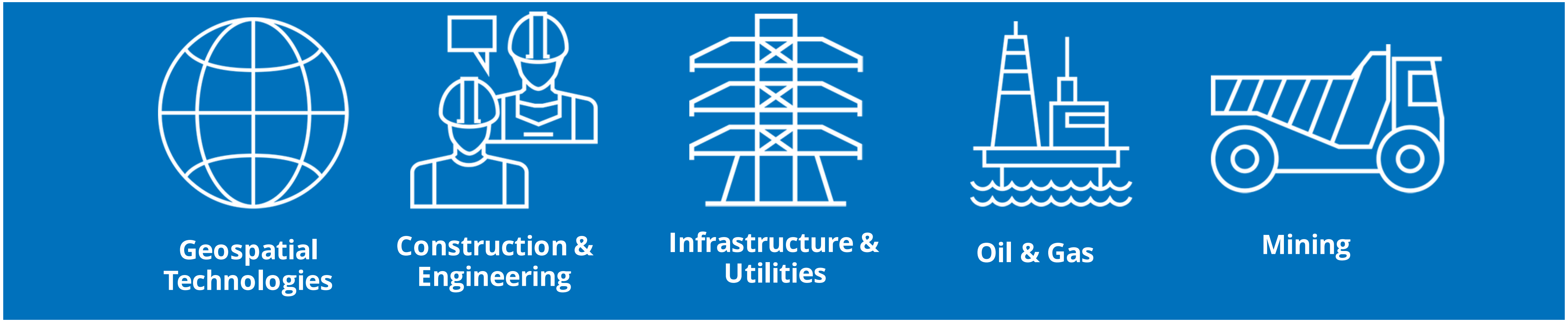
Creating a global marketplace for 3D data

- **Driving transformational access**
  - Organisations that can benefit from 3D data do not have the capability to gather it themselves.
  - Allow customers to leverage and repurpose existing data and recover cost of investment
  - Become the gateway for and trusted custodian of distributed (retail) 3D capture
- **What will this look like?**
  - We will be the go-to place for acquiring 3D data
  - Widespread adoption by surveyors and geospatial sector generally



Where is the Interest? Targeted Customer Segments

Pointerra is Targeting High-Value Channel Partner & End-User Sectors

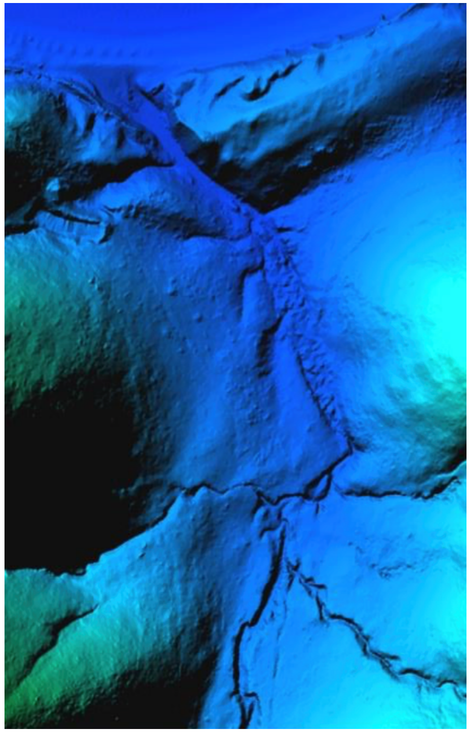


Pointerra has signed CA's, Mutual NDA's and Software Evaluation Agreements with Private and Public Sector organisations in both Australia and offshore across these segments

Customer Acquisition Strategy

Diversified acquisition strategy across Enterprise and Non-Enterprise channels

- **Enterprise Customers**
  - Own/operate/manage an asset
  - Have significant amounts of hard to use 3D data
  - Direct DaaS license arrangement with Pointerra
- **Enterprise Channel Partners**
  - Engaged in acquiring or using 3D data
  - Already working for and with Enterprise Customers
  - Commission based revenue share for DaaS acquisition wins
- **Non-Enterprise Customers**
  - Require frequent casual use of 3D data
  - Leverage free Government open-data initiatives
  - Stepped approach from paywall-free through to recurring DaaS revenue model



Capital Structure

Relisted on ASX (3DP) on 12 July 2016

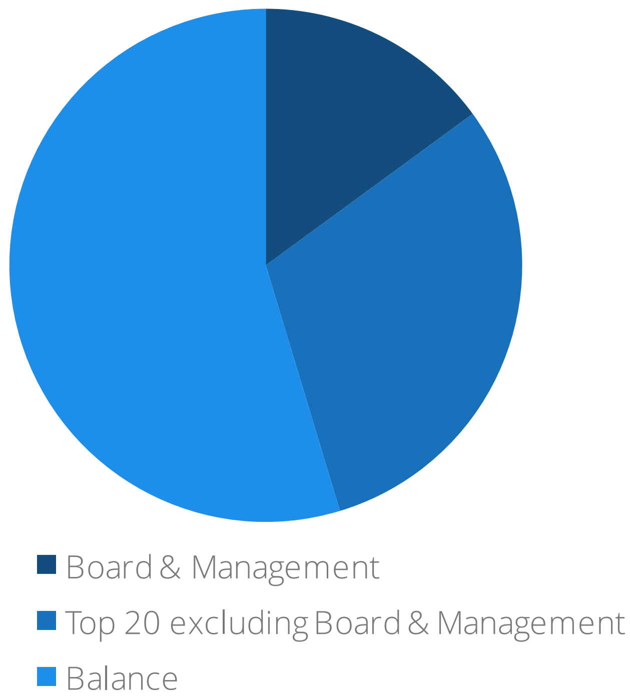
Capital Structure

Total Shares Post-Offer	326m
Milestone Shares	165m
***Options**	102m
Share Issue Price	3 Cents
Market Capitalisation (Undiluted)	**A$9.78m**
Enterprise Value (Undiluted)	**A$5.28m**
Net Cash	**A$4.50m**

*Options to acquire Shares at 5 cents each on or before 30 June 2019

Shareholding (undiluted)

Pointerra vendors	**30%**
Public Offer	**46%**



Pointerra – An Emerging Global Technology Play

World Class Technology

- First-mover business model
- Patent protection strategy and additional IP development pipeline

High Quality Board & Team

- Proven track record of technology development and commercialisation execution

Scalable Business Model

- Direct sales pipeline and partnership agreements for accelerated customer acquisition
- Capital-light high-margin business model

Attractive Valuation

- Modest enterprise value at the issue price ($0.03)
- Fully funded business model

Meet our Team

Board of Directors

Rob Newman

Non-Executive Chairman

Graham Griffiths

Non-Executive Director

Neville Bassett

Non-Executive Director

Ian Olson

Co-Founder & Managing Director

Meet our Team

Technical Team

Shane Douglas

Co-Founder &
CTO

Mark Morrison

Co-Founder & VP
Engineering

Mike Freeth

Co-Founder &
Development Lead

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