



3D

**DATA
SOLVED**

 **Pointerra**
www.pointerra.com



Pointer

Transforming access to 3D Data

Investor Presentation

November 2017

Corporate Overview

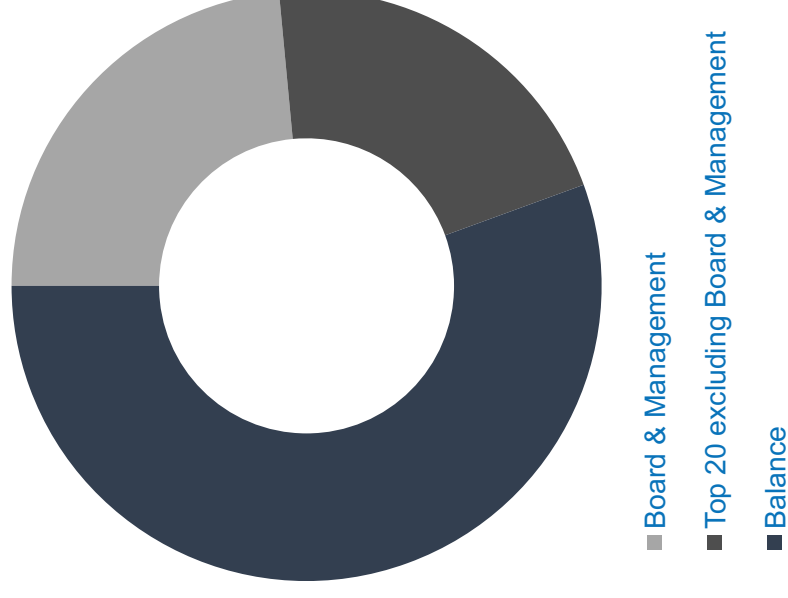


Total Ordinary Shares	374m
*Milestone Shares	120m
**Options	102m
Total Shares Fully Diluted	596m
Current Share Price (24 November 2017)	\$0.078
Market Capitalisation (Undiluted)	\$29.2m
Enterprise Value (Undiluted)	\$26.5m
Net Cash (30 September 2017)	\$2.7m
*2 tranches (60m June '18, 60m June '19)	
**Options to acquire Shares at 5 cents each on or before 30 June 2019	

Current Shareholding (undiluted)	
Directors & Management	23.5%
Top 20 excluding Board & Management	20.9%
Balance	55.6%

Top 5 Shareholders	
Cartovista P/L, Perth	10.9%
Pershing Australia Nom P/L, Sydney	3.9%
J. Olson, Perth	3.6%
P. Cummins, Perth	3.4%
Egmont P/L, Perth	3.2%
TOTAL	25.0%

Shareholding Spread



Our People

Board of Directors



Non-Executive Chairman

GRAHAM GRIFFITHS

Experienced company director. Information & Communications technology executive with 22 years at the multinational level with computer vendor NCR Corporation and AT&T (US and Asia based), in various senior sales, marketing and R&D positions. Managing director for 11.5 years of Ipernica Ltd, including leading the IPO and founding Director of Nearmap



Non-Executive Director

Dr ROB NEWMAN

PhD and Bachelor of Electrical Engineering. Successful high technology entrepreneur in both Australia and Silicon Valley. Inventor and co-founder of QPSX Communications which achieved international acclaim and sold products world-wide. ASX listed Nearmap founding Director & current MD/CEO.



Non-Executive Director

NEVILLE BASSETT

Chartered Accountant operating his own corporate consulting business, specialising in the area of corporate, financial and management advisory services. Public company director and consultant to a number of publicly listed companies and private company groups across a range of industry sectors.



Managing Director

IAN OLSON

10 years experience in geospatial sector as business owner. Chartered Accountant and professional public company director with a 25 year career in finance and the capital markets. Has helped numerous companies move from private to public status and raise capital via the ASX.



Our People Management team



CHIEF TECHNOLOGY OFFICER

SHANE DOUGLAS

Physics and computer science graduate with over 30 years experience in software development. Since 1989 has been developing software in 2D and 3D spatial environments for the Water Corporation of Western Australia, Rio Tinto Iron Ore, and numerous other organisations.



VP ENGINEERING

MARK MORRISON

Engineer with over 25 years experience in the geospatial and resources industries. Has worked across a variety of roles, including academic research, software application development, technical analyst, and industrial R&D/innovation.



VP CLOUD DEVELOPMENT

MIKE FREETH

Software developer and designer with a diverse skill set and a passion for modern web technologies. His experience ranges from the technical to the creative, covering software development, photography, video production and graphic design.



PRINCIPAL SOFTWARE ARCHITECT

STEPHEN SAKHAROV

Software developer with a degree in Computer Science, and over 15 years experience developing commercial software solutions in various industries ranging from electronics design to the resources sector.

So what's the problem with 3D data?



The Problem with 3D Data

- **Viewing** – Existing massive 3D datasets can't be easily viewed
- **Storing** – Unmanageable files often isolated on local hard drives
- **Cost** – High investment in IT, GIS and people just to provide access
- **Delay** – Time and cost gap between acquisition and use
- **Usefulness** – Efficacy of derivative (dumbed-down) 3D point cloud products
- **Efficiency** – Unnecessary repeat scans when data not readily accessible
- **Random** – Difficult to be strategic about data acquisition
- **Search** – It's hard to find it if you can't see it!



Pointerra is a globally disruptive and world-first cloud technology that transforms the access and usage of massive 3D point cloud datasets.

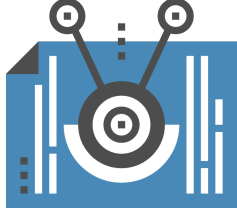
Pointerra enables actionable 3D information to be used to manage physical assets from any device, anywhere, anytime.

Why is it Globally Disruptive?

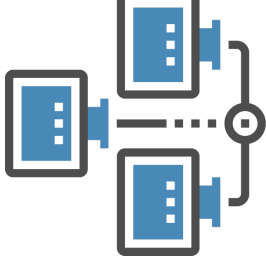
Pointerra is the first cloud platform that allows users to SEE, USE and SHARE massive 3D datasets.



SEE



USE



SHARE

The result? Massive time saving and work flow efficiencies across a wide array of industries that are reliant on and use 3D data on a daily basis.

G is the graph



Find 1) the adjacency matrix A

2) the matrix giving the number of 3 step walks

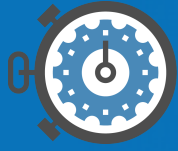
3) the generating function for walks from point 2 \rightarrow 1

4) the generating function for walks from points 1 \rightarrow 3

Pointerra's Solution

A technology breakthrough

THREE PILLARS OF INNOVATION



CORE TECHNOLOGY

Processing

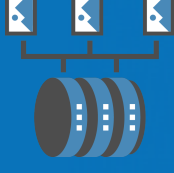
Spatially indexed data for efficient compression and storage
Automated index, compress, unify



CORE TECHNOLOGY

Storage

Read without decompression
Centralised, cloud (AWS) based repository
Point clouds, not files, metadata attached
Multiple formats and coordinate systems



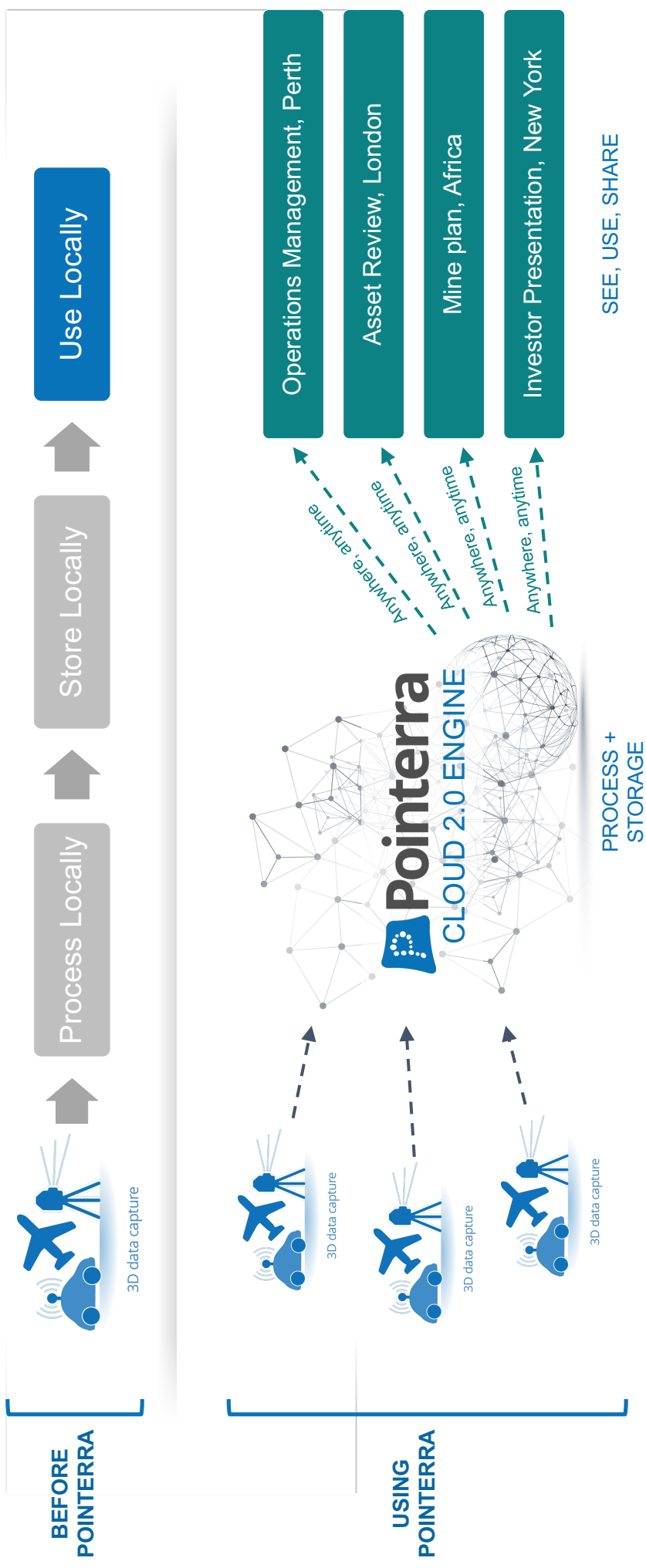
CORE TECHNOLOGY

Access

Search, access and analyse 3D data
Image rendering at unprecedented scale and performance
Subscription, permission and sharing management
Massive point clouds
Not limited by hardware
Server-based, rapid start up
Any device (browser)
No data copying



The Pointerra Difference



SEE, USE, SHARE

www.pointerra.com

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Robust Commercial Benefits

Compelling Value Proposition

Massive workflow savings = outstanding ROI

No implementation overhead = instant benefits

Shifting from CAPEX to OPEX = more financial flexibility

Unprecedented analytics capability = rapid results at an ultra low cost

It's non competitive = value add technology to global 3D channel partners

Growth Strategy

Targeted customer segments



Focused Sales Effort:

1. Growing sales pipeline & converting trial licenses to paying customers (across all channels)
2. Securing high-value enterprise channel partners from Tier-1 global & regional technology, engineering, aerospace & professional services sectors for enterprise sales
3. Securing technology licensing & transactional royalty sales agreements with Tier-1 global geospatial hardware & software and global/regional data capture companies

The Market Opportunity is Massive

- Rapid growth in global demand for 3D data driven by mix of asset management imperatives and emerging disruptive technology applications
- Global geospatial technology sector worth **\$500 Billion**: enormous, high-growth, addressable market
- Pointerra has patent-pending, world-class, disruptive 3D data technology: **3D Data Solved**
- Pointerra is not competing with existing market incumbents in the 3D data sector. Pointerra simply enhances the useability and value of 3D data assets for those that capture it and use it.



Sales & Market Validation

Recent Highlights

- Milestone technology licensing agreement signed with AAM, the largest geospatial services provider in the southern hemisphere
- Material growth in sales pipeline (300+ prospects), first direct sales to regional & global AEC enterprise customers & paid trials with domestic power utilities (targeting 5-figure recurring monthly DaaS fees upon conversion to full enterprise licenses)
- Employing additional direct sales resources in Australia and the US market (targeting c300 utilities); then Western Europe (c200 utilities) and South-East Asia (c100 utilities)
- Integration opportunity with **Autodesk's Forge** cloud platform to provide access to 5.6m global Autodesk customers
- Pointerra signed a number of reseller and partnership agreements during FY17 and also remains in confidential technology integration and commercial negotiation with a number of tier-1 global players
















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Investment Rationale

The global solution for managing, visualising, sharing and leveraging 3D data

World-Class Technology

- First-mover business model, little relevant competition
- Patent protection strategy and IP development pipeline
- Rapidly expanding global demand for 3D data

Clear Pathway to Earnings

- Global, focussed sales execution story in enormous addressable market
- Rapid commercialisation, licensing and sales strategy
- Low-capital, highly scalable and high-margin business model

Quality People

- Proven track record of tech development and commercialisation
- Board and management aligned to share price upside
- Right mix of experience: commercial, corporate & entrepreneurial skills

Attractive Valuation

- Modest enterprise value
- Fully-funded business model
- Significant value uplift events expected in 2017/18



Pointerra's Vision

Creating the global marketplace for 3D data

We will be the global go-to place for acquiring 3D data



3D data capture



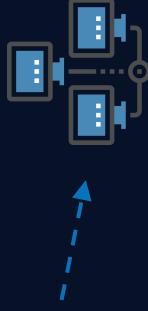
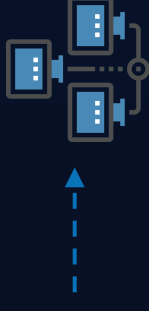
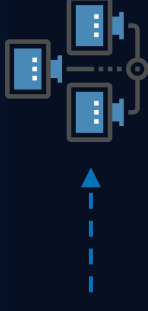
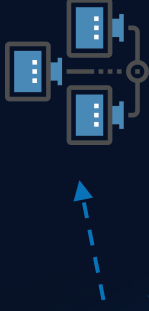
3D data capture



3D data capture



3D data capture



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Whether you're a geospatial veteran, a surveyor on a budget, or just curious about the world around you, Pointerra makes it easy to view amazing, interactive scenes from the comfort of your browser.

We make dealing with **massive** 3D datasets *easy*.



Desktop GIS integration via direct import of 3D points or streaming map tile layers.



Real-time, dynamic web viewing tools for simple access to your data from any device in any location.



Privacy built in. Share your data securely, or monetize it through our world-first online marketplace.



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