

31 January 2022

Enterprise Sales & ACV Update

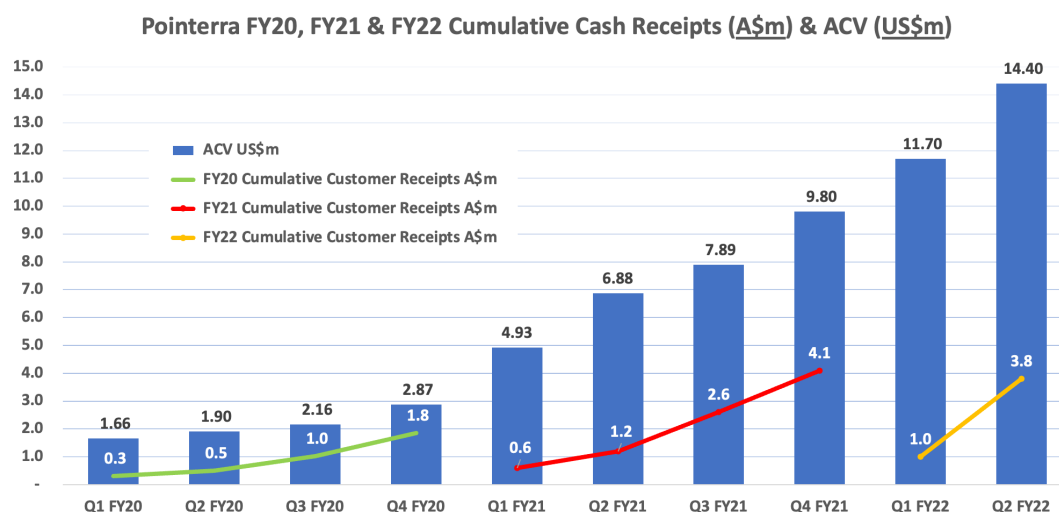
Highlights:

- **Material contracts awarded the US energy utility sector**
- **Growth across all sectors delivers 23% quarterly lift in ACV**
- **ACV totals US\$14.4 million (31 January 2022), up US\$2.7 million (23%) from the 29 October 2021 ACV level of US\$11.7 million**

Pointerra Limited (ASX: 3DP) ("Pointerra"; "Company") is pleased to provide an update on enterprise sales activity during the December 2021 quarter and as of 31 January 2022.

ACV Growth

During the December quarter, and since the Company last reported ACV (Annual Contract Value) on 29 October 2021, Pointerra continued to add new customers and also generate growth in spend by existing customers across a broad range of key sectors (Surveying & Mapping, AEC, Utilities, Transport, Mining, Oil & Gas) in the US and Australian markets. This growth has generated further uplift in Pointerra's US\$ ACV run-rate.



During the quarter (and as announced to the ASX on 14 December 2021) the Company was awarded material contracts in the US energy utility sector totalling between US\$3.12 million and US\$4.75 million.

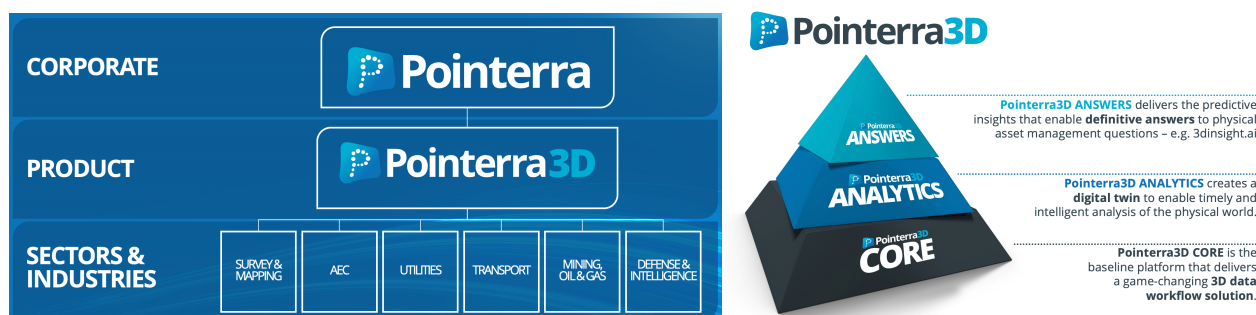
The ongoing deployment of Pointerra3D across these customers (Entergy, PG&E and NextEra Energy's Gulf Power) commenced during the quarter and have contributed to growth in ACV, which is expected to grow further in coming quarters as usage of Pointerra3D by these customers expands.

Pointerra3D is rapidly becoming a "must-have" platform for the US energy utility sector with existing customers advocating adoption of the Company's digital twin solution amongst peer utilities, which is expected to drive further growth in platform deployment and ACV across Pointerra's largest sector.

In addition to the US energy utility sector material contract awards, the Company also added a record number of new (non-material) customers during the quarter and also increased ACV spend by existing customers across Pointerra's suite of solutions (Pointerra3D Core, Analytics & Answers).

The combined growth in ACV for the December quarter (compared to September quarter levels) was US\$2.7 million, representing a 23% increase, and ACV now stands at US\$14.4 million as of 31 January 2022.

In coming quarters and as Pointerra's portfolio of customers continues to mature, the Company will commence reporting a breakdown of ACV totals by target sector, including customer subscription numbers, highlighting the diverse appeal of Pointerra3D across a range of industries, where customers are paying the company between US\$500 a month and more than US\$100,000 per month under recurring subscription agreements for the use of the Pointerra3D suite of solutions.



This enhanced reporting transparency will continue to evolve with additional disclosure across geographic sectors and further metrics including Average Revenue Per Subscription (ARPS), Customer Churn, Net Incremental ACV and Gross Margin being reported as appropriate.

Accelerating Global Expansion

Further scaling the Company's operations to target growth across these sectors will be accelerated in coming quarters to support growing global demand for Pointerra3D's solutions, with the following initiatives being undertaken:

- Opening Pointerra's first US office to provide a regional home for the business;
- Commencing operations in the UK to service the EMEA region (Europe, Middle East & Africa); and
- Pursuing strategic M&A tuck-in acquisitions targeted to add domain knowledge in people and product in the AEC, Transport and Mining, Oil & Gas sectors.

In recent quarters the Company has demonstrated a growing maturity in its business model, whereby continued compound organic growth has been self-funded through cash from operations, with any suitable M&A acquisitions expected to be largely scrip funded in order to ensure alignment of interests for incoming people.

To support these initiatives, and as permitted by Australian COVID border controls, Pointerra's Managing Director (Ian Olson) and Chief Revenue Officer (David Lowe) will spend extended periods of time in the US throughout calendar 2022.

In Australia the Company also expects to continue growing people numbers in the Perth and Brisbane offices across Development, Product and Sales teams to support customer demand for sector-specific solution enhancements in Pointerra3D Analytics and Answers.

General

The Company looks forward to informing the market of further movements in ACV as appropriate and at least on a quarterly basis.

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 Pointerra3D 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.

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