

30 October 2023

Enterprise Sales Update

Highlights:

- **Contract Award - Colombian Energy Utility**
- **Commercial agreements with Emesent & Carbonix**
- **Growth across key Energy Utility, Mining, Oil & Gas sectors**

Pointerra Limited (ASX: 3DP) ("Pointerra"; "Company") is pleased to provide an update on enterprise sales activity during the September 2023 Quarter and as of 30 October 2023.

Colombian Energy Utility – Enel Colombia

Enel is a EUR 59 billion market capitalisation, Italian headquartered multinational diversified energy utility with operations in 29 countries. In Colombia, Enel owns energy generation, transmission and distribution assets and is responsible for managing the energy transmission and distribution assets of Bogotá and the surrounding provinces.

Enel Colombia are currently undertaking a large-scale 3D data acquisition program, called LiDAR 360. The program will document their assets using mobile 3D laser scanning technology and is expected to generate in excess of 72TB of data over the next 12 months.

In addition to the internal use of data for digital twin and asset management purposes, Enel also sells access to the data to 3rd parties including telecommunication entities.

Enel is implementing Pointerra3D Core as the data management and visualisation platform for the LiDAR 360 project. Pointerra3D Core will house all the data collected under the program including the LiDAR and 360 degree imagery to create a Common Data Environment, providing internal user access to the data as well as secure access to approved third parties.

Once the data has been collected and collated, Pointerra will work with Enel and their partners to build a Digital Twin, leveraging Pointerra's sophisticated energy utility sector poles and wires analytics to better understand the condition and risk of the network.

Initial contract value is US\$312,000 of recurring annual subscription revenue for the use of Pointerra3D Core and the Company expects to grow the value of this subscription as more data and users are added and the scope expands to include adoption of Pointerra3D Analytics and Answers. The initial contract term is a 12 month commitment, with 2 additional 12 month options. There are no termination clauses during the initial 12 month contract period.

Emesent Partnership

Pointerra recently entered into a commercial agreement with private equity backed Australian company Emesent to bundle Pointerra3D Core subscriptions with Emesent's world-class SLAM 3D LiDAR solution, Hovermap.

Building on a decade of pioneering research at the Commonwealth Scientific and Industrial Research Organisation (CSIRO), Emesent has developed state-of-the-art autonomous SLAM-based (Simultaneous Location and Mapping) 3D LiDAR mapping and data analytics solutions specifically designed for challenging and GPS-denied environments.

Pointerra and Emesent's software engineering teams have been working on a solution to allow Hovermap users to publish data directly to Pointerra3D Core from Aura, which is Hovermap's desktop processing application. The 'push to Pointerra' capability will create a seamless workflow between the two software solutions, significantly streamlining the transfer of data.

Pointerra and Emesent have determined that the partnership will help Hovermap users better operationalise the use of the Hovermap solution by shrinking the time taken to manage, distribute, visualise and analyse the 3D LiDAR data following its collection.

Commenting on the partnership, Emesent co-founder Dr Stefan Hrabar said, *"We're excited to be partnering with Pointerra to provide an end-to-end solution for our customers. They can now capture high quality data with Hovermap and use Pointerra3D to share and visualise the results online, and derive insights for their applications."*

Pointerra expects that Emesent's global sales team and distribution partner network will help grow the uptake of Pointerra3D Core subscriptions, acting as a global indirect sales team for Pointerra3D. Pointerra will generate recurring Pointerra3D Core and Analytics platform subscription revenue from the partnership whenever Emesent sells the bundled Hovermap/Pointerra3D solution to its customers around the world.

Carbonix Partnership

Pointerra has recently entered into a partnership with Australian company Carbonix to deploy Pointerra's post-flight 3D LiDAR data processing solution to support Carbonix's autonomous drone platforms.

Carbonix build and sell drone platforms targeting the Utility and Mining sectors in Australia and have launched a Beyond Visual Line of Site (BVLOS) drone fitted with both 3D LiDAR and 2D imagery sensors.

Pointerra's LiDAR processing solution will be used by Carbonix to perform post-flight data processing and calibration. The agreement will see Pointerra3D used by Carbonix internally and also sold as the LiDAR processing solution for third parties buying the complete Carbonix drone solution.

The two parties have mutual customers and prospects in the Australian Utilities and Mining sectors and believe that a combined solution strengthens the overall customer value proposition. In addition to supporting the processing needs of the Carbonix hardware solutions, Pointerra and Carbonix will jointly target strategic opportunities to demonstrate the value of an end to end solution consisting of quality data collection and scalable analytics.

"We are thrilled to be working with Pointerra Ltd (ASX:3DP), a partnership that marks a significant milestone for Carbonix as we continue to push the boundaries of drone technology and data integration. The partnership will focus on developing integrated solutions that facilitate more precise and efficient data collection, processing, and analysis, ultimately providing organisations with comprehensive insights that can drive informed decision-making", said Carbonix CEO, Philip van der Burg.

"By partnering with Pointerra, Carbonix can provide a solution bundle that seamlessly integrates the data captured by our aircraft with Pointerra's advanced data processing capabilities, to the mining and power utility sectors. The solution bundle encompasses three key pillars to delivering valuable insights, including: data acquisition (by our state-of-the-art drones), execution of operations, and Processing, Analytics and Reporting (PAR) of valuable insights for asset owners.

This partnership is not just about technology integration; it's about synergising our strengths to deliver unparalleled value to our clients. By leveraging both Carbonix and Pointerra's experience in the Australian and US mining and power transmission & distribution space, we will unlock exciting opportunities for joint commercial operations that will drive innovation and efficiency."

Pointerra will generate recurring Pointerra3D Core and Analytics platform subscription revenue from Carbonix and also from Carbonix customers who purchase the Carbonix drone solution for their own use.

Growth Across Key Target Sectors

During the September quarter 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) across the US, European and Australian markets.

Recent senior BD hires in Australia and the US have helped the Company improve the cadence and sophistication of large program negotiations with enterprise customers and prospects in the important Energy Utility, Mining, and Oil & Gas sectors, where Pointerra is pursuing 7-figure

annual revenue subscriptions. The Company expects this will drive shorter sales cycles and improved invoicing and cashflow outcomes.

Pointerra's ongoing role in supporting US energy utility resilience, vegetation management and storm response programs continues to evolve as program timing becomes more certain, with existing customers, prospects and their EPC contractors acknowledging the need to adopt Pointerra's innovative digital twin platform to deliver on their core operational programs.

The Amazon distribution centre digital twin mapping program, which has been delayed during calendar 2023, is scheduled to re-commence in December 2023, with execution and delivery throughout 2024. While Amazon paused the program for a short period, Pointerra has continued to engage with the Amazon distribution centre logistics team to review and refine the Pointerra hosted solution.

As previously advised, 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.

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