



Pointerra Limited

ASX Announcement

19 April 2017

K2fly to Resell Pointerra's 3D Data Technology

Highlights

- **Pointerra to partner with ASX listed K2fly Limited as a reseller of Pointerra's 3D Data as a Service (DaaS) technology.**
- **K2fly delivers complete infrastructure asset management solutions to enterprise customers across a range of sectors.**
- **Furthers Pointerra's sales and distribution strategy of partnering with organisations that have trusted adviser status with leading infrastructure asset owners.**

Australian 3D data company, Pointerra Limited (ASX:3DP) ("Pointerra"), has entered into a partnership and signed a Reseller Agreement ("Agreement") with ASX listed enterprise asset management technology company, K2fly Limited ("K2fly").

Under the terms of the Agreement, Pointerra's unique 3D data technology will be sold by K2fly under a commission-based sales model, generating ongoing monthly Data as a Service ("DaaS") customers at enterprise-level price points.

K2fly specialises in the provision of infrastructure asset management to asset intensive industries via a software technology platform and consulting services. K2fly will target high-value enterprise customers who have specific asset management challenges that include the need to better manage, leverage and share their valuable 3D datasets.

K2fly's technology allows an organisation to manage and maintain its asset data and deliver more effective and efficient outcomes via a single, centralised system. Importantly, K2fly has selected Pointerra's unique 3D data technology solution to enhance its portfolio of infrastructure asset management solutions.

Pointerra Managing Director, Ian Olson, said: *"We are delighted to add K2fly's capability to our enterprise level distribution network. K2fly's trusted adviser status with key Tier-1 clients in Australia and its focus on technology-based asset management solutions makes them a good fit to represent Pointerra in this important market."*

"The signing of a partnership with the likes of K2fly is further delivery on our strategy to grow multiple DaaS revenue sources in an efficient manner, through leveraging third-



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party customer networks, to achieve our vision of leading the global market for 3D data."

K2fly's CEO, Brian Miller, commented: "Pointerra has a great product which can be a game changer in asset intensive sectors. K2fly has a growing presence in this sector and we are delighted that we'll now be able to market, sell and implement this leading edge technology to our clients in the mining, oil & gas, electricity, rail and water sectors."

The signing of a partnership agreement with K2fly is complementary to Pointerra's ongoing strategy of attracting and signing-up trial licence customers in the data acquisition space (surveyors, drone operators, aerial mapping) and converting these trials to paying customers under the monthly recurring revenue DaaS model, and thus building a global customer base.

Anecdotal feedback from this approach consistently underlines the game-changing benefits being delivered to these organisations through the use of Pointerra's cloud-based 3D data technology, including shifting CAPEX to OPEX, increasing workflow efficiency and building strong customer satisfaction and deeper ongoing engagement, through the ability to easily view, manage and share valuable 3D datasets.

Pointerra is working collaboratively with a number of global, regional and Australian tier-1 strategic partners from the geospatial, engineering, technology and aerospace sectors who are typically embedding Pointerra's technology into their broader geospatial software, 3D digital asset management, data analytics and data capture offerings. These relationships will yield a mix of up-front licensing fee revenue and ongoing royalty based revenue for Pointerra based on sales of underlying software and 3D data by these partners.

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About Pointerra: *Pointerra is an Australian company focussed on the development and commercialisation of its unique 3D geospatial data technology. Pointerra's technology has solved an entrenched problem in the 3D geospatial sector and allows very large 3D datasets to be viewed by users without the need for high*



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performance computing. The 3D datasets are processed and stored in the cloud for instant, on demand user access: anytime, anywhere, on any device. Pointerra's vision is to create a global marketplace for 3D data, saving users time and money and creating a 3D data access revolution.

About K2Fly: *K2fly Limited is an ASX listed Enterprise Asset Management technology company, which specialises in the provision of infrastructure asset management to asset intensive industries via a software technology platform and consulting services. K2fly's technology allows an organisation to manage and maintain its asset data and deliver more effective and efficient outcomes via a single, centralised system. The technology has a strong track record of empowering organisations to make better informed long term decisions in relation to the operation, management and maintenance of its physical assets.*

K2fly owns proprietary asset management and asset maintenance technologies for use in vertically-integrated asset intensive industries and also re-sells market leading software which has been developed by industry leaders in the USA and UK.

Finally, K2F provides cutting edge advice, consultancy and services when it deploys its subject matter experts who have extensive domain knowledge in such areas as Rail, Electricity, Gas, Water, Mining, Oil & Gas, Facilities Management, Aviation and Defence.