

25 January 2024

## Pointerra Appoints Strategic Reseller for Middle East Region

**Pointerra Limited (ASX: 3DP)** (“Pointerra”; “Company”) is pleased to announce the signing of a partnership agreement (“Agreement”) with eSolutions (part of the Midis Group and extended to its Affiliates) to resell and implement the Pointerra 3D Digital Twin Platform in the Middle East Region. The initial two year term of the Agreement will enable eSolutions to offer the Pointerra 3D Digital Twin Platform focused on providing value through digital transformation for its clients in the Oil and Gas, Utilities and Transportation sectors.

**About eSolutions:** eSolutions is a digital systems integration company that engages in partnerships to deliver value directly or through any of its Affiliates to its clients by driving digital and business transformation. eSolutions is part of the Midis Group, which comprises 150 companies covering the Middle East, Africa and Europe. The Midis Group have partnered with the world’s top 50 leading IT suppliers to ensure the delivery of advanced and effective solutions to all its clients. eSolutions keep the infrastructure and technology aspects of your business tuned in with dynamic market requirements to ensure long-term growth of your organization.

In commenting on the Agreement, **Gaby Matar (Group Managing Partner eSolutions)** said, *“The acceleration of digitization across industries and the integration of digital twin technologies into our client portfolio are key focal points for our company. We are thrilled to announce our partnership with Ian and the entire Pointerra 3D team. This collaboration prepares us to bring substantial value to our clients by leveraging the advanced capabilities of the Pointerra 3D Digital Twin Platform, particularly in the Oil and Gas, Utilities, and Transportation sectors within the Middle East region. We look forward to the positive impact this partnership will have on our clients’ digital transformation journey.”*

**Ian Olson (CEO Pointerra)** responded, *“This Agreement with Gaby and the eSolutions team provides a significant growth platform for our Company and our digital twin platform in the strategically important Middle East markets. Their knowledge and experience of asset intensive*

*industries is second to none in this region, which is why they are also the partner of choice of some of the biggest Tier 1 technology companies in the world, supporting some of the largest Oil and Gas and Utilities companies in the region. The Agreement also allows us to expand our global footprint in the region using an indirect sales model, which we expect to shorten the typical enterprise sales cycle experienced with our direct sales model used in other regions."*

**About the Agreement.** The Agreement has an initial term of 2 years and can be terminated with 30 days' notice. Any sales made by eSolutions pursuant to the Agreement will result in a revenue share to be determined on a case by case basis. The Agreement does not contain any minimum sales or revenue targets. The Agreement will not incur additional costs for the Company. The Agreement is not currently material and it is not currently possible to quantify any revenue impact for the Company.

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

**ENDS**