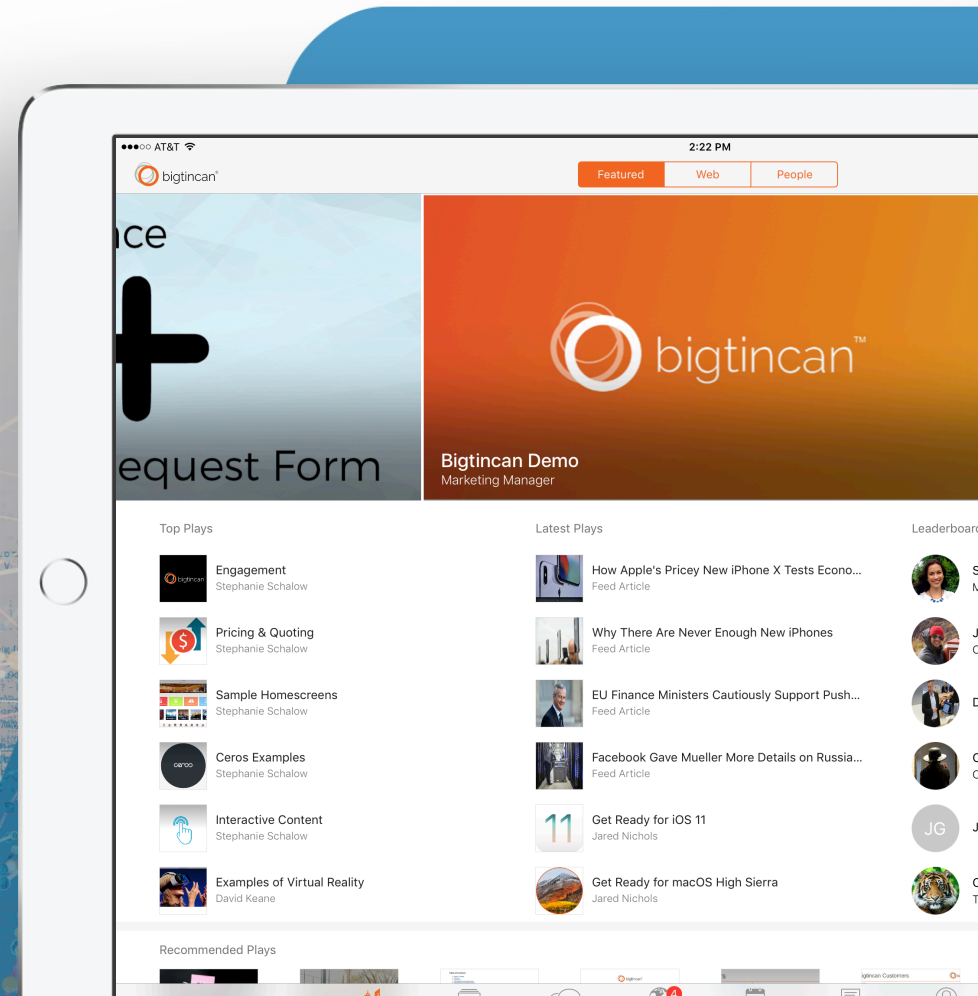




# INVESTOR PRESENTATIONS

September 20 to 26, 2017



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# AGENDA

- Who we are
- Market opportunity
- Company highlights
- Growth strategy
- FY'17 results

# WHO WE ARE





# A GLOBAL LEADER IN SALES ENABLEMENT

With hundreds of enterprise customers, over 100,000 paying, licensed users and an established business in North America, Bigtincan is well positioned to be the next Australian software success story

<b>ASX Ticker</b>	BTH
<b>Listing on ASX</b>	24 March 17
<b>Market Capitalization</b>	\$31.7M
<b>Share Price*</b>	\$0.18
<b>Shares on Issue</b>	176.3M
<b>Headquarters</b>	Boston

<b>MRR @June 17</b>	<b>\$907K</b>
<b>MRR Growth FY16</b>	<b>53%</b>
<b>GAAP Revenue FY17</b>	<b>\$9.2M</b>
<b>Cash at Bank @ June 30</b>	<b>\$11M</b>
<b>US based revenue %</b>	<b>90%</b>
<b>Key Engineering Centers</b>	Sydney, UK + Singapore

\*As at 31.8.17

## WHO WE ARE



Bigtincan's Cloud based SaaS software empowers the world's leading sales teams to sell more and be more productive at scale

# SALES HAS CHANGED



1990'S

Reps show  
brochures



2000'S

Reps presented  
on laptops



2010'S

Internet becomes  
the main content  
source



TODAY

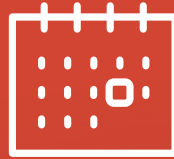
Abundance of content  
becomes a stumbling  
block for sales reps



# 65%

of sales reps say they can't find  
content to send to prospects

*Sources: Kapost*



# 87%

of training content is  
forgotten within 30 days

*Sources: Corporate Executive Board*



# 13 Hours

each week spent looking for &  
creating marketing material

*Sources: EMI Industry Intelligence Report*

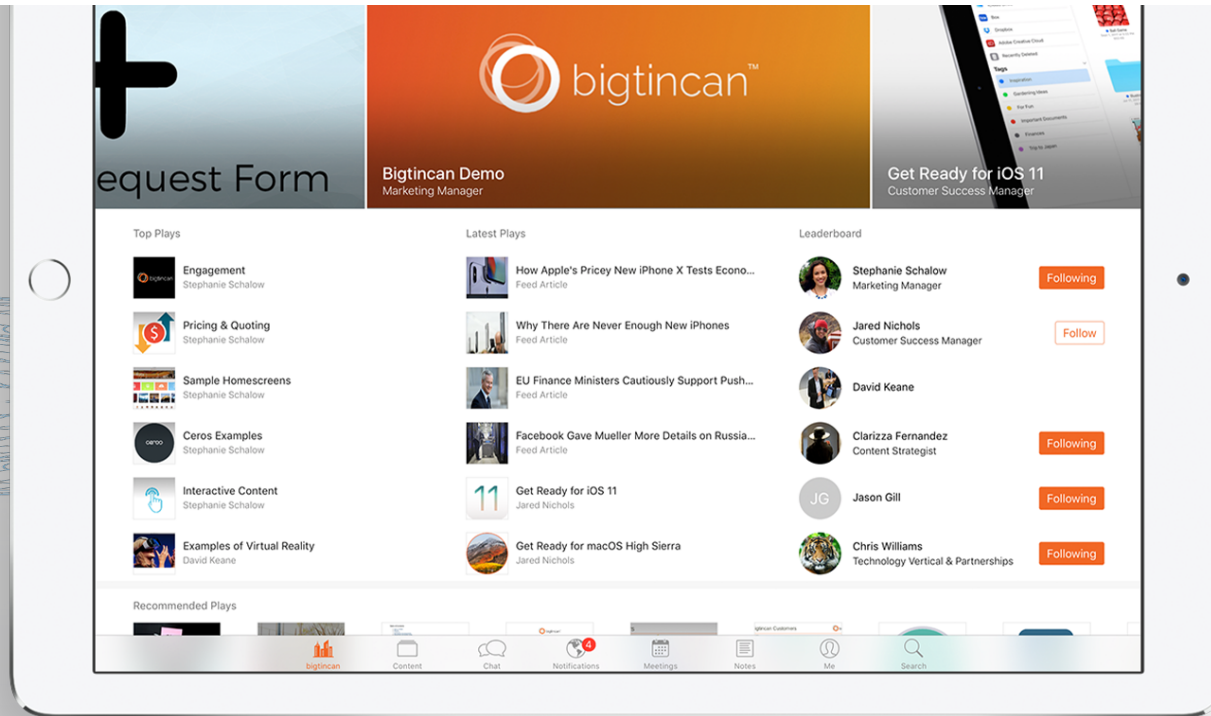
# WHAT IF THERE WAS A WAY SOFTWARE COULD HELP REPS DO BETTER?

●  
Organize & prioritize  
materials

●  
Streamline prep &  
follow through

●  
Continuously  
develop skills

## WHO WE ARE



## Bigtincan's SaaS Platform

# A complete set of tools for Sales & Service

Creation Tools

Smart Apps

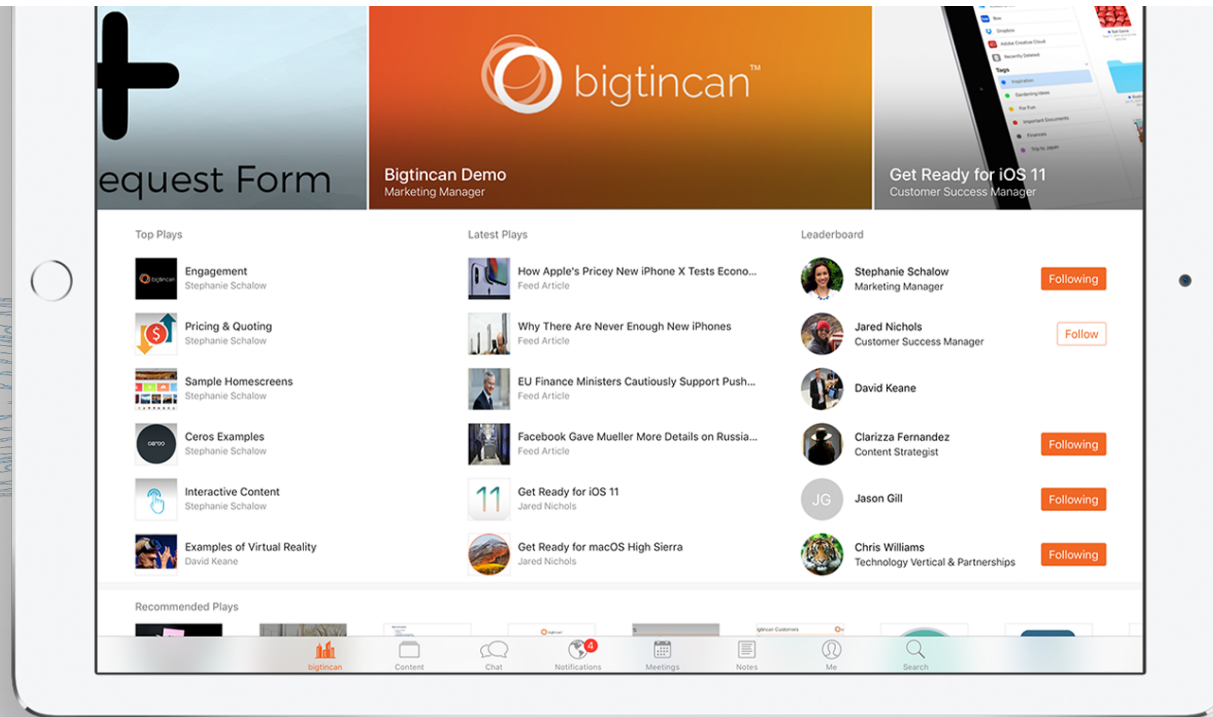
Adaptive Delivery

Virtual Meetings

Analytics/Reporting



## WHO WE ARE



With Bigtincan's SalesAI using data from your entire sales team  
**MAKES EVERY SALES REP SMARTER**

## MARKET OPPORTUNITY



2,000+ reps

↑ Sales



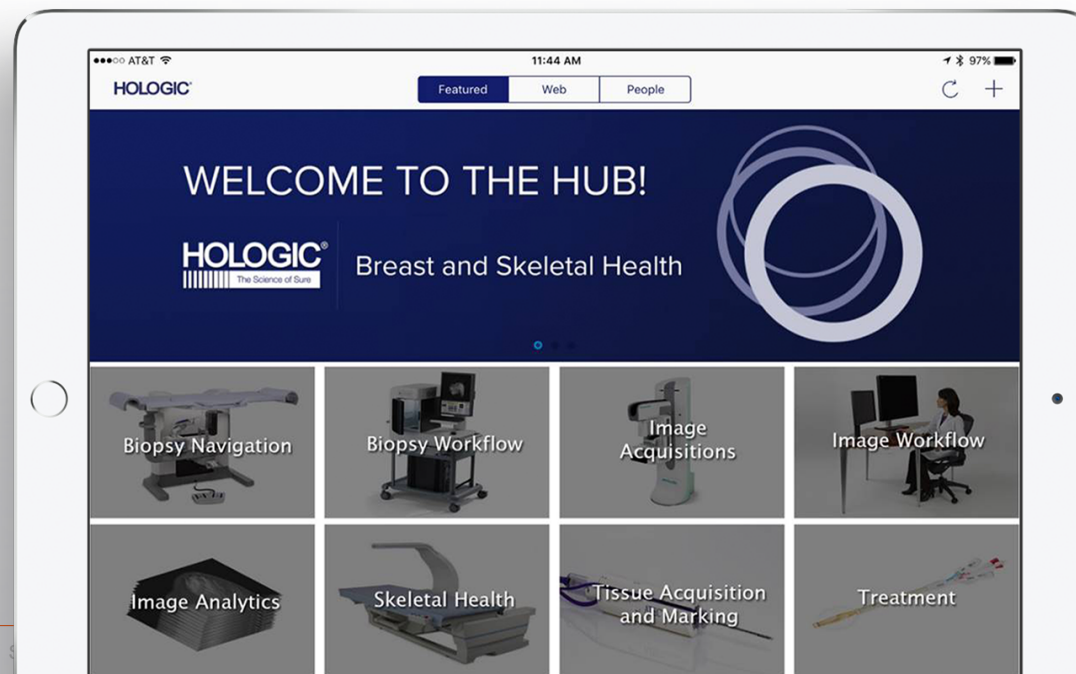
iPads

↑ Reps productive



Salesforce.com

↑ Customers connected



# MARKET OPPORTUNITY



## MARKET OPPORTUNITY



**20M sales  
employees**  
US market\*



**\$80B**  
Market opportunity

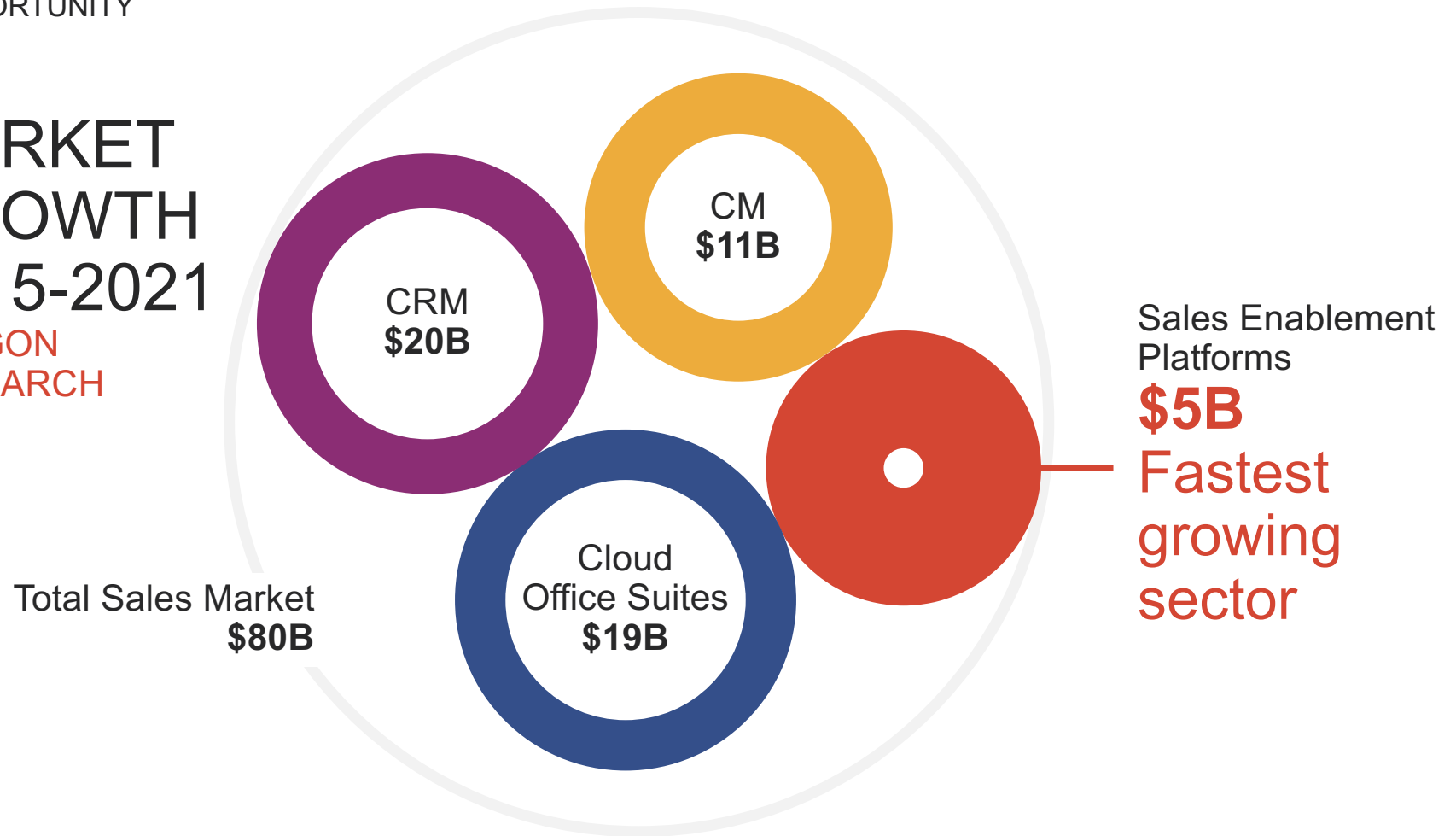


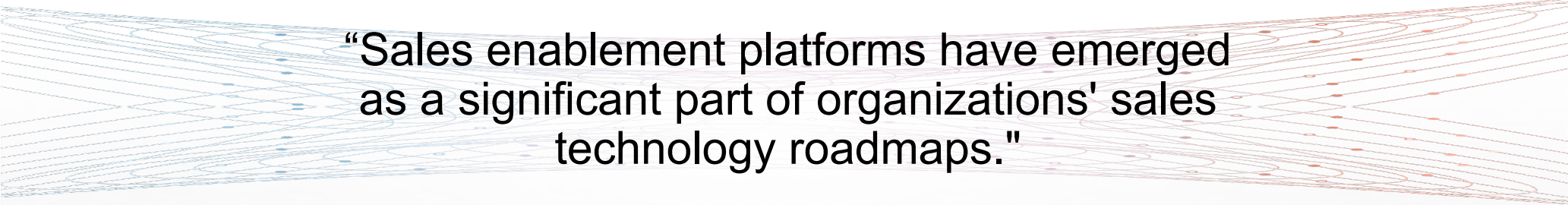
**\$4k annual  
spend**  
per employee\*\*

\*CSO Insights \*\* Sirius Decisions

# MARKET GROWTH 2015-2021

ARAGON  
RESEARCH





“Sales enablement platforms have emerged  
as a significant part of organizations' sales  
technology roadmaps.”

\*Gartner report Sales Enablement Technology Transforms the CRM Sales  
Landscape August 2017

1H 2017

# COMPANY HIGHLIGHTS



# FINANCIAL HIGHLIGHTS

YoY FY17/FY16

MRR 906K	PROFIT/LOSS (\$5.9M)	GAAP \$9.2M
↑53%	↓24%	↑32%
CASH BURN 363k	CASH	DEBT
↓13%	\$11M	0



## BUSINESS HIGHLIGHTS

**Expanded our partnership** with Salesforce.com, achieved Gold status in record time through sales growth, and won the prestigious DemoJam award at Salesforce.com Dreamforce New York in May 2017

Extended our **partnership with Apple** – e.g. shipping FastLane support inside the Bigtincan Hub product, joint events worldwide and new Sales opportunities with Apple hardware

**Multi-million dollar** deal for a leading US based NASDAQ listed business covering thousands of locations across the USA

**CODiE Award** for Best Sales Enablement Platform against global tier one competition

**Growing the team** with important new management, sales and technology hires

## DECEMBER 2017 FORECAST

**\$1.07M**

MRR Dec 31

**\$11.7M**

GAAP Rev CY2017

**≈1.8**

EV Multiple

# EXPERIENCED BOARD



Tom Amos

INDEPENDENT NON-EXECUTIVE  
CHAIRMAN



David Keane

MANAGING DIRECTOR / CEO



Geoff Cohen

COMMERICAL DIRECTOR  
/ CFO



Wayne Stevenson

INDEPENDENT NON-EXECUTIVE  
DIRECTOR



John Scull

NON-EXECUTIVE DIRECTOR

# MANAGEMENT TEAM



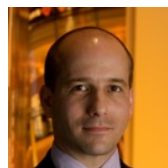
David Keane

MANAGING DIRECTOR / CEO



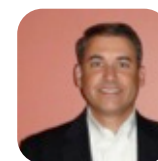
Geoff Cohen

COMMERICAL DIRECTOR /  
CFO



Anthony Turco

CHIEF TECHNOLOGY OFFICER



Patrick Welch

PRESIDENT / COO OF  
BTC MOBILITY LLC / CFO

# GROWTH STRATEGY



## GO TO MARKET

01

22+ strategic  
channel partners  
operating in over  
30 countries

02

Partnerships with  
Apple and  
Salesforce.com  
as their partners  
for the space

03

Direct sales team  
focused on  
Enterprise and  
Mid-Market

# EMPOWER SALES THROUGH THE POWER OF AI

USING ANY DEVICE ACROSS ANY NETWORK



# FY'17 RESULTS





# KEY METRICS

Key Operational Metrics	FY 2017	FY 2016	Vs 2016	IPO Forecast	
				FY17	CY17
MRR end of period	\$907,000	\$594,000	+53%	\$895,000	\$1,070,000
Retention rate	88%	92%	-4%	92%	92%
Cash	\$11.0M	\$0.3M	n/a	n/a	n/a
Av. mthly burn rate	(\$363,000)	(\$419,000)	n/a	(\$427,000)	(\$259,000)

Financial Metrics	FY 2017	FY 2016	Vs 2016	IPO Forecast	
				FY17	CY17
Revenue	\$9.23M	\$7.015M	+32%	\$9.679M	\$11.737M
Gross margin	84%	81%	+3%	85%	86%
Operating expenses	\$14.192M	\$12.224M	+16%	\$13.882M	\$16.418M
Net profit/(loss) before tax	(\$5.941M)	(\$7.821M)	+24%	(\$4.649M)	(\$4.978M)

## WHO WE ARE



**Global leader**  
in Sales Enablement  
recognized by analysts  
and customers

**Strong growth**  
in a growing market

**Well positioned**  
to achieve IPO  
forecasts

**Long term success**  
Business, technology  
and go-to-market



THANK YOU

@bigtincan

