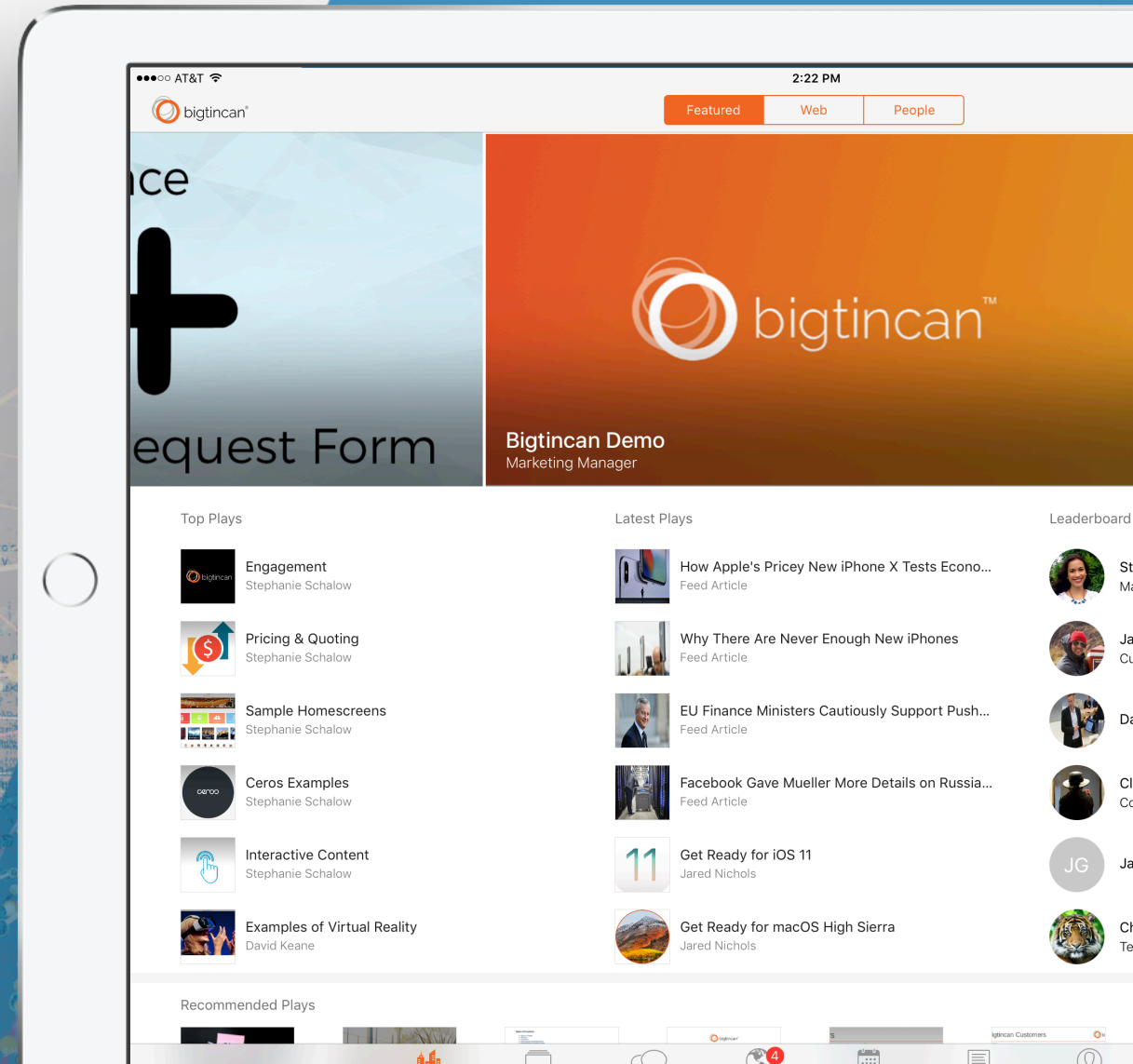




# INVESTOR PRESENTATION

OCTOBER 2017



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# AGENDA

- What we do
- Market opportunity
- Company highlights
- Growth strategy
- FY'17 results

# WHAT WE DO





# 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>	<b>BTH</b>
<b>Listing on ASX</b>	<b>24 March 17</b>
<b>Market Capitalization</b>	<b>\$35.3M</b>
<b>Share Price*</b>	<b>\$0.20</b>
<b>Shares on Issue</b>	<b>176.3M</b>
<b>Headquarters</b>	<b>Boston</b>

<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 @ September 30</b>	<b>\$11.6M</b>
<b>US based revenue %</b>	<b>90%</b>
<b>Key Engineering Centers</b>	<b>Sydney, UK + Singapore</b>

\*As at 30.9.17



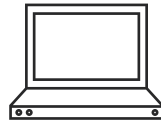
Bigtincan's Cloud based SaaS software empowers the world's leading sales teams to sell more and be more productive at scale

# SALES HAS CHANGED



1990'S

Reps show  
brochures



2000'S

Reps presented  
on laptops



2010'S

Internet becomes  
the main content  
source



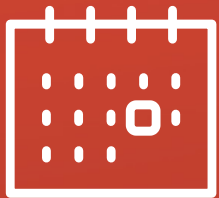
TODAY

Abundance of content  
becomes a stumbling  
block for sales reps

# SALES TEAM CHALLENGES



65% of sales reps say they can't find content to send to prospects



87% of training content is forgotten within 30 days




13 Hours each week spent looking for & creating marketing material


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



Organize & prioritize  
materials



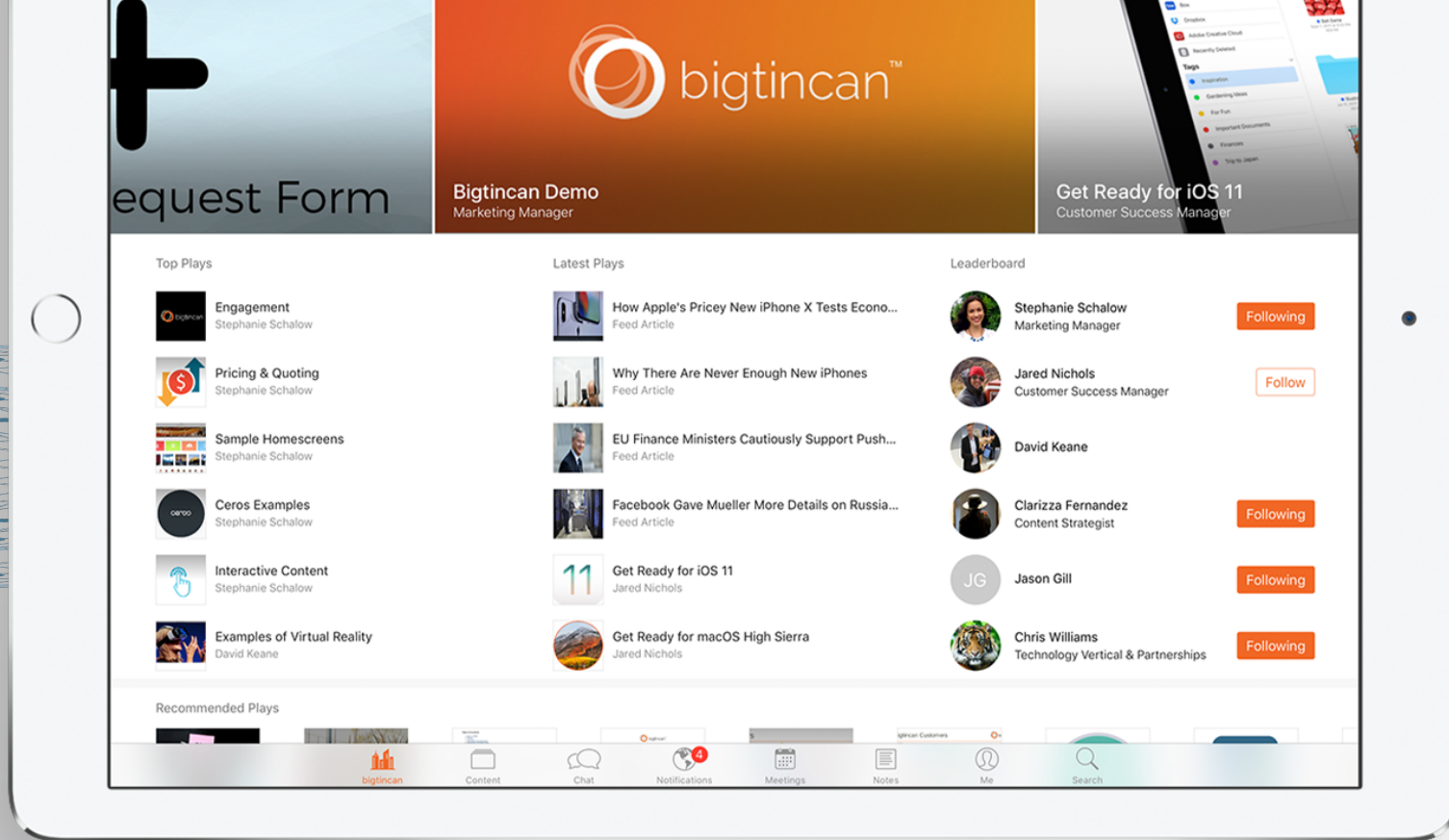
Streamline prep &  
follow through



Continuously  
develop skills



## WHAT WE DO



## Bigtincan's SaaS Platform

# A complete set of tools for Sales & Service

Creation Tools

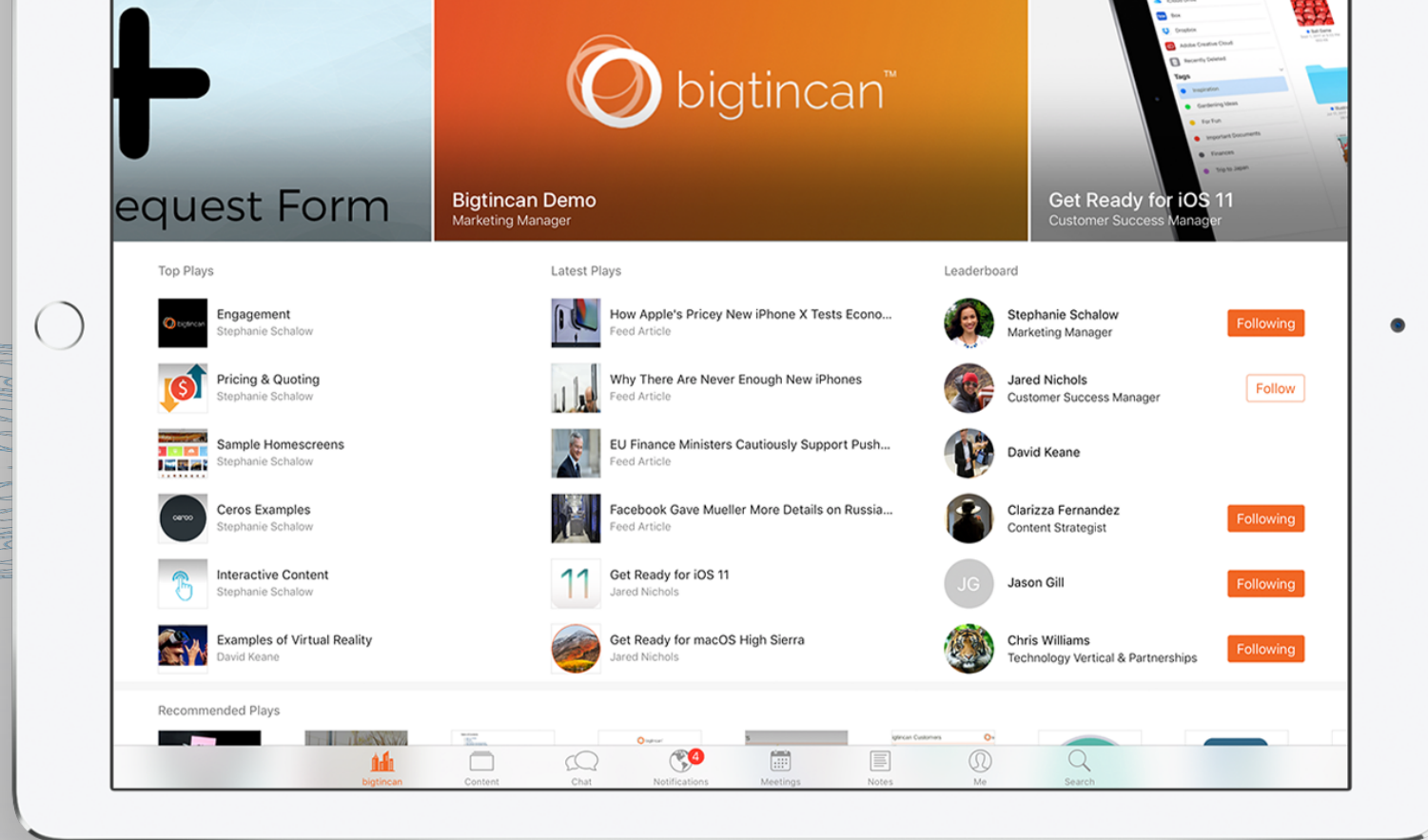
Smart Apps

Adaptive Delivery

Virtual Meetings

Analytics/Reporting



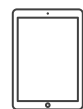


With Bigtincan's SalesAI using data from your entire sales team  
**MAKES EVERY SALES REP SMARTER**



2,000+ reps

↑ Sales



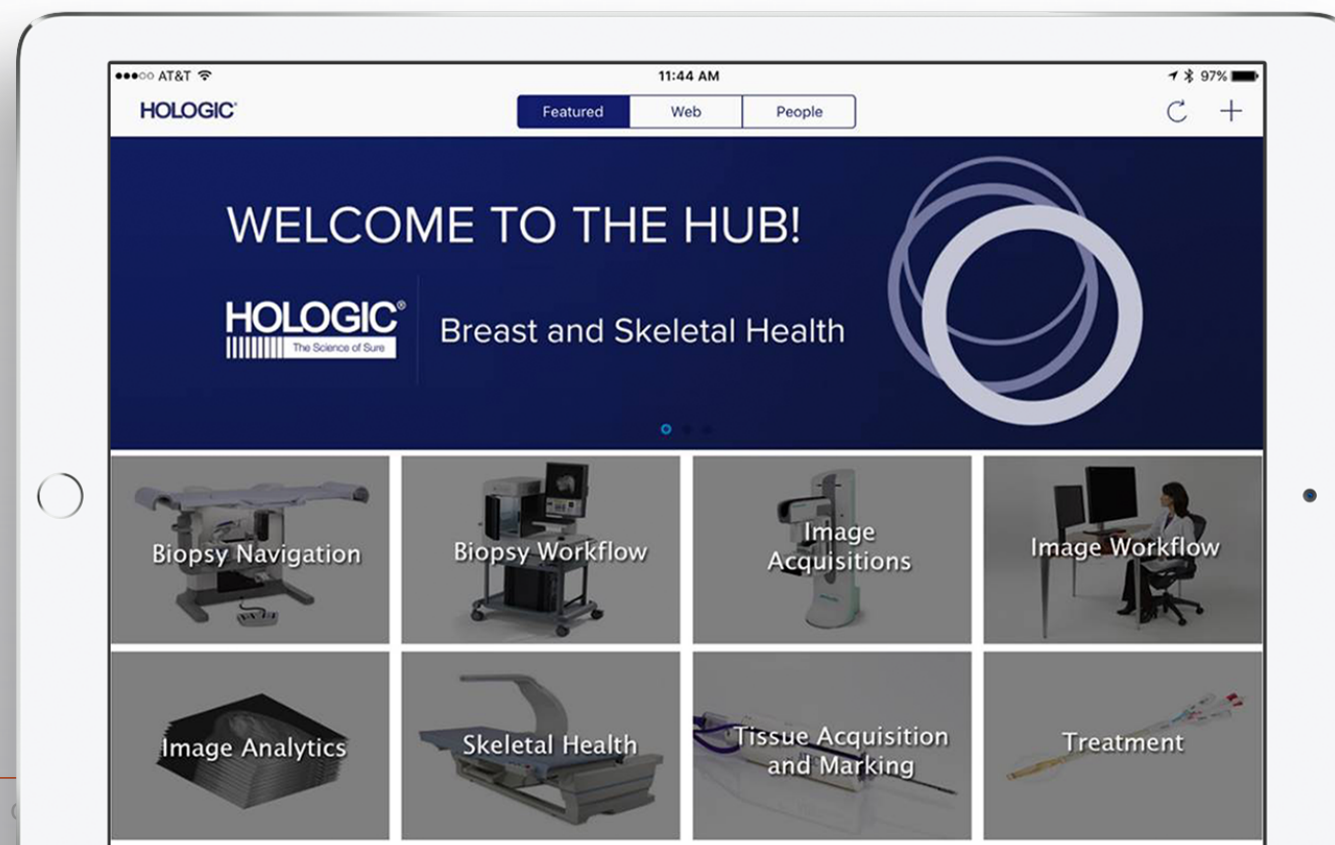
iPads

↑ Reps productive



Salesforce.com

↑ Customers connected



# MARKET OPPORTUNITY





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

**\$80B**

Market opportunity



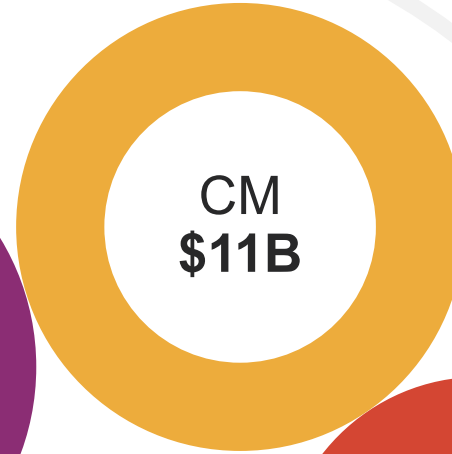
**\$4k annual  
spend**  
per employee\*\*

\*CSO Insights \*\* Sirius Decisions

# MARKET GROWTH 2015-2021

ARAGON  
RESEARCH

Total Sales Market  
\$80B



Sales Enablement  
Platforms  
**\$5B**  
Fastest  
growing  
sector

**“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  
\$907K

↑ 53%

PROFIT/LOSS  
(\$6.0M)

↓ 24%

GAAP  
\$9.2M

↑ 32%

CASH BURN  
\$363K

↓ 13%

CASH

\$11M

DEBT

0

# BUSINESS HIGHLIGHTS

**Expanded 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 **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 structure and hires

## DECEMBER 2017 FORECAST

**\$1.07M**

MRR Dec 31

**\$11.7M**

GAAP Rev CY2017

**≈2.0**

EV Multiple

# EXPERIENCED BOARD



Tom Amos

INDEPENDENT NON-EXECUTIVE  
CHAIRMAN



Wayne Stevenson

INDEPENDENT NON-EXECUTIVE  
DIRECTOR



John Scull

NON-EXECUTIVE DIRECTOR



David Keane

MANAGING DIRECTOR / CEO



Geoff Cohen

COMMERICAL DIRECTOR / CFO

# MANAGEMENT TEAM



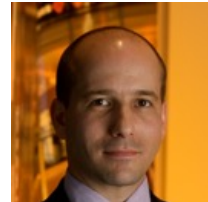
David Keane

MANAGING DIRECTOR / CEO



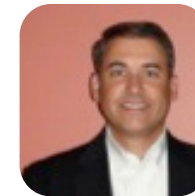
Geoff Cohen

COMMERICAL DIRECTOR / CFO



Anthony Turco

CHIEF TECHNOLOGY OFFICER



Patrick Welch

PRESIDENT / COO  
US SALES OPERATONS



# 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 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)



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

**Strong growth**  
in a growing market

**Well positioned**  
to achieve IPO  
forecasts and continue to  
scale SaaS channel  
model

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





THANK YOU

@bigtincan

