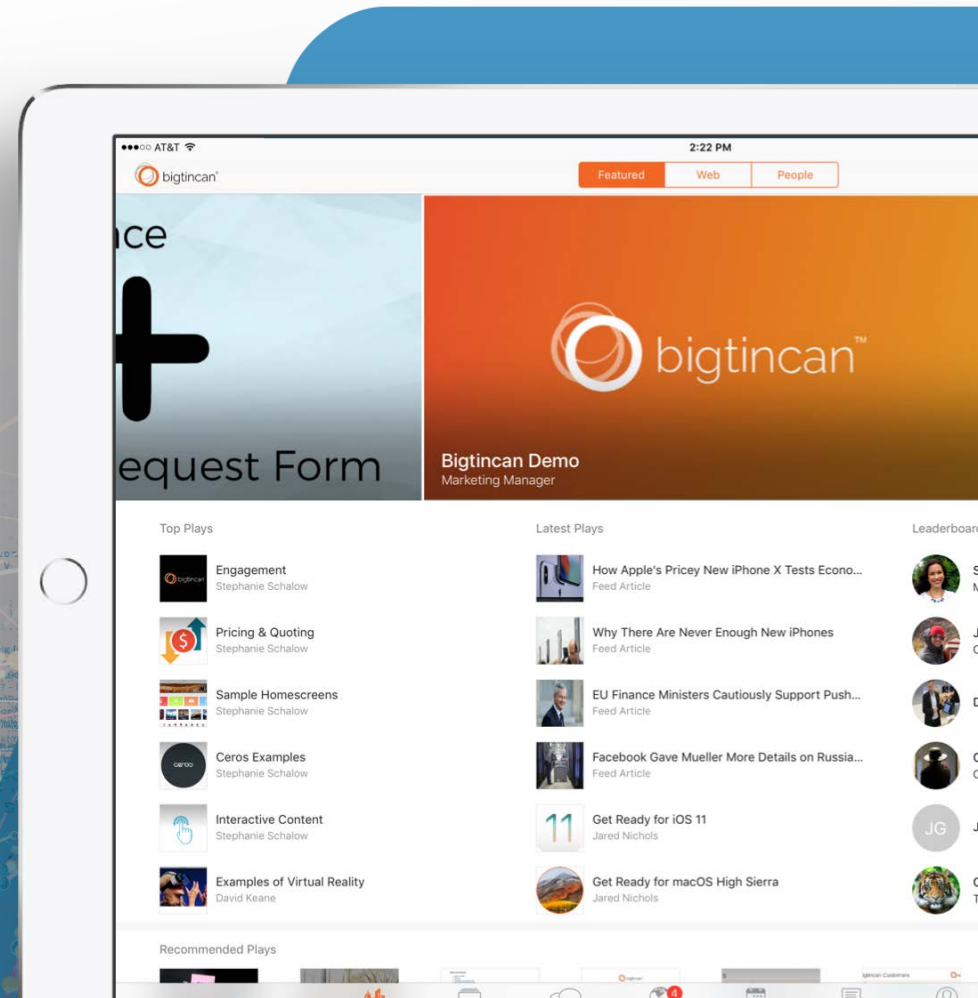




# AGM PRESENTATION

November 22nd 2017



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# AGENDA

- Bigtincan Overview and Market Review
- FY'17 Highlights
- Growth strategy
- FY'17 results

# DIGITAL TRANSFORMATION OF THE ECONOMY

HAS ALREADY TRANSFORMED HOW WE

buy and sell

interact

get productive

# Digitization of Sales is happening now



1990'S

Reps show brochures



2000'S

Reps presented on laptops



2010'S

Internet becomes the main content source



TODAY

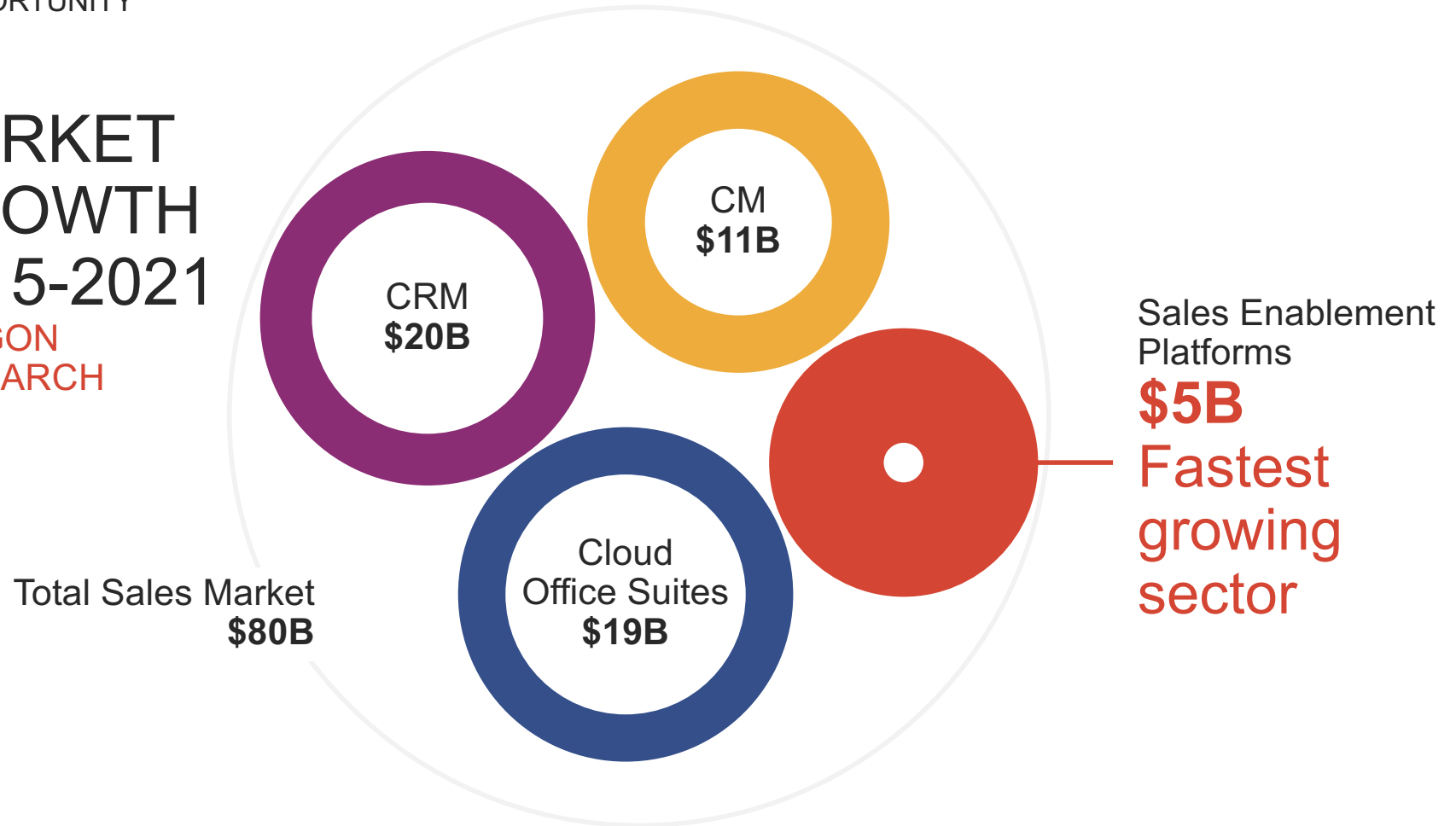
Enterprise organizations need a new way to solve the problem

# SALES ENABLEMENT MARKET OVERVIEW



# 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



# BIGTINCAN SALES ENABLEMENT AUTOMATION PLATFORM



## BIGTINCAN OVERVIEW AND MARKET REVIEW



Bigtincan creates a globally leading Cloud scale, SaaS based Sales Enablement Automation Platform that leading sales and service organizations to improve core business results and drive employee productivity across any device and any network

# DELIVERING REAL RESULTS TO ACHIEVE SALES ENABLEMENT SUCCESS

Be more productive

Powered by  
SalesAI

Win more deals

Make better decisions

# BIGTINCAN FY'17 HIGHLIGHTS



# FINANCIAL HIGHLIGHTS

YoY FY17/FY16

MRR \$907K	PROFIT/LOSS (\$6.0M)	GAAP \$9.2M
↑53%	↓24%	↑32%
CASH BURN \$363K	CASH	DEBT
↓13%	\$11M	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** –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

# ONGOING PRODUCT INNOVATION

## Technology Firsts/Leadership in Sales Enablement

- AI powered sales enablement platform
- Support for Apple CallKit, TouchID, AppleWatch, FastLane and Native Mac App
- Integrated chat service for sales enablement
- Native Windows App with custom Home Screen
- New Android solution with support for SalesAI content recommendations
- Salesforce.com Appexchange app with AI powered recommendations
- 18 new releases over iOS, Android, Web, Salesforce, Mac, and Windows

# TEAM GROWTH FOCUSSED ON THE MARKET

June 16 - > June 17



GotoMarket Team  
**35 specialists**  
globally

**↑133%**

USA Based  
**team of 33**

**↑175%**



# GROWTH STRATEGY

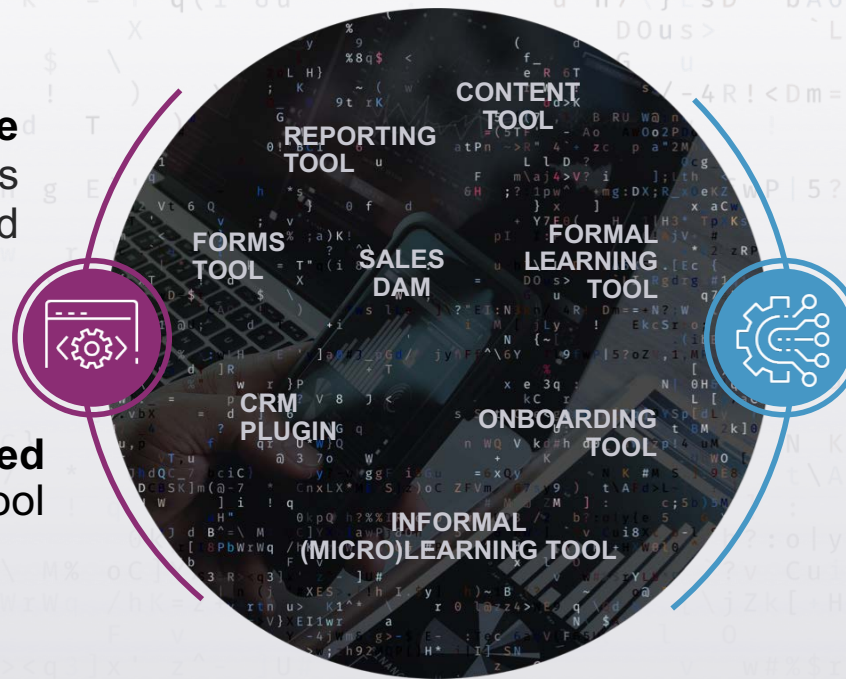


## MARKET OPPORTUNITY FOR BTH

# Solve the big problems of user engagement

**Multiple**  
silos'd tools & platforms  
for sellers to understand

**Custom dev created**  
as there is no unifying tool



**Lack of guidance**  
through AI to help them  
perform better

**Abundance of content**  
is a stumbling block for  
sales reps

# OCTOBER 2017 BTH BRINGS IT ALL TOGETHER IN ONE PLATFORM

Adaptive Onboarding  
& Learning

Collaboration  
& Coaching

Sales Content  
Management

The logo for Bigtincan Hub is a circular graphic. It features a central white circle containing the text 'BIGTINCAN' in red and 'HUB' in black. This central circle is surrounded by a dark, textured ring with various colorful elements like lines, dots, and faint text, suggesting a digital or network environment.

**BIGTINCAN**  
**HUB**

Customer  
Engagement

Sales & Marketing  
Integration

Dynamic Reporting  
Programmability

## CONTONDO Acquisition

Israeli based software provider  
in Sales Enablement

Acquisition adds leading  
experts to BTH's data science  
team

Adds to BTH's strategy of  
building the core technology  
set that is required to deliver  
key value to customers and  
shareholders

### Sales Enablement Automation for OEMs

Sales Enablement KPI: Analyzes the alignment between content and pipeline and shows gaps by value and needs  
Automate onboarding: Analyzes and automatically matches CRM deals and available content based on relevancy  
CRM API (and optional plugin) can automatically push content into CRM pages and Sales Enablement tools

Plugins available for:



[Learn More](#)



# EMPOWER SALES THROUGH THE POWER OF AI

USING ANY DEVICE ACROSS ANY NETWORK



# FY'17 RESULTS



## FY17 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)

## WHAT WE DO



**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

