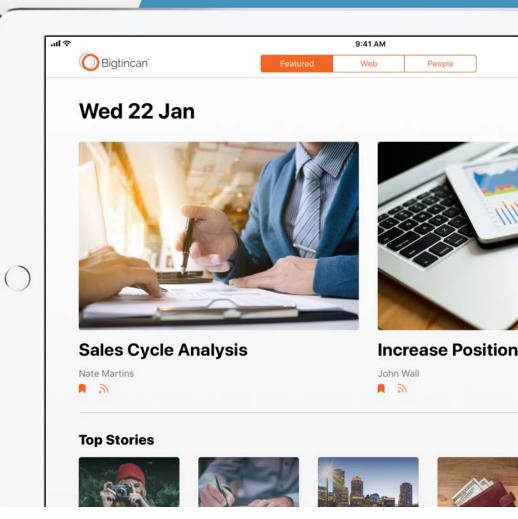


# 2018 HALF YEAR INVESTOR ROADSHOW PRESENTATION

**MARCH 2018** 



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### **COMPANY OPPORTUNITY**

# "Building a global leader in Sales enablement."

- David Keane



# 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 delivering on its strategy to be a global leader in sales enablement

| ASX Ticker             | BTH               | MRR @December 17    |
|------------------------|-------------------|---------------------|
| Listing on ASX         | 24 March 17       | MRR Growth 1H2018   |
| Market Capitalization* | \$72.3M           | GAAP Revenue 1H20   |
| Share Price*           | \$0.41            | Cash at Bank Dec 31 |
| Shares on Issue        | 176.3M            | US based revenue %  |
| Headquarters           | Sydney,<br>Boston | Key Engineering Cer |

| MRR @December 17         | \$1,065K                         |
|--------------------------|----------------------------------|
| MRR Growth 1H2018        | 43% vs 1H17                      |
| GAAP Revenue 1H2018      | \$6.04M                          |
| Cash at Bank Dec 31 2017 | \$11.4M                          |
| US based revenue %       | 90%                              |
| Key Engineering Centers  | Sydney, UK,<br>Singapore, Israel |



<sup>\*</sup> As at 26.2.18. NB. MRR is monthly recurring revenue

### **COMPANY UPDATE**

90%

Revenue from North America

**27** 

channel partners / 4 continents

300+ Customers

With users in 50+ countries





### **COMPANY UPDATE**

# Strategic Pillars Progress in 1H2018

# Strengthening market leading solutions

- Acquisition of Contondo -Adding to data science team with new presence in Israel.
- New Bigtincan Hub platform released with expanded capabilities - adding formal and informal learning content support, advanced content creation and Bigtincan Add-ons.
- CODIE Award for Best Sales Enablement Platform against global tier one competition.

### Expanding relationships with channels

- Delivery through Verizon's extensive sales team.
- New partners in the USA, Europe and Asia including Connection and Cancom.
- Channel partner network extends across 4 continents with 27 partners.

# **Encouraging third party development programs**

- Salesforce.com Gold Partner.
- Integrations to Microsoft Outlook, Cornerstone, and over 30+ external repositories.
- Launch of Bigtincan Add-ons to drive increased third party development.

# Expanding sales and marketing capability

- Expanded Bigtincan team to support activities on four continents.
- Established sales momentum across major markets.



## **BUSINESS HIGHLIGHTS**

1H2018



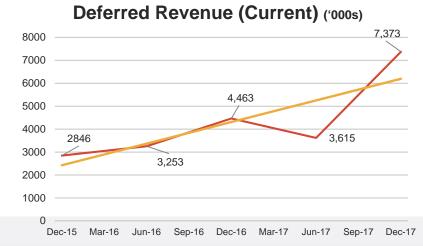


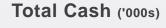
### **1H 2018 RESULTS**

# PROGRESS across key operational metrics











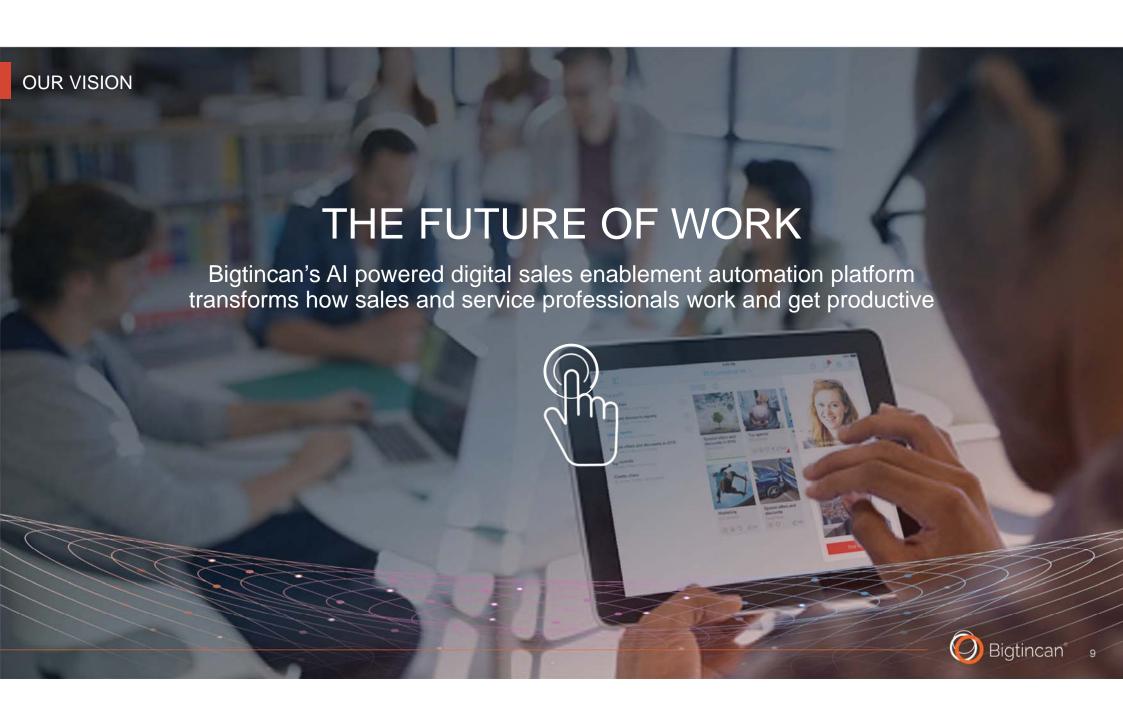
### 1H 2018 RESULTS

| Key Operational Metrics                      | Dec 2017   | June 2017  | Variance | IPO Forecast |
|--|------------|------------|----------|--------------|
| Rey Operational Metrics                      | Dec 2017   | June 2017  |          | CY17         |
| MRR end of period                            | \$1.065M   | \$0.907M   | +17%     | \$1.077M     |
| Retention rate                               | 85%        | 88%        | -3%      | 92%          |
| Cash   | \$11.4M    | \$11.0M    | +4%      | n/a          |
| Av. monthly operating cash flow <sup>1</sup> | (\$0.126M) | (\$0.363M) | n/a      | n/a          |

| <b>Financial Metrics</b>     | H1FY18    | H1FY17    | Variance |
|------------------------------|-----------|-----------|----------|
| Revenue                      | \$6.04M   | \$4.32M   | +40%     |
| Gross margin                 | 84%       | 82%       | +2%      |
| Operating expenses           | \$8.98M   | \$6.21M   | +45%     |
| Net profit/(loss) before tax | (\$3.17M) | (\$2.63M) | +20%     |

<sup>&</sup>lt;sup>1</sup> Average monthly operating cash flow over the previous 12 months





### MARKET OPPORTUNITY **MARKET GROWTH** CM \$11B 2015-2021 **CRM** Sales Enablement \$20B **ARAGON Platforms RESEARCH** \$5B **Fastest** growing Cloud sector **Total Sales Market** Office Suites \$19B \$80B

NB. Inner white circles show 2015 stats; colour shows 2021 growth. Size not to scale. Total size includes a number of other small sectors



## DIGITIZATION OF THE ECONOMY

The new purchasing paradigm



## CLOUD / SOCIAL / MOBILE

Transforming how people communicate, learn, share and work



### MODERN BUYERS

Radical changes to the buyer journey for all businesses



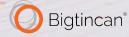
## TIME IS MONEY

Sales reps fight for a smaller slice of time and influence



# SMARTER SALES TOOLS

Must give customer facing teams the tools to win more and be more productive



### **TECHNOLOGY PLATFORM**

# USING AI TECHNOLOGIES

to improve real world performance



### Similar content

Creating a model to discover and then recommend relevant content



### Similar users

Creating a model to identify similar users within an organisation and then make valuable recommendations



### Annotating & tagging

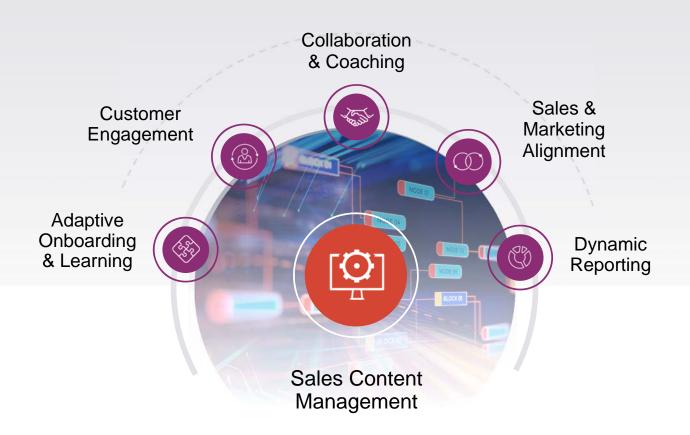
Creating a model to semantically annotate or tag content

Use this model to improve inputs to other models



### **TECHNOLOGY PLATFORM**





# SOLVING REAL WORLD BUSINESS ISSUES

# **Legacy Problems**

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

13 hours each week looking for and creating marketing collateral

65% of content is unused by sales

37% of sales reps time spend selling

**87%** of training content is forgotten within 30 days

**57%** of sales people achieving quota

# Al-Powered Digital Sales Enablement Automation

Smart machine learning models recommend the right content to the right sales person to share as needed

Easy to use, mobile first designed platform uses AI to help find and create the right content

Marketing knows what / why content is / isn't being used
 can create better content with a positive feedback loop

Automation of processes like updating CRM done by the AI – freeing time to be spent with customers

Integration of learning content inside the sales content system ensures that learning is ongoing and relevant

Sales people achieve better results by being better prepared - more time on the customer relationship



# Extended product capabilities

Growing value and stickiness

Scalable expansions with Bigtincan Add-ons

Learning and On-boarding

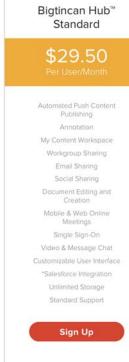
Sales Content Management

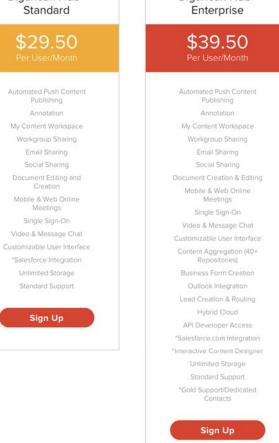
Machine learning & A.I. based data science technologies

### **GO-TO-MARKET**

# Flexible Edition based offerings

New options, functions, price points





# Bigtincan Hub™

Ultimate \$49.50 Per User/Month Automated Push Content Publishing Annotation My Content Workspace Workgroup Sharing **Email Sharing** Social Sharing Document Creation & Editing Mobile & Web Online Meetings Single Sign-On Video & Message Chat Customizable User Interface Controlled Authoring Content Aggregation (40+ Repositories) **Business Form Creation** Outlook Integration Lead Creation & Routing Bigtincan Learning Presentation Builder/Assembler Advanced Customizable Reporting & Dashboards Hybrid Cloud API Developer Access Standard Support \*Gold Support/Dedicated Sign Up

Bigtincan Hub™



# REVENUE GROWTH OPPORTUNITIES



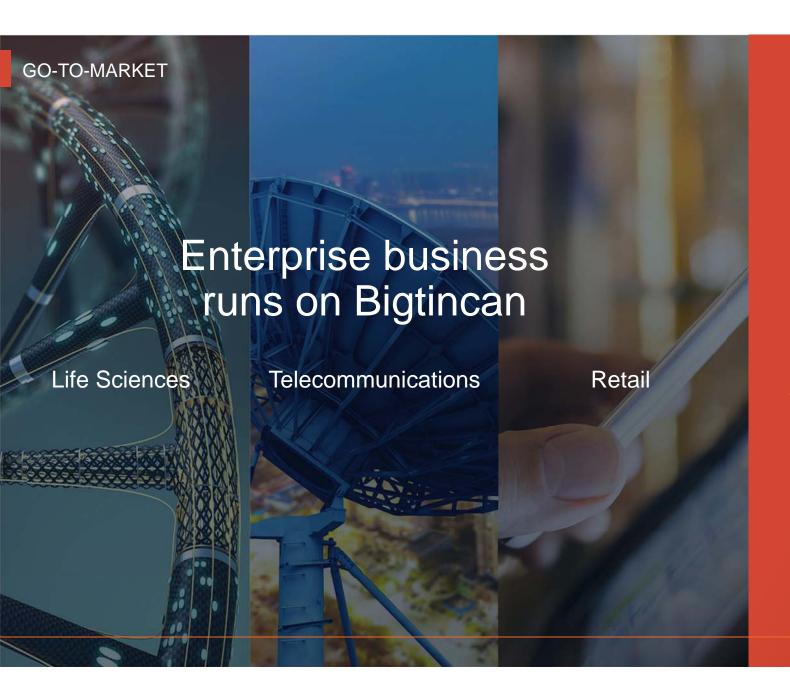


# PARTNER-CENTRIC BUSINESS MODEL

More Scale, Coverage, Support







# DIGITIZATION OF SALES AND SERVICE

with the power of AI to drive more efficient results



### MARKET OPPORTUNITY



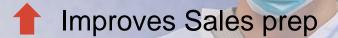


Leading Fortune 100 in Healthcare and logistics.



Thousands of sales people on mix of devices – growing across the world.





Saving time and driving results



## Positive Outlook

Bigtincan remains focussed on 4 core pillars of growth



# Strategic Pillars

### Expanding relationships with channels

 Support channels with technical and sales support resources, and tools to drive expanded sales.

## Strengthening market leading solutions

- Identify opportunities to expand technology base.
- Continue to be a leader in the use of data science to help our customers empower their teams.

## **Encouraging third party development programs**

- Expand Bigtincan Addons to create easy way for customers to extend and expand their use of Bigtincan.
- Launch developer programs and support systems to grow ecosystem.

# Expanding sales and marketing capability

- Grow channel and direct teams to support growth.
- Review market for opportunities to grow customers base in key sectors, market areas, and geographic territories that Bigtincan does not yet cover.



# Well positioned for continued growth

- Established enterprise SaaS player in fast growing market
- Strong global Fortune 2000 success
- Established partners with household names

- Leading technology platform
- High value add for customers

   drives increased revenue
- Scale benefits being achieved with improving gross margin

- Established high performance executive team
- Multiple industry awards
- Consistent recognition by independent market research firms



## **Detailed Financial Statements**



### **Income Statement**

Income Statement
For the half-year ended 31 December 2017

|                                     | 31 December | 31 December<br>2016<br>\$000 |
|-------------------------------------|-------------|------------------------------|
|                                     | 2017        |                              |
|                                     | \$000       |                              |
| Revenue                             | 6,036       | 4,316                        |
| Cost of revenues                    | (938)       | (784)                        |
| Gross Profit                        | 5,098       | 3,532                        |
| Other income                        | 559         | 667                          |
| Sales and marketing expenses        | (5,016)     | (2,758)                      |
| Product development expenses        | (3,017)     | (2,550)                      |
| General and administration expenses | (950)       | (902)                        |
| Operating loss                      | (3,326)     | (2,011)                      |



### **Balance Sheet**

|                                      | 31 December | 30 June  |
|--------------------------------------|-------------|----------|
|                                      | 2017        | 2017     |
|                                      | \$000       | \$000    |
| Assets                               |             |          |
| Current Assets                       |             |          |
| Cash and cash equivalents            | 11,449      | 11,021   |
| Trade and other receivables          | 4,588       | 2,341    |
| Other assets                         | 1,007       | 1.643    |
| Total current assets                 | 17.044      | 15,005   |
|                                      | 11,044      | ,        |
| Non-current assets                   |             |          |
| Property, plant and equipment        | 169         | 178      |
| Intangible assets                    | 434         | 351      |
| Other non-current assets             | 167         | 162      |
| Total non-current assets             | 770         | 691      |
| Total assets                         | 17,815      | 15,696   |
|                                      |             |          |
| Liabilities                          |             |          |
| Current liabilities                  |             |          |
| Trade and other payables             | 1,830       | 2,180    |
| Deferred revenue                     | 7,373       | 3,615    |
| Provisions                           | 414         | 417      |
| Total current liabilities            | 9,617       | 6,212    |
|                                      |             |          |
| Non-current liabilities              | 4           | 4        |
| Deferred tax liabilities             | 1<br>2,536  | 1<br>875 |
| Deferred revenue Provisions          | 2,536<br>42 | 32       |
| Total non-current liabilities        | 2,579       | 908      |
| Total liabilities                    | 12,196      | 7,120    |
| Net Assets                           | 5,619       | 8,576    |
| Net Assets                           | 3,019       | 8,376    |
| Equity                               |             |          |
| Share capital                        | 35,560      | 35.560   |
| Share-based payment reserve          | 3,579       | 3,415    |
| Accumulated losses                   | (33,520)    | (30,400) |
| Foreign currency translation reserve | -           | 1        |
| Total shareholders' equity           | 5,619       | 8,576    |
|                                      | •           |          |



### **Cash Flow Statement**

|  | 31 December | 31 December |
|--|-------------|-------------|
|  | 2017        | 2016        |
|  | \$000       | \$000       |
|  |             |             |
| Cash flows used in operating activities                      |             |             |
| Cash receipts from customers                                 | 9,321       | 4,435       |
| Cash paid to suppliers and employees                         | (9,935)     | (8,374)     |
| Cash from / (used in) operations                             | (614)       | (3,939)     |
| Interest received  | 87          | 12          |
| Income grant/taxes received                                  | 1,106       | 1,102       |
| Net cash from / (used in) operating activities               | 579         | (2,825)     |
|  |             |             |
| Cash flows used in investing activities                      |             |             |
| Acquisition of intangibles and property, plant and equipment | (151)       | (78)        |
| Net cash used in investing activities                        | (151)       | (78)        |
|  |             |             |
| Cash flows used in financing activities                      |             |             |
| Proceeds from issue of convertible notes                     | -           | 6,189       |
| Net cash from financing activities                           | -           | 6,189       |
|  |             |             |
| Net increase/ (decrease) in cash and cash equivalents        | 428         | 3,286       |
| Cook and cook assistants at 1 lists                          | 11.001      | 000         |
| Cash and cash equivalents at 1 July                          | 11,021      | 308         |
| Cash and cash equivalents at 31 December                     | 11,449      | 3,594       |

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