

Market Eye TMT investment conference

7 November 2018



BigtincanTM

AGENDA

1. Our Market and Leadership Position
2. Technology and Roadmap
3. Progress and FY19 Outlook

Bigtincan - A global leader in sales enablement



CUSTOMERS

- 300+ customers across 3 continents
- 150,000+ licensed seats
- Established Fortune 100/500 customers across key vertical markets



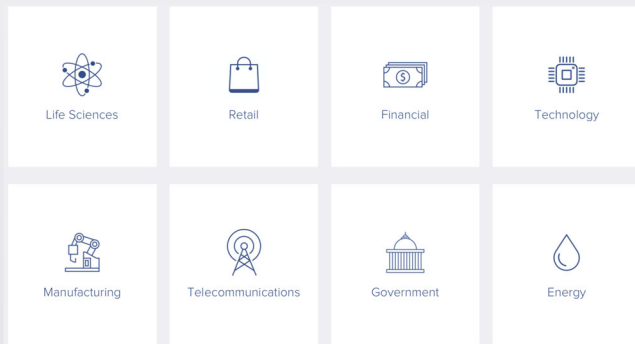
PARTNERS

- 28 global partners extending reach
- Strategic relationship with Apple
- Users in 50+ countries.



MARKET TRACTION

- Multi Award Winner
- Leading in AI technologies
- Patented core technology



Digitisation of the Economy is here



CLOUD/SOCIAL/MOBILE

Transforming how people communicate, learn, share and work

TODAY

Customer facing workers fight for a smaller slice of time and influence



Need to empower customer facing teams to win more and get more productive

What's at Stake?

Ability for sales people to get ahead
in the battle for customer attention

Over 20M

sales professionals

in the USA fighting for attention

85% of buyers

are making decisions before they
talk to salespeople

Existing software not delivering for
customer engagement

Sales Enablement

Empowering customer facing teams to win more and be more productive



“By 2021, 15% of all sales technology spending will be applied to sales enablement technology, up from the 2017 level of 7.2%..”

* Gartner report “Digital Content Management for Sales”, October 2018



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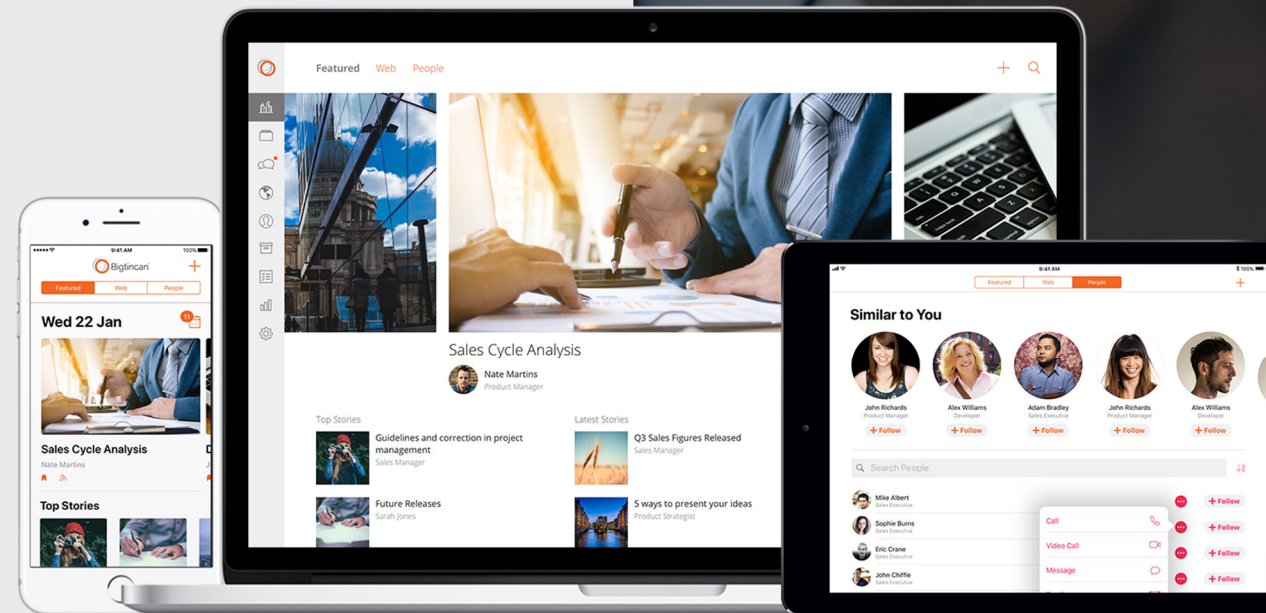
Leading to a
US\$5B
annualised
revenue market
by 2021

Aragon Research “Sales Engagement Platforms” 2017

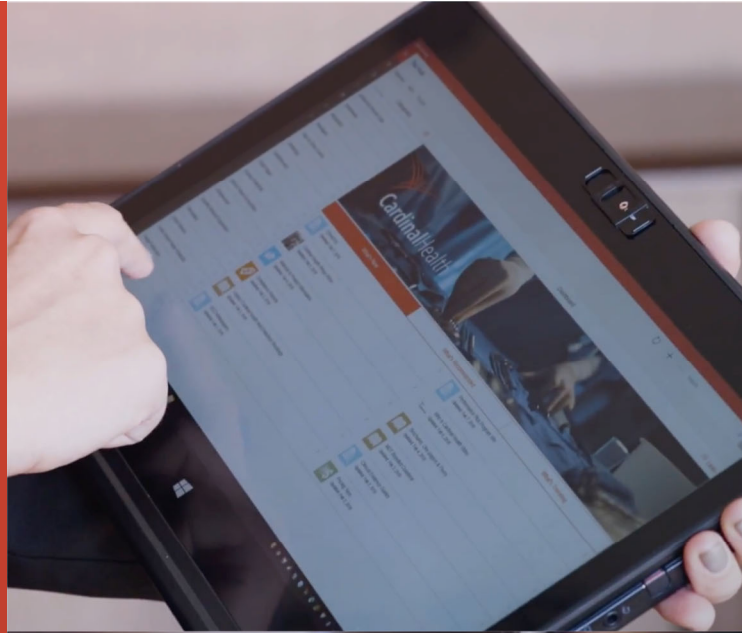
Bigtincan Sales Enablement Platform

Delivers all a seller needs from onboarding and training, through preparation, engagement and follow up

- Powered by data science
- Customisable to meet customer needs
- Integrations to CRM, Email, Marketing Automation and beyond



BUSINESS DEPENDS ON BIGTINCAN





GUESS®

U. S. A.

WASHED

?

JEANS

1201

1203



Flexible Edition Based Offerings

Bigtincan Hub functions,
price points

NB: PRICES ARE RRP IN USD

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Bigtincan Hub™ Standard

\$29.50

Per User/Month

Automated Push Content
Publishing
Annotation
My Content Workspace
Workgroup Sharing
Email Sharing
Social Sharing
Document Editing and
Creation
Mobile & Web Online
Meetings
Single Sign-On
Video & Message Chat
Customizable User Interface
*Salesforce Integration
Unlimited Storage
Standard Support

[Sign Up](#)

Bigtincan Hub™ Enterprise

\$39.50

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
Content Aggregation (40+
Repositories)
Business Form Creation
Outlook Integration
Lead Creation & Routing
Hybrid Cloud
API Developer Access
*Salesforce.com Integration
*Interactive Content Designer
Unlimited Storage
Standard Support
*Gold Support/Dedicated
Contacts

[Sign Up](#)

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
*Salesforce.com Integration
*Interactive Content Designer
Unlimited Storage
Standard Support
*Gold Support/Dedicated
Contacts

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Bigtincan Hub™ Life Sciences

\$62.50

Per User/Month

All Bigtincan Hub™ Ultimate
Features
*Veeva Vault Integration

[Sign Up](#)

Investing in technology

Driving innovation

125

product upgrades and enhancements released in FY18

51%

of employees focus on innovation and product development

Global development operation

leading to follow the sun development

MAJOR PRODUCT DEVELOPMENT FOCUS ON:

- UX/UI
- Design for scale
- Data science
- Security

Public API and SDK

Expanded ease of use
(i.e. Quickdocs)

Improved system operation (built to scale)

Meeting needs of Corporate IT

Deep integrations with third party systems

Strong pipeline of technology in place for FY19

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

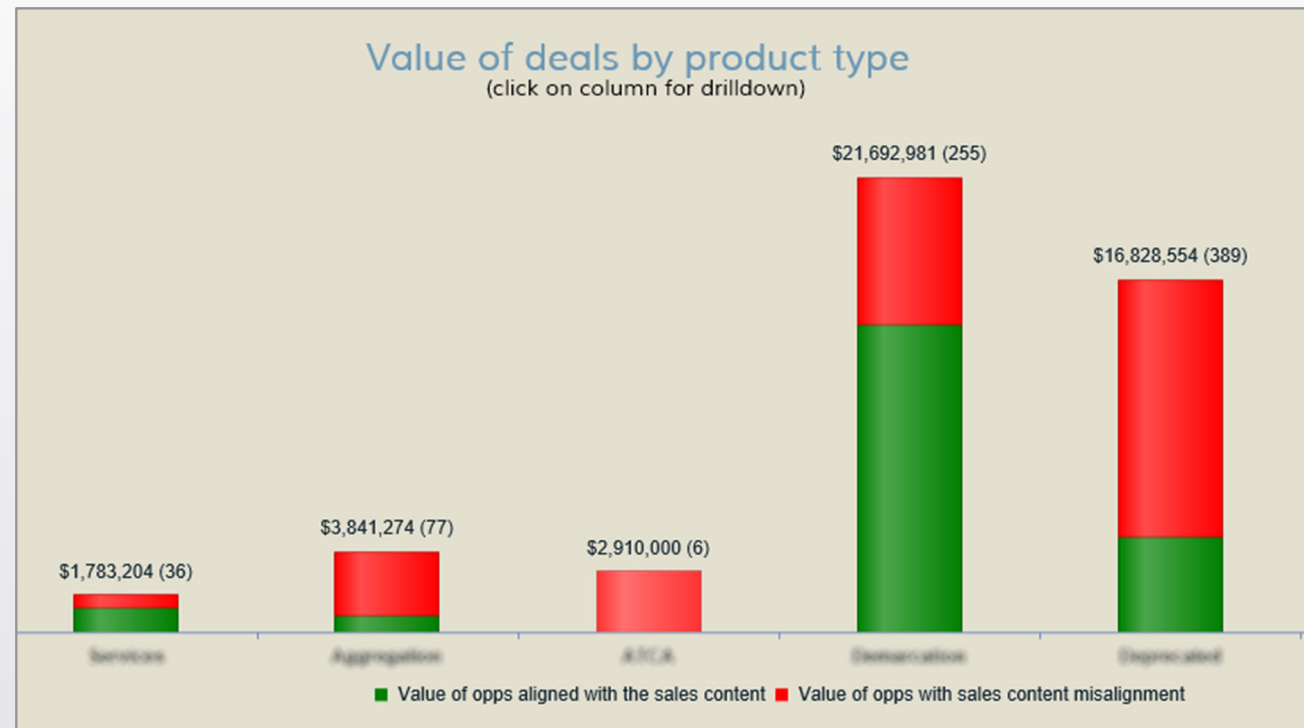
Use this model to improve inputs to other models

Strategic M&A accelerates roadmap



Acquisition of Contondo

Bringing ontologies to content recommendations and gap analysis inside CRM



Acquisition of Zunos

Expanding on market leadership in sales enablement with leading global sales learning and gamification platform

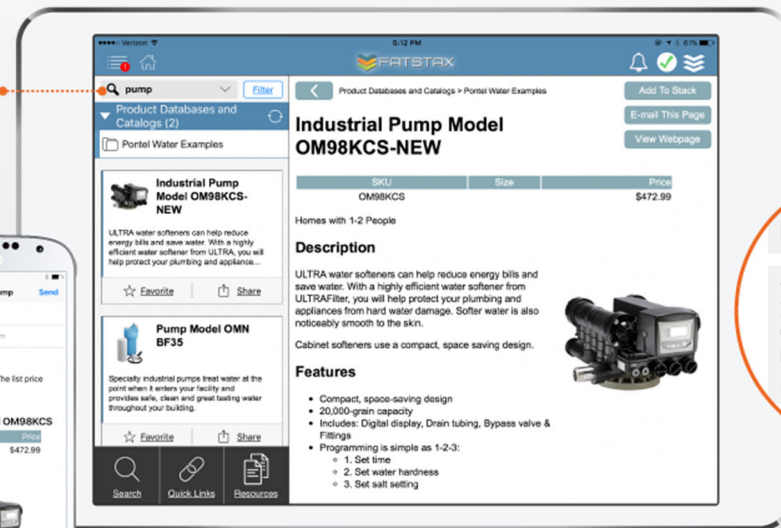
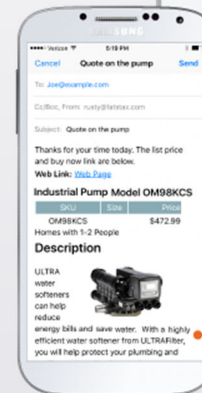


Acquisition of FatStax

Delivering market leadership in key manufacturing vertical



Sort, Filter, and Search through 100,000+ product pages instantly



Send quotes on the fly with buy it now web links and deep product descriptions



Create product tags and related products groupings with one-click

Technology Roadmap

Lead the market through the provision of a complete end to end Sales Enablement Automation Platform

Phase 1: Integrations
Fall 2018 Release in Q4 CY 18

Single Platform
2019

Automated Platform
2020

SalesAI Everywhere
Throughout 2021

Progress and Outlook

Creating a global leader in sales enablement



Financial Highlights

ARR at 30 JUNE 2018
\$15.4m

 **41%**

TRADING REVENUE FY18
\$13.1m

 **42%**

LOSS FY18
(\$6.8m)

 **15%**

DEFERRED INCOME

\$9.1m

 **102%**

CASH at 30 SEP 2018

\$18.7m

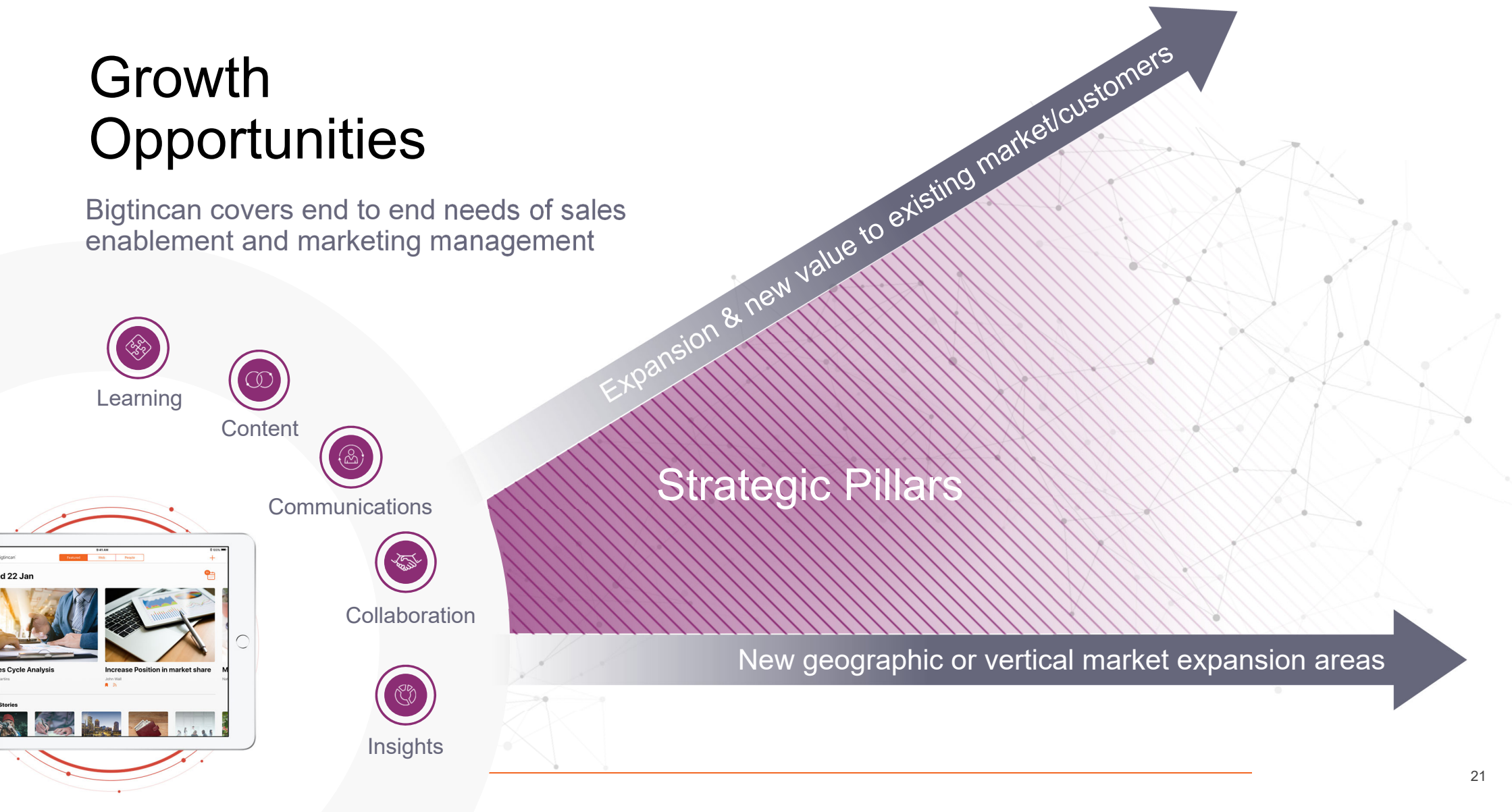
DEBT

Nil

*Annualised Recurring Revenue (ARR) represents contracted, recurring revenue on an annualised basis. NB. All amounts are AUD – Cash Number shown in September 4C

Growth Opportunities

Bigtincan covers end to end needs of sales enablement and marketing management



Strong results underscore business momentum

- ✓ Established global player in fast growing market
- ✓ Consistent ARR growth in USA
- ✓ Continued expansion of Fortune 500 customers
- ✓ New products broaden market opportunity
- ✓ Increasing tech leadership through internal R&D and acquisition
- ✓ Scale benefits being achieved with strong gross margin
- ✓ Established high performance executive team
- ✓ Multiple industry awards
- ✓ Consistent recognition by independent market research firms

Questions

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