

## ASX Announcement

8 January 2019

# Bigtincan Wins Record \$7.2m Contract Expansion with T-Mobile for TCV of \$11.5m

- Bigtincan has won its largest contract expansion ever adding \$7.2m of recurring revenue to its existing agreement with T-Mobile taking the total contract value since August 2017 to \$11.5m
- Expands T-Mobile's use case beyond retail stores to B2B sales and other groups across the business utilising Bigtincan's capabilities as a platform including SDK and APIs

Bigtincan Holdings Limited (ASX: BTH) ("Bigtincan") is pleased to announce it has reached agreement with existing US based customer T-Mobile to expand its contract with the addition of \$7,221,389 of recurring revenue over three years (US\$5,127,186.00), its largest contract win to date, for a total contract value (TCV) of over \$11.5m.

Bigtincan's initial contract with T-Mobile was won by competitive tender in August 2017 and involved a deployment at scale of the Bigtincan Hub application to 5,500 retail stores on up to 23,000 mobile devices.

This contract expansion follows the successful initial deployment and broadens Bigtincan's use case within T-Mobile beyond retail to include B2B sales and other groups and extended use of the Bigtincan Hub Platform as a core platform for its business, utilising Bigtincan's SDKs and APIs, in addition to the comprehensive set of features already provided within Bigtincan Hub.

David Keane, Bigtincan's CEO said "This contract expansion validates our intense focus on meeting the needs of our large corporate and enterprise customers. We are delighted to be building upon our commitment to T-Mobile, delivering an expanded range of functionality and working closely with T-Mobile to deliver world class enterprise software to even more of their customer-facing team members. This also presents a range of new opportunities for Bigtincan".

## 2018 Recap

This caps an exciting 2018 calendar year of growth and wins for Bigtincan which included:

- Key customer wins including: American Express, CA Technologies (Broadcom), McKesson, Eaton, EMC Corporation, Prudential Insurance, Cushman Wakefield, Guardian Life, Acushnet (Titleist), Anheuser-Busch, Pacific Life, Microsoft
- 100+ releases of Bigtincan Hub across 5 platforms and a public SDK release
- Acquisition of FatStax - a leader in the manufacturing vertical in sales content enablement
- Acquisition of Zunos - bringing Bigtincan deep new capabilities in learning
- Recognition by industry research firms Gartner, Sirius Decisions and Aragon
- Multiple industry award wins including CODiE, Martech, Stevie

- New and expanded channel relationships globally including Verizon (USA), Connection and Cancom (Europe)
- Deepened existing partnerships with Apple and Salesforce.com
- Grant of USA patent on aspects of Bigtincan software
- Launched integrations to Microsoft Outlook, Cornerstone, and over 30+ external repositories

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### Further Information

#### Investor Enquiries:

Mark Ohlsson, Company Secretary  
+61 400 801 814  
[Investor@bigtincan.com](mailto:Investor@bigtincan.com)

Orla Keegan, Executive Director, Market Eye  
+61 2 8097 1201  
[orla.keegan@marketeye.com.au](mailto:orla.keegan@marketeye.com.au)

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### About T-Mobile US, Inc.

As America's Un-carrier, T-Mobile US, Inc. (NASDAQ: TMUS) is redefining the way consumers and businesses buy wireless services through leading product and service innovation. Our advanced nationwide 4G LTE network delivers outstanding wireless experiences to 75.6 million customers who are unwilling to compromise on quality and value. Based in Bellevue, Washington, T-Mobile US provides services through its subsidiaries and operates its flagship brands, T-Mobile and MetroPCS. For more information, please visit <http://www.t-mobile.com>.

### About Bigtincan

Bigtincan (ASX:BTH) helps sales and service teams increase win rates and customer satisfaction. The company's mobile, AI-powered sales enablement automation platform features the industry's premier user experience that empowers reps to more effectively engage with customers and prospects and encourages team-wide adoption. Leading brands including AT&T, Thermo Fisher, Merck, ANZ Bank and others rely on Bigtincan to enhance sales productivity and fuel customer engagement. With global sales and marketing headquartered in Boston, Bigtincan also has offices across EMEA, Australia and Asia. To discover more about how your organization can benefit from the Bigtincan Hub platform, please visit [www.bigtincan.com](http://www.bigtincan.com) or follow @bigtincan on Twitter.