ASX Announcement
21 February 2019

1HFY2019 Results Announcement

Bigtincan announces record revenue growth and improving business metrics with broadening of Sales Enablement Market

Bigtincan Holdings Limited (ASX:BTH) ('Bigtincan'), a global software company providing a leading AI-powered sales enablement automation platform, has today released its Appendix 4D and is pleased to present commentary on activities in 1HFY19 to accompany the lodgement of results for the half year ending 31 December 2018. Key highlights include:

- Annualised Recurring Revenue up 63% to $20.9m.

- Revenue increased 56% to $9.4m.

- Lifetime Value up 91% to $137m

- Gross margin increased 4% to 88% showing ongoing Cloud Scale benefits.

- Retention up 2% to 87%.

- Net Loss after tax decreased 36% to $1.95m.

- Expanded Bigtincan technology offering now meets the five key requirements of Sales Enablement offering a platform for future growth.

- Completion of two acquisitions (Zunos and FatStax) provided key add on technology

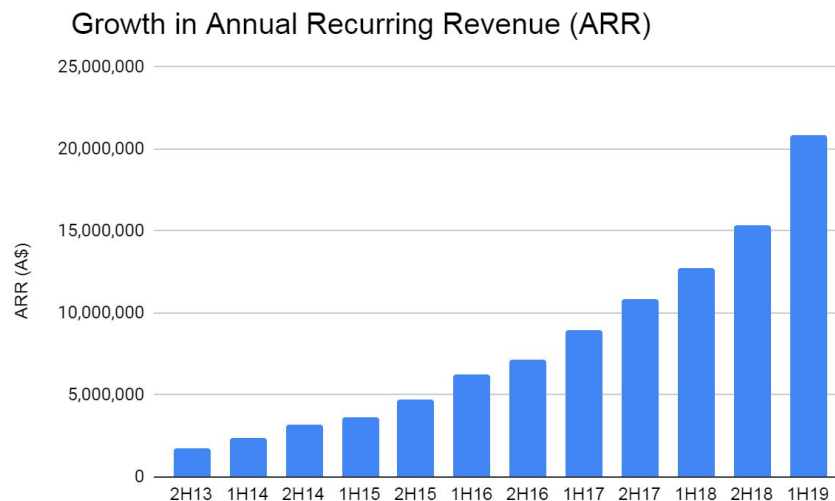- Ongoing customer expansion in North America, Europe and Asia/Pacific.

Figure 1: Demonstrating Consistent ARR growth

Commenting on the result, Bigtincan CEO David Keane said "During the half, Bigtincan has led the market for Sales Enablement by creating the industry's most complete solution combining sales content,

learning, and vertical market offerings into a single platform. Key achievements for the half included winning new Fortune 500 customers, delivering new versions of our platforms, and completing the first stage of integration of acquisitions conducted during the half, whilst delivering strong ARR growth and improving SaaS metrics."

Key operational milestones achieved

During the half, Bigtincan completed two acquisitions (Zunos and FatStax) that provided add on technology to extend the Bigtincan Sales Enablement Platform in offering the most comprehensive solution in the market, and received ongoing recognition from key market research firms including Gartner and Forrester, adding weight to Bigtincan's market position.

In November 2018, Bigtincan shipped the first release of the integrated Bigtincan Sales Enablement Automation Platform including the initial integration of the Zunos learning and training solution offering customers the ability to integrate skills development with sales content.

Improving SaaS Metrics

SaaS operating metrics showed significant progress during the half including*;
- Lifetime Value (LTV) increased 91% to $137m.
- LTV/Cost to Acquire Customers improved 17% to 4.15.
- Gross Margins increased 4% to 88%.
- Retention increased by 2% to 87%.

Figure 2: Highlighting LTV growth over time

Customer Wins

During the half Bigtincan added customers across the world including wins in North America, Europe and Asia/Pacific. New Enterprise customers added included:

- American Express
- McKesson
- Broadcom/CA
- Anheuser Busch
- Major League Baseball
- Campbell's Soup
- Eaton Corp
- Cushman Wakefield

FY19 Strategic Priorities

Bigtincan remains focussed on developing its business along the four core pillars announced in the IPO prospectus, together with working to complete the integration of the Zunos and FatStax acquisitions from 1H FY19 and achieving the revenue growth goal for FY19.

Expanding relationships with channels - supporting channels with technical and sales support resources, and tools to drive expanded sales.

Strengthening market leading solutions - continuing leadership in the market with new product releases that provide more value added capabilities to customers, whilst reviewing the market to identify opportunities to expand technology base.

Encouraging third party development programs - through launching developer programs and support systems to grow our partner ecosystem and expand Bigtincan Add-ons to create an easy way for customers to extend and expand their use of Bigtincan.

Expanding sales and marketing capability - Grow channel and direct teams in market sectors not yet covered whilst reviewing the market for opportunities to expand customer base in key sectors, market areas, and geographic territories.

Bigtincan remains on track to deliver its objective of 35-40% revenue growth in FY19 and expects retention to remain stable.

Investor Briefing Call
Following the release of Bigtincan Holdings Limited's (ASX: BTH) 1H19 results on Thursday, 21 February the company will be hosting a briefing for investors and analysts at 11.00am (AEDT)
Participate Main Conference Details:

To pre-register for the briefing and avoid a queue while calling, please register at the following link: https://services.choruscall.com.au/diamondpass/bigtincan-413304-invite.html

If you are unable to pre-register, at the time of the call please dial one of the numbers below and provide the **conference ID: 413304** to the operator.

Australia Toll Free: **1 800 558 698**
Australia Local: **+61 02 9007 3187**

To learn more about Bigtincan and Bigtincan Hub, visit www.bigtincan.com or read the 2018 Gartner "Market Guide for Digital Content Management for Sales" report available for download here.

*Annualised Recurring Revenue (ARR) represents contracted, recurring revenue on an annualised basis. All amounts are AUD.
Retention numbers exclude acquisition related impacts.

Additional Information

For further comment or other information please contact:

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