

## ASX Announcement

17 April 2019

# Bigtincan signs \$615,000 contract with BT Openreach and announces new Patent Award

- Bigtincan signs expansion contract for a minimum \$615,000 total contract value over 12 months, with usage-based extension options, from Openreach - a division of BT Group plc (BT, formerly British Telecom), one of the world's leading telecommunications companies.
- Deal extends existing relationship with Openreach with revenue increase of 83% over Openreach's initial contract showing the benefits of Bigtincan's land and expand strategy.
- Bigtincan technology being leveraged in alignment with Openreach's strategic long-term initiatives to reduce overall installation times and increase customer satisfaction rates whilst providing cost avoidance
- Continues Bigtincan's success in winning the world's largest deals in Sales & Service Enablement.
- Also Bigtincan is pleased to announce that its latest patent application has been awarded in the USA.

Bigtincan Holdings Limited (ASX: BTH) ("Bigtincan") is pleased to announce it has signed an extension to its existing agreement with Openreach to create an enablement solution for customer facing teams processing orders and updates for the telecommunication infrastructure in the UK.

The contract is a minimum of \$615,000 over 12 months and is structured for growth, as the contract provides for additional expansion during the next 12 months tied to usage. Bigtincan software will be used by Openreach teams and hundreds of external contractors who work with Openreach supporting the fixed line telecommunications system across the UK.

This engagement demonstrates the expanded use of Bigtincan software covering a range of customer facing users as sales enablement technology continues to be adopted by enterprise organisations.

"We are pleased to see Openreach expand on their use of our software to solve complex problems in the field," said David Keane, CEO Bigtincan, "and we are delighted to be working with such an innovative organisation as Openreach in the UK together with the history of its parent BT globally."

With this Openreach expansion, Bigtincan now works with 5 of the world's top telecommunications companies in delivering advanced Sales Enablement solutions.

As part of its program of work in protecting intellectual property, Bigtincan is pleased to announce that its US Patent Application No. 14/899,940 has been awarded in the USA.

The Patent covers Bigtincan's pioneering work in creating a new way to allow users on mobile devices to view, interact with and share multiple pieces of content in a single screen. The Patent describes the ability for a user to have access to multiple pieces of content displayed in tabs (similar to how a web browser allows for viewing web content) on a mobile device where the content can be viewable or editable content pieces.

“The awarding of these patents shows the benefit of being an early entrant to Sales Enablement”, said David Keane, “We see ongoing innovation in the industry as critical for the future of Sales Enablement and recognition of that innovation through patent grants”.

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## Further Information

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## About Openreach

Openreach is Britain's digital network business.

We're 30,400 people who connect homes, mobile phone masts, schools, shops, banks, hospitals, libraries, broadcasters, governments and businesses - large and small - to the world.

Our mission is to build the best possible network, with the highest quality service, making sure that everyone in Britain can be connected.

We work on behalf of more than 600 communications providers like SKY, TalkTalk, Vodafone, and BT, and our fibre broadband network is the biggest in the UK, passing more than 27 million premises. We're also the platform for Britain's thriving digital economy, which is the largest in the G20.

We're working hard to give people the speeds they need to run and enjoy their daily lives. Over the last decade, we've invested more than £11 billion into our network and we now manage more than 160 million kilometres of cable stretching from Scotland to Cornwall, from Wales to the east coast. And we're continuing to take that network further - making superfast broadband speeds available to thousands more homes and businesses every week.

Openreach is a wholly owned and independently governed division of the BT Group, and it is a highly regulated business, with more than 90 per cent of our revenues generated from services that are regulated by Ofcom and any company can access our products under the same prices, terms and conditions.

For the year ended 31 March 2018, we reported revenues of £5.1bn.

For more information, visit [openreach.co.uk](http://openreach.co.uk)

## 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.