

## ASX Announcement

24 April 2019

### Bigtincan Holdings Ltd March 2019 Quarterly Report & Appendix 4C

*Continued execution in growing market anchors strong quarter*

**Bigtincan Holdings Limited (ASX:BTH) ('Bigtincan')**, a global software company providing a leading AI-powered sales enablement automation platform, has today released its Appendix 4C and is pleased to present commentary on activities in Q3 FY 2019.

#### Highlights for the Quarter include;

- Q3 FY19 cash receipts of \$5.4m up 19% from 2Q FY19.
- New Partnership with Adobe to create new product offering (Bigtincan for Adobe).
- Bigtincan for Retail announced at the NRF show in NYC. New product offering tailored for the retail vertical.
- Announced two major customer deals - T-Mobile and Eaton - with a combined new contract win value of ~\$10m - and total contract value of ~\$13.9m.
- Continued momentum in integration and adoption across Bigtincan's business for customers from business acquisitions made in H1 FY19.
- New partners join the Bigtincan Channel Program.
- Significant technology and product innovation across the Sales Enablement space.

#### Cash Commentary

Cash receipts increased 19% from 2Q FY19 to \$5.4m representing the largest cash collection quarter in Bigtincan's history.

Operating Cash outflows were \$6.8m, below the 2Q FY19 outflows of \$7.5m which included integration costs related to acquisitions in 1H FY19. Cash outflows related to Bigtincan's successful \$15.6m Entitlement Offer announced in April 2019 were also incurred in this quarter.

Bigtincan ended the quarter with \$12.2m in cash and is well funded to continue its growth trajectory.

#### Bigtincan for Adobe

During the quarter, Bigtincan announced the launch of Bigtincan for Adobe, the sales enablement industry's first platform for Adobe, designed for marketers to leverage Bigtincan's AI-driven real-time automation, intelligently delivering Adobe assets to meet the demands of mobile sales teams.

Key capabilities and benefits of the solution include:

- Adobe Experience Manager Integration (AEM) enables organizations to deliver a connected and compelling digital experience across the customer journey.
- Adobe InDesign Extension publishes directly to Bigtincan and enables easy and dynamic personalization of the content from InDesign.
- Marketo Marketing Automation /Adobe Campaign accelerates campaign delivery, improves sales engagement and provides rich data/analytics to marketing automation platforms for leads and contacts.

Bigtincan launched the new partnership and product at the global Adobe Summit in Las Vegas on 26 March 2019.

### **Bigtincan for Retail**

As part of the Company's strategy to create new revenue growth opportunities in key verticals, Bigtincan announced the release of the new Retail vertical at the NRF show (the world's largest retail technology show) in New York on 14 January 2019. Bigtincan retail combines a comprehensive set of product capabilities, integrations and bundled services. These capabilities allow retailers/brands, hospitality companies, telco organizations, restaurants and franchises to ensure their sales teams not only have access to the best content and collateral assets, but use the latest technologies to enhance the selling experience for retail sales associates and sales teams.

Key capabilities and benefits of the solution include all the features of Bigtincan Ultimate, plus:

- Augmented Reality support for retailers looking to digitize their selling motion by adding interactive image and video overlay to increase customer engagement.
- HR Data feed support that allows retailers to connect their operations and people management systems to Bigtincan to ensure that the right associate or manager in store is getting the right learning and data.
- Learning module for continued associate skill development. This integrated staff performance coaching module empowers retail to perform reviews and perfect the quality of customer interaction.
- Upgraded user experience through a customized home screen experience that allows for unique internal and customer facing experiences in the same solution including an integrated tasks module to assist retailers with task management in store and an integrated calendar module to arrange and monitor activities that happen in store every day.

### **New Customers**

During the quarter Bigtincan announced to the market expansion in two existing customers (T-Mobile USA, and Eaton Corporation) totaling ~\$10m in expansion value.

Additionally Bigtincan continued to win new customers adding additional Fortune 500 and other customers to the Bigtincan network. Notable customer deals for the quarter were;

Mohawk Industries/Daltile (#315 on Fortune 500) - Daltile a subsidiary of Mohawk Industries, and the largest ceramic tile manufacturer in the United States engaged with Bigtincan for a mixed content and learning used case for a two year deal through channel partner CompuCom.

Cisco (#27 on Fortune 500) - Cisco's Meraki business unit chose Bigtincan for a deployment to sales team members allowing each customer facing user to be empowered to be more successful when working with customers. The Bigtincan implementation included integration in salesforce.com and other internal Cisco systems.

Scoot - the Singapore-based airline subsidiary of Singapore Airlines covering South East Asia and Australia chose Bigtincan learning technology to implement a program that will be used to deliver learning and training to thousands of customer facing flight crew members across their business creating a way to change the game for how they deliver skill development using mobile devices.

Pentair (#627 on Fortune 500) and AO Smith Corporation (#732 on Fortune 500) - Bigtincan continued its strong push into the US manufacturing vertical with the integration of its newly purchased subsidiary FatStax, LLC. Pentair, Inc and AO Smith Corporation (combined USD\$303,000 in recurring annual subscription revenue) in addition to several mid-sized US-based manufacturers.

### **Acquisition Integration**

Integration activities continued from Bigtincan's calendar year 2018 acquisitions with new features launched including Manager Dashboard for learning, and new updates to Catalog functions - now available for purchase through Bigtincan's direct sales team and channel partners. Bigtincan has now completed all critical commercial integration and is offering products under a single gotomarket strategy.

### **Scaling Strategy with Growing Partner Network**

In addition to scaling customers, launching new products, winning new deals, and continuing to build profile in the sales enablement market, this quarter the company continued to focus on building scale adding Stratix and Pivot to the Bigtincan partnership program.

Atlanta, Georgia-based Stratix offers a comprehensive portfolio of tailored Managed Mobile Services focused on enabling organizations to operationalize their mobile investment quickly and drive business transformation. Adding in Bigtincan as a solution to their mobility focused sales team allows them to provide additional value to their clients on top of the hardware they are delivering today.

Dallas, Texas-based Pivot is focused on identifying and promoting emerging technologies that support their mission of delivering solutions and services to optimize their customers existing infrastructure. They have a primary focus on delivering solutions, not just products, to their clients. Pivot is an existing Bigtincan customer who, after using the technology, decided it would be valuable to their customer base as well.

### **Outlook**

Bigtincan is on track to achieve its upgraded guidance of year on year revenue growth for FY19 in excess of 40%. The company is well funded to achieve its current growth objectives and continues to believe that the market for sales enablement supports these growth objectives.

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[1] Bigtincan uses certain measures to manage and report on its business that are not recognised under AAS or IFRS. These measures are collectively referred to under Regulatory Guide 230 'Disclosing non-IFRS financial information' published by ASIC. Annualised Recurring Revenue (ARR) represents contracted, recurring revenue on an annualised basis.

[2] Gartner uses the acronym DCMS to represent Digital Content Management for Sales – their reference for Sales Enablement

Quarterly report for entities subject to Listing Rule 4.7B

APPENDIX 4C- DECEMBER 2018 QUARTERLY CASH FLOW

Name of entity

<b>Bigtincan Holdings Limited</b>	
<b>ABN</b>	<b>Quarter ended ("current quarter")</b>
98 154 944 797	31 March 2019

<b>Consolidated statement of cash flows</b>		<b>Current quarter \$A'000</b>	<b>Year to date (9 months) \$A'000</b>
<b>1.</b>	<b>Cash flows from operating activities</b>		
1.1	Receipts from customers	5,353	13,262
1.2	Payments for		
	(a) research and development	-	-
	(b) product manufacturing and operating costs	-	-
	(c) advertising and marketing	(406)	(1,927)
	(d) leased assets	-	-
	(e) staff costs	(5,102)	(15,217)
	(f) administration and corporate costs	(1,296)	(3,923)
1.3	Dividends received (see note 3)	0	0
1.4	Interest received	30	152
1.5	Interest and other costs of finance paid	-	-
1.6	Income taxes paid	-	-
1.7	Government grants and tax incentives	58	843
1.8	Other	(36)	(40)
<b>1.9</b>	<b>Net cash from / (used in) operating activities</b>	<b>(1,399)</b>	<b>(6,850)</b>

<b>2.</b>	<b>Cash flows from investing activities</b>		
2.1	Payments to acquire:		
	(a) property, plant and equipment	(7)	(86)
	(b) businesses (see item 10)	(54)	(5,923)
	(c) investments	-	-

	(d) intellectual property	-	-
	(e) other non-current assets	-	-
2.2	Proceeds from disposal of:		
	(a) property, plant and equipment	-	-
	(b) businesses (see item 10)	-	-
	(c) investments	-	-
	(d) intellectual property	-	-
	(e) other non-current assets	-	-
2.3	Cash flows from loans to other entities	-	-
2.4	Dividends received (see note 3)	-	-
2.5	Other (provide details if material)	-	-
2.6	<b>Net cash from / (used in) investing activities</b>	<b>(61)</b>	<b>(6,008)</b>

<b>3.</b>	<b>Cash flows from financing activities</b>		
3.1	Proceeds from issues of shares	38	907
3.2	Proceeds from issue of convertible notes	-	-
3.3	Proceeds from exercise of share options	-	-
3.4	Transaction costs related to issues of shares, convertible notes or options	-	-
3.5	Proceeds from borrowings	-	-
3.6	Repayment of borrowings	-	-
3.7	Transaction costs related to loans and borrowings	-	-
3.8	Dividends paid	-	-
3.9	Other		
	(a) Capitalised issue costs	(29)	(48)
3.10	<b>Net cash from / (used in) financing activities</b>	<b>9</b>	<b>859</b>

<b>4.</b>	<b>Net increase / (decrease) in cash and cash equivalents for the period</b>		
4.1	Cash and cash equivalents at beginning of quarter/year to date	13,627	24,175
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(1,399)	(6,850)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	(61)	(6,008)
4.4	Net cash from / (used in) financing activities (item 3.10 above)	9	859

4.5	Effect of movement in exchange rates on cash held	-	-
4.6	<b>Cash and cash equivalents at end of quarter</b>	<b>12,176</b>	<b>12,176</b>

5.	<b>Reconciliation of cash and cash equivalents</b> at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	<b>Current quarter \$A'000</b>	<b>Previous quarter \$A'000</b>
5.1	Bank balances	12,176	13,627
5.2	Call deposits	-	-
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
5.5	<b>Cash and cash equivalents at end of quarter (should equal item 4.6 above)</b>	<b>12,176</b>	<b>13,627</b>

6.	<b>Payments to directors of the entity and their associates</b>	<b>Current quarter \$A'000</b>
6.1	Aggregate amount of payments to these parties included in item 1.2	214
6.2	Aggregate amount of cash flow from loans to these parties included in item 2.3	-
6.3	Include below any explanation necessary to understand the transactions included in items 6.1 and 6.2	

For the quarter ended 31 March 2019, payments to directors for fees and salaries of \$214,269 were made.

7.	<b>Payments to related entities of the entity and their associates</b>	<b>Current quarter \$A'000</b>
7.1	Aggregate amount of payments to these parties included in item 1.2	-
7.2	Aggregate amount of cash flow from loans to these parties included in item 2.3	-
7.3	Include below any explanation necessary to understand the transactions included in items 7.1 and 7.2	

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8.	<b>Financing facilities available</b> <i>Add notes as necessary for an understanding of the position</i>	<b>Total facility amount at quarter end</b>	<b>Amount drawn at quarter end</b>
		<b>\$A'000</b>	<b>\$A'000</b>
8.1	Loan facilities	-	-
8.2	Credit standby arrangements	-	-
8.3	Other (please specify)	-	-
8.4	Include below a description of each facility above, including the lender, interest rate and whether it is secured or unsecured. If any additional facilities have been entered into or are proposed to be entered into after quarter end, include details of those facilities as well.		

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9.	<b>Estimated cash outflows for next quarter</b>	<b>\$A'000</b>
9.1	Research and development	-
9.2	Product manufacturing and operating costs	
9.3	Advertising and marketing	350
9.4	Leased assets	
9.5	Staff costs	5,000
9.6	Administration and corporate costs	1,200
9.7	Other	
9.8	<b>Total estimated cash outflows</b>	<b>6,550</b>

10.	<b>Acquisitions and disposals of business entities (items 2.1(b) and 2.2(b) above)</b>	<b>Acquisitions \$A'000</b>	<b>Disposals</b>
10.1	Name of entity	-	-
10.2	Place of incorporation or registration	-	-
10.3	Consideration for acquisition	-	-
10.4	Total net assets	-	-
10.5	Nature of business	-	-



**Compliance statement**

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

Sign here: .



(Director/Company secretary)

Date: 24 April 2019.

Print name: Mark Theodore Ohlsson.

**Notes**

1. The quarterly report provides a basis for informing the market how the entity's activities have been financed for the past quarter and the effect on its cash position. An entity that wishes to disclose additional information is encouraged to do so, in a note or notes included in or attached to this report.
2. If this quarterly report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.