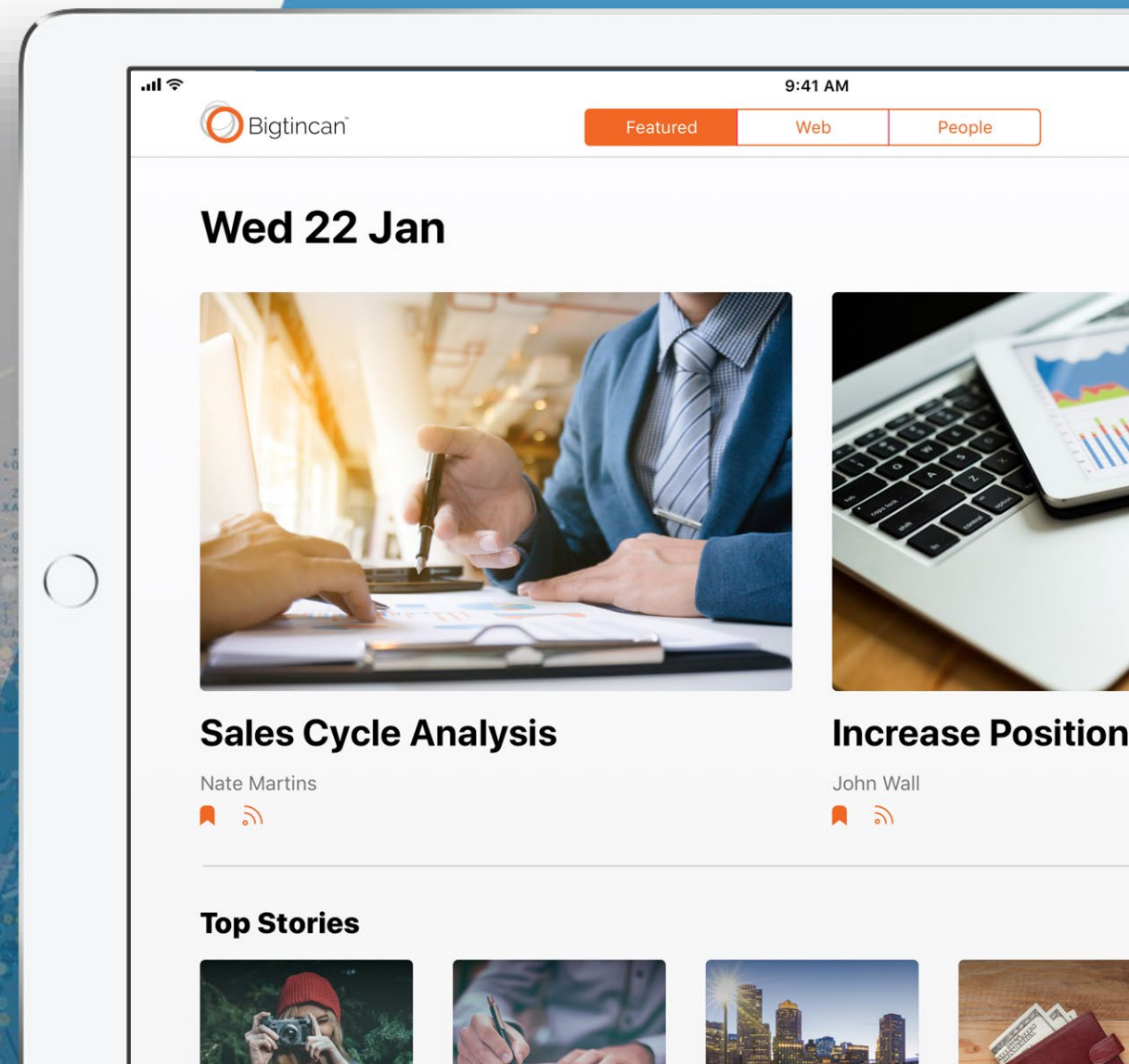




INVESTOR EVENT PRESENTATION

BIGTINCAN HOLDINGS LIMITED
(ASX:BTH)

12 JUNE 2019



Company Overview

Bigtincan Holdings Limited ("**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.

ASX Ticker	BTH
Listing on ASX	24 March 17
Market Capitalisation	\$126.0m
Share Price (11/6/19)	\$0.485
Shares on Issue	259.9M
Headquarters	Sydney, Boston

ARR (Dec 18)	\$20.9m
ARR Growth 1H2019	63% vs 1H18
Revenue 1H2019	\$9.4m
Cash (31 March 2019)	\$12.2m
US based revenue %	91%
Customer LTV @ Dec 31 2018	\$137m

Investment Highlights

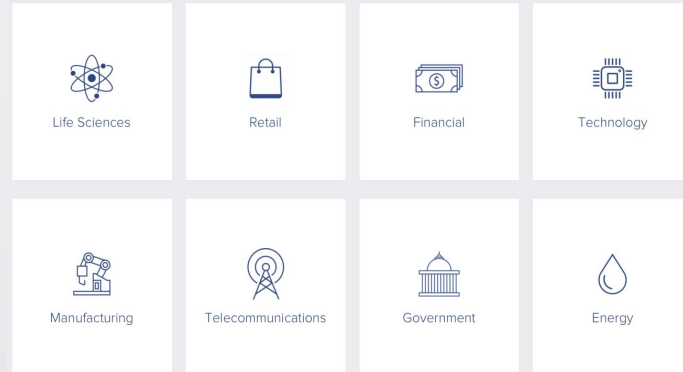
- Bigtincan has **hundreds of customers including** AT&T, Thermo Fisher, Merck and ANZ Bank, **over 150,000+ licensed users**, an established business in North America and an emerging business in the UK and European markets.
- The Company remains **on track to meet its recently upgraded guidance to exceed 40% year on year revenue growth** in FY19 and expects retention to remain stable.
- **\$15.6m raised in May 2019** and proceeds will enable Bigtincan to accelerate key strategic priorities as outlined in H1 results:
 - Expand sales and marketing staff (primarily USA and UK)
 - Technology and product development to drive Innovation
 - M&A opportunities in line with acquisition criteria
- **Highly experienced Board and management team with a proven track record** in founding, developing and operating companies in the content, mobile application, digital services and technology spaces.



Bigtincan - Global leader in Sales Enablement

CUSTOMERS

- 400+ 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.

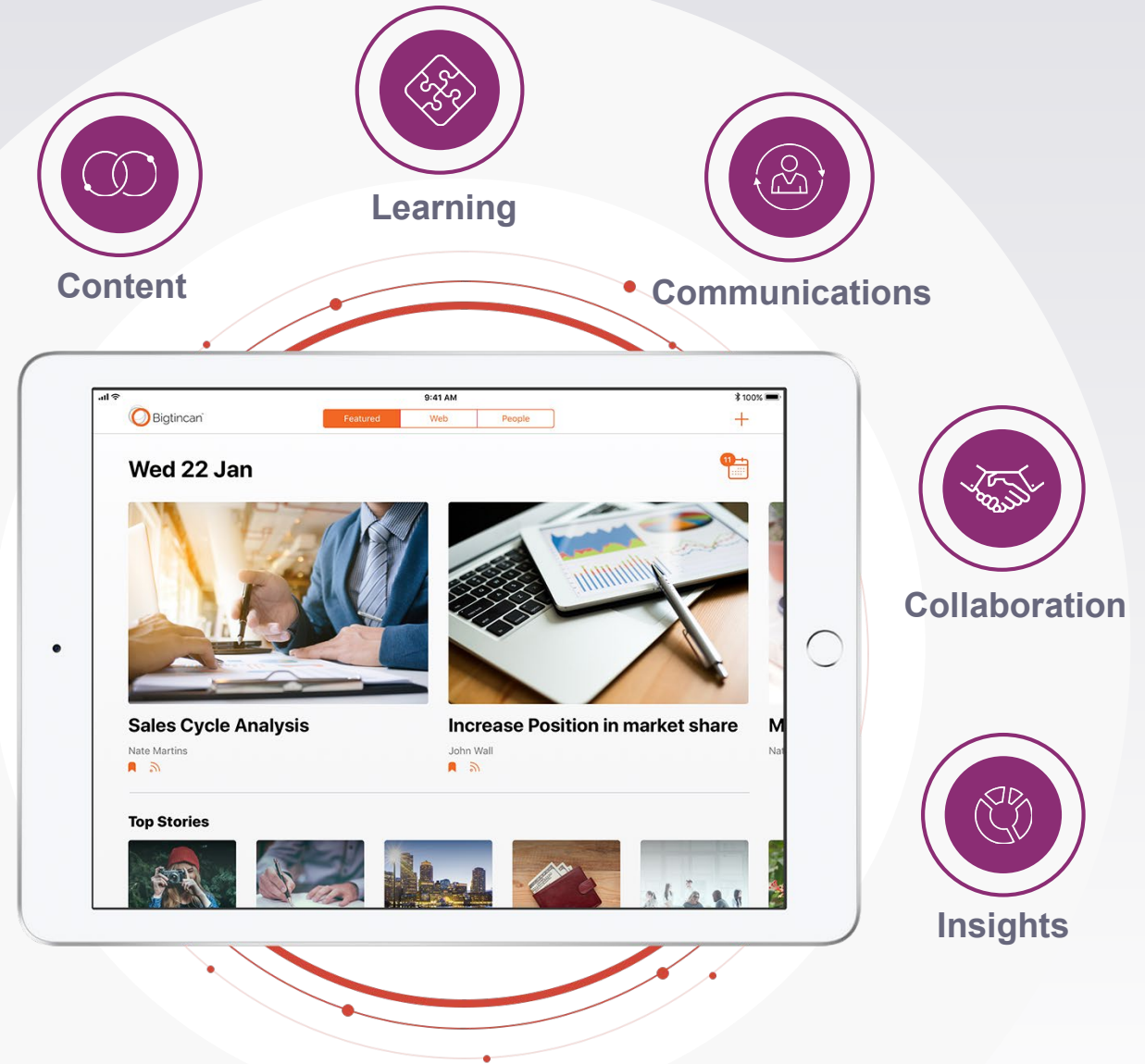


MARKET TRACTION

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



What Sales Enablement Delivers for the world's leading enterprise organisations



What's at Stake?

Ability for sales people
to keep up in the predator/prey
battle

Existing software built in the **2000s** not cutting it for
customer engagement

Over
20m

sales professionals

In the USA fighting for attention

85%
of buyers

are making decisions before they
talk to salespeople

Market Size & Growth

Total Sales Tools
Market*
\$80B



Sales
Enablement
\$5B*

*Target market size by 2021.

Source: The Growth of Content Management, Cloud Office Suites, and Sales Engagement and the Total Sales Technology Market for 2015 to 2021. Aragon Research.
- SEP; Sales Enablement Platform
- CM; Content Management
- CRM; Customer Relationship Management
All amounts USD.

“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

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

Aragon Research “Sales Engagement Platforms” 2017

A global leader in sales enablement

91%

Revenue from
North America

51

Countries with
Bigtincan deployments

3

Acquisitions over the last
two years



Financial Highlights - 1H FY19 vs 1H FY18

ARR¹
\$20.87m

↑ 63%

REVENUE
\$9.43m

↑ 56%

LOSS
(\$1.95m)

↓ 36%

RETENTION²

87%

CASH³

\$12.2m
+ \$15.6m Before Costs

DEBT

Nil

¹ Annualised Recurring Revenue (ARR) represents contracted, recurring revenue on an annualised basis. See Glossary. NB. All amounts are AUD.

² Retention calculation excludes the effects of acquisition in the period. See Glossary

³ Cash figure is at 31 March 2019 and Includes rental deposits

REVENUE GROWTH (000's)

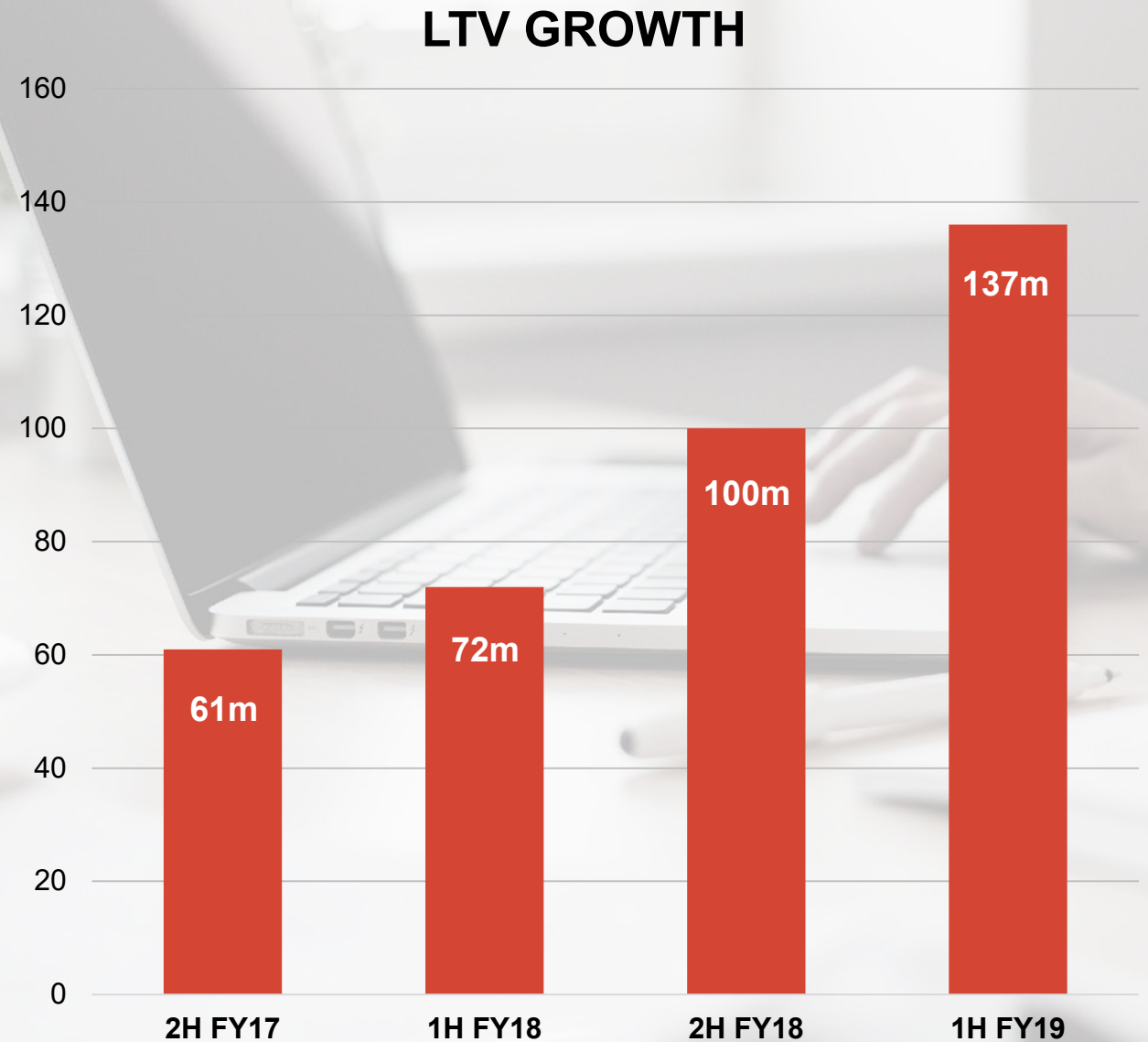


Strategy for continued growth

Bigtincan remains on track to meet its recently upgraded guidance to exceed 40% year on year revenue growth in FY19.

Creating Lifelong Customers

Lifetime Value (LTV) is projected revenue that Bigtincan customers will generate during their lifetime



Strategic M&A accelerates roadmap



Industry's First
Sales Enablement
Automation Platform



Vertical market offerings

Deeper/broader go-to-market

Strong technology

Exceptional people

Positive financial impact

Delivering on the future of the market

Acquisition FatStax 2018

- SKU-based dynamic catalog
- Bigtincan for manufacturing
- Vertical penetration

Acquisition Zunos 2018

- Microlearning & training
- Bigtincan Ultimate Edition
- Horizontal value add

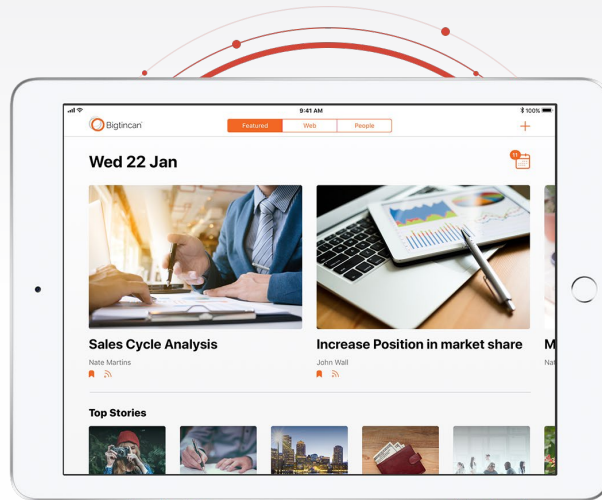
Acquisition Contondo 2017

- Ontologies for content
- Bigtincan for Salesforce
- AI advances

Revenue Growth Opportunities

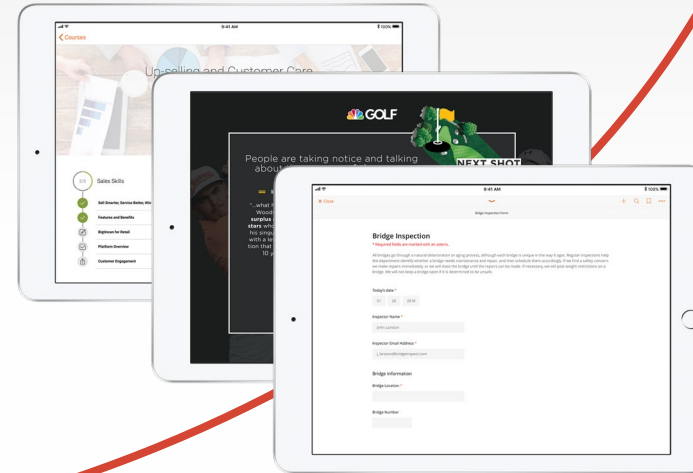
Two vectors for growth

INITIAL
PURCHASE



EXPAND

MORE USERS



Bigtincan

- Learning
- Catalog
- Add-ons

ADDED CAPABILITIES

Roadmap for FY20



Market

- Launch Bigtincan product offerings for Marketing, Manufacturing and enhance existing Retail and Life Sciences Packages.
- Increase direct sales resources across the USA and UK.



Customer

- Increase commitment to customer success and customer acquisition programs through increased resourcing, and focused go to market programs.



Channel

- Deepen channel development activities to support growing market development and channel expansion.
- Expanded development of UK, and European partner network.



Technology

- Continue strong software release cadence across all platforms.
- Expand resources focussed on data science and AI technologies.



Corporate

- Continue to review market for accretive M&A opportunities to accelerate technology roadmap and enhance go to market opportunity.
- Bigtincan expects to deliver in excess of 40% revenue growth in FY19 and expects retention to remain stable.

Board of Directors

Tom Amos

Independent Non-Executive Chairman

- Managing Director of emerging digital presence company dLook Pty Ltd and a Director of Ambertech Ltd (ASX:AMO).
- Actively develops private tech companies to grow and gain access to resources offered by public markets both in Australia and internationally.
- Founding and long term independent director of Macquarie Bank's Macquarie Technology Ventures Pty Ltd. Former MD and Partner of Amos Akeed Swift Pty Ltd, FlowCom Ltd

Wayne Stevenson

Independent Non-Executive Director

- Board member since October 2016, with over 35 years' experience in banking and finance with senior positions with ANZ including Group GM.
- Held various CFO roles across ANZ over a period of 15 years and currently, Independent Non-Executive Chairman of ASX listed QMS Media Limited (ASX:QMS) and NED at ANZ Lenders Mortgage Insurance Ltd and Credit Union Australia.

John Scull

Non-Executive Director

- Co-founding MD of Southern Cross Venture Partners, a technology focused venture capital firm with international offices.
- Currently on the Board of Quantenna (QTNA), a public US-based company that recently listed on Nasdaq.
- Strong enterprise software, SaaS, and mobile/wireless industry experience. Former marketing executive at Apple and CEO of three software companies.

David Keane

Co-Founder and CEO

- Started in the networking and communications market with Utah and California-based Novell running Asian marketing for Boston-based Wellfleet Communications, Inc. then grew the business for California based Xylan Corp. in Australia and New Zealand.
- Founded Veritel Wireless Pty Ltd, subsequently sold to ASX-listed BigAir Group Limited.
- Pioneer in the mobile app sector starting in 2008 with the release of the first iPhone SDK. Oversaw the development, promotion, and expansion of heavily downloaded apps including BuzzMe and AdFree.

Important Notice and Disclaimer

This presentation is provided by Bigtincan Holdings Limited ACN 154 944 797 (**Bigtincan**) to provide summary information about Bigtincan and its subsidiaries (the Group). Statements in this presentation are made only as at 12 June 2019 and the information in this presentation remains subject to change without notice. The information in this presentation is of a general nature and does not purport to be complete, is provided solely for information purposes and should not be relied upon by the recipient.

This presentation is not, and does not constitute, or form any part of, an offer to sell or issue, or the solicitation, invitation or recommendation to purchase any securities.

No representation or warranty, express or implied, is made as to the fairness, accuracy, completeness or correctness of the information, opinions and conclusions contained in this presentation. This presentation does not purport to summarise all information that a recipient should consider when making an investment decision, and should not form the basis of any decision by a recipient.

Recipients should carry out their own investigations and analysis of the Group and verify the accuracy, reliability and completeness of the information contained in this presentation or any other form of communication to which the recipient is permitted access in the course of evaluating an investment in Bigtincan.

No liability

To the maximum extent permitted by law, none of Bigtincan or its respective affiliates or related bodies corporate or any of their respective officers, directors, employees and agents (Related Parties), nor any other person, accepts any responsibility or liability for, and makes no recommendation, representation or warranty concerning, the content of this presentation, Bigtincan, the Group or Bigtincan securities including, without limitation, any liability arising from fault or negligence, for any loss arising from the use of or reliance on any of the information contained in this presentation or otherwise arising in connection with it.

This presentation is not, and does not constitute, or form any part of, an offer to sell or the solicitation, invitation or recommendation to purchase any securities in the United States and neither this presentation nor anything contained herein shall form the basis of any contract or commitment. This presentation may not be distributed or released in the United States. Securities may not be offered or sold in the United States unless such securities are registered under the U.S. Securities Act of 1933, as amended (U.S. Securities Act) or in a transaction exempt from, or not subject to, the registration requirements of the U.S. Securities Act and any other applicable securities laws. Any public offering of securities in the United States would be made by means of a prospectus that would be obtained from the issuer or selling security holder and that would contain detailed information regarding the company and management, as well as financial statements. Each institution or person that reviews this presentation will be deemed to represent that each such institution or person is not in the United States.

The distribution of this presentation may be restricted by law. Persons who come into possession of this presentation should seek advice and observe any such restrictions. Any failure to comply with such restrictions may constitute a violation of applicable securities laws.

Not financial product advice

Reliance should not be placed on the information or opinions contained in this presentation. This presentation is for informational purposes only and is not a financial product or investment advice or recommendation to acquire Bigtincan securities and does not take into consideration the investment objectives, financial situation or particular needs of any particular investor.

You should make your own assessment of an investment in Bigtincan and should not rely on this presentation. In all cases, you should conduct your own research of Bigtincan and the Group and analysis of the financial condition, assets and liabilities, financial position and performance, profits and losses, prospects and business affairs of Bigtincan, the Group and its business, and the contents of this presentation. You should seek legal, financial, tax and other advice appropriate to your jurisdiction.

Past performance

Past performance information given in this presentation is given for illustrative purposes only and should not be relied upon as (and is not) an indication of future performance.

Future performance

This presentation contains certain forward-looking statements with respect to the financial condition, operations and business of the Group and certain plans and objectives of the management of Bigtincan. Forward-looking statements can be identified by the use of forward-looking terminology, including, without limitation, the terms "believes", "estimates", "anticipates", "expects", "predicts", "intends", "plans", "goals", "targets", "aims", "outlook", "guidance", "forecasts", "may", "will", "would", "could" or "should" or, in each case, their negative or other variations or comparable terminology. These forward-looking statements include all matters that are not historical facts.

Such forward looking statements involve known and unknown risks, uncertainties and other factors which because of their nature may cause the actual results or performance of the Group to be materially different from the results or performance expressed or implied by such forward looking statements. Such forward looking statements are based on numerous assumptions regarding the Group's present and future business strategies and the political and economic environment in which the Group will operate in the future, which may not be reasonable, and are not guarantees or predictions of future performance. No representation is made that any of these statements or forecasts will come to pass or that any forecast result will be achieved, or that there is a reasonable basis for any of these statements or forecasts.

Forward-looking statements speak only as at the date of this presentation and to the full extent permitted by law, Bigtincan, the Lead Manager and their respective affiliates and related bodies corporate and each of their respective Related Parties and intermediaries disclaim any obligation or undertaking to release any updates or revisions to information to reflect any change in any of the information contained in this presentation (including, but not limited to, any assumptions or expectations set out in the presentation).

Financial data

All figures in the presentation are A\$ unless stated otherwise.

Financial Information

Any pro forma and forecast financial information provided in this presentation is for illustrative purposes only and do not represent a forecast or expectation as to the Group's future financial condition and/or performance. This document has been prepared at a time where the review of financial information contained in this presentation has not been completed and accordingly, you should only rely on any forecast or expectation as to the Group's future financial condition and/or performance that is contained in a prospectus or other offering document which may be issued by Bigtincan in connection with any offer of Bigtincan securities.

Contact



Mark Ohlsson
Company Secretary
+61 (0) 400 801 814
investor@bigtincan.com



Jane Morgan
Investor Relations
+61 (0) 405 555 618
jm@janemorganmanagment.com.au