

ASX Announcement

18 July 2019

Bigtincan expands Anheuser-Busch's deployment to reach independent wholesalers

- Bigtincan expands Anheuser-Busch's use and deployment of Bigtincan® Hub technology to reach independent wholesalers.
- The expansion will deliver sales enablement to an initial group of independent wholesalers across the USA, commencing in 1H FY20.
- Total contract value including expansion grows to ~\$692,000
- Demonstrates Bigtincan's continued success in securing and expanding large enterprise contracts.

Bigtincan Holdings Limited (ASX: BTH) ("Bigtincan") is pleased to announce it has expanded its existing relationship with one of the world's largest brewers, Anheuser-Busch InBev (Euronext: ABI, NYSE: BUD) ("Anheuser-Busch"), to deliver sales enablement to an initial set of independent wholesalers across the USA. Anheuser-Busch has over 18,000 employees in the U.S., a ~12,000-strong independent wholesaler network, and produces many loved beer brands including Budweiser and Stella Artois.

Bigtincan® Hub™ software platform will be used by an initial set of Anheuser-Busch's independent wholesalers to deliver content and provide communications based on Bigtincan's advanced content delivery technology, SalesAI. The solution is being used to extend the existing use of Bigtincan software from internal sales teams to external independent wholesalers.

Describing the solution, Anheuser-Busch's Director of Market Planning, Andrew Bay, commented: "Bigtincan as an application has allowed these individual wholesalers to deliver local content and evolve that entire branch in operation away from email. We wanted something that was streamlined, intuitive, easy for the reps to understand, but also easy for our guys in the NYC office as well, to upload, use, and make sure they were engaging with the platform". A video of Andrew's presentation at the recent Sirius Decisions Summit is available on Bigtincan's website <https://www.bigtincan.com/resources/customer-profiles/>

Anheuser-Busch became a Bigtincan customer towards the end of the 2018 calendar year, using the Bigtincan product for corporate employees. This expansion is an indication of the growth potential of Sales Enablement software beyond employees, as enterprise organizations seek to have a greater impact on the way in which their channel partners and business associates collaborate and work.

The expanded contract is a clear example of the strategy behind the Bigtincan business, that is, successfully growing deployments with the land and expand business model, and demonstrating the opportunity for Bigtincan software to expand beyond internal corporate use, to the connected enterprise.

Bigtincan's CEO and co-founder David Keane commented, "What Anheuser-Busch is doing to address the need to touch people at all parts of their distribution network is visionary in their industry and is an indication of how Sales Enablement can be more than just about the direct employees. We are excited to support Anheuser-Busch's vision and its growing deployment throughout the USA ."

For more information on the Bigtincan solution set visit <http://www.bigtincan.com>

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Further Information

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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 or follow [@bigtincan](https://twitter.com/bigtincan) on Twitter.