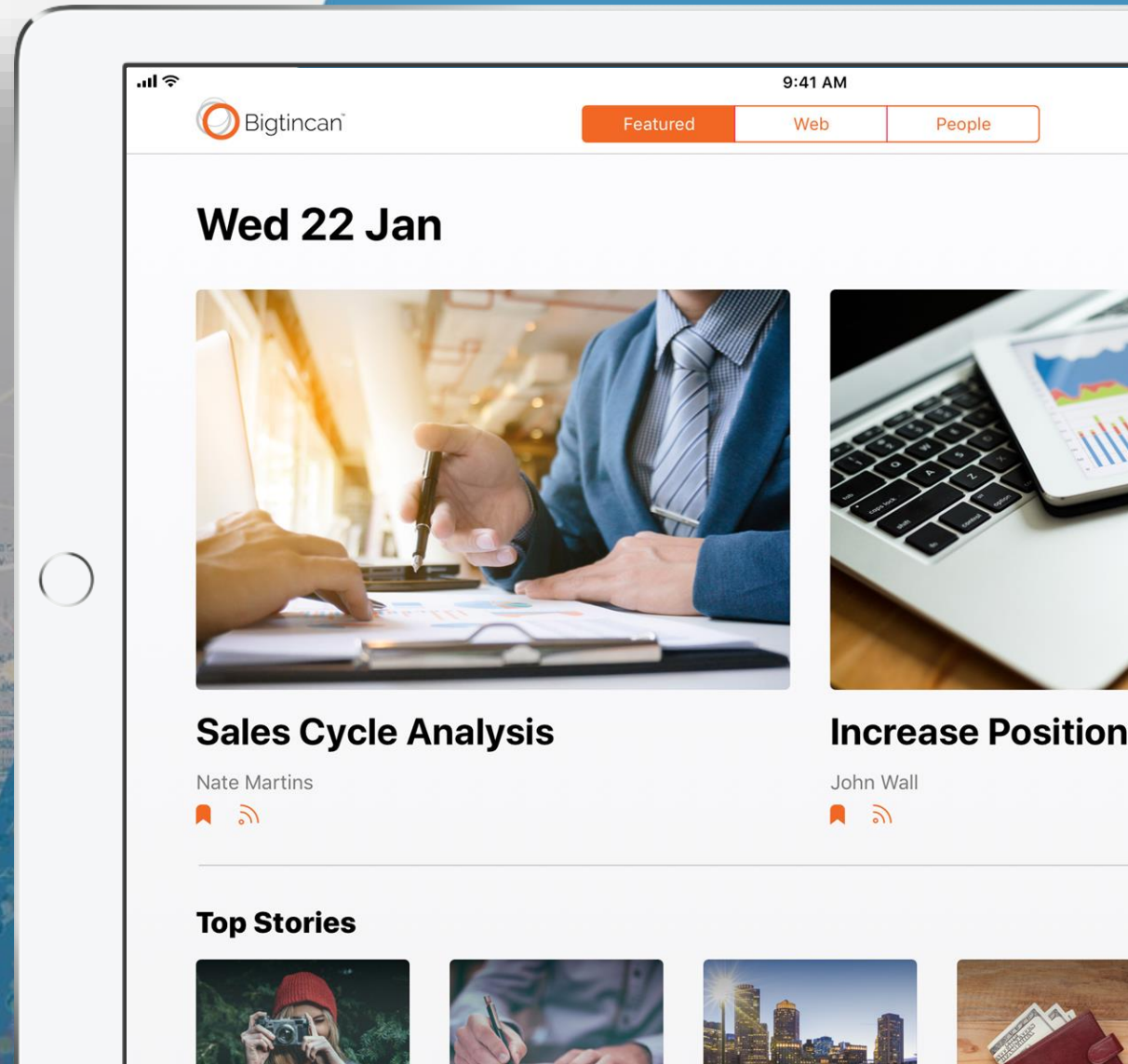




# INVESTOR PRESENTATION

BIGTINCAN HOLDINGS LIMITED  
(ASX:BTH)  
David Keane - CEO

Canaccord 39th Annual Growth Conference  
Aug 7-8, 2019 | Boston



# 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.

<b>ASX Ticker</b>	BTH	<b>ARR @June 19</b>	\$23.4m
<b>Listing on ASX</b>	24 March 17	<b>ARR Growth YoY</b>	52% vs June 18
<b>Market Capitalization*</b>	\$109.17m	<b>GAAP Revenue 1H2019</b>	\$9.4m
<b>Share Price*</b>	\$0.42	<b>Cash @ June 30 2019</b>	\$25.4m
<b>Shares on Issue</b>	259.93m	<b>US based revenue %</b>	91%
<b>Headquarters</b>	Sydney, Boston	<b>Customer LTV @ Dec 31 2018</b>	\$137m

\* As of 5<sup>th</sup> August 2019. All numbers in AUD

# Investment Highlights

- **Cloud-based (SaaS) software platform** to automate sales collateral delivery, training and coaching for Enterprise organisations.
- Large **TAM** (\$5B+) in fast growing SaaS market space.
- **Established customer base including** Anheuser-Busch, Sony PlayStation, AT&T, and ANZ Bank with **over 150,000+ licensed users**, an established business in North America and an emerging business in the UK and European markets.
- **\$15.6m raised in April 2019** - 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 - recently announced acquisition of Veelo Inc.
- **Highly experienced board of directors and management with a proven track record** in founding and developing companies in the content, mobile application, digital services and technology spaces.
- 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.





# Digitization of the Economy is Here



## A NEW WAY OF INTERACTING

Digital has changed how commerce works in the economy

## TODAY

Buyer Seller interactions are faster and more complex than ever before



## SALES ENABLEMENT

Customer facing teams need new ways to win more and be more productivity – and marketers need new insight into customer engagement

# TAM and Market Growth

Total Sales Tools  
Market\*  
**\$80B**

“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



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.

## 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

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**85%**  
**of buyers**

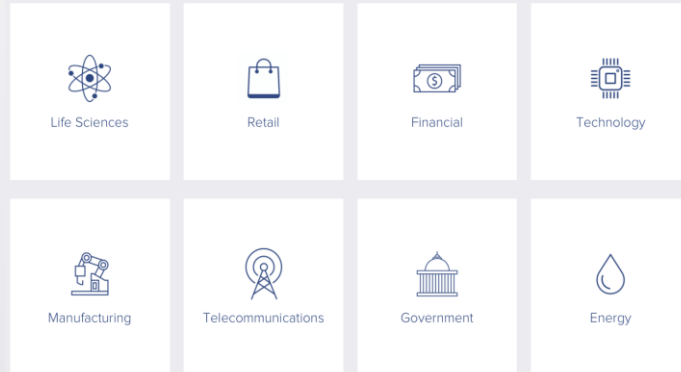
believe they know more than the  
sales person they are engaging with\*



# 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



# A global leader in sales enablement

91%

Revenue from  
North America

52

Countries with  
Bigtincan deployments

4

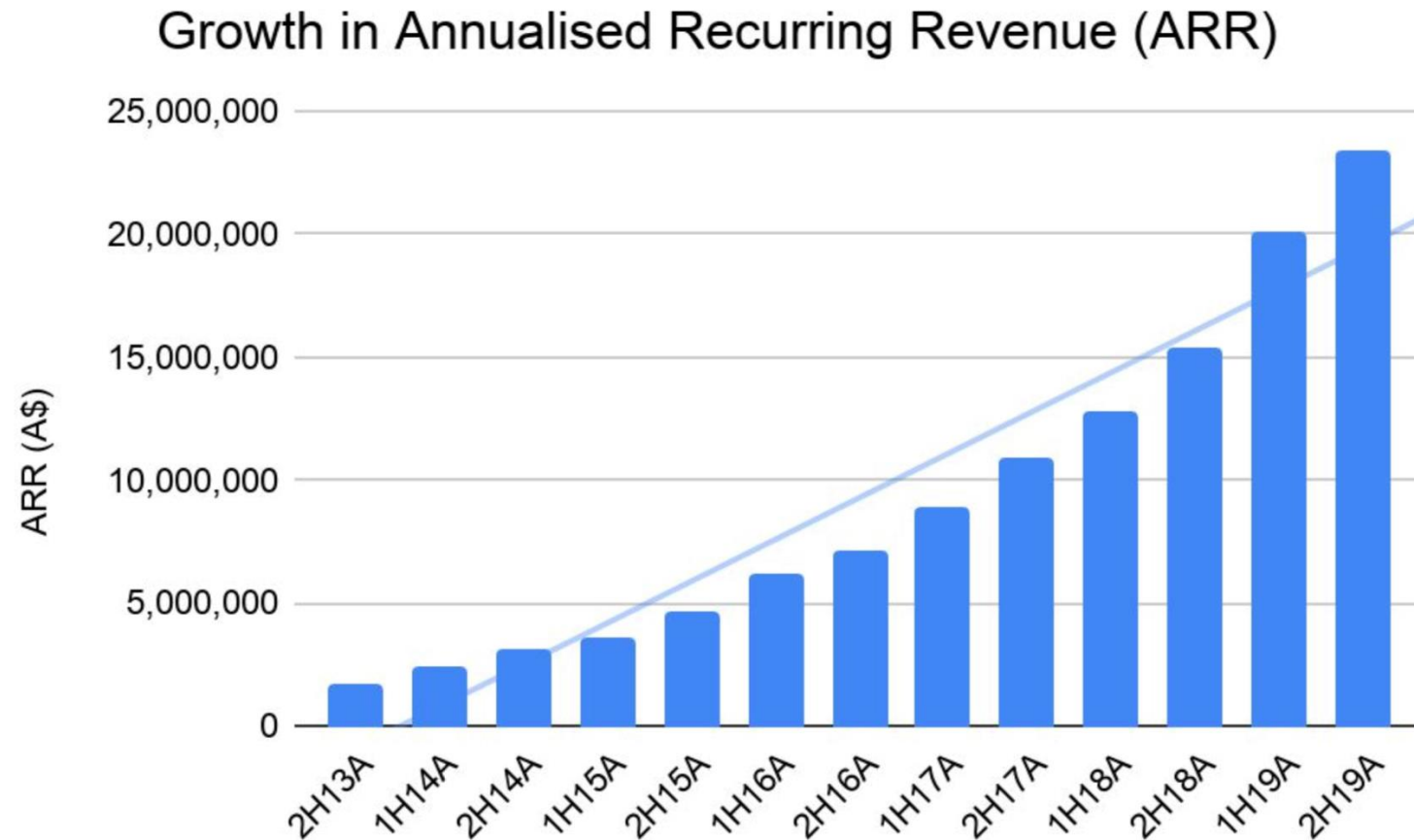
Acquisitions over the last  
two years





# Strategy for continued growth

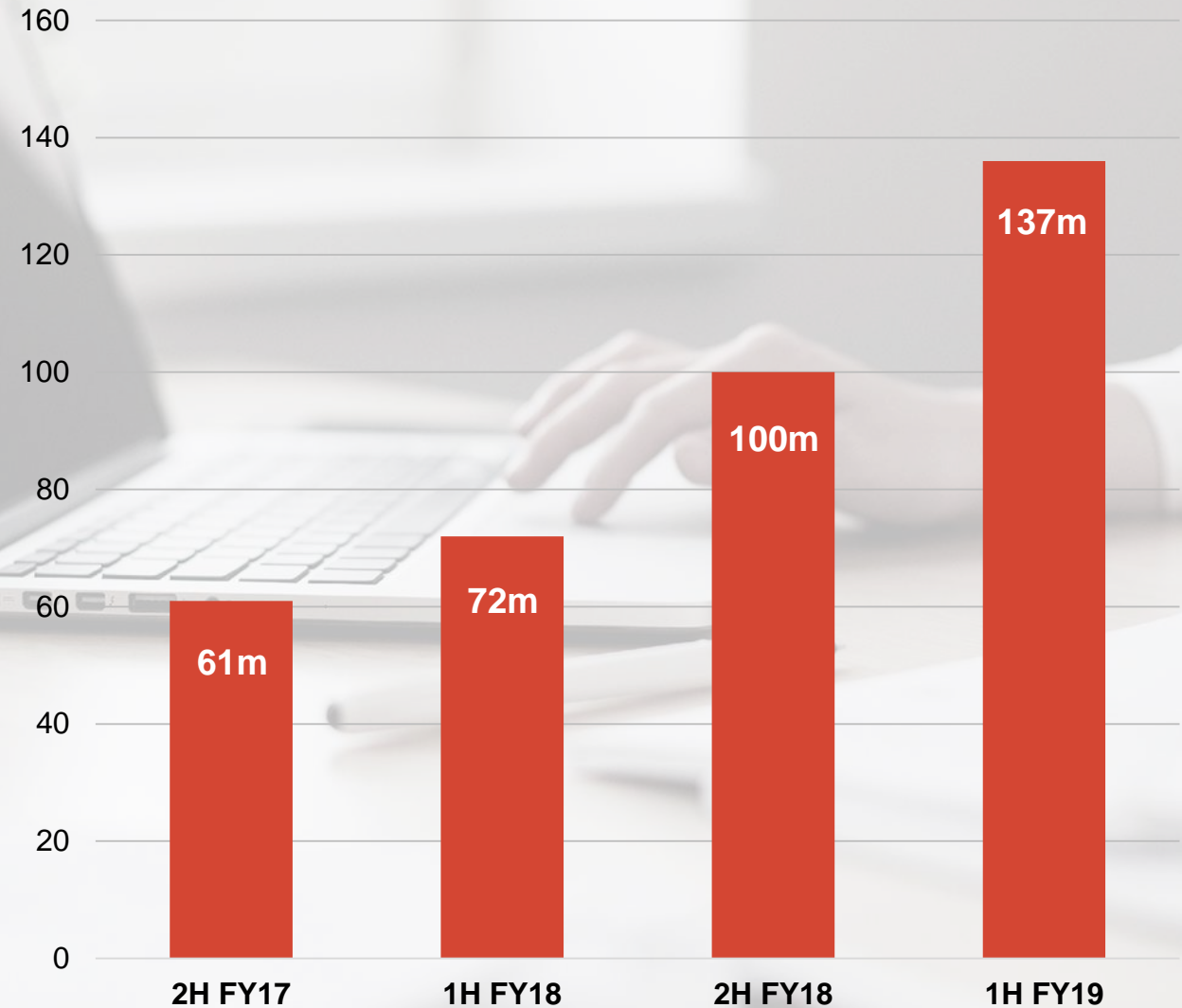
Bigtincan remains on track to meet its recently upgraded guidance to exceed 40% year on year revenue growth in FY19.



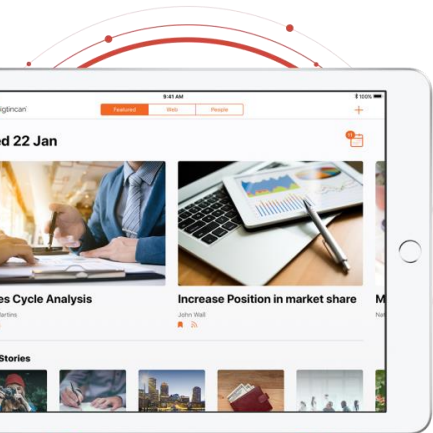
# Creating Lifelong Customers

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

## LTV GROWTH



# 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 Veelo 2019**

- Advanced inside sales offerings
- Pacific North West presence
- Technology vertical focus

**Acquisition FatStax 2018**

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

**Acquisition Zunos 2018**

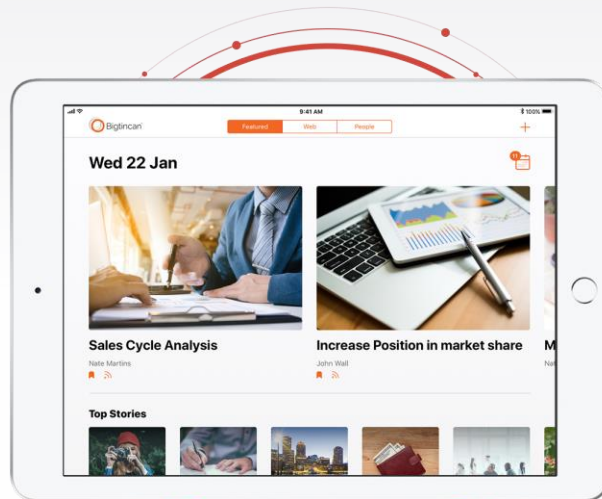
- Microlearning & training
- Bigtincan Ultimate Edition
- Horizontal value add



# Growth Opportunities

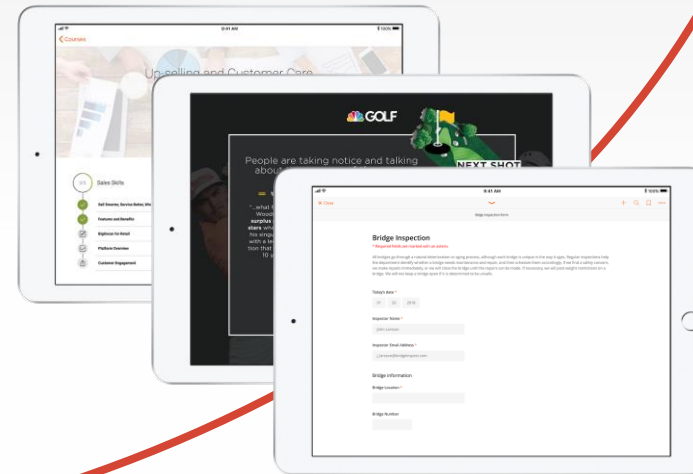
Two vectors for growth

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 focused 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 intends to release its FY19 full year results to the ASX pre-market open on 29 August 2019.
- 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 Aked 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.
- Subsequently founded Veritel Wireless Pty Ltd, which grew within three years to be one of the largest providers of wireless internet in Australia.

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