



Bigtincan™

**BIGTINCAN HOLDINGS LIMITED**  
**ASX:BTH**

**FY19 Results Presentation**  
**29 August 2019**

# AGENDA

Financial Highlights

Business Update

Growth Strategy

Outlook

Appendix Financial Statements

Q&A



# DIGITAL TRANSFORMATION

Impacting every buyer/seller interaction

Leaderboard



María Castro  
Communications Manager

Latest Stories

Q3 Sales Figures Released  
Sales Manager

Bigtincan's software is leading the industry in enabling organisations to move towards a world of empowered, informed and prepared customer engagements

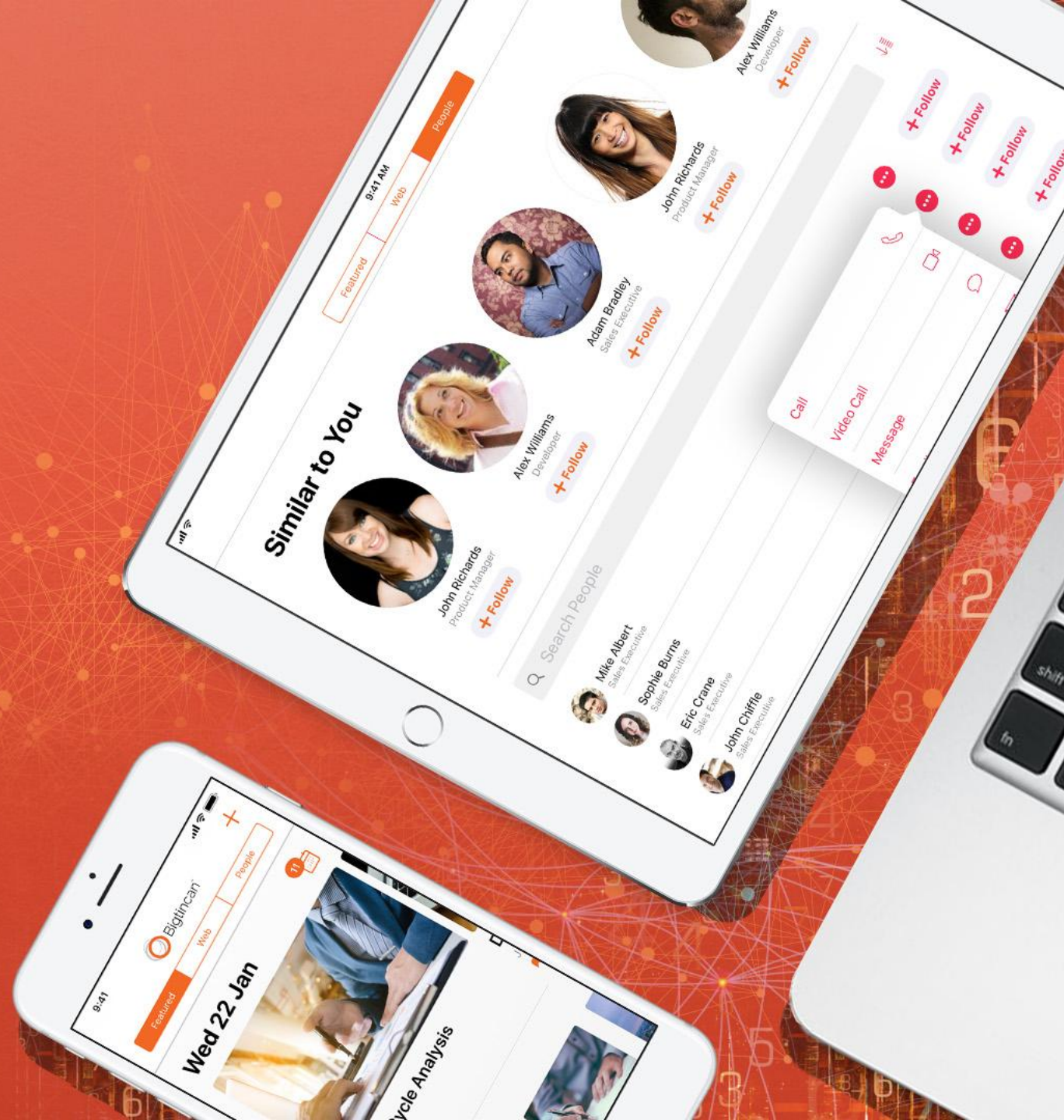
Sales Cycle Analysis



Nate Martins  
Product Manager



# FINANCIAL HIGHLIGHTS





# FY19 Financial Highlights

ARR\*  
**\$23.4m**

 **52%**

REVENUE  
**\$19.9m**

 **51%**

LOSS  
**(\$4.1m)**

 **38%**

MRR RETENTION#

**87%**

 **2%**

GROSS PROFIT

**88%**

 **5%**

LIFETIME VALUE^

**\$158m**

 **86%**

\*Annualised Recurring Revenue (ARR) represents contracted, recurring revenue on an annualised basis. NB:excludes ARR from recent Veelo acquisition.

# MRR Retention rate is calculated as: (Opening MRR + New Business + Expansion – Churn) / Ending MRR.

^ LTV is calculated as: ARR \* Gross Profit Margin / (1- MRR Retention) NB. All amounts are AUD.

# RESULTS

## FY19 Summary

### Revenue

↑ **51%**

Revenue growth driven by increases in contracted recurring revenue

### Lifetime Value (LTV)

↑ **86%**

Highlights growing customer commitments and strong retention

### Financial Summary

	FY19	FY18	Variance
Revenue	\$19.9m	\$13.1m	+51%
Gross profit	\$17.5m	\$10.9m	+60%
Operating expenses*	\$23.0m	\$19.0m	+21%
Net loss after tax	\$4.1m	\$6.6m	+38%
Cash	\$25.1m	\$23.8m	+6%

### Key Operational Metrics

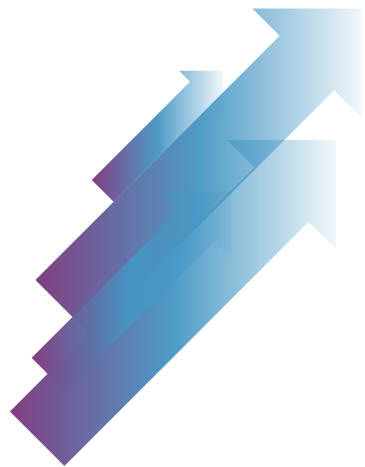
	June 19	June 18	Variance
ARR end of period	\$23.4m	\$15.4m	+52%
Gross profit margin	88%	83%	+5%
MRR retention rate	87%	85%	+2%
LTV/CAC	3.9	2.6	+50%
Lifetime Value	\$158m	\$85m	+86%

NB. 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.

\* Operating expenses exclude finance costs, amortisation and depreciation

# REVENUE

Continued  
growth trajectory

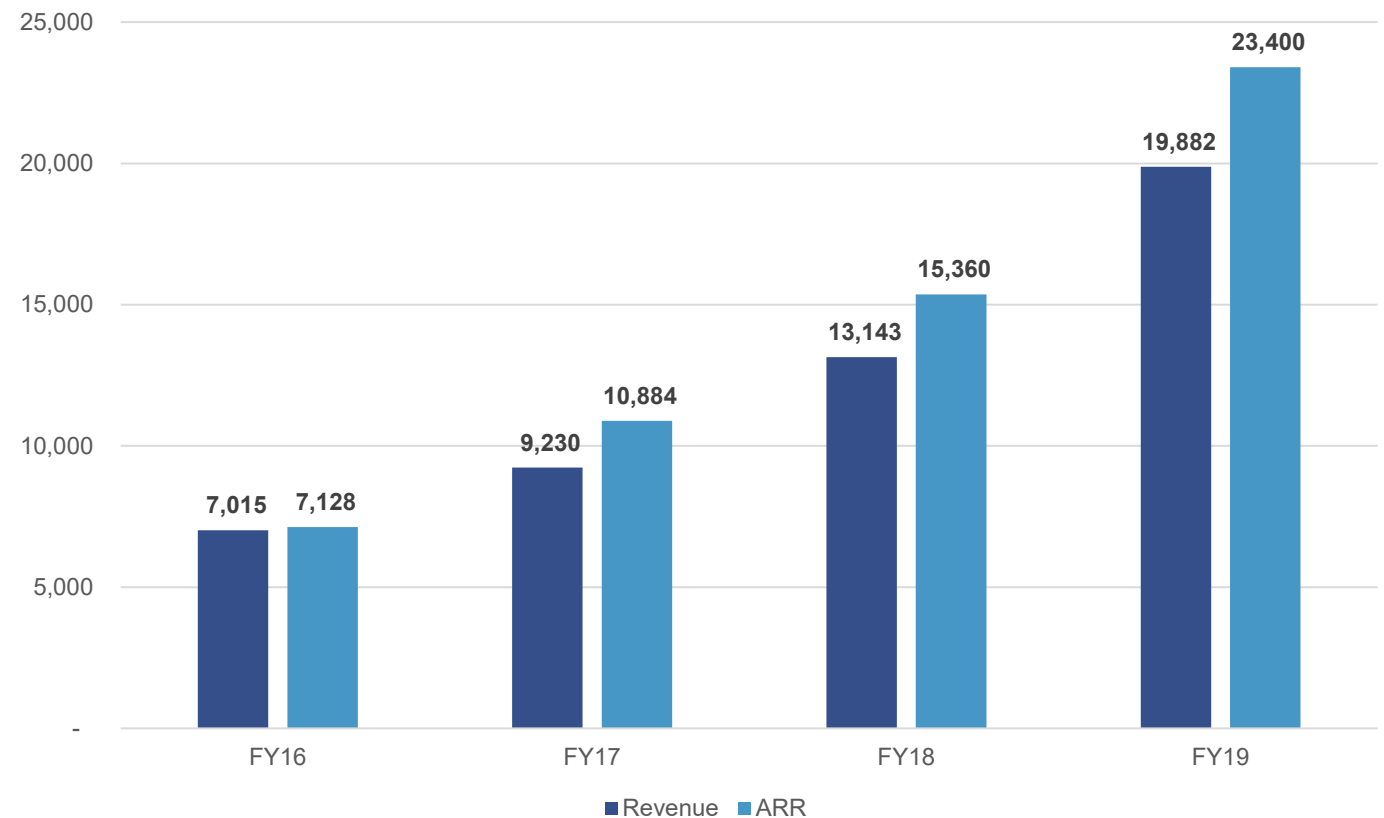


Revenue CAGR

**47%**

Over last three  
financial years

## Revenue and ARR Growth (\$'000s)



# LEVERAGE

Improving SaaS  
unit economics with  
growing scale of  
operations

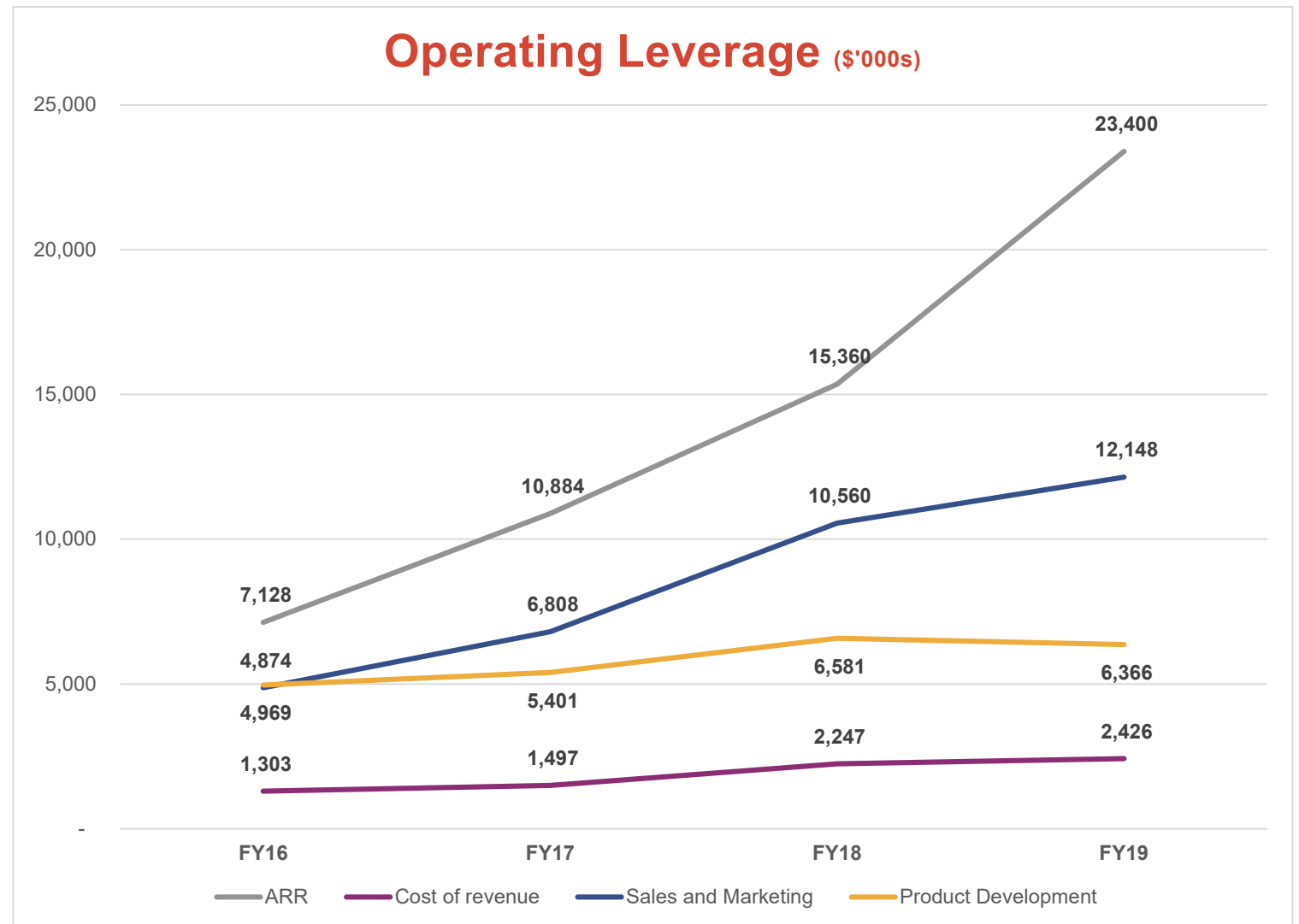
Gross Margin  
Improvement

↑ 5% YoY

Operating Costs  
Improvement

↓ 32% YoY

as % of ARR Improvement  
(S&M and PD)





# Strong ORGANIC Growth plus M&A

**FY19**

ARR FY18	\$15.4m
Organic ARR net add FY19	\$5.5m
Acquisition ARR FY19	\$2.5m
ARR FY19	\$23.4m

## ARR Contribution



**FY19 ARR**

**\$23.4m**

**↑ 52% YoY**

**Total growth**

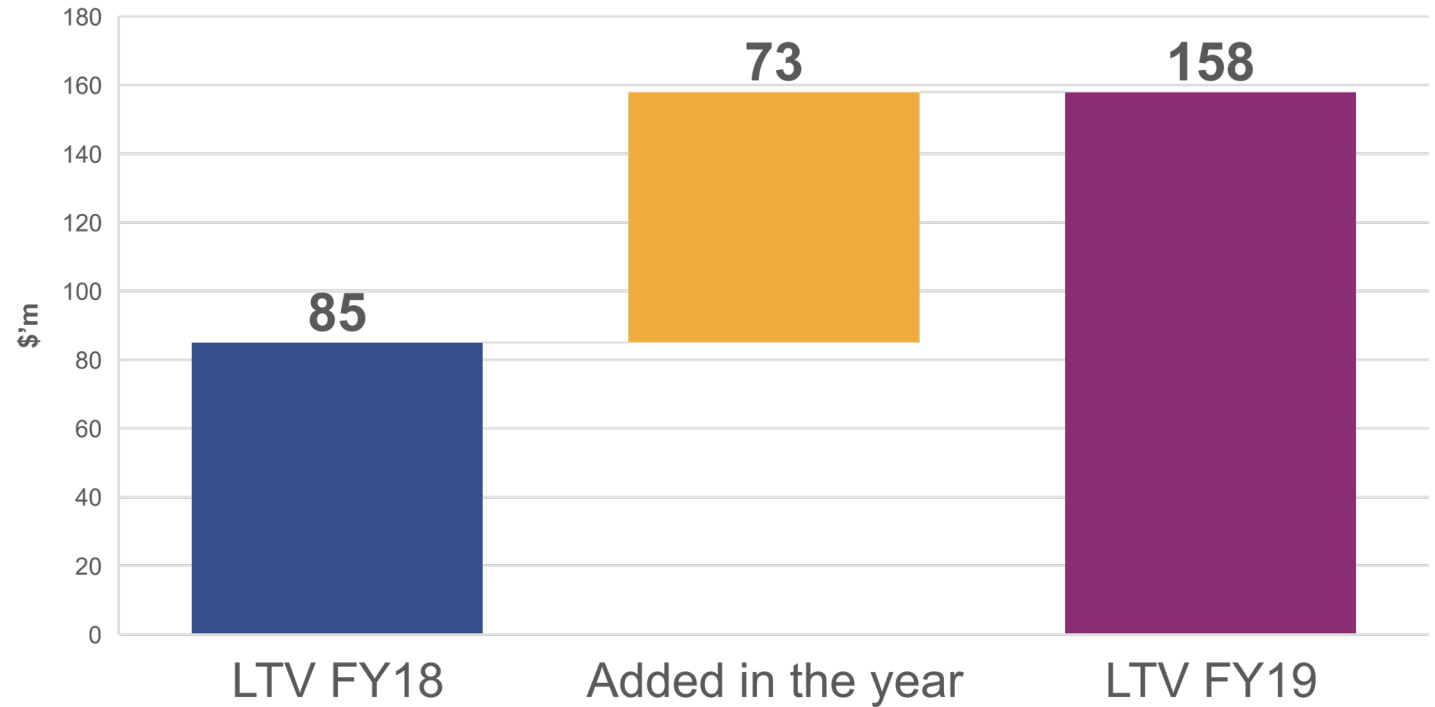
**↑ 36% YoY**

**Organic growth**

# Creating LIFELONG Customers

	FY19	FY18
ARR	\$23.4m	\$15.4m
Gross Profit Margin	88%	83%
Revenue Retention	87%	85%
LTV	\$158m	\$85m

## Customer Lifetime Value (\$m)



# BUSINESS UPDATE







400+

customer  
deployments

200K+

enterprise  
users

28

leading  
partners

15

global  
locations

33

Fortune 500  
customers

# FY19 Highlights

## Strengthening market leading solutions

- 100+ releases of Bigtincan Hub across 5 platforms.
- Recognised by Gartner, Forrester and Sirius Decisions as strong performer in Sales Enablement.
- Added learning and catalog technologies to the platform - three acquisitions last 18 months.
- Multiple award winner for Best Sales Enablement technology\*

## Expanding relationships with channels

- Channel partner network extends across 4 continents with 28 partners.
- Conducted global channel development events with thousands of attendees.
- Developed retail gotomarket partnership with Compucom.
- Introduced new add-on offerings to channel to grow their market view.

## Encouraging third party development programs

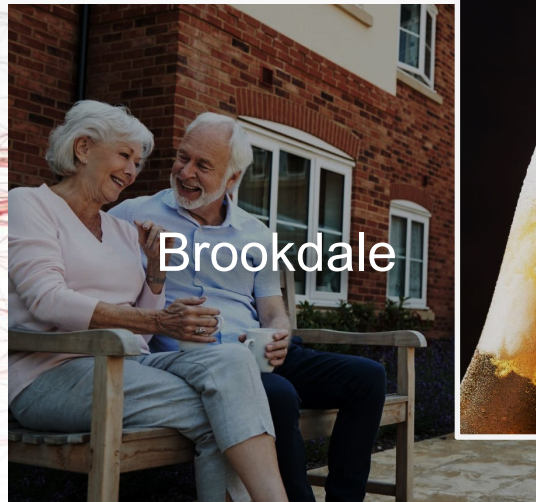
- Bigtincan Add-ons now used by ~10% of customer base.
- New release of SDK with over 100+ APIs and embedded interfaces.
- Deep integration into Adobe ecosystem announced.

## Expanding sales and marketing capability

- Growing team focused on new logo wins and expansion.
- Investments into customer success to drive retention/expansion.
- Won and deployed some of the world's largest Sales Enablement deals including BT, T-Mobile, Eaton, Anheuser-Busch and others.

\* Including best 2019 gold award and best SE platform award - details at [www.bigtincan.com](http://www.bigtincan.com)





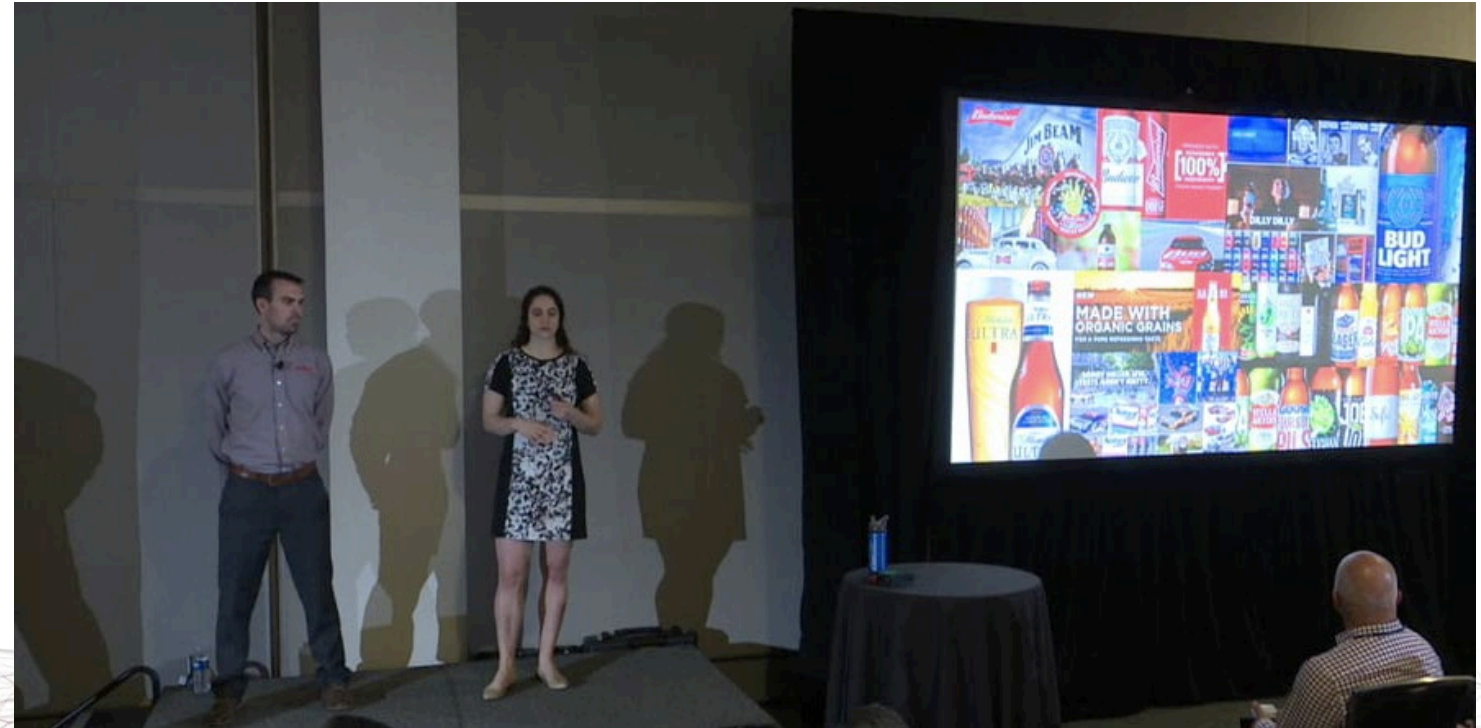
All these organisations  
have embraced  
**MODERN SALES  
ENABLEMENT**

for the digital age of  
the customer

Announcements on customer wins - details available @ASX.com.au



# ANHEUSER-BUSCH



Land and Expand to  
7,000 users in 8 months

Internal and extended  
enterprise use case

Making sales people more  
effective and efficient

Watch the video at - <https://www.bigtincan.com/resources/customer-profiles/>





Sales Cycle Analy



Nate Martins  
Product Manager

+ Follow



Leaderboard



María Castro  
Communications Manager

Latest Stories



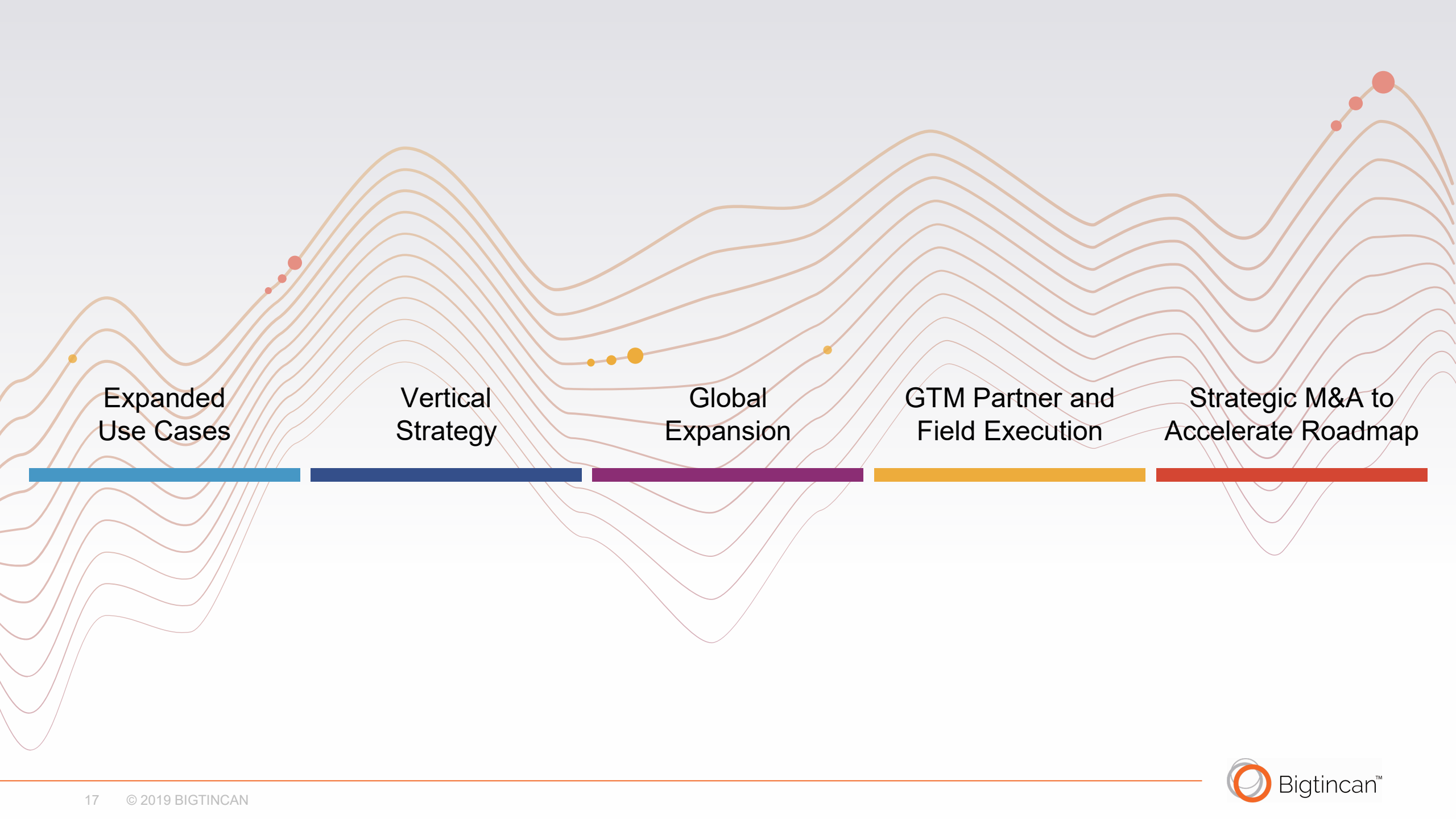
Q3 Sales Figures Released  
Sales Manager

Top Stories



Guidelines and correction in project  
management  
Sales Manager

# GROWTH STRATEGY FY19 AND BEYOND



Expanded  
Use Cases

Vertical  
Strategy

Global  
Expansion

GTM Partner and  
Field Execution

Strategic M&A to  
Accelerate Roadmap



Expanded  
Use Cases

Vertical  
Strategy

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Strategic M&A to  
Accelerate Roadmap

## Sales Enablement Automation Platform

Add-on offerings generate  
**20-30%**  
pricing uplift

Higher attach rates  
driving higher ARR

Content - Learning - Collaboration  
Catalogs - Add-ons

Expanded  
Use Cases

Vertical  
Strategy

Global  
Expansion

GTM Partner and  
Field Execution

Strategic M&A to  
Accelerate Roadmap

Dedicated offering for key  
verticals



Life Sciences



Retail



Financial



Technology



Manufacturing



Telecommunications



Government



Energy

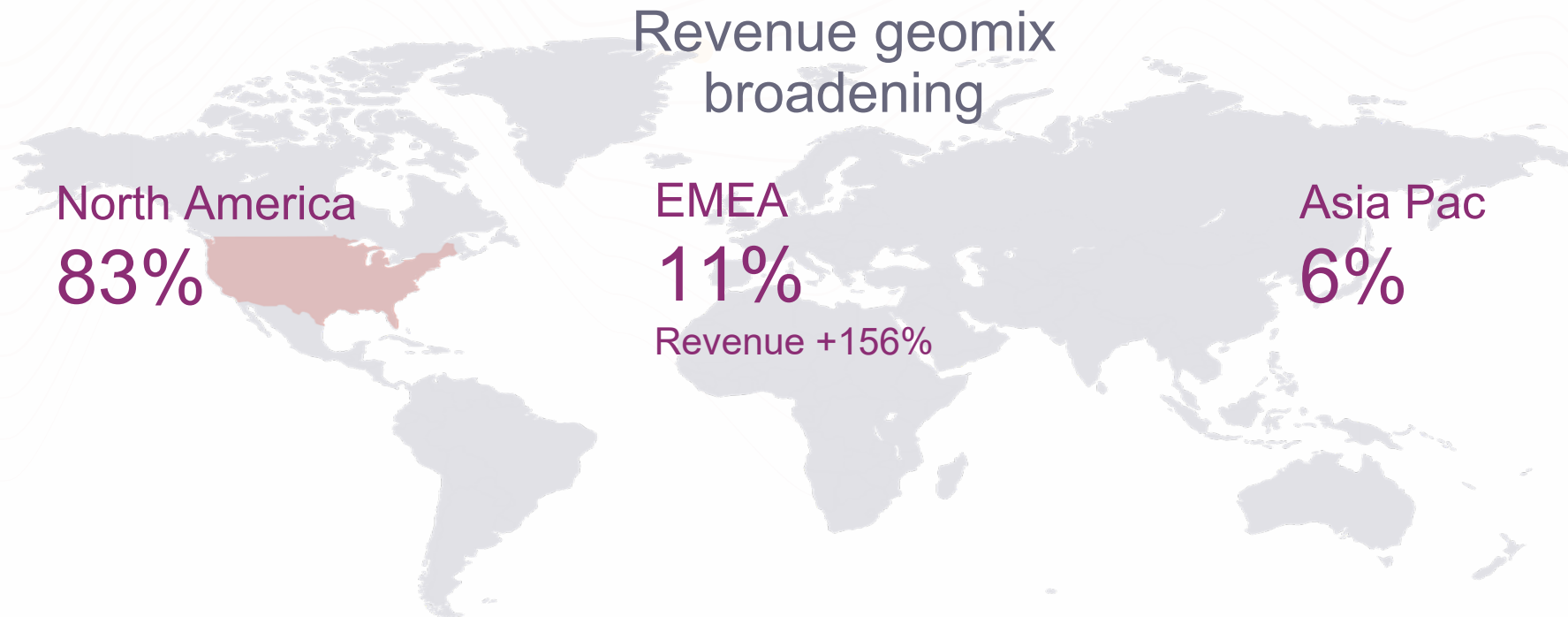
Expanded  
Use Cases

Vertical  
Strategy

Global  
Expansion

GTM Partner and  
Field Execution

Strategic M&A to  
Accelerate Roadmap



Revenue per region is based on the invoicing location of the customer



Expanded  
Use Cases

Vertical  
Strategy

Global  
Expansion

GTM Partner and  
Field Execution

Strategic M&A to  
Accelerate Roadmap

Strategic investments in  
gotomarket activities and  
increased focus on  
customer success



**CompuCom**  
The Leading IT Outsourcing Specialist

**Connection**  
we solve IT™

**verizon**✓



**OPTUS** yes

Expanded  
Use Cases

Vertical  
Strategy

Global  
Expansion

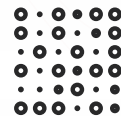
GTM Partner and  
Field Execution

Strategic M&A to  
Accelerate Roadmap

Experienced team focused on accretive M&A  
that creates value across four key priorities



**POSITIVE FINANCIAL  
IMPACT**



**LEADING TECHNOLOGY**



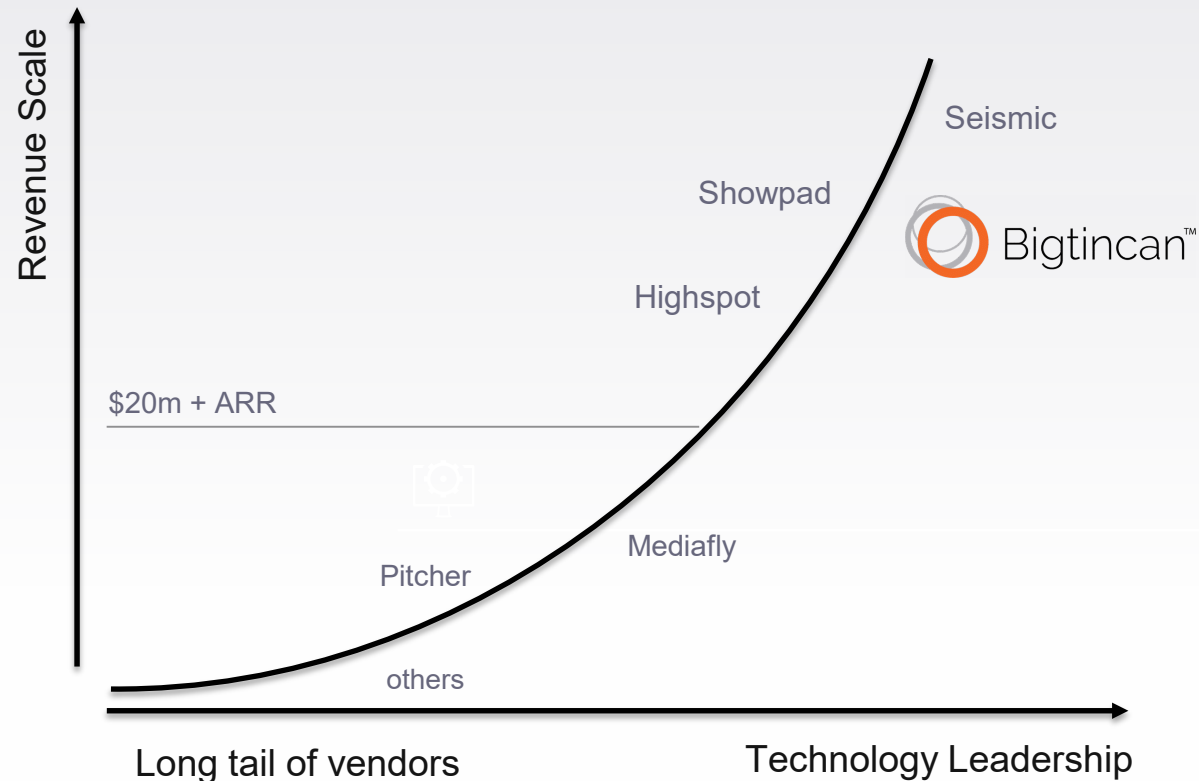
**EXCELLENT PEOPLE**  
Special skills or experience



**STRATEGIC MARKETS**  
Verticals or GEOs

# Leading in the Competitive Set

Top tier amongst global competitors



Sales Enablement TAM  
**\$5B\***

\*Total Addressable Market size by 2021. TAM is USD

\*Source: The Growth of Content Management, Cloud Office Suites, and Sales Engagement and the Total Sales Technology Market for 2015 to 2021. Aragon Research.

\* All brands and trademarks are the property of their respective owners.

\* Not to scale.

# FY20 OUTLOOK

Continued focus on  
growth through FY20



## Momentum into FY20

- Strong outlook for growth across the business
- Strong SaaS unit economics with growing scale
- FY19 ARR of \$23.4m plus Veelo ~\$1m and stable retention rate

## Growing Market Opportunity

- Accelerating customer demand for sales enablement solutions
- Strong pipeline of new customers and expansion
- Platform approach continuing to resonate with larger customers
- Ongoing opportunities for strategic M&A

## Investing in Sustainable Growth

- Sales and Marketing - focus on new customer acquisition and expansion
- Research and Development - deliver on innovations to drive new revenue growth
- Support for growing sales opportunities in non-US markets

## FY20 Revenue Outlook

**30-40%**  
organic growth  
target



# Bigtincan - opportunity to capture significant share of \$5B market



Leverage  
market growth into  
large TAM



Maintain our strength  
in the product line



Strengthen  
partnerships to scale  
faster



Strategic M&A to bring  
forward the roadmap

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# APPENDIX - FINANCIAL STATEMENTS





# Consolidated Statement of Financial Performance

## BIGTINCAN HOLDINGS LIMITED CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME For the year ended 30 June 2019

	2019 \$000	2018 \$000
Revenue	19,882	13,143
Other income	1,677	1,158
<b>Total operating revenue and other income</b>	<b>21,559</b>	<b>14,301</b>
Cost of revenues	(2,426)	(2,247)
<b>Gross profit</b>	<b>19,133</b>	<b>12,054</b>
Sales and marketing expenses	(12,148)	(10,560)
Product development expenses	(6,366)	(6,581)
General and administration expenses	(4,459)	(1,847)
<b>Total expenses from operating activities before finance costs, depreciation and amortisation</b>	<b>(22,973)</b>	<b>(18,988)</b>
<b>Total loss before finance costs, depreciation and amortisation</b>	<b>(3,840)</b>	<b>(6,934)</b>
Depreciation and amortisation	(460)	(142)
Finance income	641	611
Finance expenses	(387)	(94)
<b>Net finance cost, depreciation and amortisation</b>	<b>(206)</b>	<b>375</b>
<b>Loss before income tax</b>	<b>(4,046)</b>	<b>(6,559)</b>
Income tax expense	(86)	(82)
<b>Loss for the year after tax</b>	<b>(4,132)</b>	<b>(6,641)</b>
<b>Other comprehensive income</b>		
<i>items that are or may be reclassified subsequently to profit or loss</i>		
Foreign operations - foreign currency translation differences	(21)	31
<b>Total other comprehensive loss, net of tax</b>	<b>(21)</b>	<b>31</b>
<b>Total comprehensive loss for the period</b>	<b>(4,153)</b>	<b>(6,610)</b>
<b>Earnings per share (EPS)</b>		
Basic EPS (in cents)	-1.81	-3.74
Diluted EPS (in cents)	-1.81	-3.74

**BIGTINCAN HOLDINGS LIMITED**

	<b>2019</b>	<b>2018</b>
	<b>\$000</b>	<b>\$000</b>
<b>Assets</b>		
<i>Current Assets</i>		
Cash and cash equivalents	25,127	23,782
Trade and other receivables	5,103	2,684
Other assets	2,241	1,421
<b>Total current assets</b>	<b>32,471</b>	<b>27,887</b>
<i>Non-current assets</i>		
Property, plant and equipment	200	163
Intangible assets	11,946	633
Other non-current assets	331	541
<b>Total Non-current assets</b>	<b>12,477</b>	<b>1,337</b>
<b>Total assets</b>	<b>44,948</b>	<b>29,224</b>
<b>Liabilities</b>		
<i>Current liabilities</i>		
Trade and other payables	1,555	1,000
Deferred revenue	9,111	7,303
Provisions	488	380
Other current liabilities	3,074	1,972
<b>Total current liabilities</b>	<b>14,228</b>	<b>10,655</b>
<i>Non-current liabilities</i>		
Deferred tax liabilities	0	1
Deferred revenue - Non-current	499	1,807
Provisions - Non-current	64	48
Other non-current liabilities	1,628	0
<b>Total non-current liabilities</b>	<b>2,191</b>	<b>1,856</b>
<b>Total liabilities</b>	<b>16,419</b>	<b>12,511</b>
<b>Net Assets</b>	<b>28,529</b>	<b>16,713</b>
<b>Equity</b>		
Share capital	65,279	49,770
Share-based payment reserve	4,412	3,952
Accumulated losses	(41,173)	(37,041)
Foreign currency translation reserve	11	32
<b>Total shareholders' equity</b>	<b>28,529</b>	<b>16,713</b>

# Consolidated Statement of Financial Position

As at 30 June 2019