

## ASX Announcement

5th September 2019

### **Bigtincan announces acquisition of Asdeq Labs to strengthen Bigtincan's technology teams and grow Australian presence**

#### Highlights

- Acquisition adds experienced development resources located in Australia.
- Asdeq Labs existing products will add to the Bigtincan technology stack.
- Initial acquisition price of approximately \$490,000 (less debt and subject to a working capital adjustment).
- Asdeq will add ~\$400,000 in sustainable annualised recurring revenue.
- Acquisition funded from capital raised in April 2019.
- Provides base for expanded resourcing to continue innovation driven from Australian based resources as part of a long term commitment to invest in Australia.

Bigtincan Holdings Limited (ASX: BTH) ("Bigtincan"), the leader in mobile, AI-powered sales enablement automation, today announced the acquisition of Asdeq Labs Pty Ltd ("Asdeq").

Asdeq is an Australian software company established in 2011 with offices in Hobart, Tasmania. Asdeq delivers mobile service enablement out-of-the-box through its AsdeqForms and AsdeqDocs products.

The acquisition adds a deeply experienced software development team and results in an expanded presence in Australia.

All nine Asdeq team members will be retained and become integral to Bigtincan's Australian team.

As part of Bigtincan's vision to transform every buyer seller interaction that impacts business revenue, Asdeq's technology will be integrated into Bigtincan's offering, adding to the broadening of Sales Enablement into areas that impact revenue generated by end users including sales, field services and customer support technicians on the go.

The Asdeq Labs platform is a next generation service enablement solution that ensures secure and automatic delivery of documents and data collection on field employees' devices. Its proprietary AsdeqForms is a fully mobile and cloud-based solution that removes paper-based processes to collect data in the field and sync it directly to existing backend business systems. As a result, field workers and mobile service technicians are more productive when onsite with their customers through reduced error rates and lowered administrative overhead.

“Joining forces with Bigtincan reinforces our shared commitment to customer engagement,” said Mike Nermut, CEO of Asdeq Labs. “It’s an honour to have this vision shared through the wider industry via this acquisition.”

The acquisition meets Bigtincan’s stated acquisition criteria in that it adds highly skilled people to Bigtincan, adds to Bigtincan’s technology stack and gotomarket capabilities, and provides a positive financial impact.

The initial acquisition price is approximately \$490,000 less debt and subject to a working capital adjustment. The sellers are entitled to additional consideration based on a 1 times multiple of additional annual recurring revenue contracted with certain eligible pipeline customers in the 3 month period to 30 September 2019.

The acquisition is not considered a material acquisition for Bigtincan. The agreement was signed and completed today.

To learn more about Bigtincan and Bigtincan Hub, visit [www.bigtincan.com](http://www.bigtincan.com).

### **About AsdeqLabs**

AsdeqLabs is an Australian software company established in 2011. AsdeqLabs brings together the talents of a highly experienced team of entrepreneurs, technologists and business experts. Individually, the AsdeqLabs senior management group have led some of Australia’s most successful national and international IT organizations, with significant experience in the United Kingdom and the United States.

## Further Information

### Investor Enquiries:

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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 organisation can benefit from the Bigtincan Hub platform, please visit [www.bigtincan.com](http://www.bigtincan.com) or follow @bigtincan on Twitter.

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