

ASX Announcement

9th September 2019

Bigtincan Secures \$2.8m Contract with Global Sports Apparel Retailer

- Bigtincan secures 3 year contract for \$2.8m total contract value, with leading global sports apparel retailer.
- Multi-site global deployment commencing in the USA and expanding across more than a dozen countries with support for 22 languages.
- Bigtincan Zunos will be used to empower retail associates on thousands of iOS devices.
- Demonstrates Bigtincan's continued success in securing and expanding large enterprise customer deployments in retail.

Bigtincan Holdings Limited (ASX: BTH) ("Bigtincan") is pleased to announce that it has won a competitive bid for a retail deployment with a US-based global shoes, apparel and sports equipment company.

Bigtincan® Zunos software platform will be used to create a modern, always current, personalised & mobile learning and content environment, for use by thousands of frontline retail staff in the USA and globally.

The contract underlines Bigtincan's strategy of partnering with enterprise customers to meet their requirements for a platform that can be extended and expanded through the use of Content, Learning, Add-ons and other features, that make the Bigtincan platform unique for key vertical markets.

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

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 on Twitter.