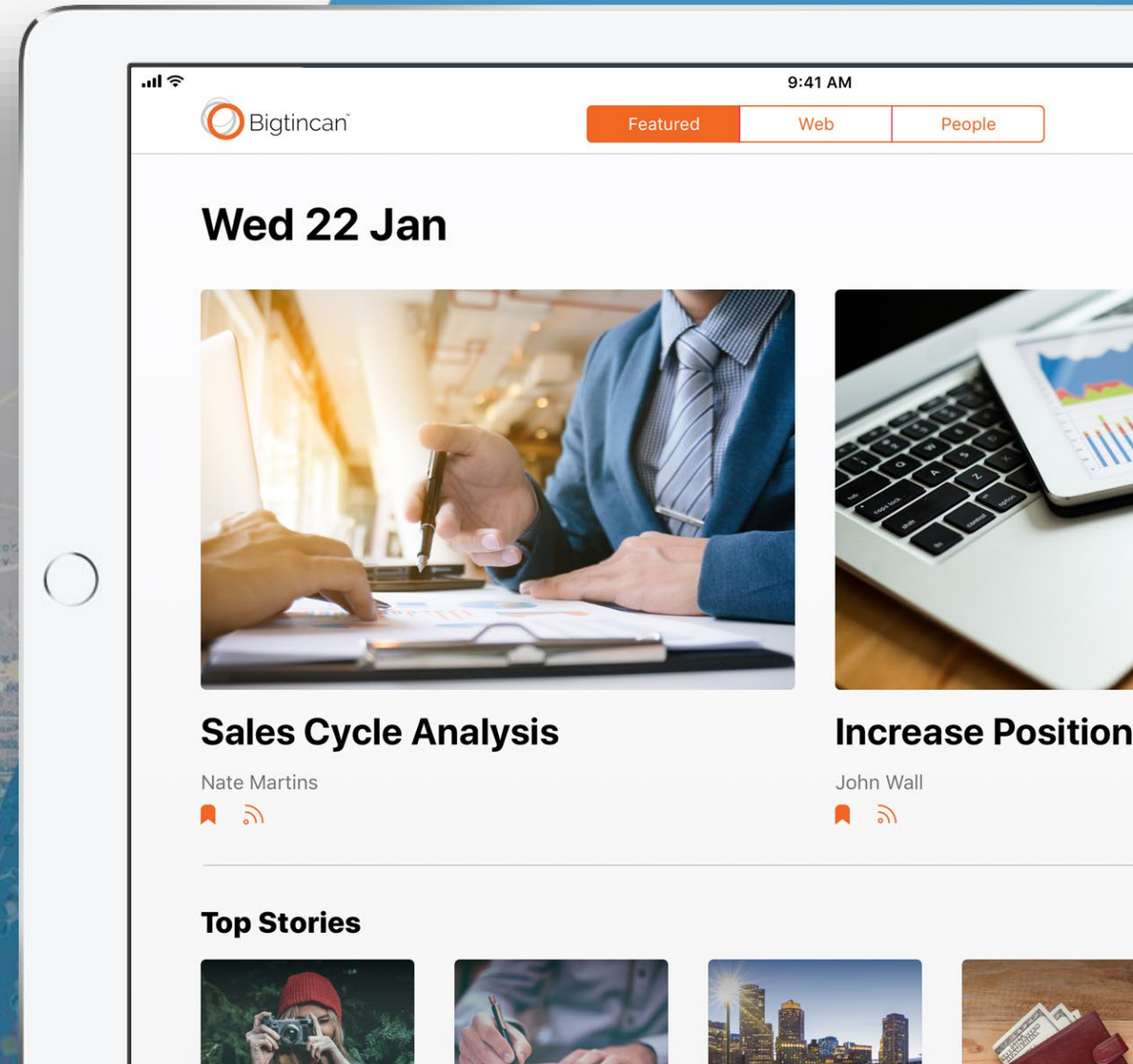




Bigtincan Holdings Limited

Annual General Meeting
27 November 2019



Agenda

- **Welcome**
- **Chairman's Address**
Tom Amos
- **Formal Business & Results of the Meeting**
- **CEO Report**



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).
- 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 and Director of a companies in the content, digital, radio and telecommunications sectors. Tom was a long term Director and Vice Chair of Australian Telecommunications User Group Ltd.



Wayne Stevenson

Independent Non-Executive Director

- My Stevenson brings over 35 years' experience in banking and finance with senior positions with ANZ including Group General Manager.
- 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 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, Inc., later driving 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 and was then sold to BigAir Australia P/L in the leadup to its ASX-listing as BigAir Group Ltd.

Chairman's Address

Mr Tom Amos
Chairman & Independent
Non-Executive Director

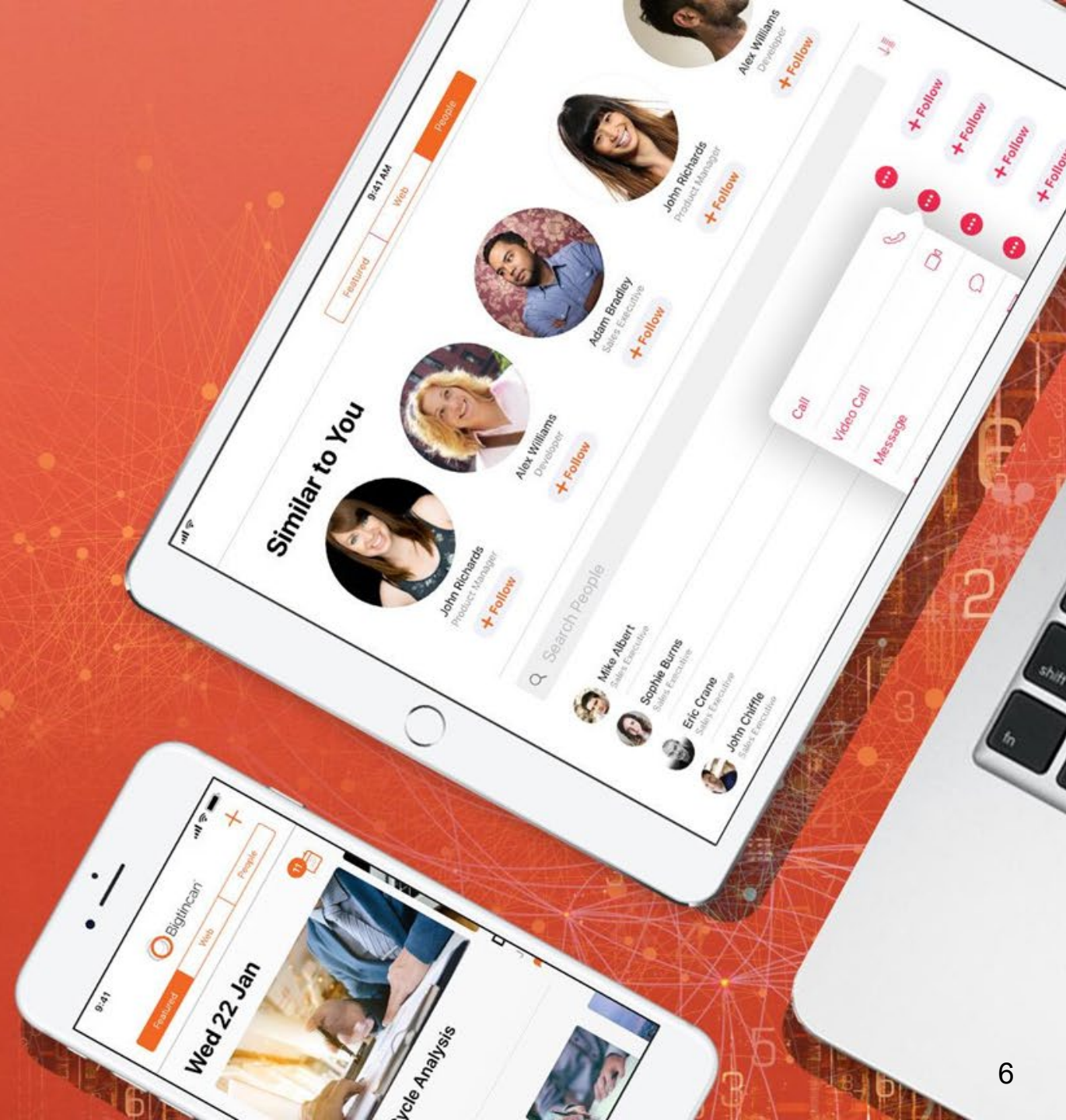


Chairman's Address

- Strong growth both financially and strategically accomplished in FY19.
- Expansion of technology base as platform for future growth.
- Bigtincan team continues to grow and compete on a global basis.
- Introduced unit economics to provide guidance to shareholders on Bigtincan growth areas.



Formal Business



CEO Report

Mr. David Keane
CEO, Co-Founder and
Executive Director



Our mission is to use our software platform to empower sales and service people to transform customer engagements, into long term valued relationships.

New technology, new market offerings, new partnerships, and strong fundamental unit economics of our business made FY19 our best year yet in helping the digital transition for sales and service teams.

Our software is influencing millions of transactions in the digital transition of customer facing worker roles

400+

enterprise
deployments

200K+

enterprise users

50

countries with
users

15

global
offices

33

Fortune 500
customers

CEO Report

Our global team is empowered to make customer facing people more confident and effective





Wyndham



Nike



Brookdale



Anheuser Busch

Our Customers
have embraced
**MODERN
SALES
ENABLEMENT**
for the digital age of
the customer

Market Growth

Bigtincan is well positioned to capture a growing share of the Sales Enablement Market globally

- US\$5B TAM by 2021*
- Market-leading product, recognised as by analysts, media and major enterprise customers.
- End-to-end sales enablement automation portfolio further driving land-and-expand sales motion.
- World-class, experienced executives and team members across 15 global locations.
- Strong unit economics and market tailwinds underpin growth.

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

FY19 Financial Highlights

ARR¹
\$23.4m

 **52%**


REVENUE
\$19.9m

 **51%**


LOSS
(Before tax)
(\$4.1m)

 **38%**


MRR RETENTION

87%
 **2%**

GROSS PROFIT

88%
 **5%**

LIFETIME VALUE²

\$158m
 **86%**

¹ Annualised Recurring Revenue (ARR) represents contracted, recurring revenue on an annualised basis NB. All amounts are AUD.

² LTV is calculated as: $ARR * \text{Gross Profit Margin} / (1 - \text{MRR Retention})$

FY19: Executing on a Strategy for Planned Growth

Strengthening market
leading solutions

Encouraging third party
development programs

Expanding relationships
with channels

Expanding sales and
marketing capability

FY19: Strengthening market leading solutions

- **Delivered 15 versions of Bigtincan platform software across 6 different client platforms.**
- **Acquisitions of Zunos and FatStax added technology and leading people to the team.**
- **Recognised by Gartner in every category of the Market Guide*.**
- **Launched new product initiatives across key product pillars:**
 - Sales Content Management
 - Learning/Training/Onboarding
 - Communications
 - Collaboration
 - Insights

* A copy of the Gartner Market Guide for Sales Engagement Platforms, 2019 available at investor.bigtincan.com

FY19: Expanding Relationships with Partners

- **New partners**
 - Compucom
 - Adobe
- **Deepening Verizon partnership**
- **5000+ partner touch points**
- **Bigtincan added to Cisco Solution Partner Program**



FY19: Encouraging Third Party Development

- New SDK and public APIs across sales content management and learning and training.
- Bigtincan Add-ons empowering customer and third-party developers to create new experiences.
- Integrations to new third-party platforms including Workato and Adobe showing the power of the ecosystem.



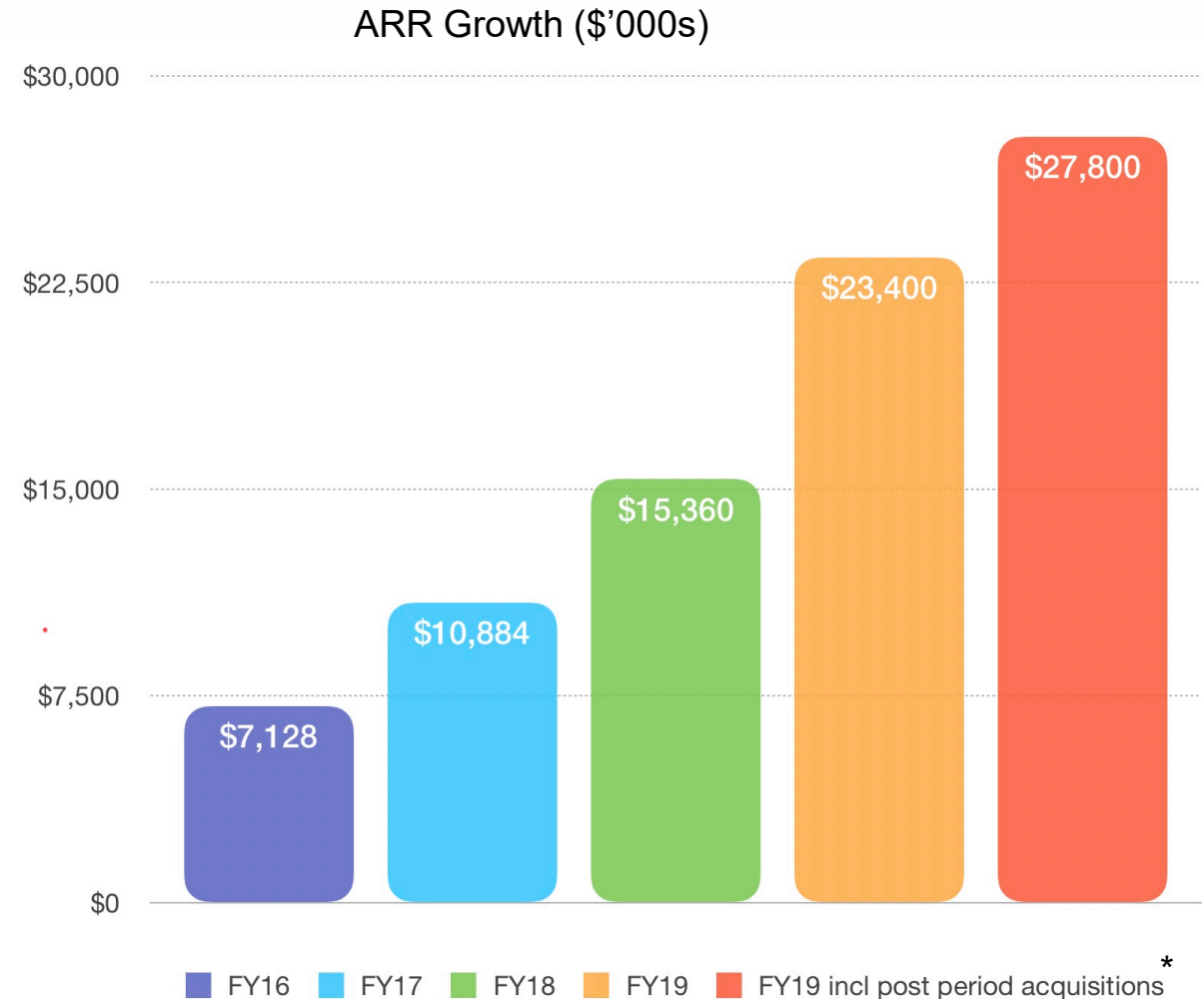
FY19: Expanding Sales and Marketing

- Executed strongly in FY19.
- Increasing effectiveness shown in LTV/CAC growth to 3.9 from 2.6 in FY18.
- Marketing efforts let to increasing market awareness and growing pipeline.
- FY19 scale up drives expansion in FY20.



FY19+: Trajectory of Growth

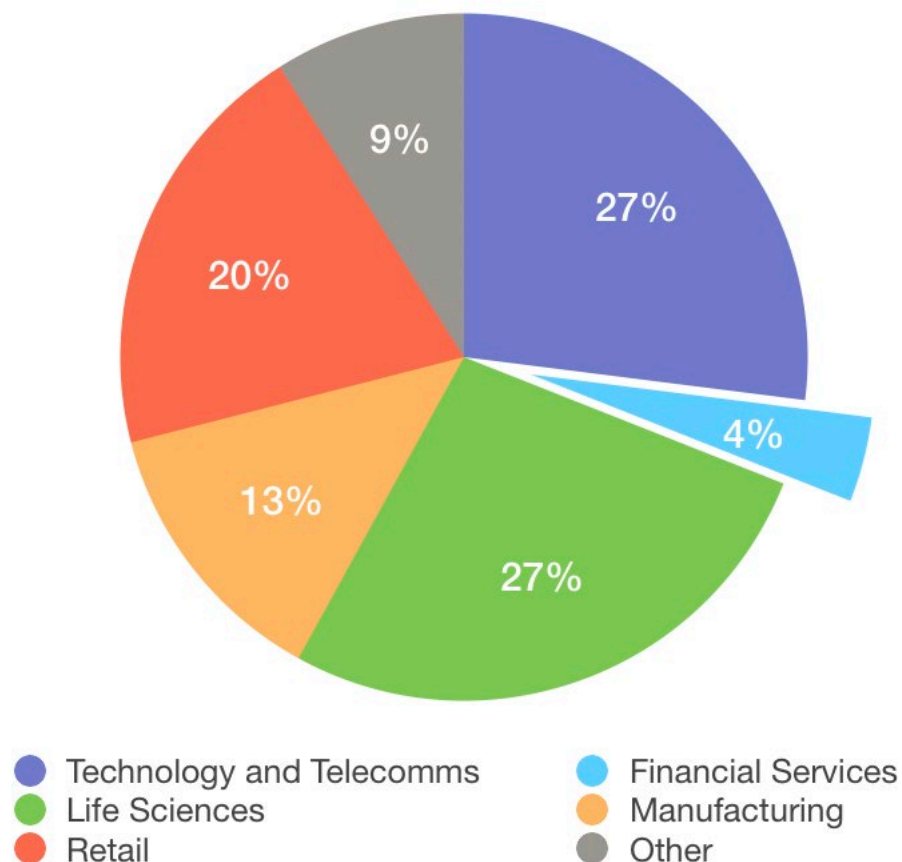
- Post period expansion and growth
 - Acquisitions of Veelo, Asdeq, XINN bring new technology, excellent people, lighthouse customers and new vertical market opportunities.



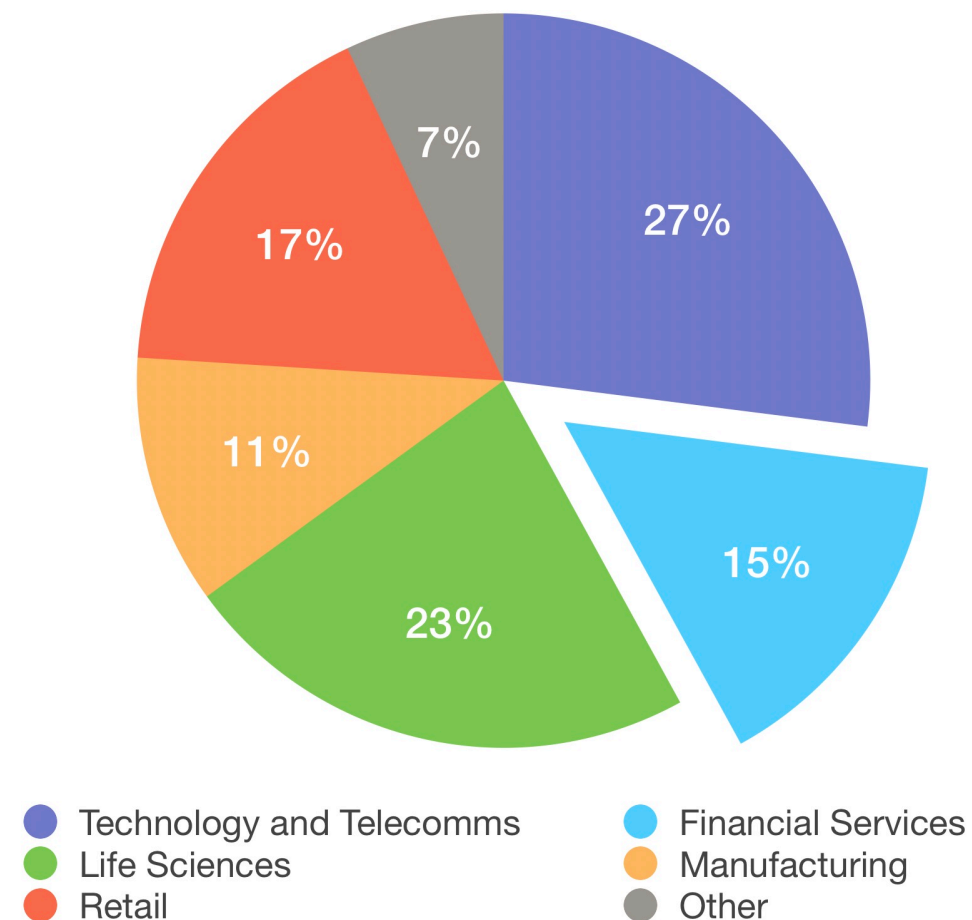
*Includes announced ARR at acquisition of XINN, Veelo, Asdeq and excludes ongoing organic growth

FY19+: Vertical Market Opportunity

- Diversifying revenue mix across verticals



~% of ARR at 30 June 2019

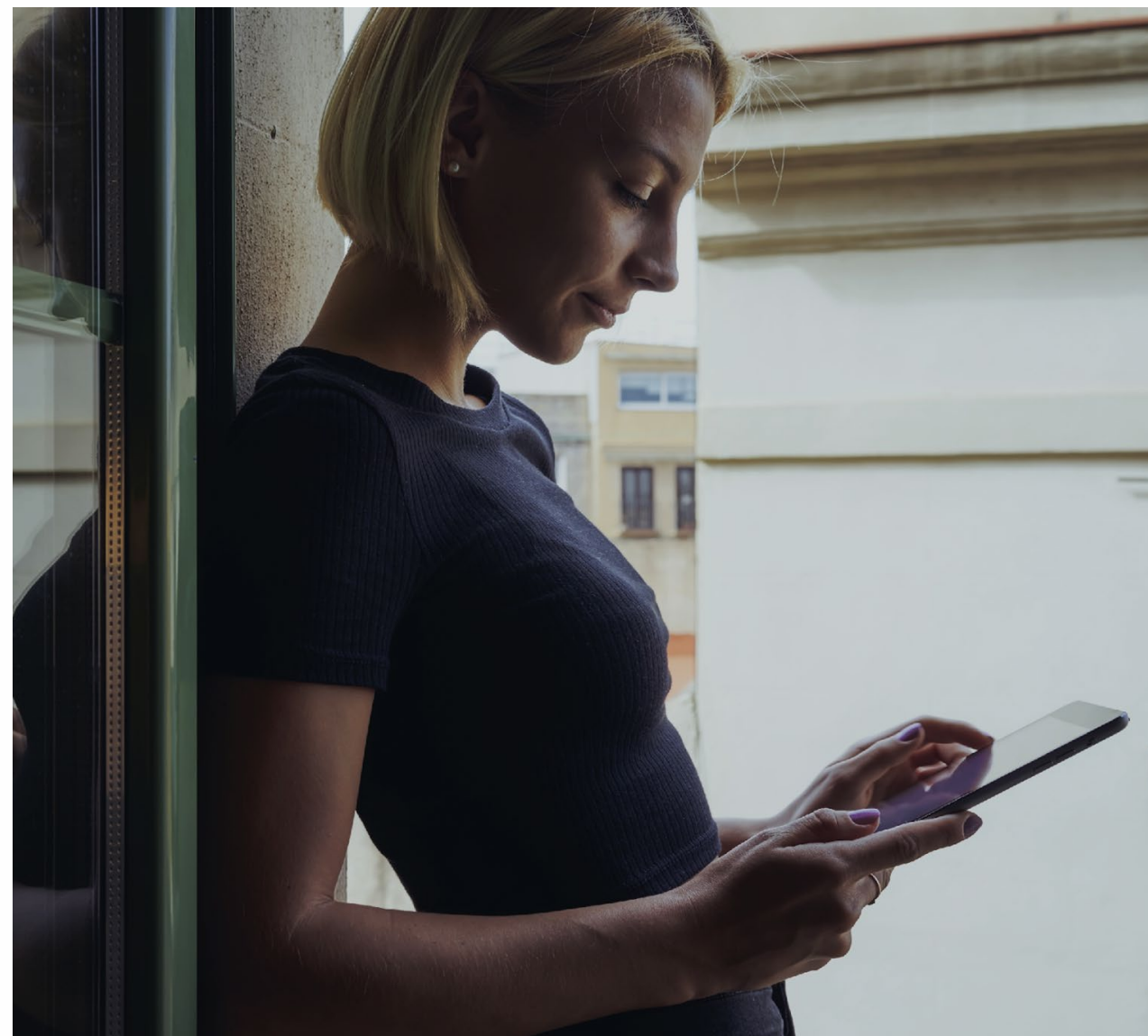


~% of ARR at 30 June 2019 with addition of acquisitions completed post end FY19

Outlook for FY20

- Market growth tailwinds
- Technology leadership
- Experienced executive team
- Distribution channel in execution mode
- Core North American market understood
- Strong unit economics underpinning business model
- Strong pipeline of new customers and expansion
- Growing sales opportunities outside US markets
- Bigtincan for Financial Services launched, Xinn integration activities underway, building prominence in key vertical
- Opportunity for accretive M&A to accelerate technology roadmap

Company on track for 30-40% organic revenue growth in FY20 with stable retention



Visit our Investor Centre to learn more

investor.bigtincan.com



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