

ASX Announcement

2nd December 2019

Bigtincan Secures \$2.8m Contract with Paris-based multinational chain of personal care and beauty stores

- Bigtincan secures three and a half year contract for \$2.8m total contract value, with leading global multinational chain of personal care and beauty products.
- The contract is for a multi-site global deployment commencing in the USA and expanding across the retailer's locations globally.
- Bigtincan Zunos will be used to empower retail associates on thousands of 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 Paris-based multinational chain of personal care and beauty stores, Sephora USA Inc. Owned by LVMH Moët Hennessy Louis Vuitton, the world's leading luxury goods group, Sephora is defined by its unique, open-sell environment with an ever-increasing assortment of products. Sephora operates over 2,600 stores in 34 countries worldwide, with an expanding base of over 460 stores across the Americas.

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.