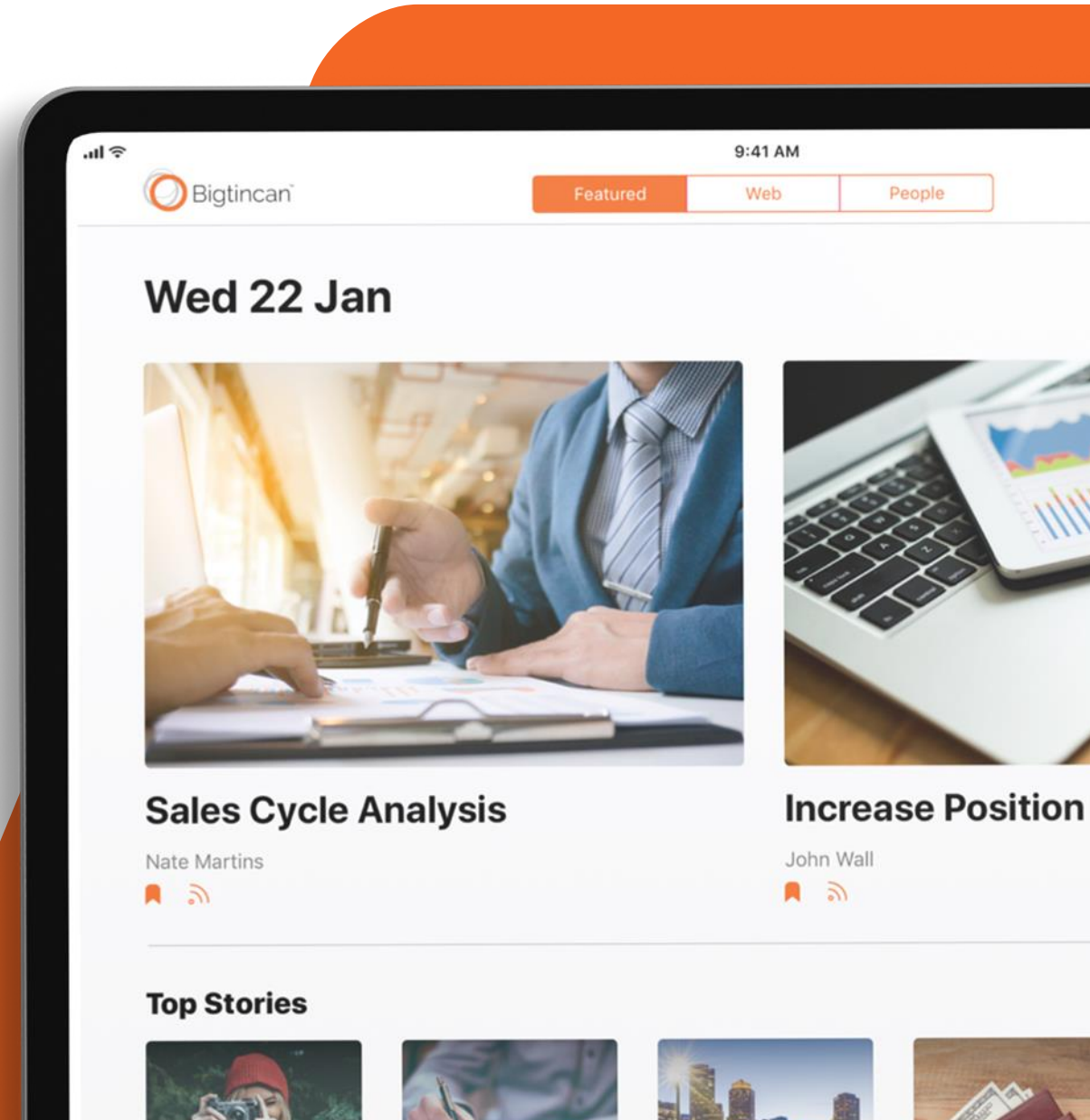




# Bigtincan Holdings Limited (ASX:BTH)

Bringing Digital and Mobility to the Global Customer

Investor Conference Presentation  
October 2020



Mr. David Keane  
CEO and Co-founder





# Agenda

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**Introduction to Bigtincan  
(ASX:BTH)**

**Financial Progress**

**Impact of Digitization  
and Mobility**

**Market Opportunities  
for Growth**

**Investment Summary**

# Company Overview

Bigtincan Holdings Limited ("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.

<b>ASX Ticker code</b>	BTH
<b>Listing on ASX</b>	24 March 17
<b>Market Capitalisation *</b>	\$501m
<b>Share Price *</b>	\$1.325
<b>Shares on Issue *</b>	378m
<b>Headquarters</b>	Sydney, Boston

<b>ARR <sup>+</sup></b>	\$35.8m
<b>ARR Growth Year on Year</b>	53%
<b>ARR CAGR <sup>^</sup></b>	52%
<b>Cash and cash equivalents <sup>+</sup></b>	\$71.9m
<b>US-based revenue <sup>+</sup></b>	91%
<b>Customer LTV <sup>+</sup></b>	\$270m

NB: ARR is annualized recurring revenue. CAGR is compound annual growth rate. LTV is Lifetime Value. All amounts AUD.

\* as at 19/10/2020. <sup>+</sup> as at 30/06/2020. <sup>^</sup> since FY18.



# ASX:BTH

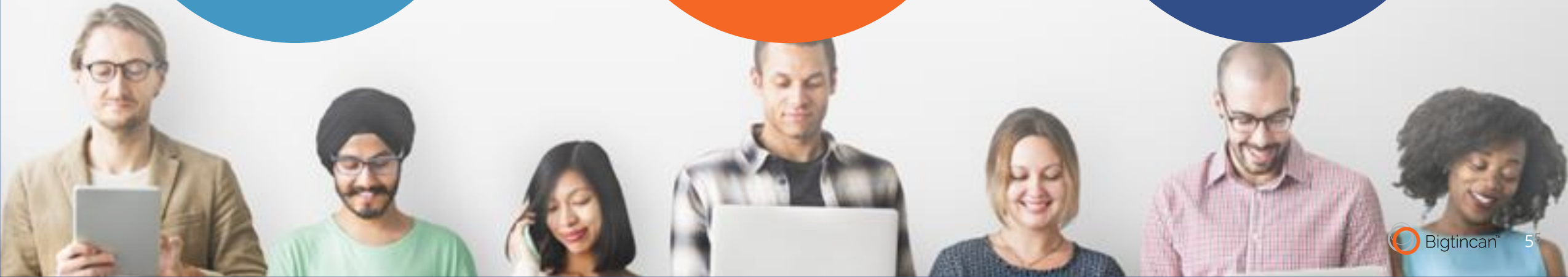
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We empower sales and customer facing people to transform customer engagements into long term valued relationships.

Bigtincan transforms the buyer / seller interaction for hundreds of the world's leading companies

Over 400 customer deployments with 34 of the Fortune 500 using Bigtincan to win more and get more done

Our vision is to empower sales and customer facing people to transform customer engagements into long term valued relationships in a more digital and mobile world



# Business Update

ARR<sup>1</sup>  
\$35.8m

↑ **53%**

LTV<sup>1</sup>  
\$270m

↑ **71%**

Net Cash from  
Operations<sup>1</sup>

**\$1.3m**

Cash &  
equivalents<sup>1</sup>

**\$71.9m**

Adjusted  
EBITDA<sup>2</sup>

**(\$6.7m)**

OVER

**\$13m**

in announced  
enterprise deals  
LTM<sup>3</sup>

**300k+**

users across  
400+ customer  
deployments

**7**

**ACQUISITIONS**  
accelerating tech  
roadmap,  
expanding  
verticals

**4**

**PATENTS**  
on key  
technologies

WINNER

**2020**

CODIE Award

1 As at 30 June 2020  
2 As at end 1H FY20  
3 As at August 2020

# Vertical Model with established lighthouse customers

World leading retailer brands\*

4

World leading life sciences companies\*

5

World leading telcos\*

6

World leading financial services companies\*

7

\* Customer listing from Forbes and Fortune magazine listing, and Bigtincan internal research

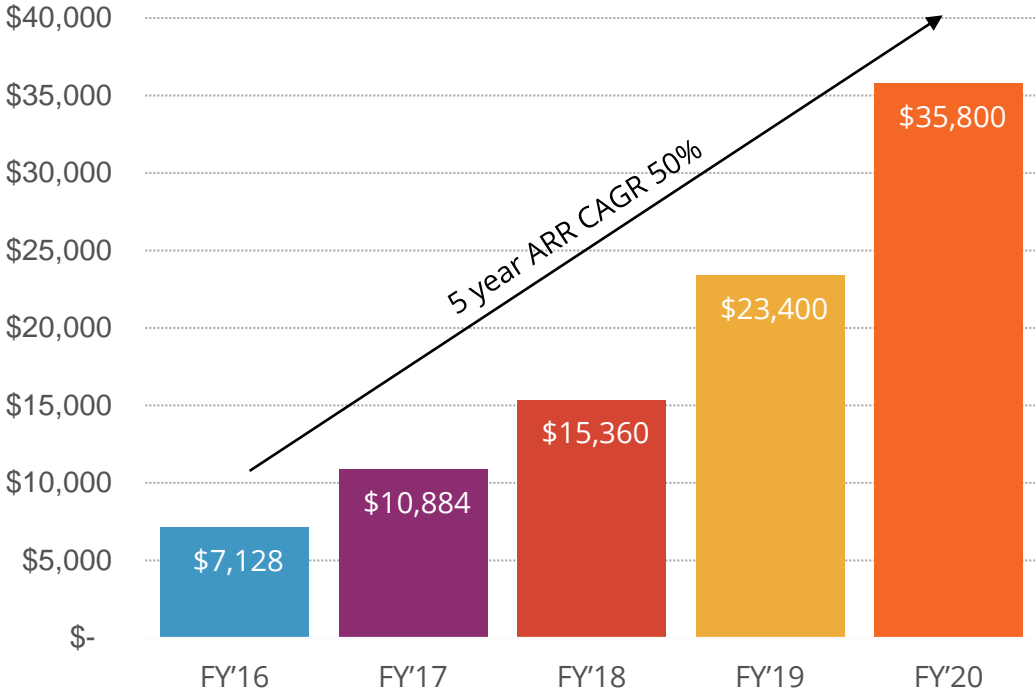
# With a trajectory of strong SaaS Growth

History of Recurring Revenue Growth

# 50% CAGR

over last 5 years

Annualised Recurring Revenue ('000s)





# Strong Unit Economics Powering LTV\*

LTV/CAC

3.9

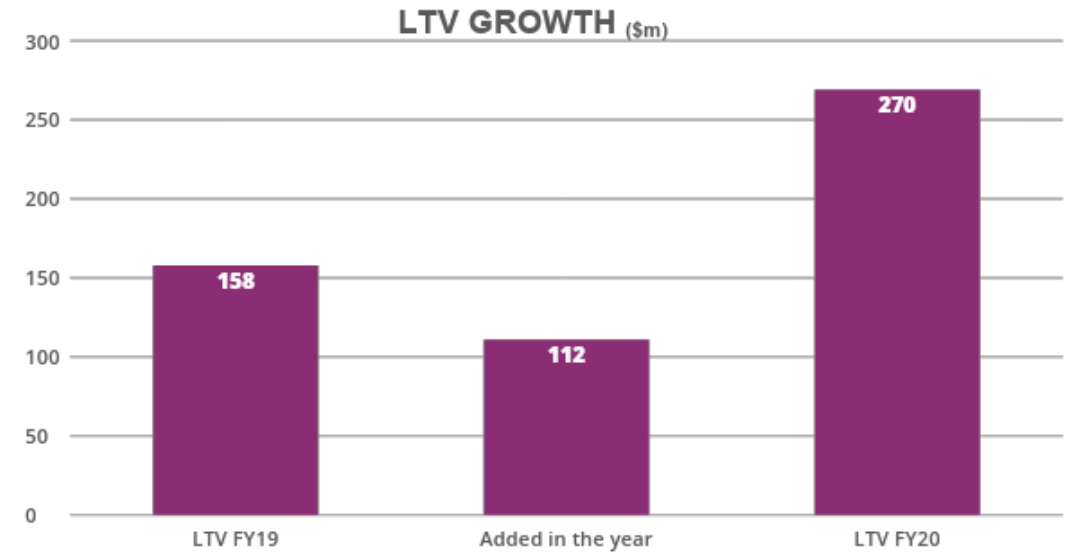
Added

\$112m

in LTV in FY20

71% growth vs. PcP

\*LTV is LifeTime Value of subscription customers measured as ARR at a period, multiplied by gross margin and divided by the inverse of the retention rate.



	FY19	FY20
ARR	\$23.4m	\$35.8m
Gross Profit Margin	88%	85%
MRR Retention	87%	89%
LTV	\$158m	\$270m

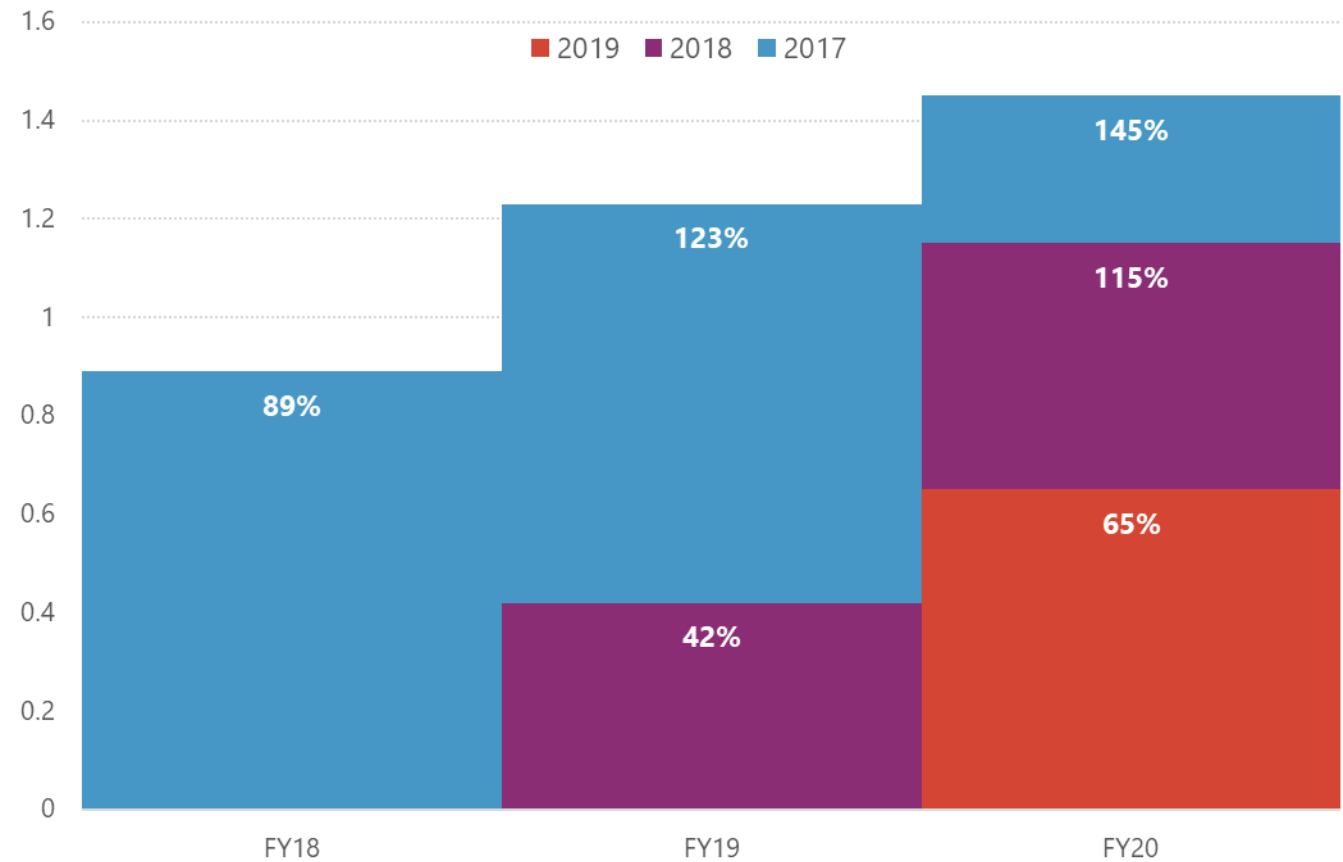
# And a strong SaaS business model

## Customer Land and Expand model working

Customers initial ARR in FY2017 had cumulative growth to FY20 of 145%

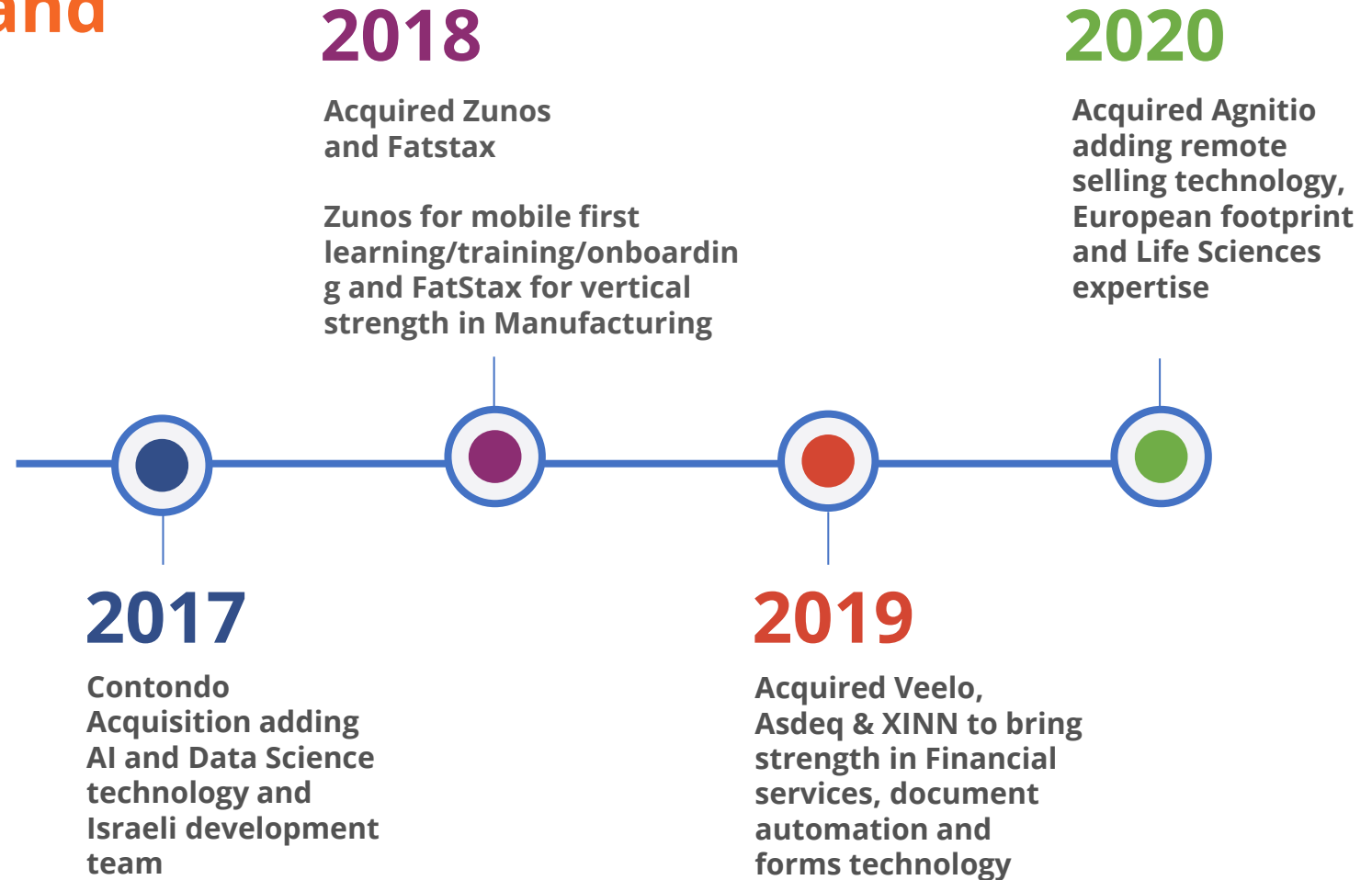
\* Data based on Customers that joined in an identified FY with Churned Customers excluded. Ending point is an average % increase across all customers

### CUMULATIVE CUSTOMER ARR GROWTH BASED ON YEAR OF 1<sup>st</sup> PURCHASE



# Ongoing M&A program to bring forward roadmap and grow market coverage

- Market opportunity to add tech, people, customers and new markets through M&A.
- Funded acquisition pipeline in place with targets identified to support FY21 growth.
- Agnitio Acquisition brings remote selling technology, European footprint and Life Sciences expertise



# Agnitio Acquisition

Remote Selling for virtual client engagement delivering a broadcasting solution.

Agnitio is a leader in the provision of mobile sales tools for life sciences and brings new technology including Rainmaker Remote, its remote selling technology.

Agnitio executive team brings significant depth of experience in the life science vertical - pioneers in bringing digital and remote selling to global leading life sciences customers.

A Copenhagen-based team of 20 staff with established relationships in EMEA, that will complement existing Bigtincan teams in the UK and Israel.

Existing Life Sciences Customers with sustainable ARR of \$1.6m.

Bigtincan plans to retain the entire Agnitio team and integrate Agnitio technology into existing Bigtincan platforms.





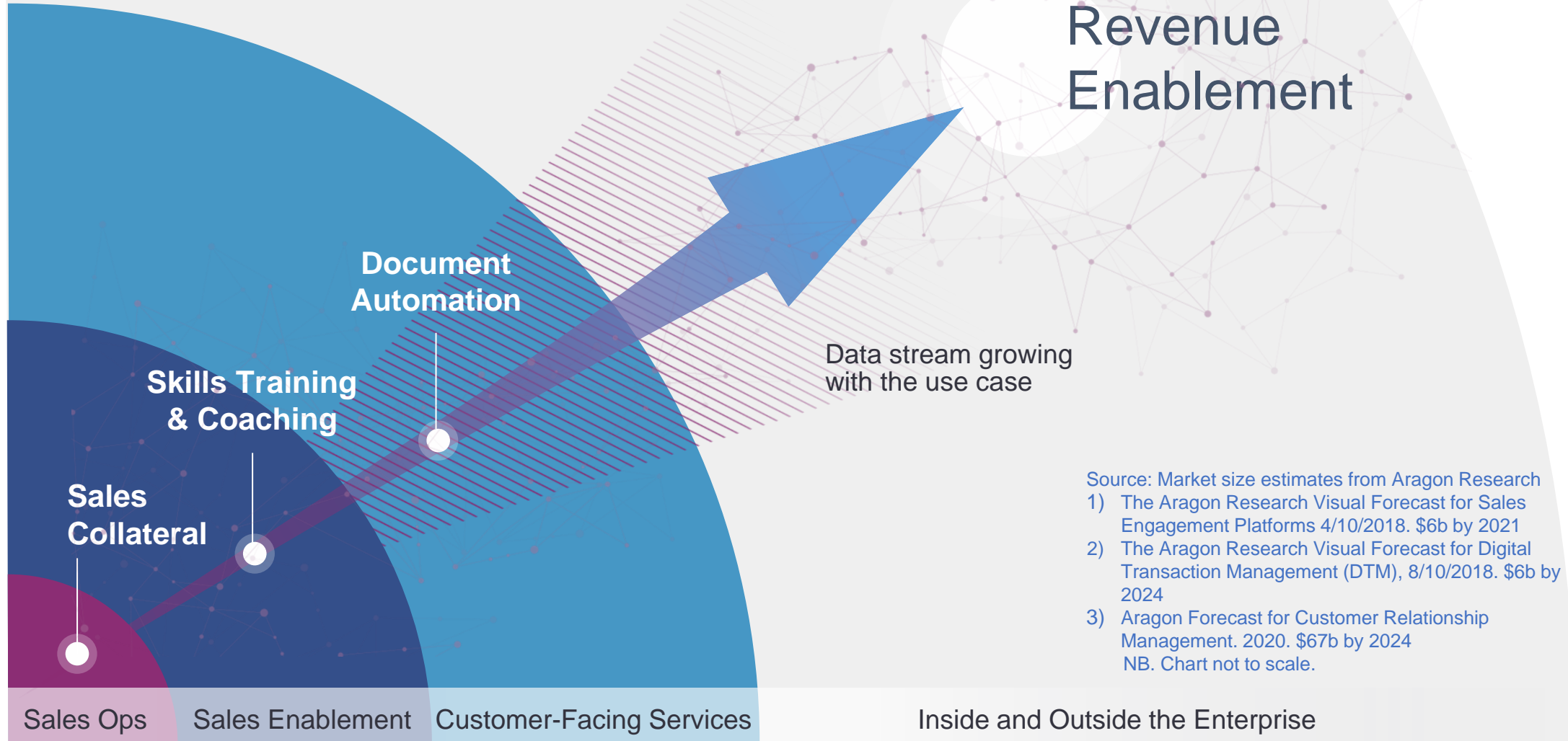
# Integrated to the leading SaaS stacks, with strategic & gotomarket partners in place

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- Bigtincan technology integrated into leading vendor stacks for devices and Cloud
- 28 gotomarket partners across three continents



# Market Development



Source: Market size estimates from Aragon Research  
1) The Aragon Research Visual Forecast for Sales Engagement Platforms 4/10/2018. \$6b by 2021  
2) The Aragon Research Visual Forecast for Digital Transaction Management (DTM), 8/10/2018. \$6b by 2024  
3) Aragon Forecast for Customer Relationship Management. 2020. \$67b by 2024  
NB. Chart not to scale.

# The Future of Digital and Mobile for Customer Facing Workers



# Digital Sales Enablement has never been more important

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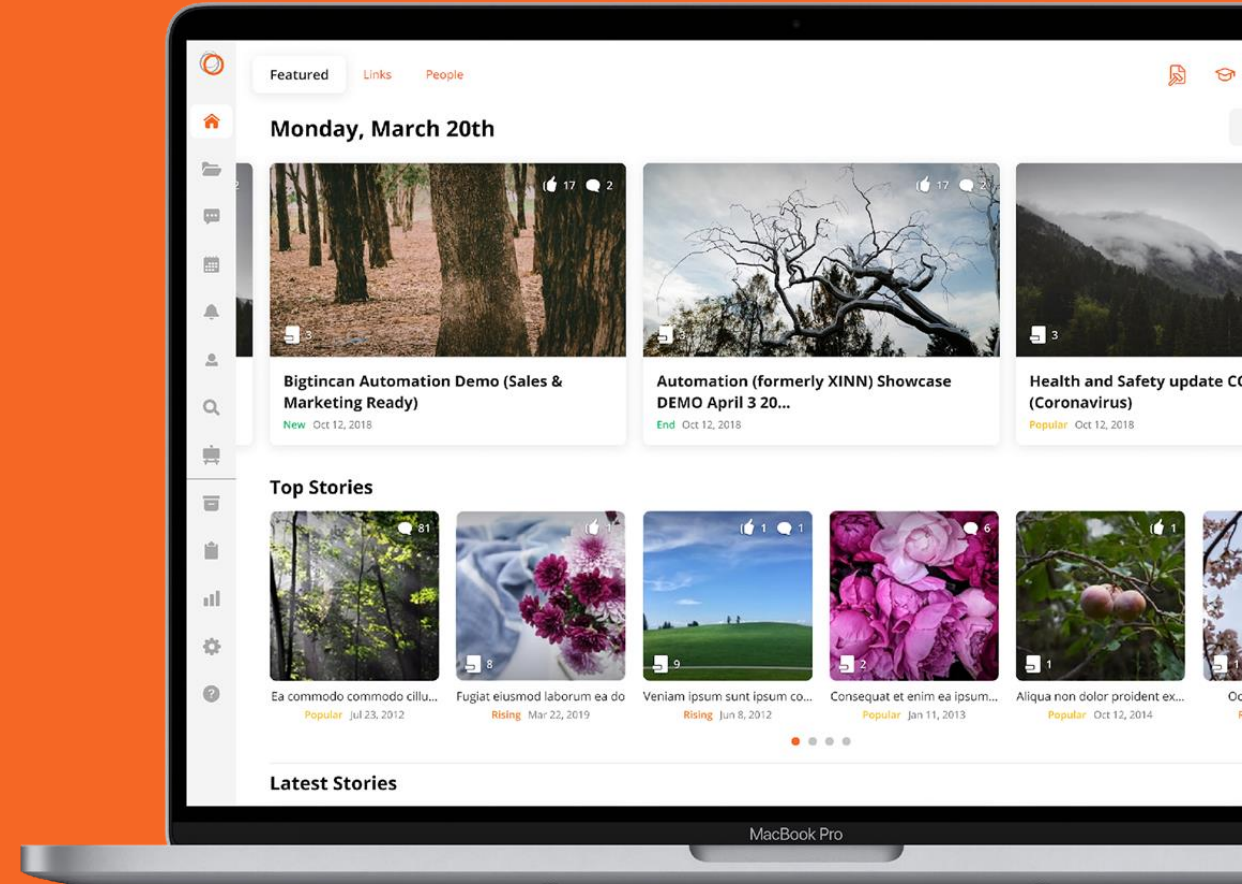
- Today's fast moving digital and mobile buyer is more informed than ever before.
- Business needs to operate faster to address the needs of the buyer.
- Customer facing workers need more information and skills to be successful.
- Employee satisfaction requires modern approaches to team communication.





# Investment Summary

- Growing SaaS leader, with strong balance sheet and technology platform.
- Established customer base with lighthouse customers in place.
- BTH team continues to compete and win on a global basis.
- Large total available market (TAM) expanding with tailwinds from the new economy.
- BTH well placed to help customer facing users in the new economy.



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