



# Creating the buying experience of the future

Embracing remote and digital for the world's  
leading enterprise organizations

Canaccord Genuity 41st Annual Growth Conference  
Presentation  
10 August 2021



# About Bigtincan

## OVERVIEW

Bigtincan Holdings Limited (ASX: BTH) is a global leader in sales enablement software.

Bigtincan has 1,000+ customer deployments (40 of the Fortune 500), over 500,000 licensed users, an established business in North America and an emerging business in the UK and European markets.

Bigtincan has achieved \$53.1m in Annualised Recurring Revenue (ARR) at 30 June 2021, surpassing previous guidance of FY21 ARR to be at the top end of \$49m-\$53m, representing 48% year on year ARR growth (see recent 4C announcement).

Bigtincan is an industry leading, fully native platform:

- One of few providers offering all 3 core capabilities; content, training and coaching, automation
- Bigtincan's recent results show strong organic growth and acquisition track record

**\$499m**

Market capitalization\*

**Sydney and Boston**  
Headquarters

**\$53.1m**

ARR^

**48%**

ARR Growth  
year on year^

**51%**

4-year ARR  
CAGR

**\$56.7**

Cash and cash  
equivalents^

## NOTABLE ACHIEVEMENTS

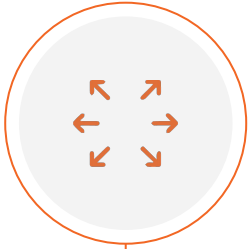


NB: \* As at August 10th 2021. ^ARR, Cash from June 2021 4C. ARR is annualised recurring revenue. CAGR is compound annual growth rate. All amounts AUD.

# Our Mission



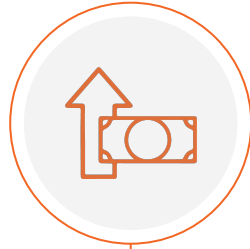
# Key Investment Highlights



**Large TAM  
impacting every  
buyer / seller  
interaction**



**Efficient  
growth engine**



**Attractive  
unit economics**



**Single platform  
based on a  
multi-Hub offering**



**Demonstrated,  
repeatable  
growth**

# Bigtincan Snapshot

Addressable  
market

**10B+**

Identified  
by analysts  
as a leader  
in the space

Customer  
deployments globally

**1,000+**

ARR at 30 June '21

**53.1m**

Licensed seats

**500,000**

ARR CAGR  
Last 4 years

**51%**

Gross margin\*

**85%**

LTV\*

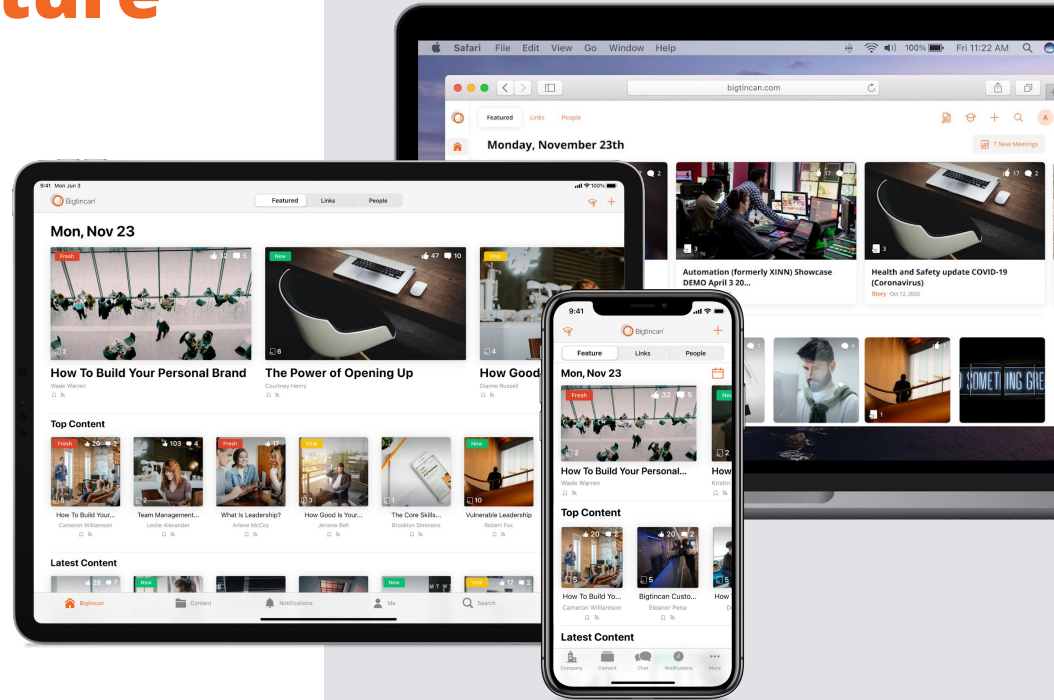
**\$363m**

# Creating the Buying Experience of the Future

Buyers are more informed and more prepared than ever before

Personalization helps sellers increase win rates and deal sizes

Process and performance insights continuously improve sales processes and rep performance to maximize revenue



# 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.

# Traditional Approaches not Delivering

Existing approaches not delivering for buyers or sellers



**Custom App  
on Sharepoint**



**Legacy  
LMS**



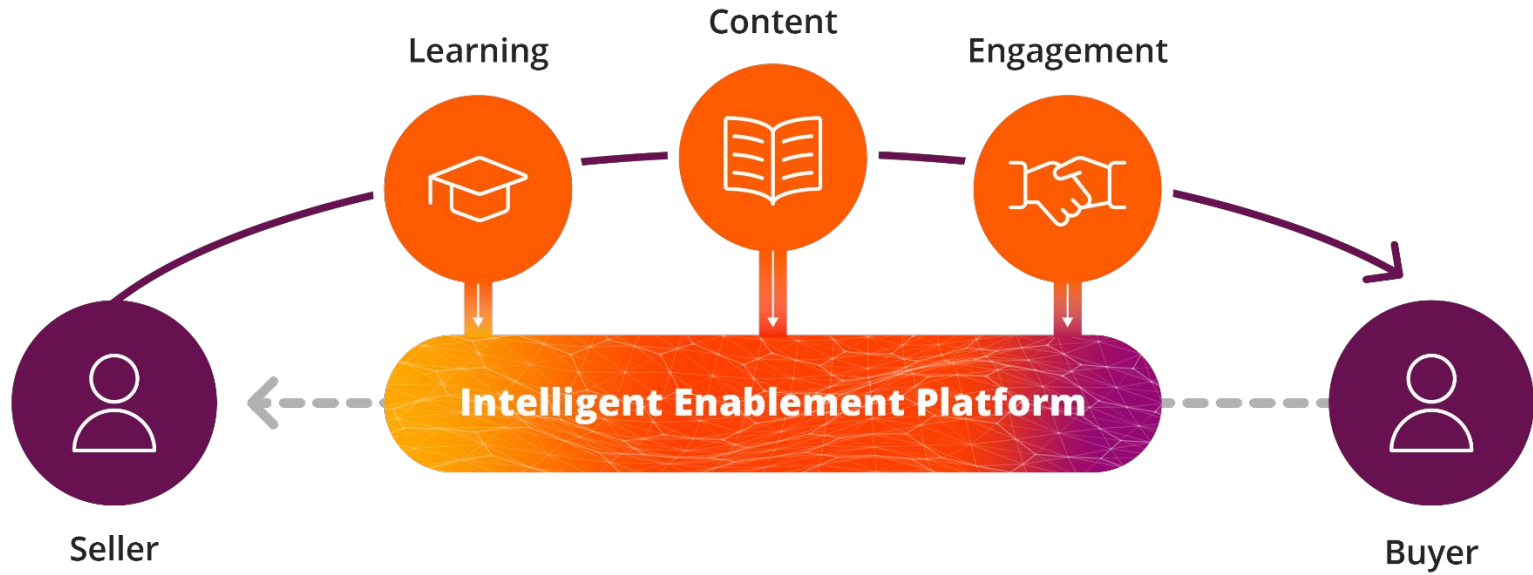
**Email Based  
Comms**



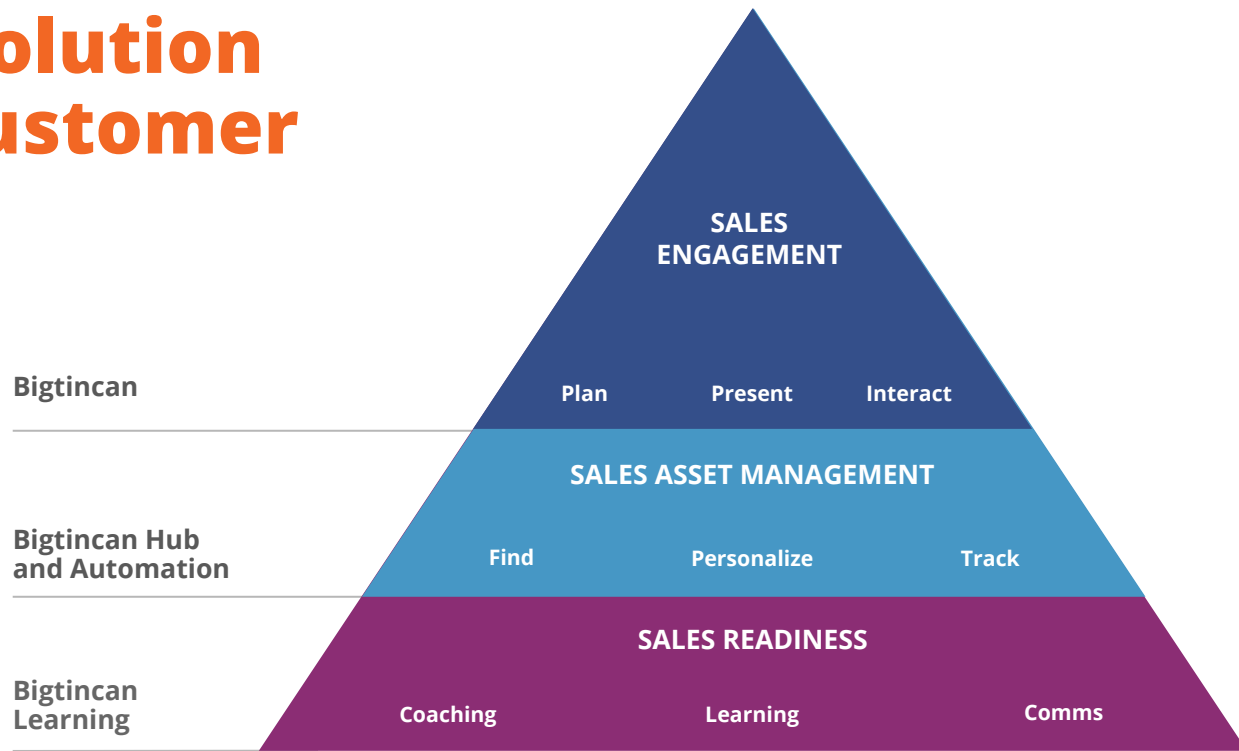
**Unstructured  
Chat**



# Bigtincan's Platform Delivers a Single Pane of Glass for Enterprise



# A Complete Solution for Today's Customer Facing Teams



# Strategic Moats



Machine learning and  
AI leadership



Automated next best action  
recommendations



Unrivalled features  
and capabilities



Dedicated team,  
R&D investments



Strategic patent library  
Core system , AI/ML oriented



Data Driven Insights  
Reporting and analytics



Scale and Recognition  
1000+ deployments, 74%  
increase in interactions LTM



Guided by industry's best  
teams, award winning,  
supporting key vertical  
market, global presence

# Strategic Customer Example

Sony Playstation uses Bigtincan to empower their customer facing teams and distribution partners to create the buying experience of the future for their customers.



# Delivering Quantifiable Results for Customers

"If you do the math, it's increasing revenue by, conservatively, 40% on an annual basis."

**Robert Hebert**  
Managing Partner,  
Green Home Systems



"The system basically paid for itself... in the initial implementation."

**Linda Jayakar**  
VP of Information  
Publishing & Delivery,  
State Street Global Advisors



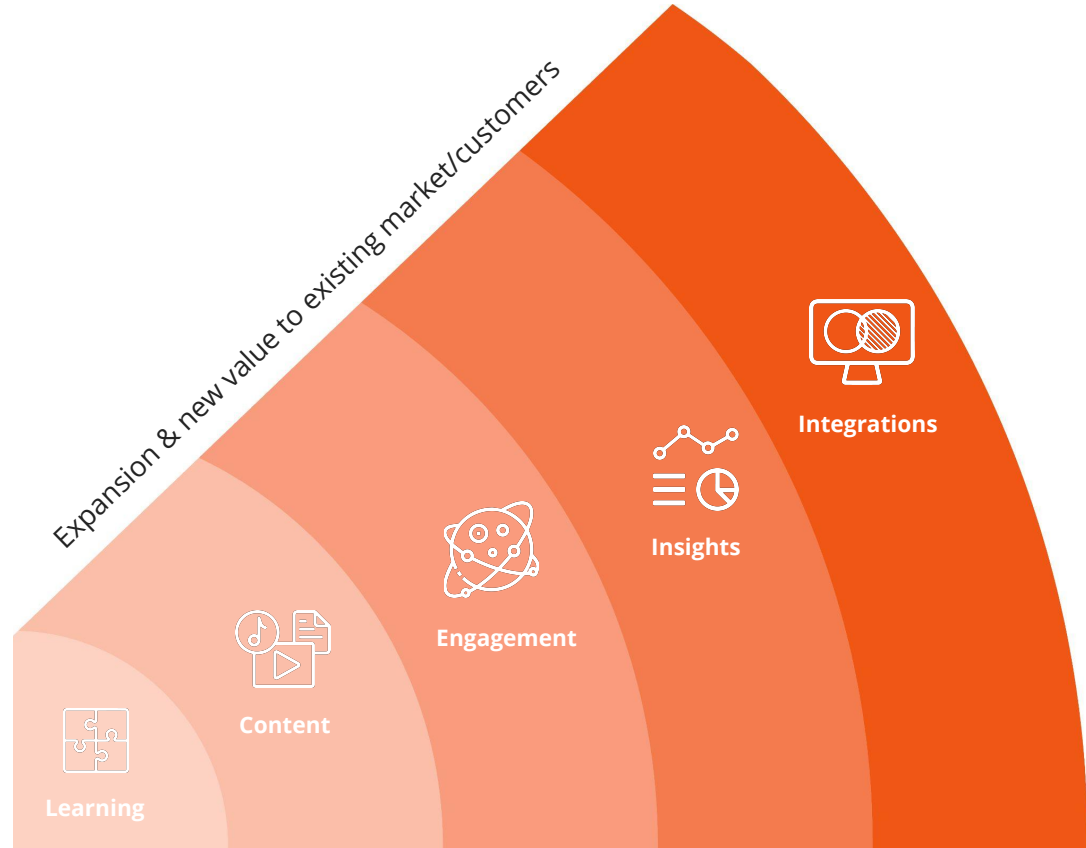
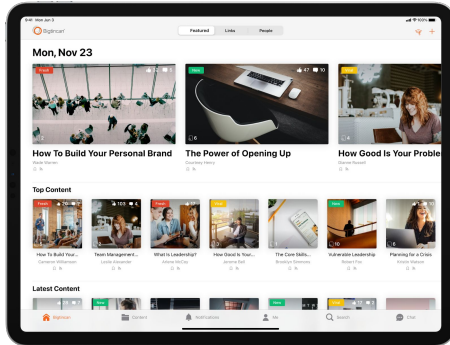
"It was faster for our sales reps to order a burrito to their house than it was to find the right content for the customer."

**Angela Apple**  
Head of Global Sales  
Enablement,  
UberEats



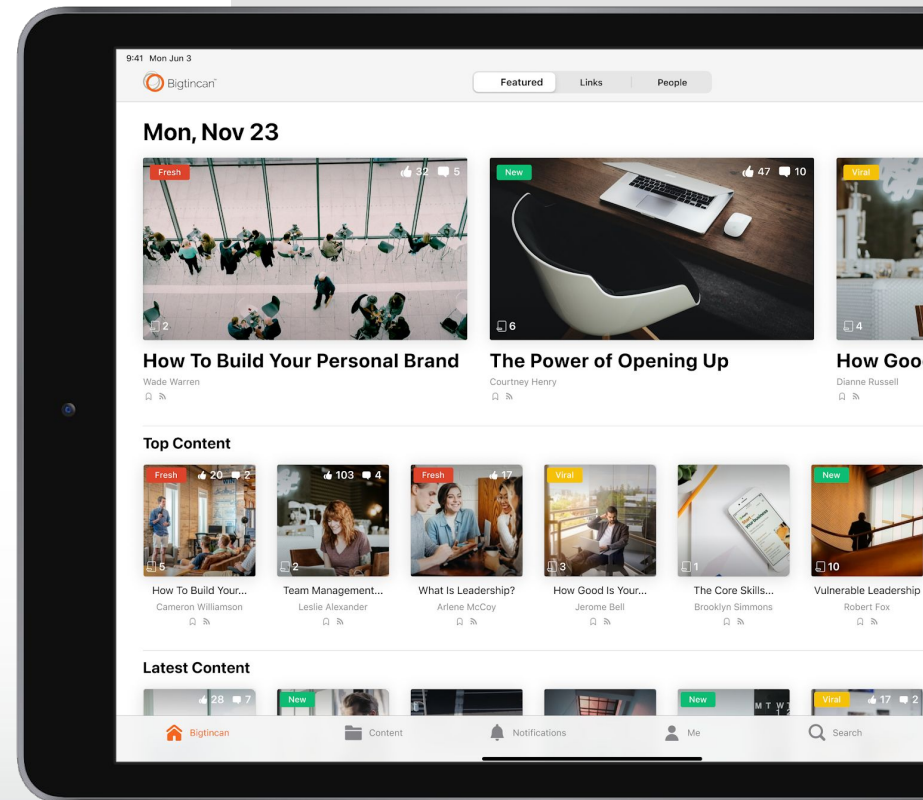
# Future Growth Opportunities

Bigtincan covers end to end needs of sales enablement and buyer experience management

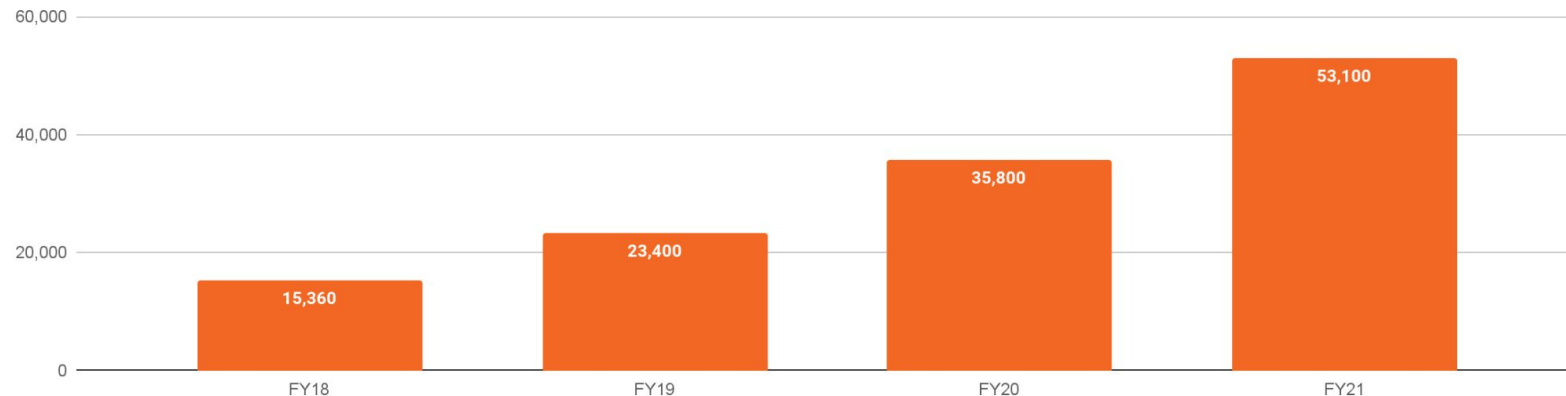




# Financials



# History of Strong ARR Growth (\$'000s)



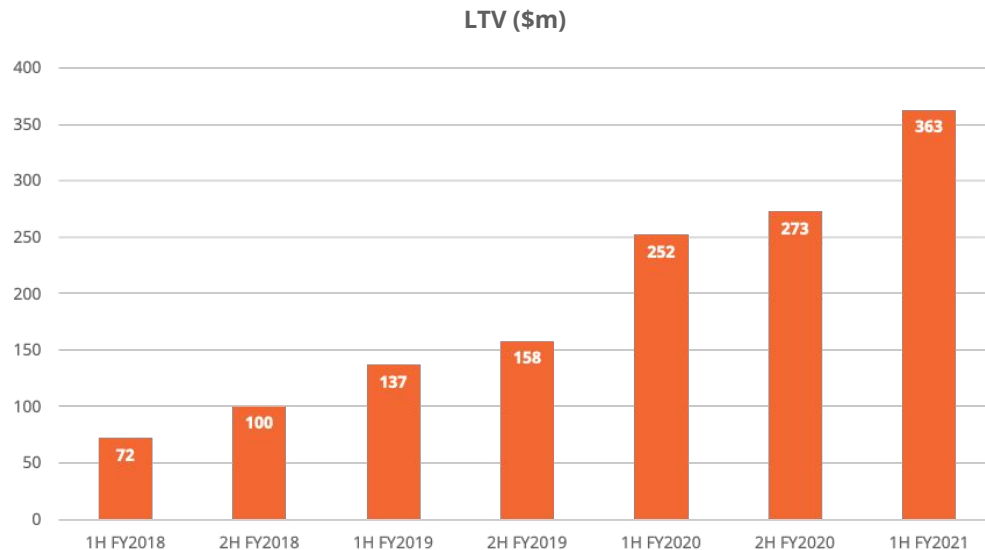
ARR	FY20	FY21
Organic ARR position	\$32.7m	\$44.8m
ARR added through acquisitions in the period	\$3.1m	\$8.3m
<b>Total</b>	<b>\$35.8m</b>	<b>\$53.1m</b>



# Strong Unit Economics Powering LTV

## LTV

71% CAGR over  
3 year period  
(1H FY18 to 1H FY21)



	ARR (\$'000s)	LTV (\$m)
1H FY18	12,780	72
2H FY18	15,360	100
1H FY19	20,800	137
2H FY19	23,400	158
1H FY20	32,410	252
2H FY20	35,580	273
1H FY21	48,390	363

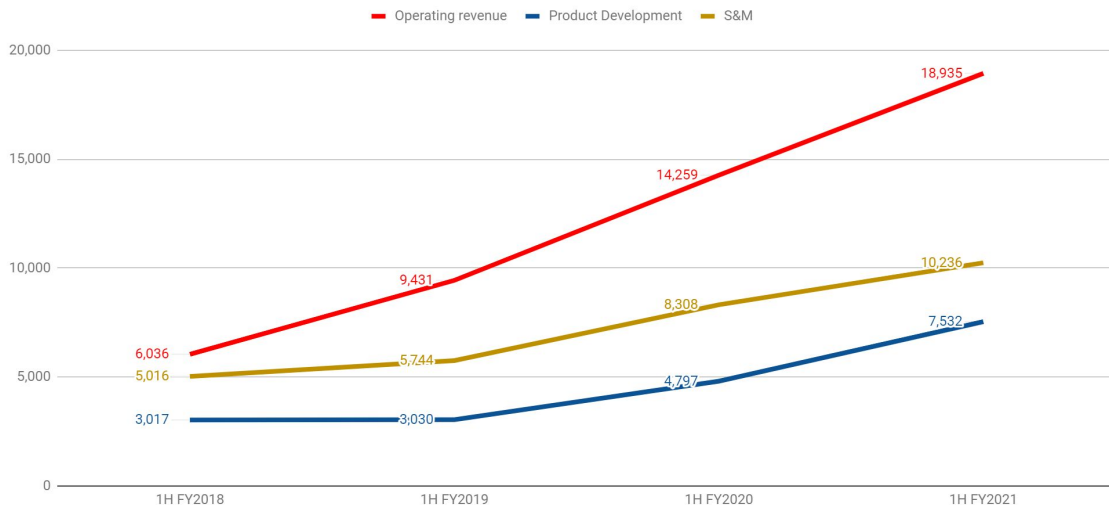
# Operating Leverage

S&M costs as a % of revenue continue to show strength of efficient gotomarket model improving 4% over 1H FY20

Growing investments in Product and Engineering through both organic and acquisition to deliver ongoing product releases for future periods

## Operating Leverage (\$000s)

### Operating Leverage



	1H FY18	1H FY19	1H FY20	1H FY21*
<b>S&amp;M as a % of Rev</b>	83%	61%	58%	54%
<b>R&amp;D as a % of Rev</b>	50%	32%	34%	39%
<b>Total</b>	133%	93%	92%	93%

NB: \*Figures per Operating leverage are based on 1H FY21 results materials

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# Why Bigtincan?

Strong results underscore business momentum

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Established global player  
in fast growing market



New products broaden  
market opportunity



Established high  
performance executive team



Consistent ARR growth  
in USA, with global upside



Increasing tech leadership  
through internal R&D and  
acquisition



Multiple industry awards



Continued expansion of  
Fortune 500 customers



Scale benefits being achieved  
with strong gross margin



Consistent recognition  
by independent market  
research firms

Visit our Investor Center to learn more

**Investor.bigtincan.com**

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# Table of Terms

Term	Definition
<b>TAM</b>	Total Addressable Market
<b>ARR</b>	Annualised Recurring Revenue. This is the monthly recurring revenue times 12.
<b>LTV</b>	Lifetime value. ARR times Gross margin divided by the inverse of retention.
<b>MRR Retention</b>	The 12-month trailing churn dollar total subtracted from the ending MRR dollar position divided by the ending dollar MRR position. This excludes MRR from acquisitions in the period.
<b>CAGR</b>	Compound Annual Growth Rate
<b>PcP</b>	Prior Corresponding Period
<b>TCV</b>	Total Contract Value

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