

ASX Announcement

8 September 2021

Completion of Brainshark Acquisition

Bigtincan Holdings Limited (**ASX: BTH**) ("**Bigtincan**") refers to its announcement on 23 August 2021 and is pleased to announce that the acquisition of Brainshark, Inc. ("**Brainshark**") has completed.

Brainshark is recognised as a leader in sales coaching, learning and readiness with 900+ customers and ~180 employees. Brainshark's data-driven sales readiness platform provides content authoring, readiness scorecards, training & onboarding, and coaching & practice.

Brainshark's customers operate across diverse industries including financial services, insurance, healthcare, software & technology and manufacturing, including JP Morgan, CVS Health, AstraZeneca, Metlife, IBM, PepsiCo and Zoom.

The acquisition is a strong fit across all of Bigtincan's acquisition criteria, transforming the combined business to a global leader in the sales enablement market with significant scale and combined sustainable ARR of A\$99m at completion and estimated growth to A\$119m+ at end FY22.

Authorised for release to the ASX by Tom Amos, Chairman of Bigtincan Holdings Limited.

Further Information

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About Bigtincan

Bigtincan is helping the world's leading brands facilitate the buying experience of the future. Everything we offer is designed to be smart, flexible, and easily adapted to unique business processes with highly personalized experiences that people and brands love. We're on a mission to help companies deliver branded buying experiences that are engaging, personalized, provide value and guide people to the best decisions with confidence. Innovative companies like AT&T, Nike, Guess, Prudential, and Starwood Hotels trust Bigtincan to enable customer-facing teams to intelligently prepare, engage, measure and continually improve the buying experience for their customers. For more information about Bigtincan (ASX: BTH), visit: www.bigtincan.com or follow @bigtincan on Twitter.