



# Creating the Buying Experience of the Future

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

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Canaccord Genuity Annual Growth  
Conference Presentation

10 August 2022



# We are a global leader in sales enablement software

Bigtincan has **2000+ customer deployments** (90+ of the Fortune 500), over **1,000,000 licensed users**, an established business in North America and an emerging business in the UK and European markets.

Bigtincan has achieved **>\$120m in Annualised Recurring Revenue (ARR)** at 30 June 2022, representing **126% year on year ARR growth**.

Bigtincan is an industry leading, fully native platform:

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

## Global Leader in Sales Tech

Creating the buying experience of the future for the world's leading businesses

## Sydney and Boston

Headquarters

## ASX listed : \$395m

Market capitalization\*

# Globally established and growing ASX-listed enterprise SaaS business

**10b+**

Addressable  
market<sup>#</sup>

**2k+**

Customer  
deployments globally

**\$120m**

ARR at  
30 June 22

**\$741m**

LTV\*

**1m+**

Licensed  
seats

**73%**

ARR CAGR  
Last 3 years

**85%**

Gross margin\*

# Cash Flow Highlights

Total cash receipts increased **113%** to **\$31.3m** from Q4 FY21

**Cash operating payments of \$31.2m** inclusive of costs related to the Brainshark integration program

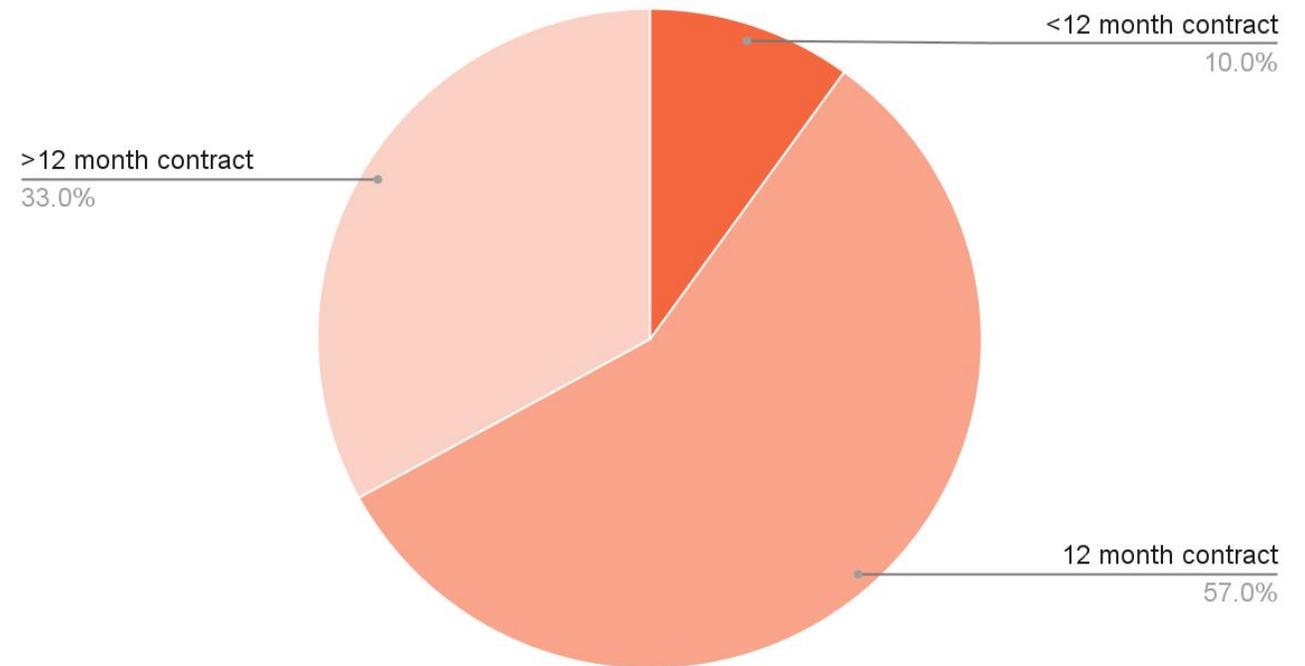
Third consecutive **operating cash positive** quarter

**\$39.3m cash and cash equivalents** as at 30 June 2022

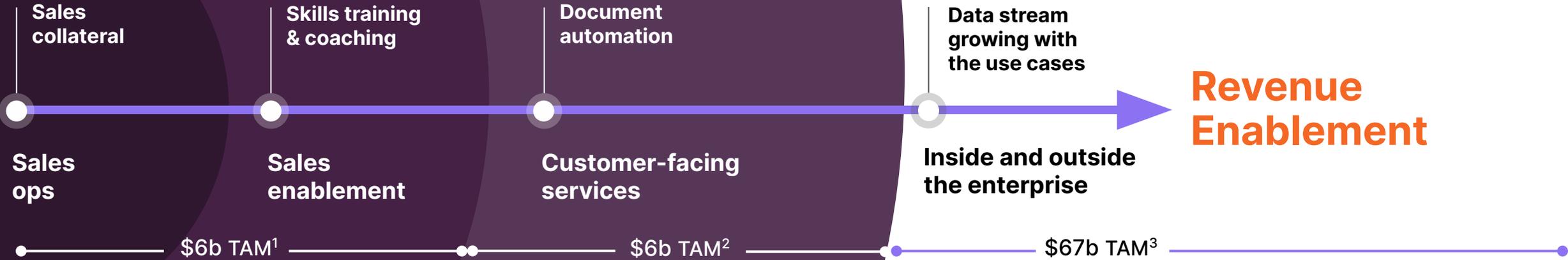
# Trading Highlights & Outlook

- **ARR > \$120m** shows the benefits of the enterprise customer base
- **Increase** in longer term contracts → increased revenue certainty
- **New customer wins and expansions**
- Expected to report maiden **Adjusted EBITDA positive full year** results for FY22
- **On track** to meet or exceed **\$109m revenue for FY22**
- Expected **cash flow breakeven** to be achieved in FY23.

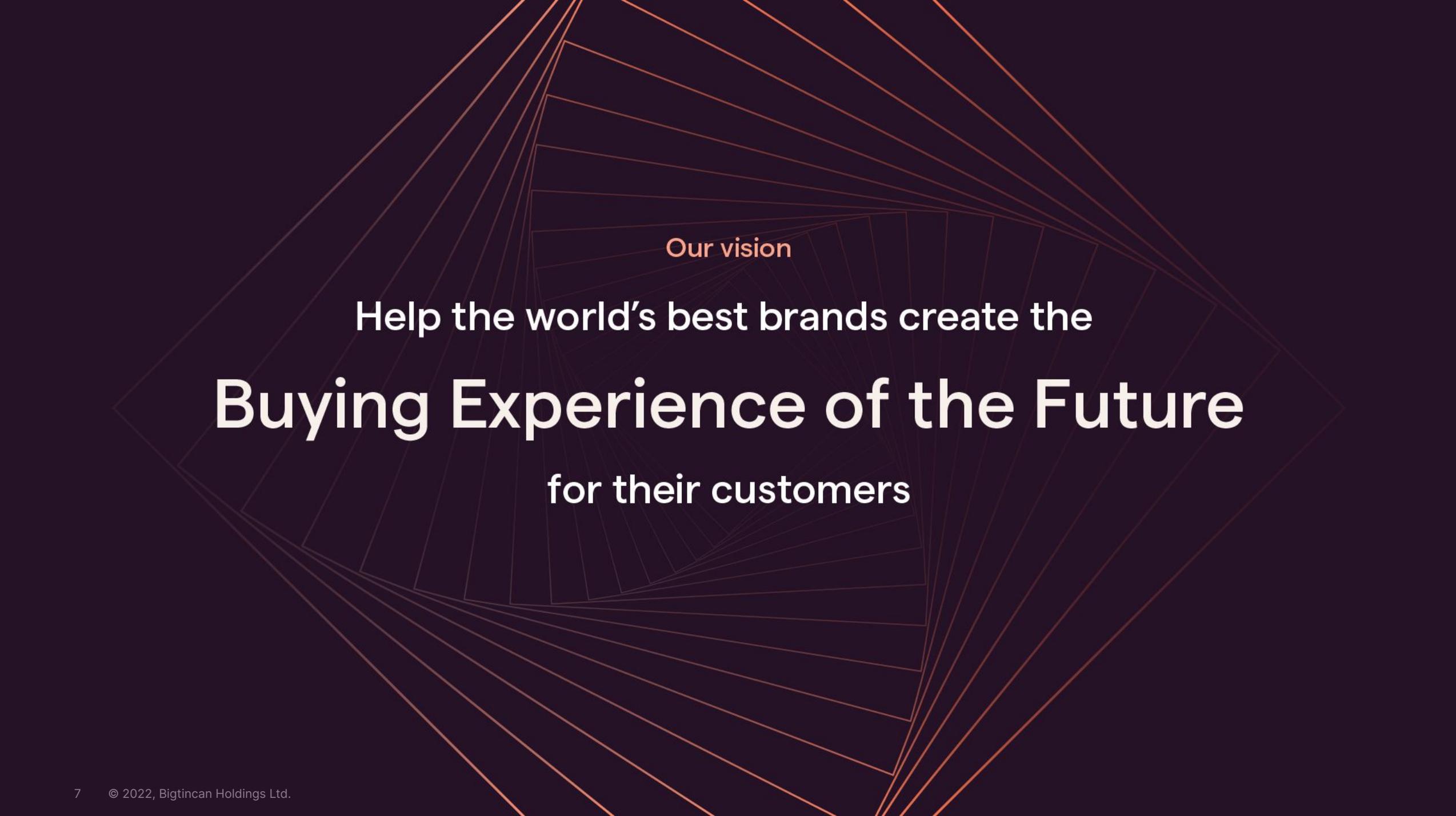
ARR by Contract Length June 2022



# Market Development



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



Our vision

Help the world's best brands create the  
**Buying Experience of the Future**  
for their customers

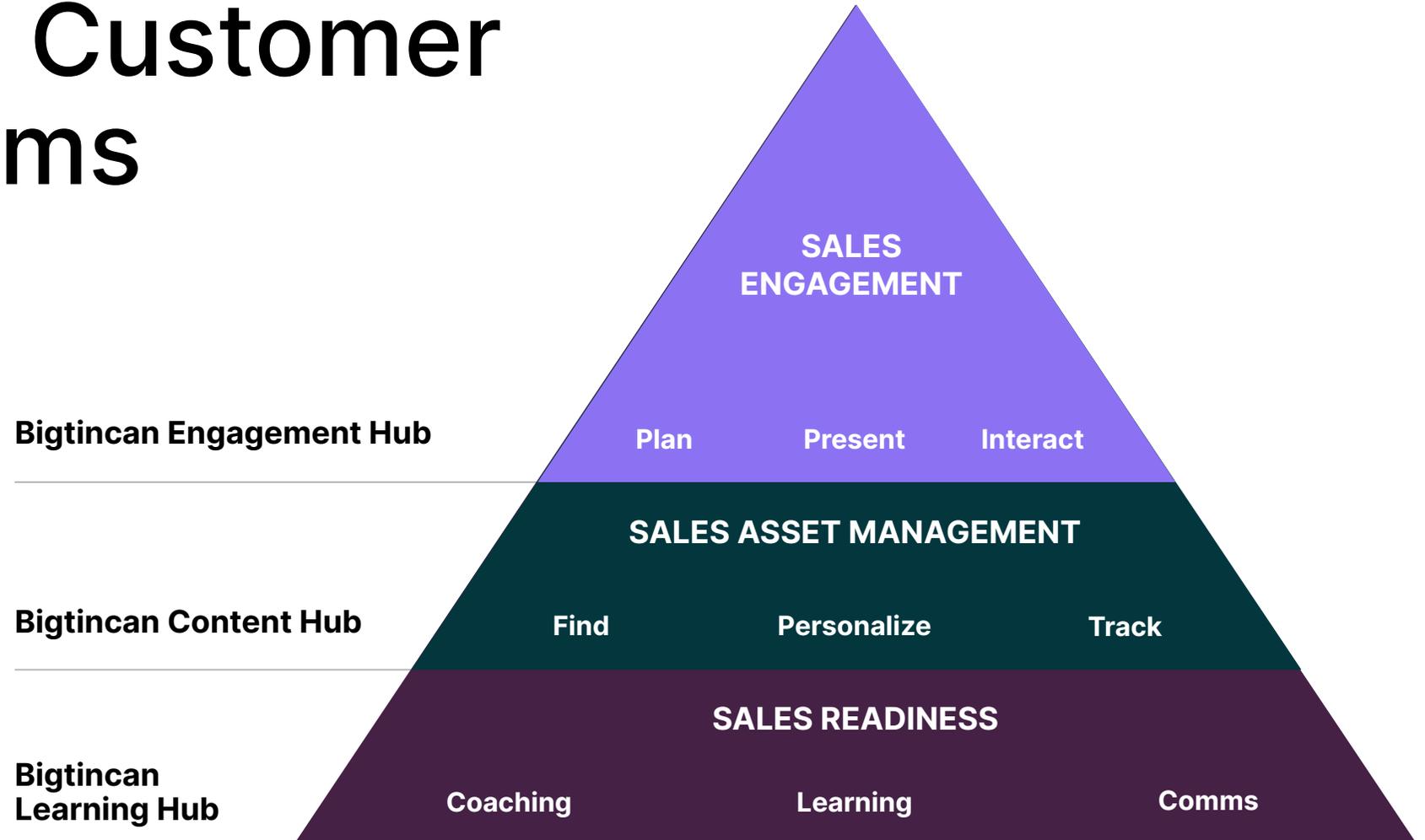
# Digital and Remote Have Created Friction in the Buyer/Seller dynamic

Today's Buyer/Seller Engagements are not delivering for buyers and sellers

- Buyers struggle to get value in engagements
- Sellers lack insights into buyer needs
- Buyers want more than a feature list
- Sellers want to promote the value of their brand
- Buyers need ways to experience value before they buy
- Sellers want ways to protect margin
- Buyers and Sellers need to connect to build community that lasts

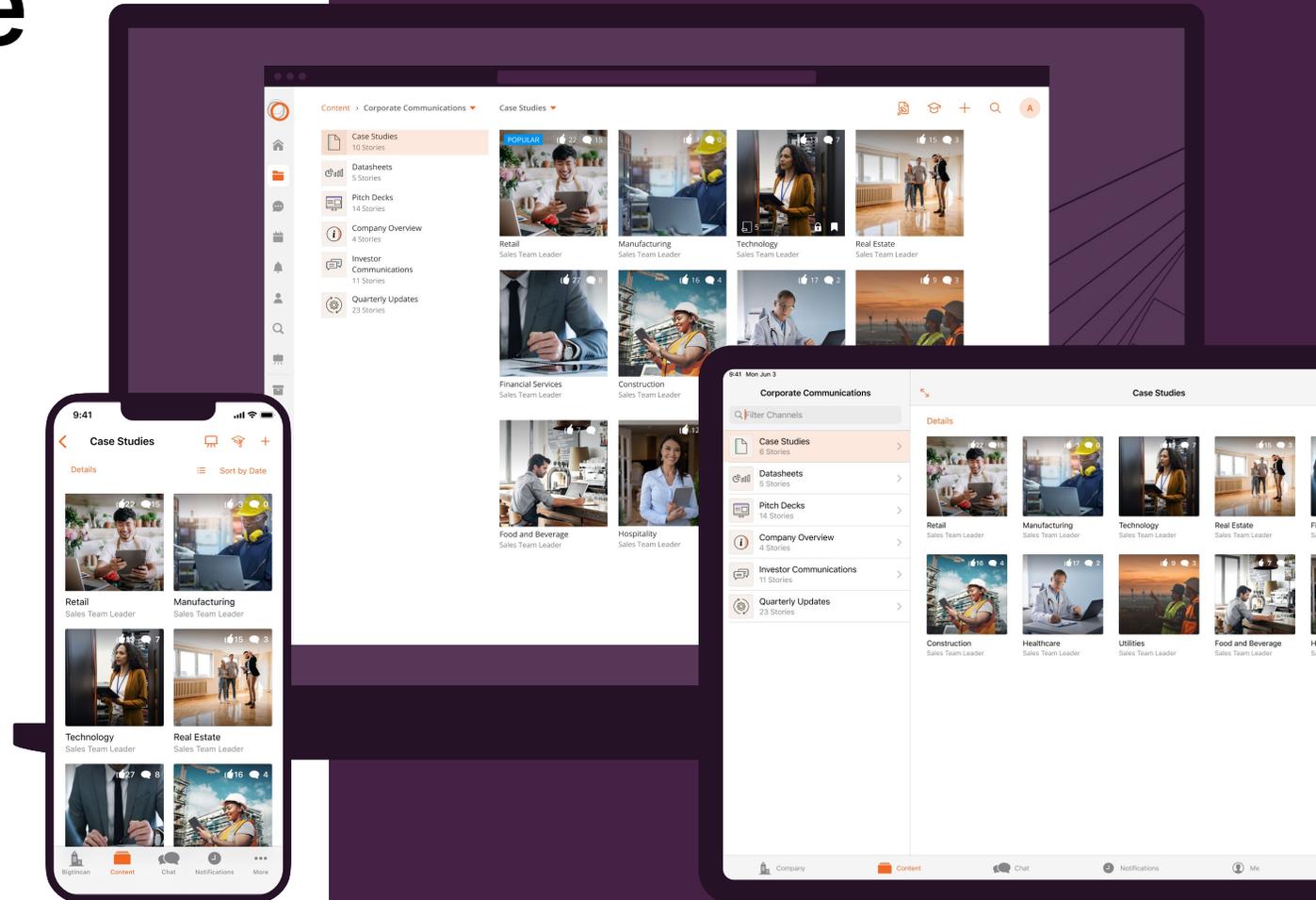
Buyers need a new experience to gain value and sellers need new tools to make them successful

# A Complete Solution for Today's Customer Facing Teams



# Creating the Buying Experience of the Future

- A **10B+ market opportunity** in the early stages of adoption.
- Bigtincan is a **recognized leader** at growing scale.
- With efficient operations and **proven track record**, Bigtincan is set up to take advantage of the growing market.



# Technology Update

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# Platform Releases

## Learning Hub

- Updated user experience
- New Course Catalog Experience
- In progress curriculum indicators

## Content Hub

- Content Hub v5.9.3

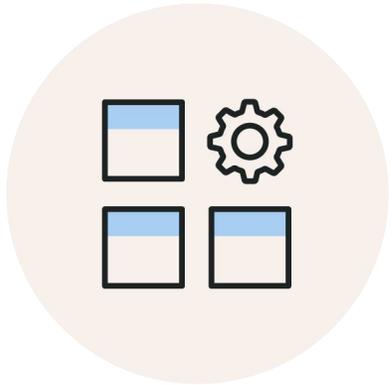
## Engagement Hub

- Updated user experiences
- Conversational intelligence analytics
- Updated customer engagement features

75

Features shipped in Q4

# Bigtincan Platform Patent Coverage



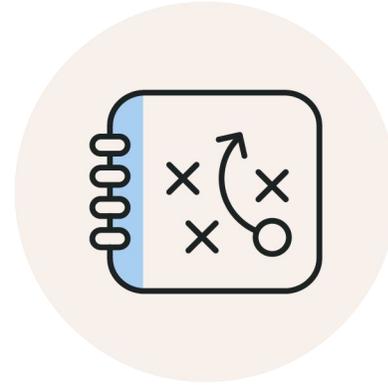
## Content Management

4 patents + 1 New



## Remote Communication

7 patents



## Training / Coaching

1 patents



## AR / VR

3 patents

# 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

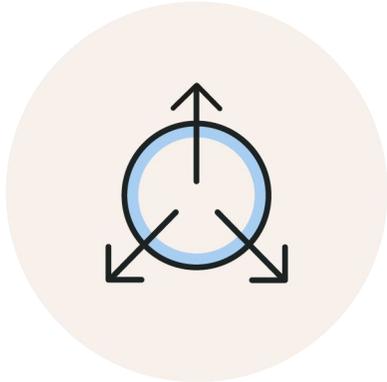


“It was faster for our sales reps to order a burrito to their house than it was to find the right content for the customer.”

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



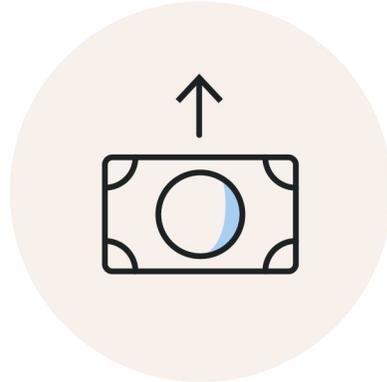
# Key Investment Highlights



Large TAM  
impacting every  
buyer/seller  
interaction



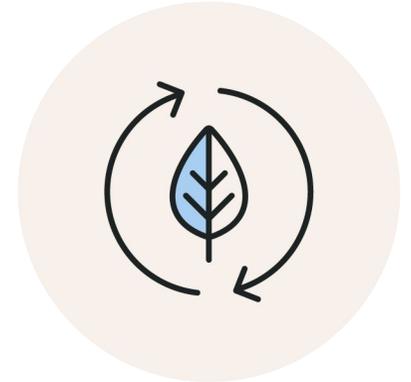
Efficient  
growth engine



Attractive unit  
economics



Single platform  
based on a  
multi-Hub offering



Demonstrated,  
repeatable growth

# Looking ahead



## Cash Flow

Cash Flow Breakeven to be achieved in FY23



## FY22 Adj.EBITDA\*

Positive result with increase over 1H FY22



## Technology Innovation

Continued focus on innovation to drive cross-sell and expansion

\* Adjusted EBITDA includes adjustments for acquisition, share based payments and one-off items and abnormal FX impacts.

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**[Investor.bigtincan.com](https://investor.bigtincan.com)**

# Glossary

Term	Definition
ARR	Annualised Recurring Revenue. This is the monthly recurring revenue times 12 with exchange rates fixed at time of additional or conversion to AUD.
LTV	Lifetime value. ARR times Gross margin divided by the inverse of retention.
CAC	Customer acquisition costs (60% of S&M and Acquisition costs).
MRR Retention	The 12-month trailing churn dollar total subtracted from the ending MRR dollar position divided by the ending dollar MRR position. This excludes acquisitions.
Net Retention Ratio	$(\text{Beginning ARR} + \text{expansions} + \text{upsells} - \text{Churn} - \text{Contractions}) / \text{Beginning ARR}$
CAGR	Compound Annual Growth Rate
PcP	Prior Corresponding Period
TCV	Total Contract Value
RPO	RPO is a SaaS metric that takes into account deferred revenue and adds the value of non-cancelable revenue that has yet to be billed but represents future performance obligations that will be earned as revenue.

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