



Creating the Buying Experience of the Future

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

Canaccord Genuity
43rd Annual Growth Conference
Boston, MA
August 8th 2023



A Global Leader in Sales Enablement

2k+

Customer
deployments

100+

Fortune 500
customers

6

Key verticals
serviced

400+

People across 4
continents

60+

Countries
with users

Key Industry Awards FY23



Innovation Award for
Sales Enablement



Sales & Customer
Service Winner



Sales Enablement
Data Quadrant Gold
Medalist and Leader



Product
of the Year



Sales Enablement
Software Champion

About Bigtincan (ASX:BTH)

Building a scaled ASX listed enterprise SaaS business

\$130m

ARR at
31 December 2022

105%

Net Retention Rate

\$878m

LTV

88%

Gross margin

120%

Multi-Hub NRR

59%

ARR CAGR
Last 3 years

Bigtincan Intelligent Enablement Platform

Driving sales efficiency with the most complete and flexible cloud-based SaaS solution

Learning Hub

Sales Readiness

Prepare, upskill, and train your customer-facing teams to deliver a first-class buying experience.

Content Hub

Sales Asset Management

Deliver the right content at the right time, to the right place, offline and online.

Engagement Hub

Sales Engagement

Create engaging buyer experiences that are actionable, measurable, and that help sellers win.

DIFFERENTIATORS

Unified Experience

AI Recommendations

AR / VR / XR

Conversation Intelligence

Analytics

INTEGRATIONS



Virtual and in-person buyer/seller engagements

Sales & Front Line Workers • Customer Facing Representatives • Globally Distributed Workforces

Telecoms

Retail

Finance

Life Sciences

Technology

Manufacturing

Sales

Marketing

Human Resources

Customer Success

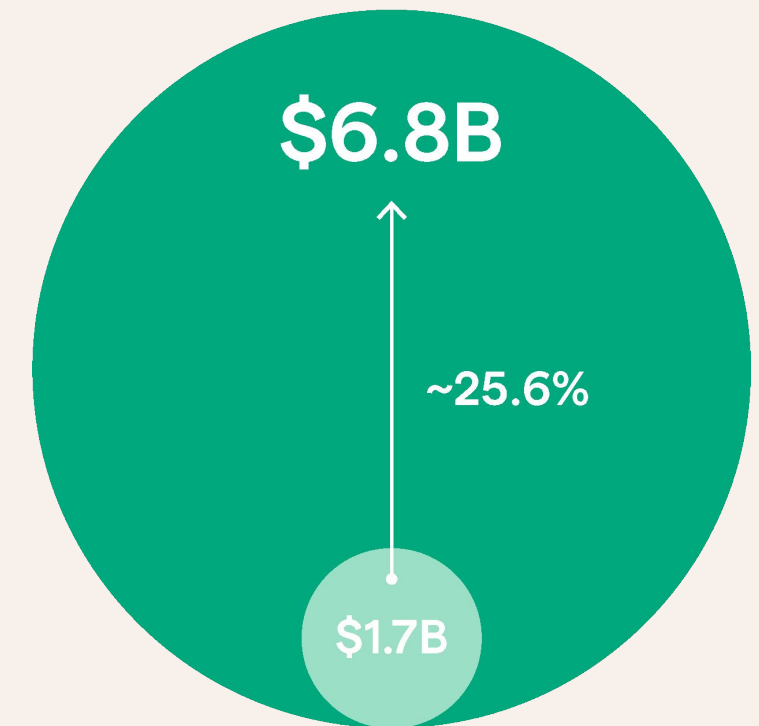
RevOps

The Evolving Sales Enablement Platform Market Offers a Significant Growth Opportunity

The market size was estimated at US\$1.7Bn in 2023 and is expected to expand at a CAGR of ~25.6%, reaching ~US\$6.8Bn by 2028

- The economy is more digital, remote, and faster paced than ever before
- Legacy solutions like SharePoint, Intranets and LMSs are not solving the real world problem of customer facing teams today
- Bigtincan's platform is helping **2k+ organization deployments worldwide** to empower their customer-facing teams to create The Buying Experience of the Future
- Bigtincan's mix of **human, digital, or virtual engagements** is driving growth and support margin for many organizations

Sales Enablement
Platform Market
US\$B CAGR Expansion
2023 → 2028



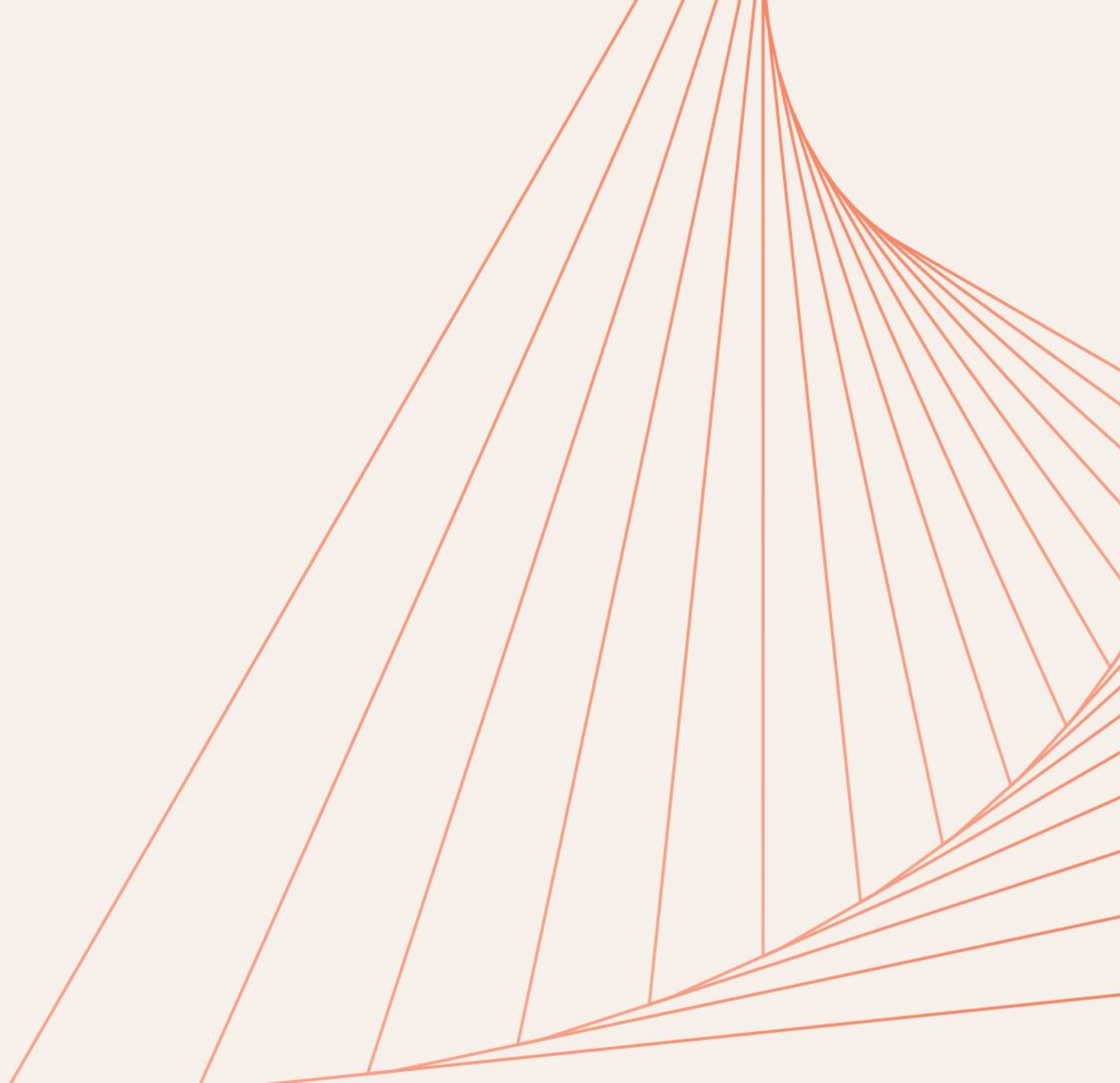
Agenda

Business

Customers

Generative AI

Looking Ahead



Business Update

- Release of the **industry's first** highly scalable Intelligent Enablement Platform for Enterprise organizations
- Launched GenieAI™, **Bigtincan's Large Language Model** based technology to unleash MLL productivity with our customers
- **Acquisition of Modus Engagement Inc.**, a leader in sales enablement for the manufacturing industry, bringing **100+ new customer logos** and **\$7.5m in ARR**.
- Fast Company names Bigtincan **#8 Most Innovative Companies** in Enterprise 2023*



Customer Update

New wins and expansions show Bigtincan is executing on its vision to help customers create The Buying Experience of the Future.

Including but not limited to:

- ✓ Veriforce
- ✓ American Heart Association
- ✓ Carespot
- ✓ Hilton Resorts
- ✓ Ebay
- ✓ Canon Medical Systems USA
- ✓ Clorox
- ✓ UnitedHealth Group
- ✓ Keurig Dr Pepper
- ✓ US Bank

Impact of Generative AI



Generative AI

Generative AI technology's impact will be substantial

- Generative AI is poised to unleash the next wave of productivity.
- Bigtincan's market leadership in AI technology positions the company perfectly to help its customers benefit materially from this wave.

The economic potential of generative AI: The next productivity frontier

June 14, 2023 | Report

Generative AI's impact on productivity could add trillions of dollars in value to the global economy. Our latest research estimates that generative AI could add the equivalent of \$2.6 trillion to \$4.4 trillion annually across the 63 use cases we analyzed—by comparison, the United Kingdom's entire GDP in 2021 was \$3.1 trillion. This would increase the impact of all artificial intelligence by 15 to 40 percent. This estimate would roughly double if we include the impact of embedding generative AI into software that is currently used for other tasks beyond those use cases.

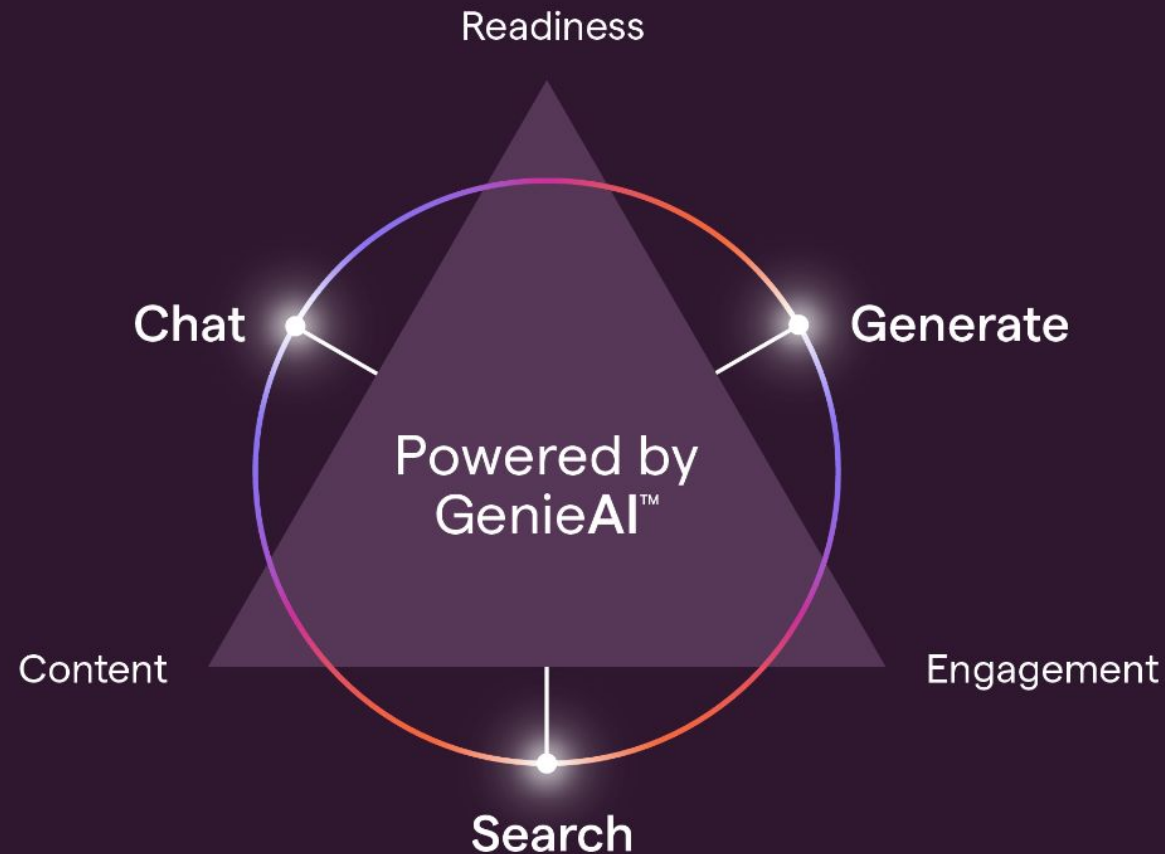
About 75 percent of the value that generative AI use cases could deliver falls across four areas: Customer operations, marketing and sales, software engineering, and R&D. Across 16 business functions, we examined 63 use cases in which the technology can address specific business challenges in ways that produce one or more measurable outcomes. Examples include generative AI's ability to support interactions with customers, generate creative content for marketing and sales, and draft computer code based on natural-language prompts, among many other tasks.

Where Generative AI Impacts Our Customers

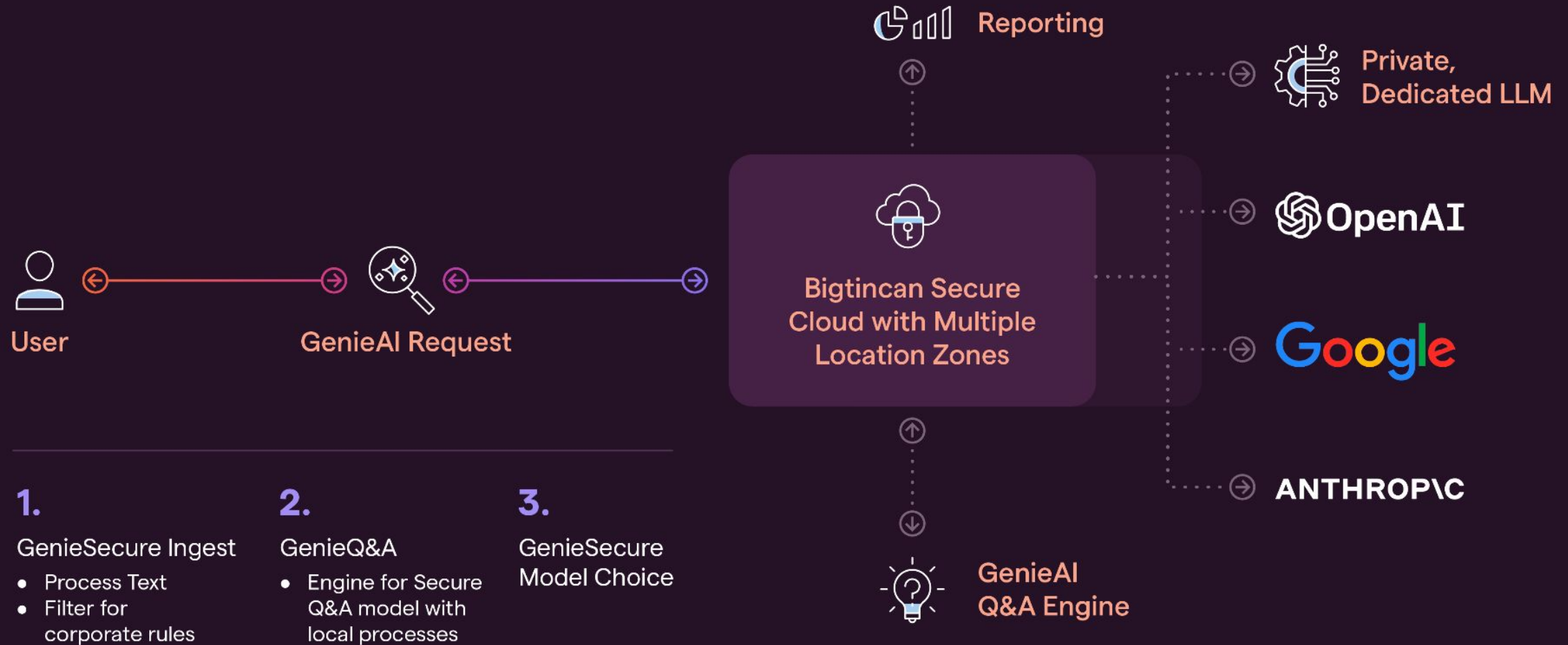


AI is Integrated Throughout Bigtincan

Enhancing user workflows through embedded, personalized AI



GenieAI System



Bigtincan GenieAI™

A set of leading Generative AI technologies which will deliver transformational sales productivity gains for customers

GenieAI™ technology set to deliver:

- Content recommendations
- Content summaries
- Automatic content creation
- Content insights
- AI Search
- Real time Role Play with GenieAI™

Bigtincan customers will be able to take advantage of copywriting, content summarization, Q&A-style search, and a virtual personal assistant to help all users to increase both efficiency and effectiveness using a new approach to learning and content creation.

GenieAI™ will be available across all Bigtincan Hubs, automatically synthesizing information and content into something digestible, including auto-generated abstracts and automatically written emails to be used when sharing content.

A large array of use cases will dramatically improve user productivity from general support and feedback to meeting preparation for a specific persona to summarization of content found within a digital sales room.

Looking ahead



Full Year Results

End August



Financial Advisor Program

Independent Board Committee
to update the market at Full
Year Results



Market Progress

Bigtincan to continue to update
the market on business and
technology progress



Thank you

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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.
Net Retention Ratio	$(\text{Beginning ARR} + \text{expansions} + \text{upsells} - \text{Churn} - \text{Contractions}) / \text{Beginning ARR}$
CAGR	Compound Annual Growth Rate

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