



Bigtincan Holdings Limited

Business Update - Prepared for Canaccord Growth
Conference Boston August 2024

9 August 2024

FY24 Execution Roadmap

Execution on Key Strategies

Bigtincan strategy and execution delivering financial results outlook for FY24 based on:



Building on a strong core



Delivering EBITDA growth



Addressing macro climate with churn protection programs



Creating an efficient leader

Trading Highlights (unaudited)

ARR
\$115m+

focus on core customer base driving EBITDA and FCF

EBITDA
of \$10m+

expected results for FY24 with **Adjusted EBITDA >\$15m+**

63%
↓ decrease

in ARR churn and contraction vs 1H FY24 from 30.8M H1 to 11.3M H2

21.8%
↑ increase

2H FY24 ARR vs 1H FY24 multi-year renewals from 8.2M to 10M

Corporate and Market Progress

Business execution in a transformative year



Equity raising of **\$20.5m** to support growth with a focus on GenieAI technologies.

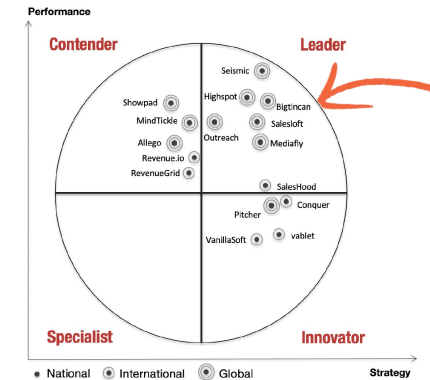


Added enterprise software expertise to the Board with appointment of Tim Ebbeck.



Adjusted executive team with new ELT members.

The Aragon Research Globe™ for Sales Enablement Platforms, 2024
(As of 2/1/24)



Continues to be a globally leading sales enablement platform.

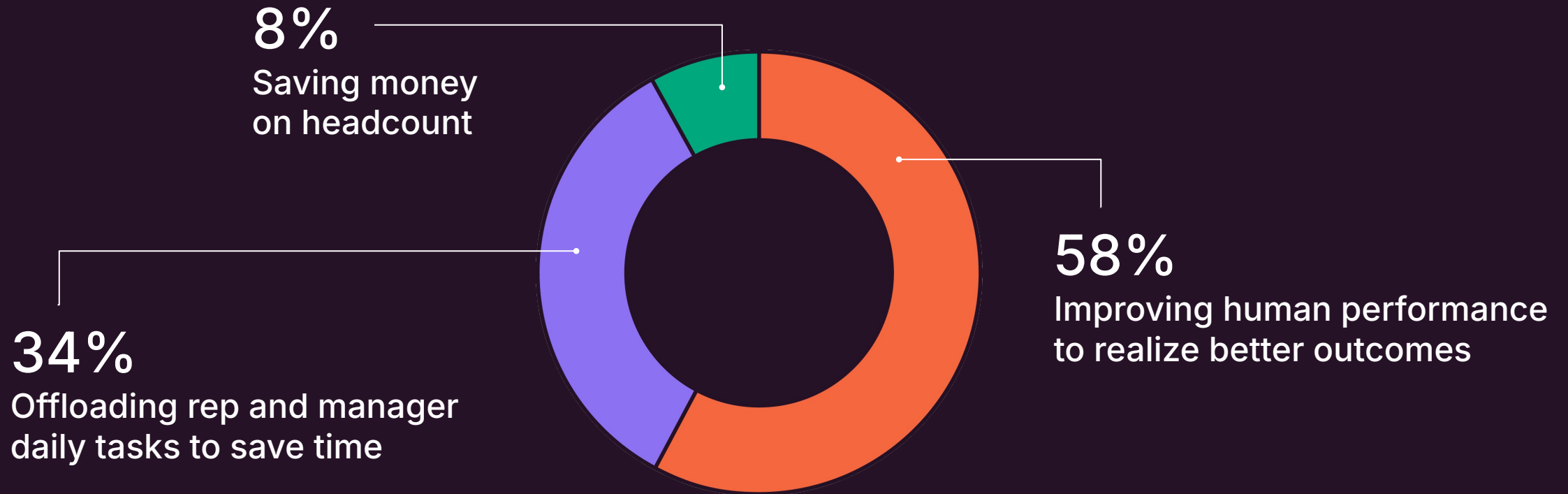
Aragon Research Report for 2024 available at www.bigtincan.com

Impacts & Opportunities from Generative AI

A 10X productivity and efficiency opportunity

The State of Sales in AI

Looking into the future, how will AI primarily prove its value to your organization?

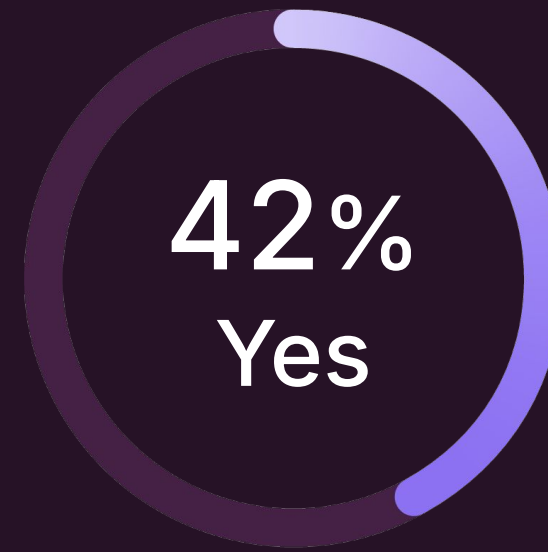


The State of AI in Sales

Is your company dedicated to integrating AI into sales strategy?



Does your company have policy or privacy concerns prohibiting AI?



Confirmed: Sales Teams Need AI-Driven Tools



● **69%**
Sellers

AI tools assist reps by prioritizing leads, personalizing outreach, etc.

● **20%**
Executives

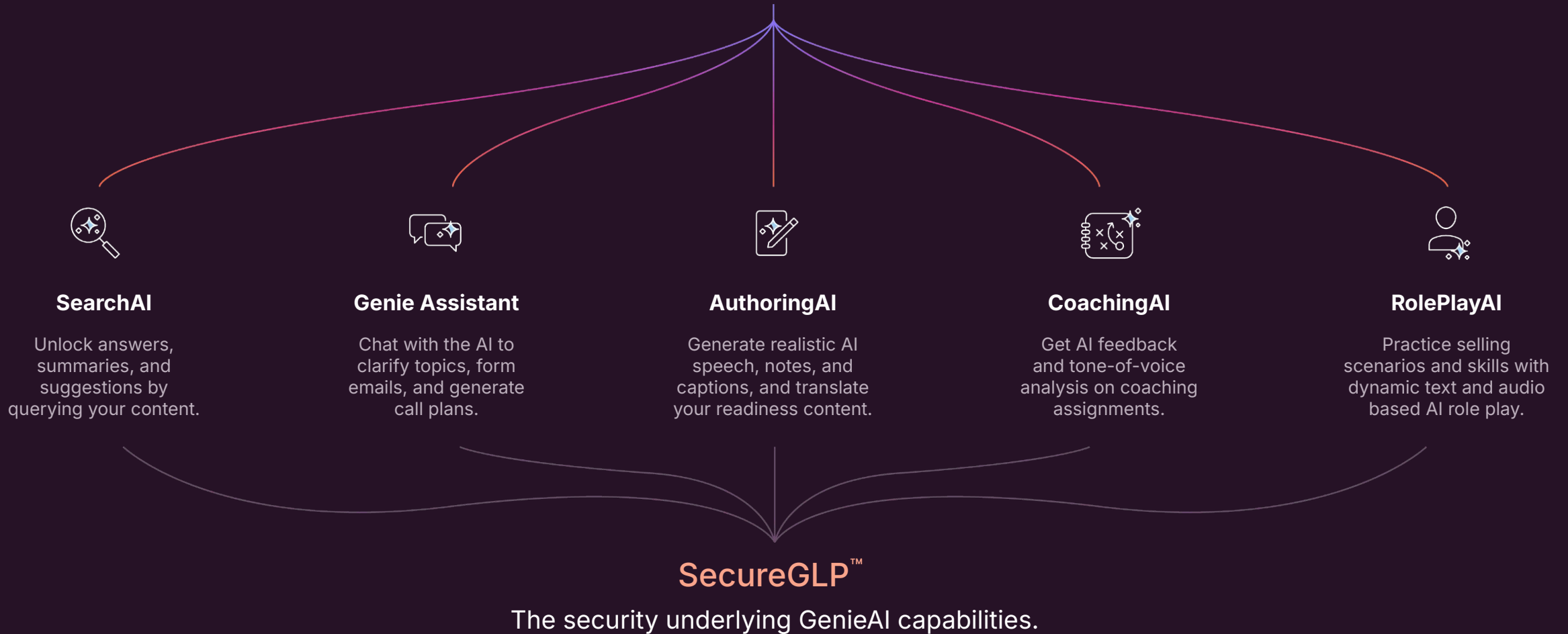
AI tools to assist VPs by setting revenue goals and sales forecasts

● **11%**
Managers

AI tools assist coaches by sending alerts on employee performance and surfacing coaching recommendations

GenieAI™

The engine powering all AI in Bigtincan's Intelligent Enablement Platform.



GenieAI Showcase



Value Impact for Bigtincan

39

Closed deals

\$1.5m

Direct AI ARR

\$1.8m

AI Expansion ARR
impacts

\$6.6m

TCV impacted

2.7%

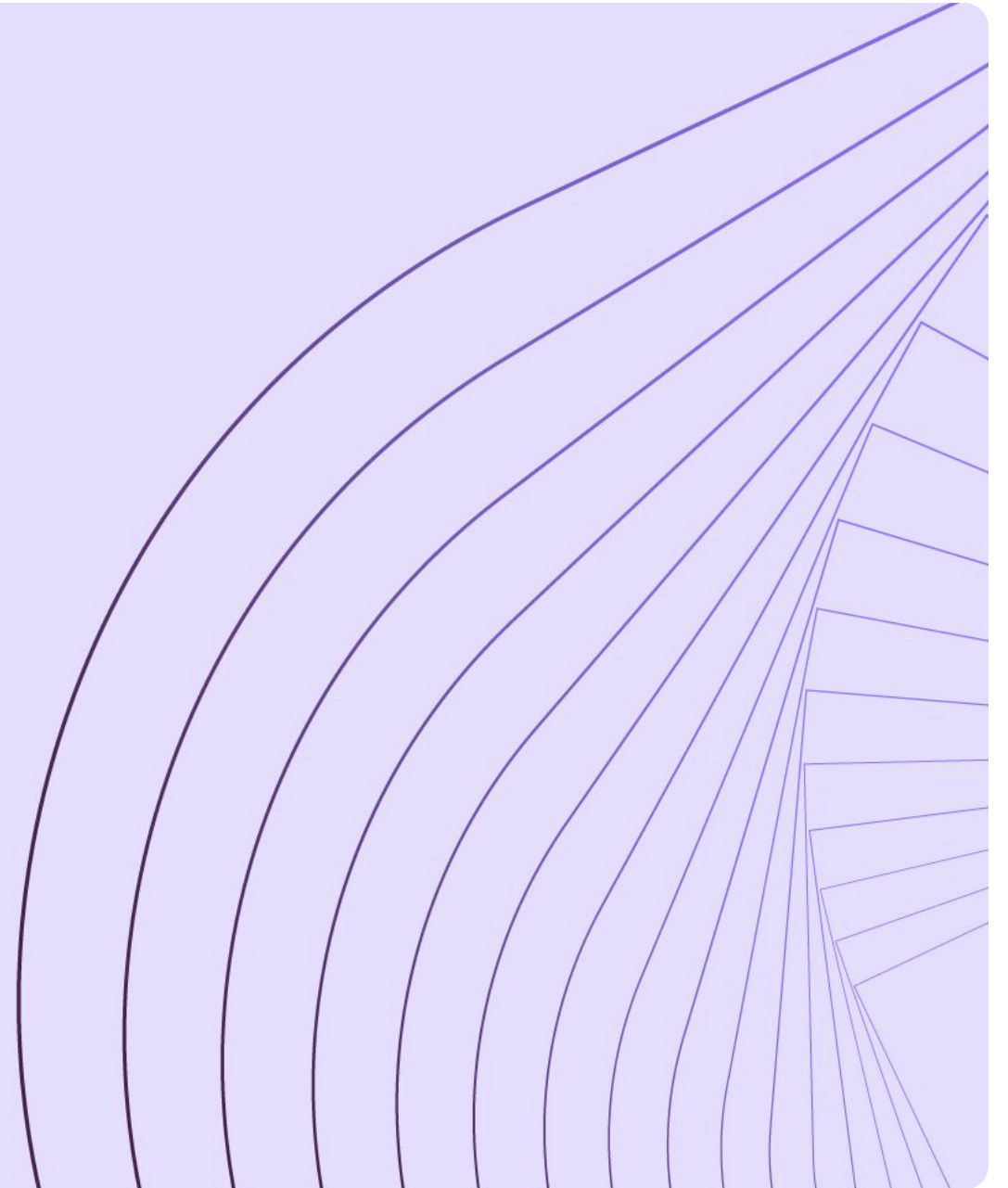
Engagement of
existing customer
base

28.9%

Average
Upsell ARR

Investments in the future of GenieAI

Building on a strong foundation



Use of Funds and Their Impact

Impact of GenieAI investments

Investments in core AI technology

Including AuthoringAI, and GenieAI technology

Multi year \$5m Investments in GenieAI technology;

- Extension to Genie features in multi-hub
- Creation of software models to allow Bigtincan to build AI offerings with customer approved data

Allows BTH to build on market leadership and extend AI offerings to generate growth and impact retention in FY25 and beyond

Data infrastructure

Related to provisioning of GeneAI tech across Bigtincan's infrastructure in the USA, EMEA and Australia

Multi year investment to deploy \$4m to extend GenieAI technology into Bigtincan infrastructure globally -powered by SecureGLP

Ensures BTH can scale AI developments globally to service the growing use of AI throughout the customer base

Market awareness and market development around GenieAI

\$3m investment in FY25 in sales and marketing capability to support and accelerate growth with a focus on GenieAI based technologies primarily in the USA & Europe

Promote GenieAI technologies to Bigtincan's existing customer base and new logos to create the pipeline for growth in FY25 and beyond

Market development

Multi year program to deploy \$3m for promotion of Bigtincan technology

Take advantage of BTH's work to build the brand in core markets and position the business for growth

Looking ahead



Growth & Retention

Ongoing Retention improvements directly impacting profitability



FY25 EBITDA

Projected EBITDA positive position (inclusive of GenieAI investments)



Technology Innovation

Continued focus on innovation to drive cross sell and expansion



Review of FY24 | Highlights

FY24 Full Year Results Briefing

August 27th 2024



Thank you



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Glossary

Term	Definition
ARR	Annualised Recurring Revenue. This is the monthly recurring revenue times 12
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
Free Cash Flow	Free cash flow refers to the cash generated from operating activities which also includes capitalised software development, PPE and lease liabilities.