



Bigtincan Holdings Limited

(ASX:BTH)

FY21 Results Presentation
26th August 2021



Agenda

FY21 Dashboard &
Financial Highlights

Business and Market Update

Finance Update

Brainshark Acquisition

FY22 Outlook

Appendix – Additional Materials



OVERVIEW

About Bigtincan

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

^ARR, Cash from June 2021 4C. ARR is annualised recurring revenue. CAGR is compound annual growth rate. All amounts AUD.

Sydney and Boston Headquarters

\$53.1m
ARR[^]

48%
ARR Growth
year on year[^]

51%
4-year ARR
CAGR

\$56.7m
Cash and cash
equivalents[^]

NOTABLE ACHIEVEMENTS



Continuing to Deliver on Growth Strategy

ARR¹

\$53.1m



48%

Revenue

\$43.9m



42%

Retention²

89%

Subscription
Revenue

\$42.5m



44%

LTV

\$392m



45%

Cash³

\$56.7m

¹ Annualised Recurring Revenue (ARR) represents contracted, recurring revenue on an annualised basis. See Glossary. NB. All amounts are AUD.

² Retention calculation excludes the effects of acquisition in the period. See Glossary for all definitions


³ Cash and cash equivalents includes rental deposits

Financial Progression

Strong Unit Economics and SaaS Metrics over the long term

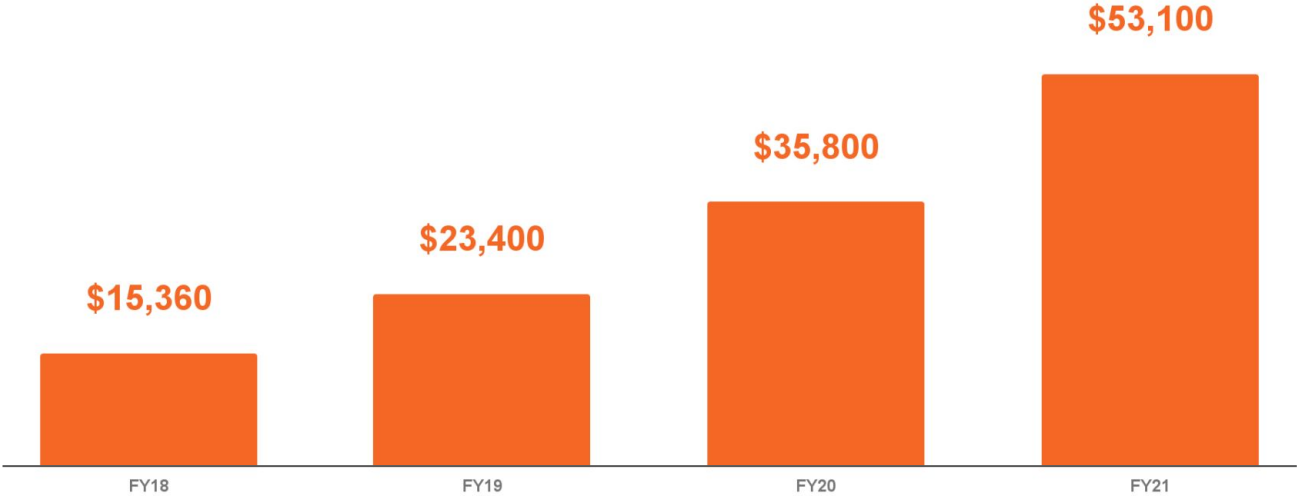
 **ARR CAGR**
51% Since FY18

 **Revenue growth CAGR**
50% Since FY18

 **Improved adjusted EBITDA position over FY20**
10%

Annualised Recurring Revenue

AUD \$'000s



	FY18	FY19	FY20	FY21
ARR	\$15.4m	\$23.4m	\$35.8m	\$53.1m
Revenue	\$13.1m	\$19.9m	\$31m	\$43.9m
MRR Retention	85%	87%	89%	89%
GM	83%	88%	85%	85%
LTV	\$85m	\$158m	\$270m	\$392m
LTV/CAC	2.6	3.9	3.9	3.5
Adj. EBITDA (\$000s)	(5,879)	(2,802)	(6,735)	(6,090)

*includes capital acquisition costs



Business & Market Update

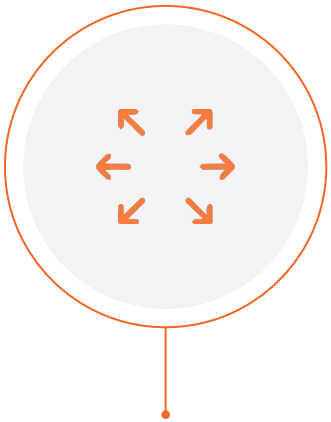


OUR VISION

Create the buying experience of the future

By engaging customers & empowering sellers

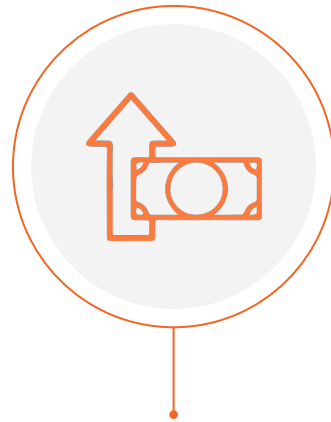
Key Investment Highlights



Large TAM
impacting every
buyer / seller
interaction



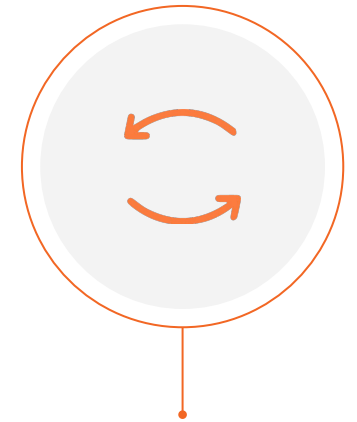
Efficient
growth engine



Attractive
unit economics



Single platform
based on a
multi-Hub offering



Demonstrated,
repeatable growth

Company 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

51%

Last 4 years

Gross Margin

85%

LTV

\$392m

Bigtincan's Market

When combined with Brainshark, Bigtincan gains access to additional \$3.4B through Sales Intelligence Market

Sales Intelligence Market ⁴

\$3.4B

By 2024

Sales Coaching & Training Market to reach

↑ \$11.4B

By the end of 2024, with a CAGR of ~**12%** during 2020-2024¹

Sales Enablement Platform Market to reach

↑ \$3.08B

By the end of 2026, with a CAGR of **17.4%** during 2021-2026 ²

Sales Engagement Platform Market to reach

↑ \$5.59B

By 2023

Source references in USD:

1.Product based Sales Training Market by Enduser, Learning Method, and Geography Forecast and Analysis 2021-2025, Technavio June 2020

2.Global Sales Enablement Platform Market Size, Status And Forecast 2020-2026 14-Jan-2020

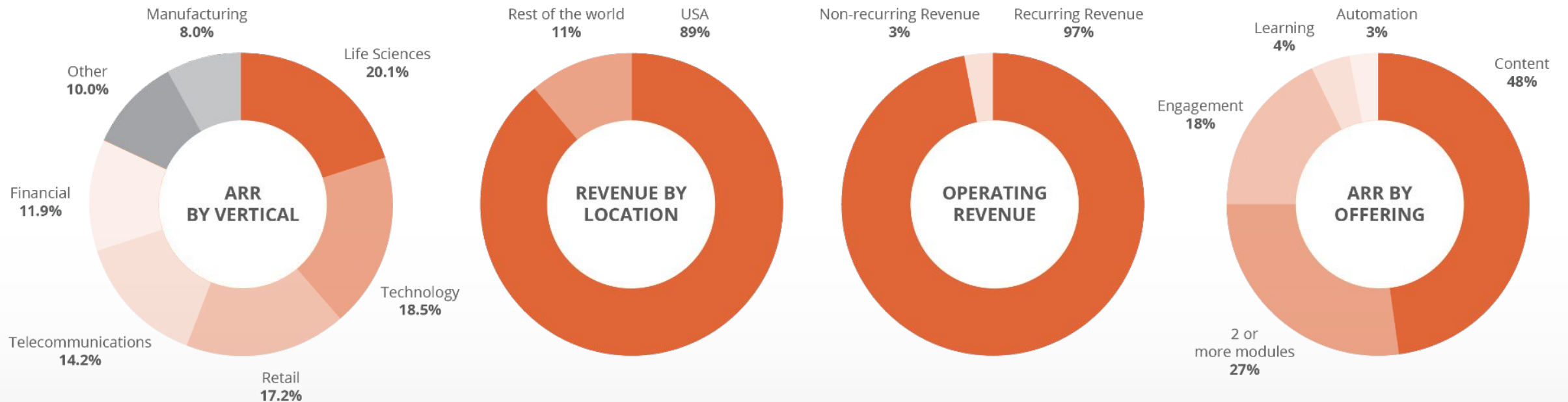
3.Aragon Research, Jan 2020

<https://aragonresearch.com/sales-engagement/>

4.Sales Intelligence Market, Markets & Markets,Nov 2019

Diversified Recurring Revenue Base

Horizontal platform drives business model resiliency



NB: ARR percentages as at end June 2021

Teams & People Growth

Investment in our leaders to invest in teams and individuals.

Virtual solution

12 modules; 47 Leaders across 7 time zones in FY21

We are a growing company and bringing in and promoting new leaders. To have scale we need great leadership and provide consistent experiences to our teams so that they can be their best selves at work.

Engaging and connecting with feedback for personal and professional development.

Growing our people and ensuring a reduction in bias by creating appropriate systems and process that provides greater clarity feedback & recognise performance and support development.

Investing in data and analytics to ensure market, equality and consistency in our reward & remuneration.

As we expand globally we want to ensure we have competitive and inclusive rewards for everyone.



Finance Update

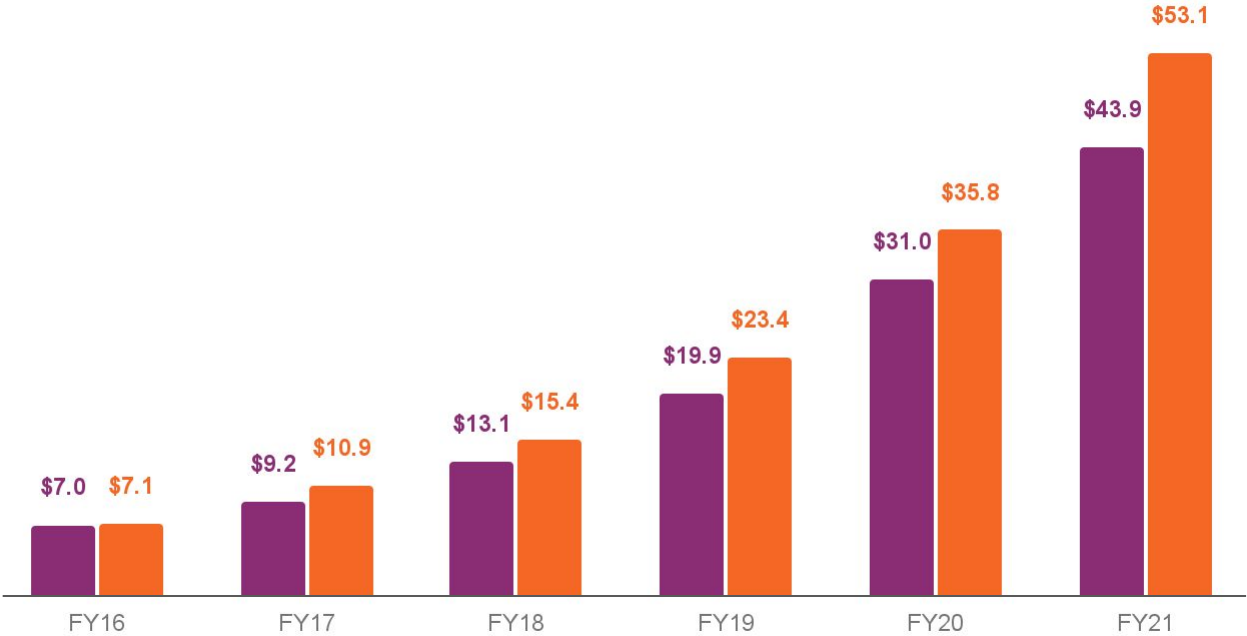


Growing Operating Revenue & ARR

↑ ARR
48% vs. PcP

↑ Revenue
42% vs. PcP

Operating Revenue and ARR (\$m)



	FY16	FY17	FY18	FY19	FY20	FY21
Operating Revenue (\$m)	\$7.0	\$9.2	\$13.1	\$19.9	\$31.0	\$43.9
ARR (\$m)	\$7.1	\$10.9	\$15.4	\$23.4	\$35.8	\$53.1

Organic ARR Growth + M&A

↑ ARR Growth YoY
48%

↑ Organic ARR Growth at
Constant Currency
29%

ARR Growth



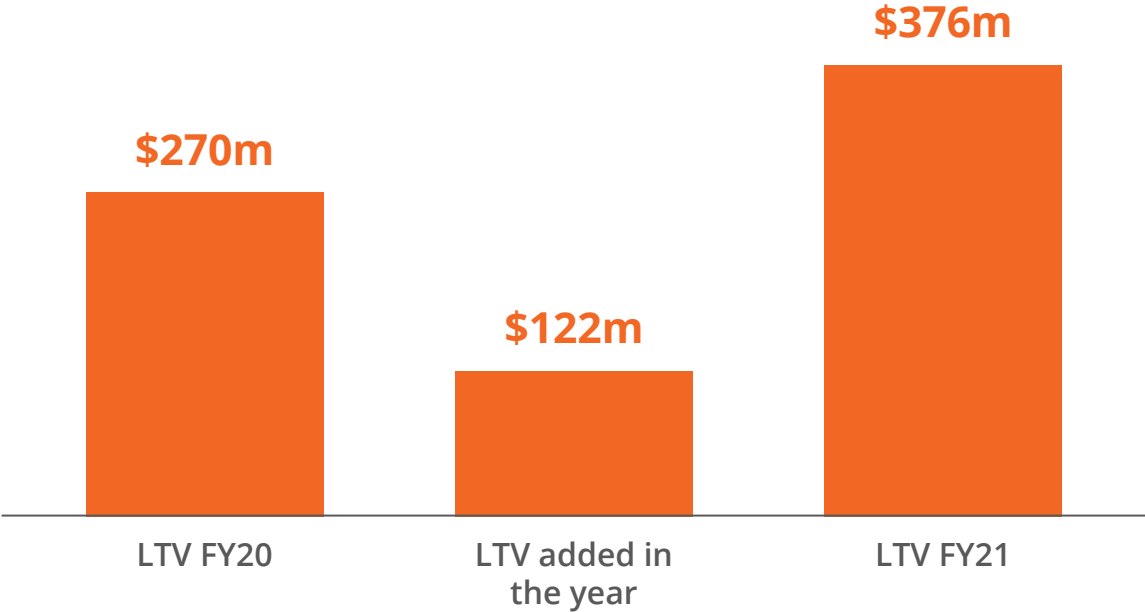
FY21 ARR
\$53.1m

Strong Unit Economics Powering LTV*

Repeatable LTV Growth

*LTV is Lifetime Value of subscription customers measured as ARR at a period, multiplied by gross margin and divided by the inverse of the retention rate. CAC is cost to acquire customer and is measured as a % of S&M costs plus function of costs from acquisitions undertaken in the period.

LTV Growth

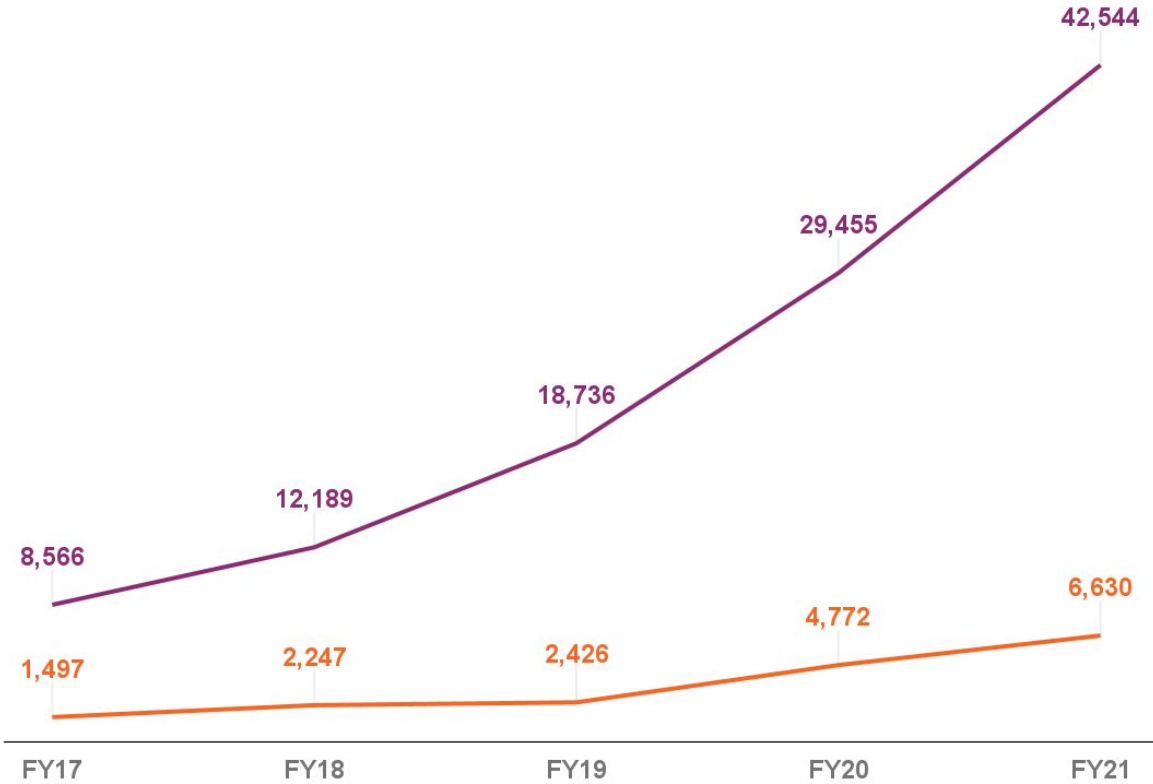


	FY19	FY20	FY21
ARR	\$23.4m	\$35.8m	\$53.1m
Gross Profit Margin	88%	85%	85%
MRR Retention	87%	89%	89%
LTV	\$158m	\$270m	\$392m

Subscription Revenue Growth

 Subscription Revenue
44% vs. PcP

Subscription Revenue Growth vs Cost of Revenue
\$'000s

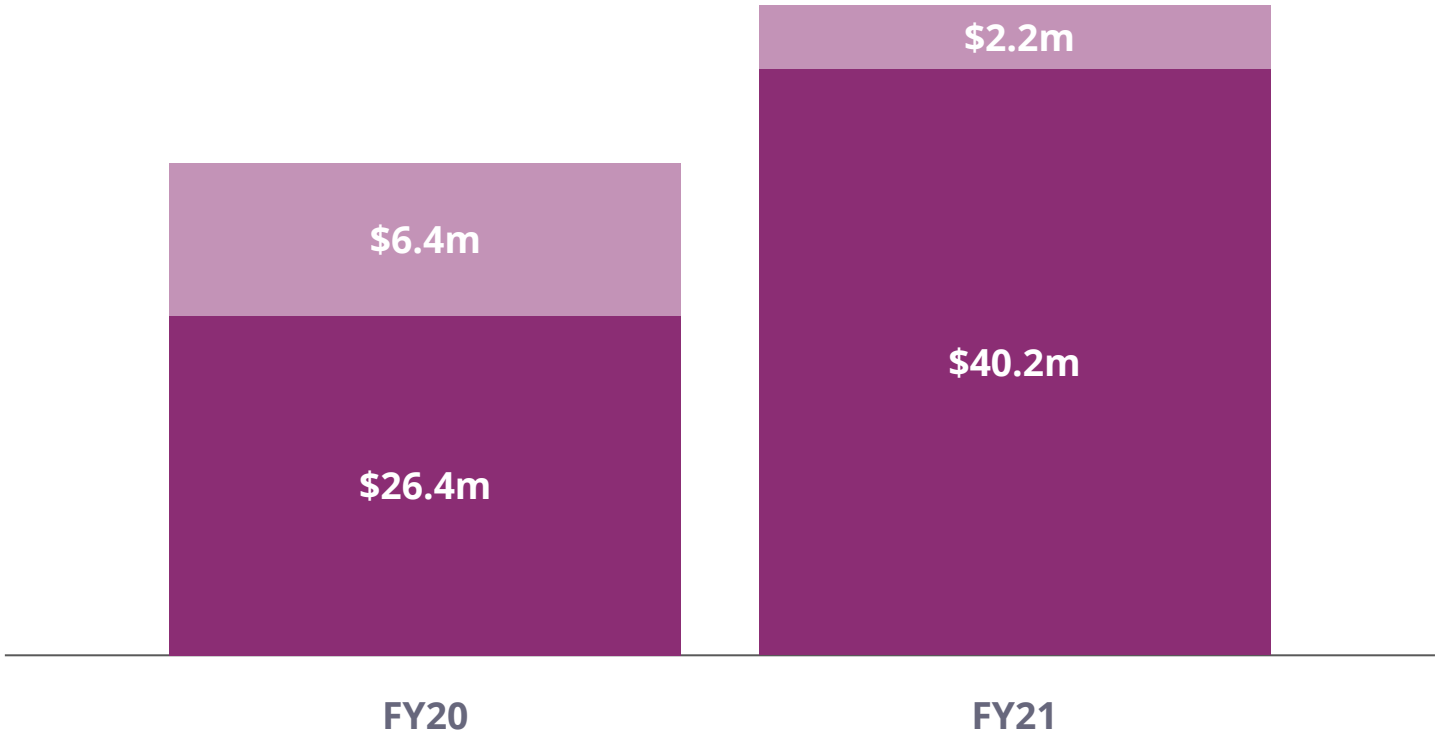


	FY17	FY18	FY19	FY20	FY21
Subscription Revenue (m)	\$8.6	\$12.2	\$18.7	\$29.5	\$42.5
Cost of Revenue (m)	\$1.5	\$2.2	\$2.4	\$4.8	\$6.6

High Revenue Visibility

Remaining Performance
Obligations (RPO) increased

28.4% to \$42.4m
at 30 June 2021



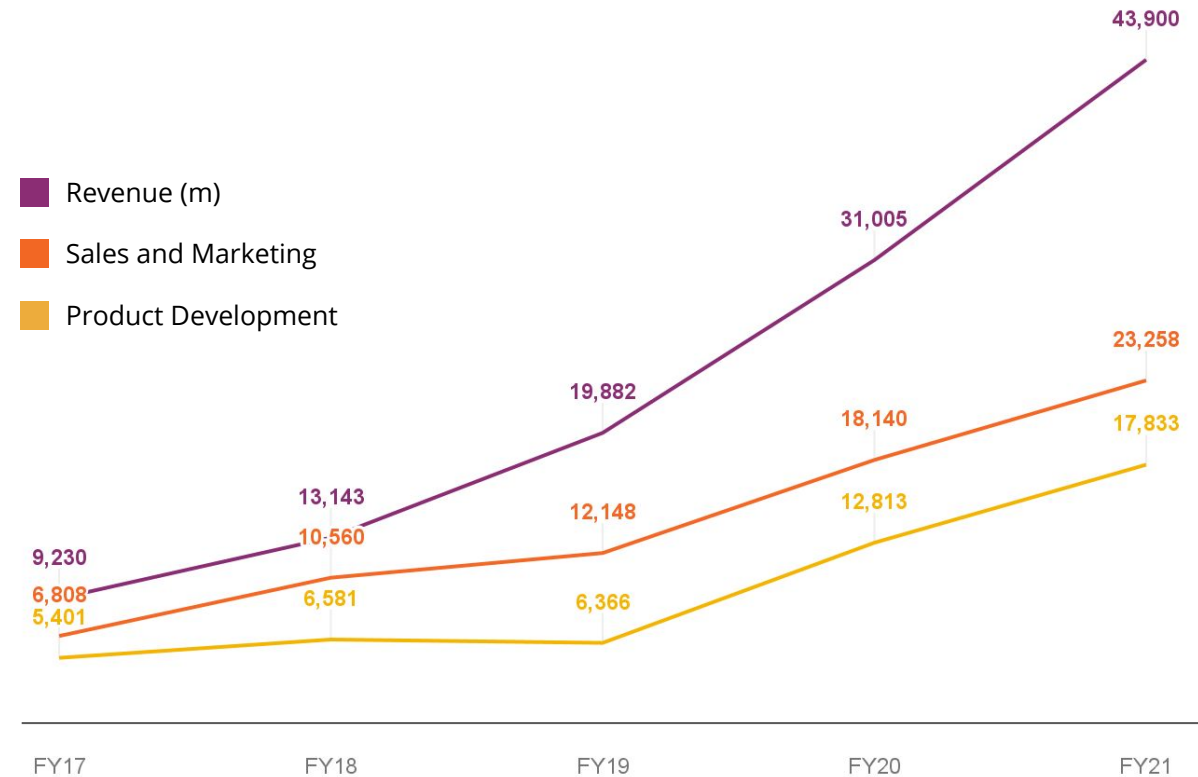
	FY20	FY21	\$ Increase	% Increase
■ Current Portion	\$26.4m	\$40.2m	\$13.8m	52.2%
■ Non-Current Portion	\$6.4m	\$2.2m	(\$4.4m)	(0.7%)
Total RPO	\$32.8m	\$42.4m	\$9.4m	28.4%

Operating Leverage

Growing investments in Product and Engineering, and Sales and Marketing contributed to achieving scale benefits through both organic and acquisition to deliver ongoing growth for future periods


Operating Leverage

\$'000s



	FY17	FY18	FY19	FY20	FY21
Total S&M as a % of Revenue	74%	80%	61%	59%	53%
Total Product Dev. as a % of Revenue	59%	50%	32%	41%	40%
Total S&M and Product Dev. as a % of Revenue	132%	130%	93%	100%	93%

ARR Movement

 Net Revenue Retention*
109%

 MRR Retention*
90%

* Results on a constant currency basis

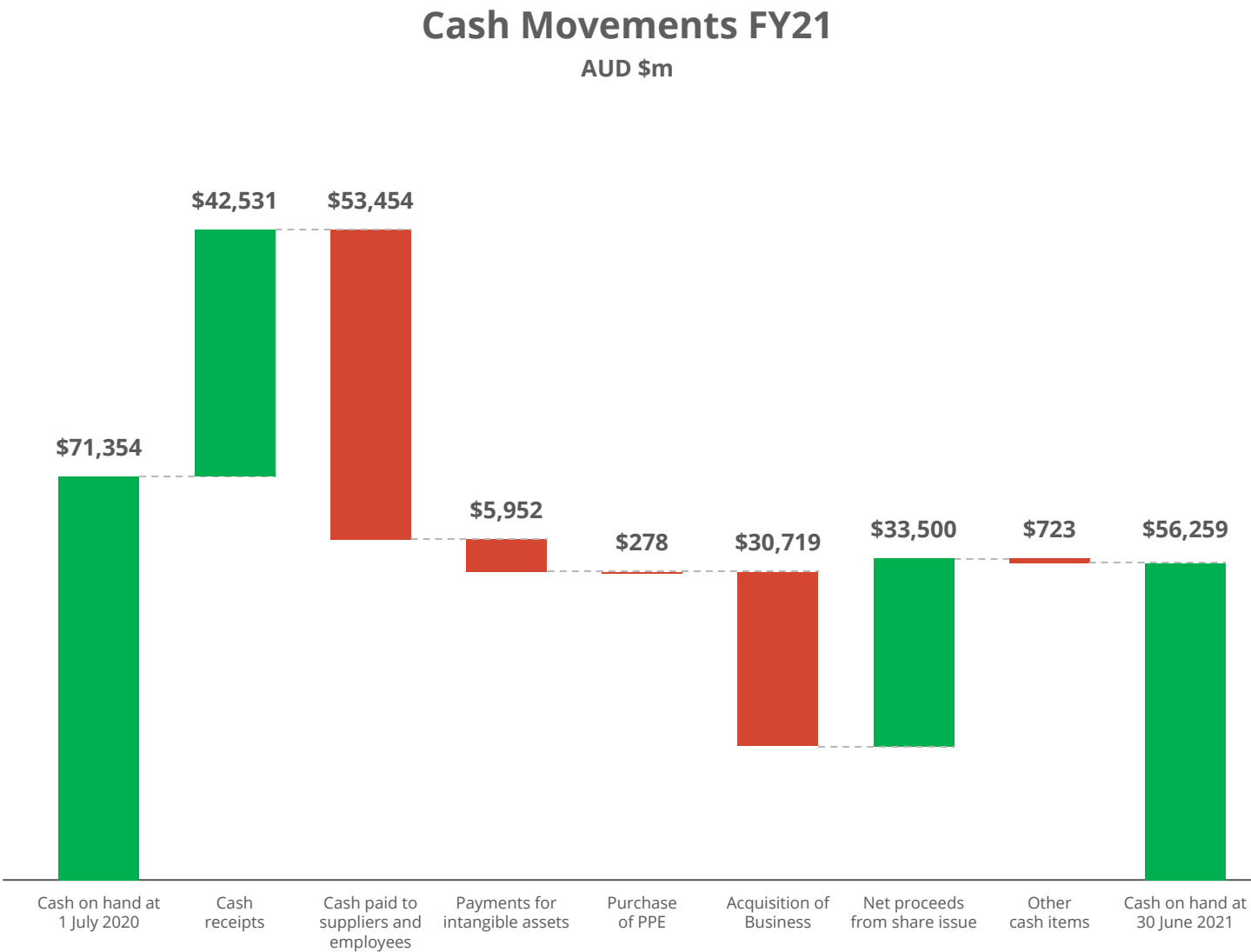
ARR Movements FY21

AUD \$m



Cash Flow Movements

Cash at 30 June 2021 - \$56.3m excluding cash equivalents



Proven Track Record of Strong Organic Growth Plus Strategic M&A

- Acquisitions of Vidinoti, VoiceVibes, ClearSlide and Agnitio completed in FY21
- Dedicated M&A team and systems for acquisition integration

	 <small>a Bigtincan™ company</small>		 <small>a Bigtincan™ company</small>	 <small>a Bigtincan™ company</small>			 <small>A Bigtincan™ Company</small>		
Deal Value	A\$0.77m	US\$2m	US\$16.25m	A\$3.3m [^]	US\$7.5m [^]	A\$0.49m [^]	US\$1.8m	US\$1.8m [^]	US\$3.25m [^]
Branding	✓	✓	✓	✓	✓	✓	✓	✓	✓
Teams	✓	✓	✓	✓	✓	✓	✓	✓	✓
Product integration	Phase 1	Phase 1	Phase 1	Phase 1	✓	✓	✓	✓	✓
Channel/go-to-market enablement	✓	✓	✓	✓	✓	✓	✓	✓	✓
Infrastructure	✓	✓	✓	✓	✓	✓	✓	✓	✓
Integration into BTH product Editions	✓	✓	✓	✓	✓	✓	✓	✓	✓



Brainshark Acquisition

Brainshark Acquisition Lifts Bigtincan to a \$119m+ ARR Leader in Sales Enablement

Strategic Rationale	<ul style="list-style-type: none"> Brainshark is an industry recognised and multi-awarded leader in its field of sales coaching, learning and readiness. This field is now a critical component of broader solutions for enterprise customers in the fast growing and larger global sales enablement market. The combination of Bigtincan and Brainshark significantly accelerates Bigtincan's scale, technology and customer base to now position Bigtincan as a scaled market leader. Brainshark brings deeply considered and market seasoned core learning technology to Bigtincan's existing successful Learning Hub and enables the creation of a new Readiness offering to build upon Bigtincan's multi-Hub product strategy, both improving the overall solution and the stickiness of customers underpinning long term organic growth. Brainshark customer base significantly deepens Bigtincan's penetration in diverse industries with long tenured customers and a significant opportunity to cross sell and upsell Bigtincan technology to acquired customers.
Acquisition Consideration	<ul style="list-style-type: none"> Total consideration is US\$86m (AU\$116m) in cash, 100% upfront subject to customary escrow and adjusted for working capital at completion. Transaction is on a cash-free, debt-free basis.
Brainshark	<ul style="list-style-type: none"> 900+ customers across diverse industries including financial services, healthcare, technology and manufacturing Deeply experienced team of ~180 mostly located in Massachusetts, USA with particular strengths in product, engineering and data science fields (Bigtincan US gotomarket HQ in Waltham, Massachusetts) Baseline of ~A\$46m (~US\$35m) of sustainable recurring revenue, with growth opportunities for FY22 and beyond Market proven solutions to enterprise use cases including remote team readiness, sales performance, virtual coaching, onboarding, and knowledge & skills development.
Bigtincan (post acquisition)	<ul style="list-style-type: none"> \$99m in sustainable ARR at transaction Completion, with estimated organic growth of \$20m+ in FY22² resulting in year-end ARR of \$119m+ 1,900+ customer deployments including 97 of the Fortune 500 Core technology ownership in key areas of a growing US\$10B+ TAM Technology leader with strong leadership team

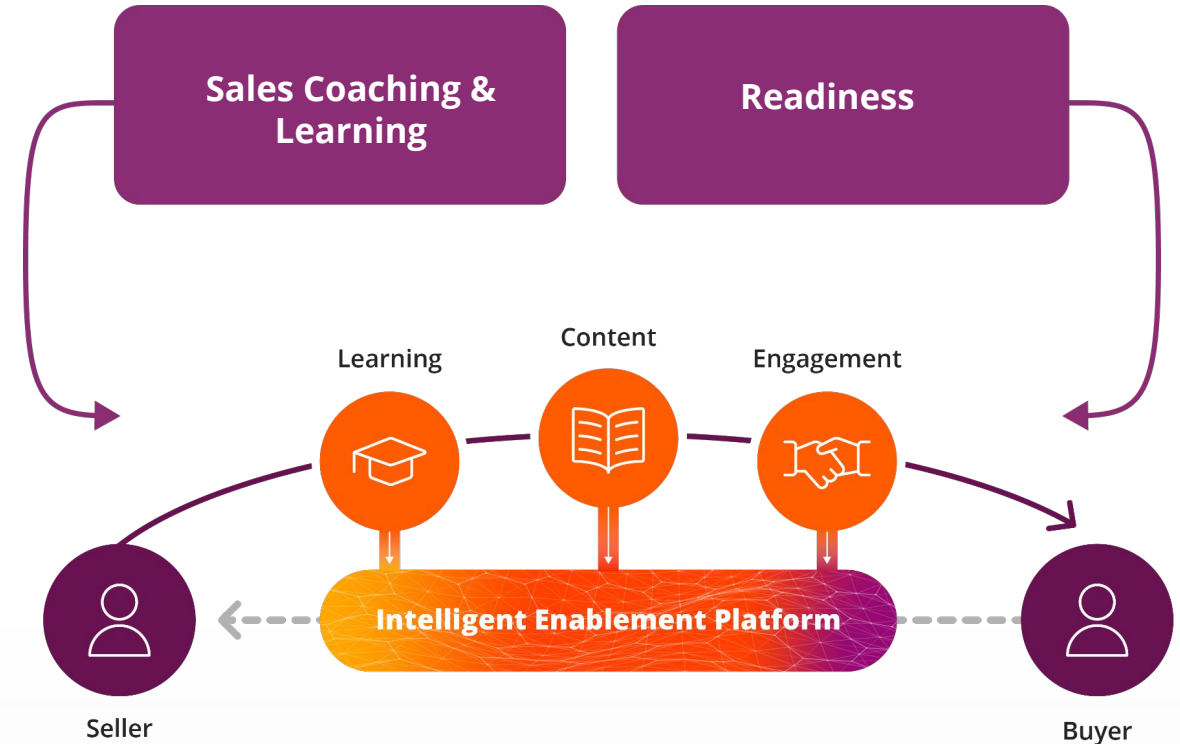
1. Except where otherwise mentioned, all values throughout this document are in Australian dollars

2. See slide 37 on Future Performance

Bigtincan Platform with Brainshark

Brainshark acquisition adds a new Readiness Offering to Bigtincan's multi-product platform, and adds to existing learning solution.

- Learning, Coaching Technology added to Learning Hub => growing market leadership
- Cross sell/Upsell into Content Hub, Engagement Hub => growing ARR and stickiness
- CRM Scorecards (launched Q3 CY2020) offers new market opportunities and differentiation



Financial Impact in FY22

Bigtincan standalone and acquisition impact has been estimated to provide guidance for FY22.

Bigtincan (A\$m)	FY21A (A\$m)	FY22 Pro forma (A\$m) ⁴
ARR	\$53.1	\$53.1
Net Organic ARR Growth	-	\$13+
Total	\$53.1	\$66+
Revenue ¹	\$43.9	\$57+
Brainshark (A\$m)	FY21 Estimate (A\$m) ⁴	FY22 Pro forma (A\$m) ⁴
ARR sustainable	\$46	\$46
Net Organic ARR Growth		\$7+
Total	\$46	\$53+
Revenue ²	\$49	\$52
Combined (Bigtincan + Brainshark)	FY21 Estimate (A\$m) ⁴	FY22 Pro forma (A\$m) ⁴
ARR	\$99	\$119+
Net Organic ARR Growth		\$20+
Revenue ²	\$92.9	\$109+

¹ Estimate assumes 10 months of Brainshark contribution in FY22.

² FY21 financials are estimates only, based on preliminary unaudited financial results for the year ended 30 June 2021. These results remain subject to finalisation, audit, Board review and approval and may change.

³ Please refer to Key Risks section on Future Performance.

Synergy Drivers and Integration Costs

Revenue Synergies

Bigtincan is seeking to drive growth within the readiness business as well as cross sell and upsell in addition to existing organic growth plans

Integration Costs

Bigtincan will create a \$5m integration budget to fast track the achievement of these synergies across the global business

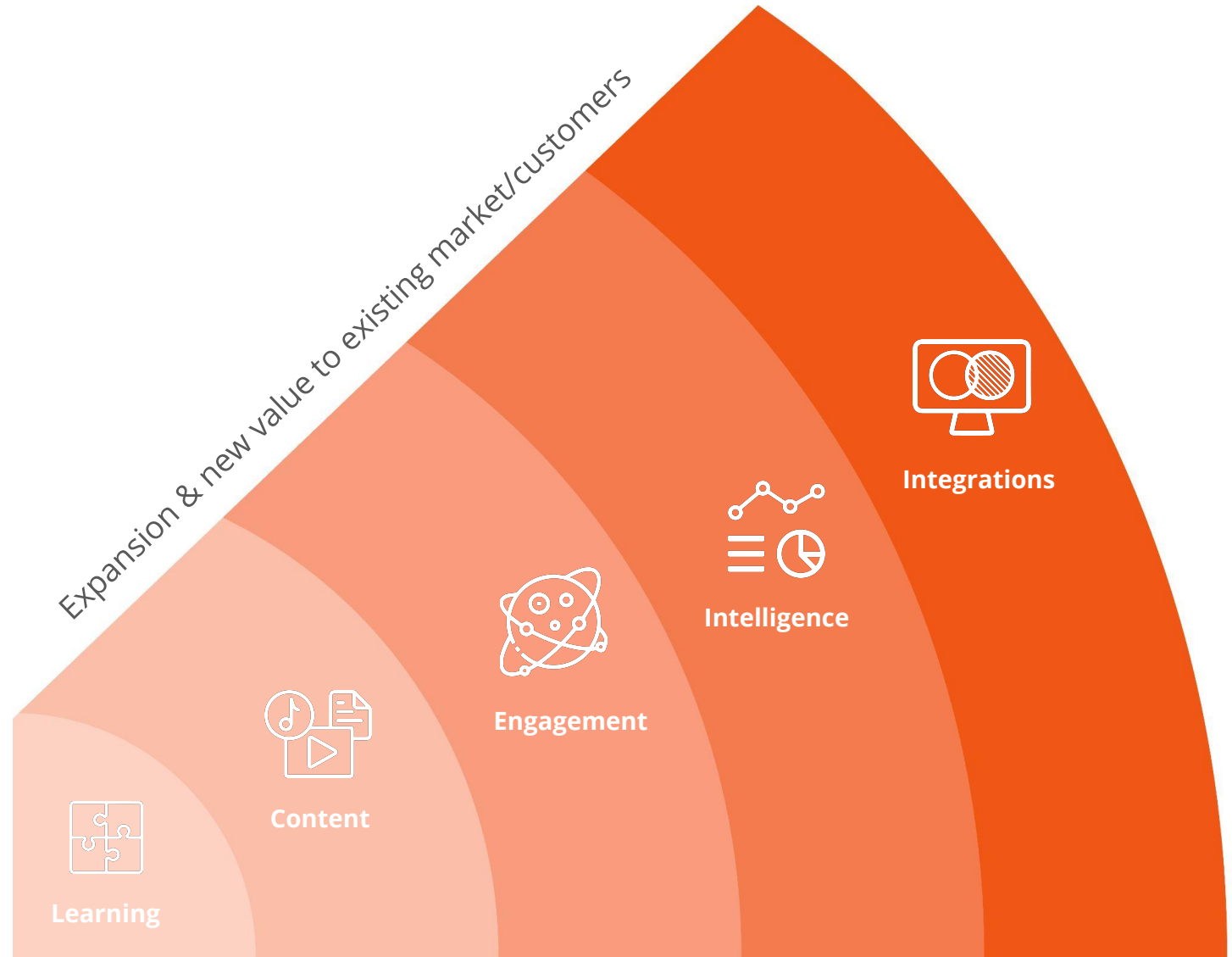
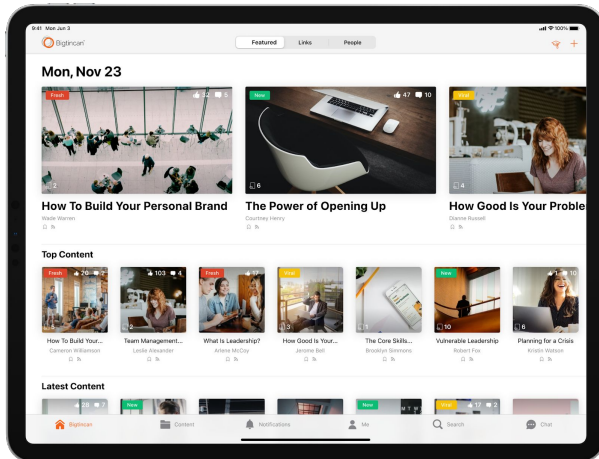
Cost Synergies

Area	Anticipated Synergy Benefits ¹	Benefits to be realised within FY22
Sales and Marketing	Across the functions, synergies identified include: <ul style="list-style-type: none"> - optimisation of headcount savings, head office (rent savings) - consolidated vendor and better negotiated terms - Reduced professional service fees These synergies have been prorated and allocated across the key functions of the combined business.	\$1.1m
Research and Development		\$0.9m
General and Administration		\$1.9m

¹ The assessment of the synergy benefits is based on Management's estimates. The assessment is based on the due diligence undertaken on Brainshark and is subject to a range of assumptions and contingencies including attrition rates, synergy implementation timing, departmental allocations and expected level of efficiency. The actual outcome may differ because events and actual circumstances may not occur as projected or assumed.

Future Growth Opportunities

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



New geographic or vertical market expansion areas

FY22 Outlook

Ongoing growth through winning new customers

Ongoing growth through upselling existing customers

Investments in technology to support growth in digital and mobility providing long term value for the business

Targeted strategic M&A to bring forward roadmap and take advantage of market conditions

\$119m+

ARR

\$109m+

Revenue

**Stable
retention**



Visit our Investor Center to learn more

Investor.bigtincan.com

Appendix

Additional Materials



BIGTINCAN FY21 RESULTS

Adjusted EBITDA

FY21 Adjusted EBITDA to remove non cash items and acquisition related costs.

Calculation of EBITDA and Adjusted EBITDA	June 2021	June 2020
	\$'000s	\$'000s
Loss before taxation	(15,030)	(12,132)
Adjusted for the removal of interest, depreciation and amortisation:		
Net Interest	728	(35)
Amortisation relating to acquisitions	1,325	896
Depreciation - PPE	395	168
Depreciation - leases	897	971
Subtotal	3,345	2,095
EBITDA	(11,685)	(10,131)
Adjusted for the removal of various non-cash and acquisition related items:		
Bargain purchase price adjustment	-	(876)
Remuneration from business combination adjustment	-	(2,286)
Costs relating to acquisitions	3,635	785
Share based payments	1,960	1,201
Subtotal	5,595	3,396
Adjusted EBITDA	(6,090)	(6,735)

P&L Statement

CONSOLIDATED STATEMENT OF
PROFIT OR LOSS AND OTHER
COMPREHENSIVE INCOME

For the full year ended 30 June 2021

CONSOLIDATED STATEMENT OF FINANCIAL PERFORMANCE

For year ended 30 June 2021

	2021 \$000	2020 \$000
Revenue	43,874	31,006
Other income	858	1,495
Total operating revenue and other income	44,732	32,501
Cost of revenues	(6,634)	(4,772)
Gross Profit	38,098	27,729
Operating expenses		
Sales and marketing	(23,258)	(18,498)
Product development	(17,833)	(15,726)
General and administration	(11,309)	(5,669)
Total expense from operating activities	(52,400)	(39,893)
Total Operating Loss	(14,302)	(12,164)
Finance income	407	84
Finance expenses	(1,135)	(52)
Net finance cost	(728)	32
Loss before income tax	(15,030)	(12,132)
Income tax benefit/ (expense)	1,140	(74)
Loss for the year after tax	(13,890)	(12,206)
Other comprehensive income		
Foreign operations – foreign currency translation differences	(565)	(26)
Total other comprehensive loss, net of tax	(565)	(26)
Total comprehensive loss for the year ended	(14,455)	(12,232)

Balance Sheet

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

As at 30th June 2021

BIGTINCAN HOLDINGS LIMITED

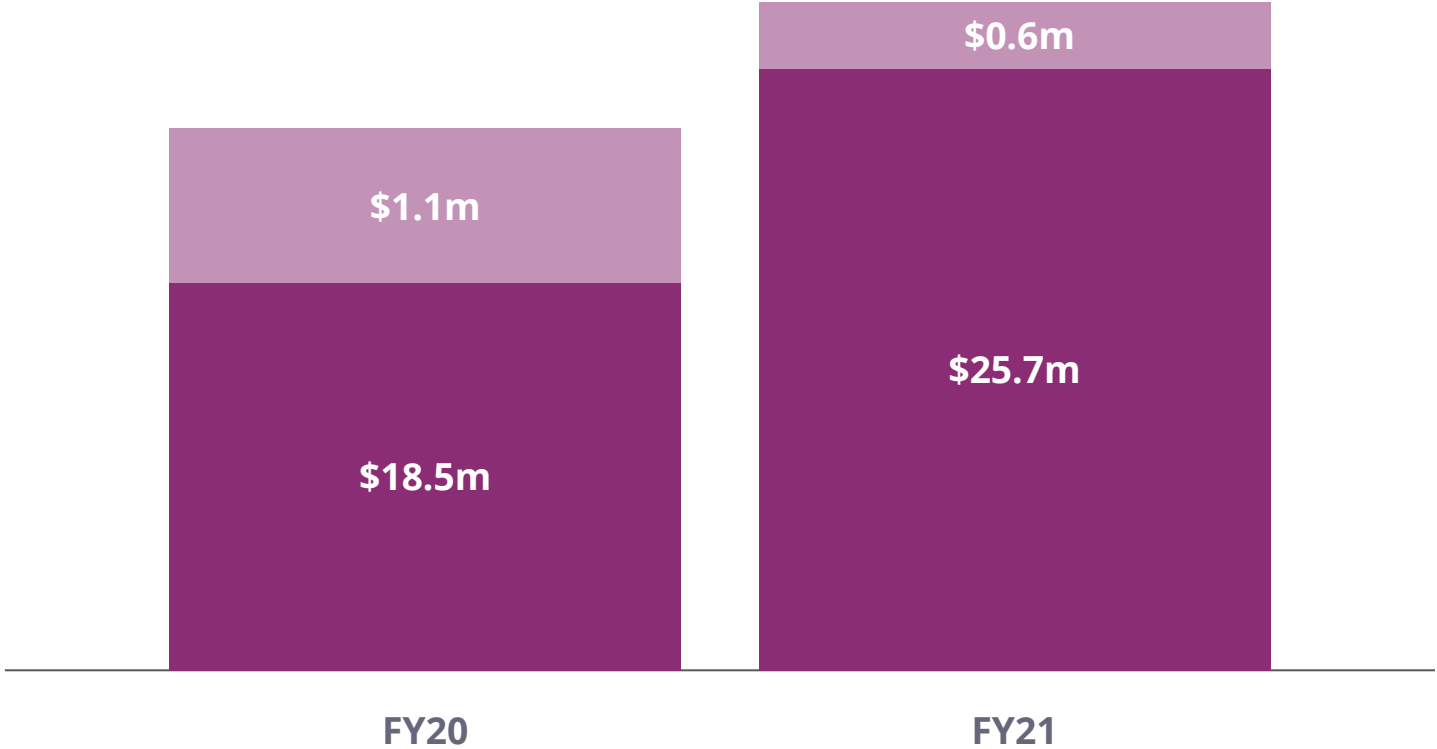
CONSOLIDATED STATEMENT OF FINANCIAL POSITION

As at 30 June 2021

	2021	2020
	\$000	\$000
Assets		
Current Assets		
Cash and cash equivalents	56,259	71,354
Trade receivables	15,847	4,754
Other current assets	3,227	3,256
Total current assets	75,333	79,364
Non-current assets		
Property, plant and equipment	1,665	2,321
Intangible assets	64,203	30,961
Other non-current assets	351	393
Total non-current assets	66,219	33,675
Total Assets	141,552	113,039
Liabilities		
Current liabilities		
Trade payables	2,278	1,368
Deferred revenue	25,686	18,512
Provisions	1,262	942
Lease liabilities	813	889
Other current liabilities	6,528	5,619
Total current liabilities	36,567	27,330
Non-Current liabilities		
Deferred tax liabilities	221	985
Deferred revenue	637	1,124
Provisions	206	125
Lease liabilities	463	1,186
Other non-current liabilities	11	501
Total non-current liabilities	1,538	3,921
Total Liabilities	38,105	31,251
Net Assets	103,447	81,788
Equity		
Share capital	163,676	129,522
Share-based payment reserve	7,573	5,613
Accumulated losses	(67,222)	(53,332)
Foreign currency translation reserve	(580)	(15)
Total Equity	103,447	81,788

Deferred Revenue

 Current Deferred Revenue
Position Growth over FY20
27%



	FY20	FY21	\$ Increase	% Increase
<div></div> Current Portion	\$18.5m	\$25.7m	\$7.2m	27.9%
<div></div> Non-Current Portion	\$1.1m	\$0.6m	(\$0.5m)	(76.4%)
Total Deferred Revenue	\$19.6m	\$26.3m	\$6.7m	25.4%

Table of Terms

Term	Amount (A\$m)
TAM	Total Addressable Market
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)
CAGR	Compound Annual Growth Rate
TERP	Theoretical Ex-Rights Price
TCV	Total Contract Value
PcP	Prior Corresponding Period
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.

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Future performance

This Presentation contains certain “forward looking statements”. Forward looking statements can generally be identified by the use of forward looking words such as, “expect”, “anticipate”, “likely”, “intend”, “should”, “could”, “may”, “predict”, “plan”, “propose”, “will”, “believe”, “forecast”, “estimate”, “target” “outlook”, “guidance” and other similar expressions within the meaning of securities laws of applicable jurisdictions and include, but are not limited to, indications of, or guidance or outlook on, future earnings or financial position or performance of Bigtincan, the outcome and effects of the Capital Raising and the use of proceeds, including the impact of the acquisition. The forward looking statements contained in this Presentation are not guarantees or predictions of future performance and involve known and unknown risks and uncertainties and other factors, many of which are beyond the control of Bigtincan, and may involve significant elements of subjective judgement and assumptions as to future events which may or may not be correct. Refer to the risks section of this Presentation for a summary of certain general and Bigtincan specific risk factors that may affect Bigtincan. You are strongly cautioned not to place undue reliance on forward looking statements in this Presentation, particularly in light of the current economic conditions and the significant volatility, uncertainty and disruption caused by the COVID-19 pandemic. There can be no assurance that actual outcomes will not differ materially from these forward-looking statements. A number of important factors could cause actual results or performance to differ materially from the forward looking statements, including the risk factors set out in this Presentation including the risks and uncertainties associated with the COVID-19 pandemic. Investors should consider the forward looking statements contained in this Presentation in light of those disclosures. The forward looking statements are based on information available to Bigtincan as at the date of this Presentation. Except as required by law or regulation (including the ASX Listing Rules), Bigtincan undertakes no obligation to provide any additional or updated information whether as a result of new information, future events or results or otherwise. Indications of, and guidance or outlook on, future earnings or financial position or performance are also forward looking statements.

Financial data

All figures in the presentation are A\$ unless stated otherwise. The financial information also includes non-GAAP measures within the meaning of Regulation G under the U.S. Securities Exchange Act of 1934 and non-IFRS measures, which have been included because the Company believes it provides users with additional relevant information. The non-IFRS/non-GAAP financial information does not have a standardised meaning prescribed by IFRS and, therefore, may not be comparable to similarly titled measures presented by other entities, nor should they be construed as an alternative to other financial measures determined in accordance with IFRS. Investors are cautioned, therefore, not to place undue reliance on any non-IFRS/non-GAAP financial information and ratios included in this document. Such financial information does not purport to be in compliance with Article 3-05 of Regulation S-X under the US Securities Act.

Financial Information

Any pro forma and forecast financial information provided in this presentation is for illustrative purposes only and do not represent a forecast or expectation as to the Group's future financial condition and/or performance. This document has been prepared at a time where the review of financial information contained in this presentation has not been completed and accordingly, you should only rely on any forecast or expectation as to the Group's future financial condition and/or performance that is contained in a prospectus or other offering document which may be issued by Bigtincan in connection with any offer of Bigtincan securities.