

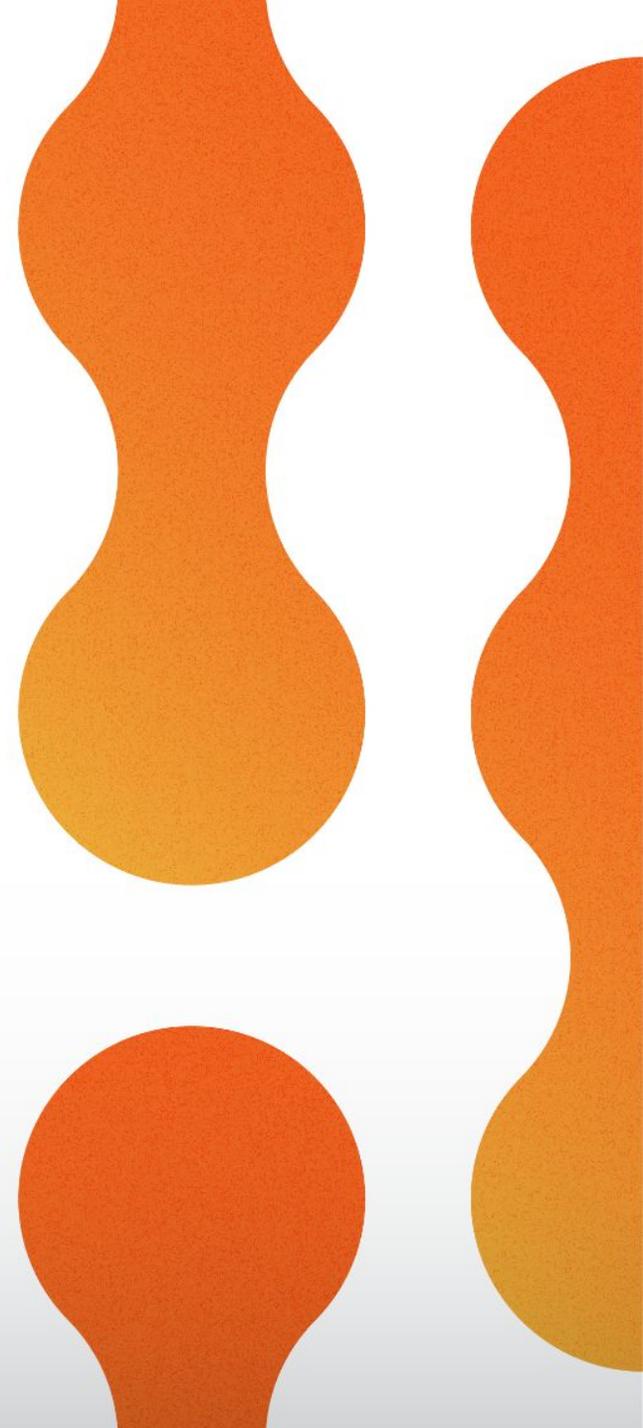


Bigtincan Holdings Limited (ASX:BTH)
ASX Small and Mid-Cap Conference

The Buying Experience of the Future

David Keane
Co-Founder and CEO

15 March 2022



About Bigtincan

OVERVIEW

Bigtincan Holdings Limited (ASX: BTH) is a global leader in sales enablement software.

Bigtincan has 2,000+ customer deployments (90+ of the Fortune 500), over 1,000,000 licensed users, an established business in North America and an emerging business in European & Asian markets.

Bigtincan is an industry leading, fully native platform:

- One of few providers offering all 3 core capabilities; content, training and coaching, engagement
- Bigtincan's recent results show the benefits of scale with growing efficiency, strong organic growth and a positive adjusted EBITDA of \$1.2m
- Winner of multiple industry awards including recent Gold Medalist in the 2022 SoftwareReviews Sales Enablement Data Quadrant Buyers Guide Report

NB: * Market Cap as at 10 March 2022. #Cash from 1H FY22 Results.
^ARR is annualised recurring revenue. See Glossary for detailed descriptions. All amounts AUD.

\$388m

Market capitalisation*

Sydney and Boston
Headquarters

\$112m

ARR^
up 132% YoY

\$1.2m

Adjusted EBITDA
up 133% YoY

\$741m

Lifetime Value
up 98% YoY

\$49.9

Cash and cash
equivalents#

NOTABLE ACHIEVEMENTS



About Bigtincan

Globally established and growing ASX-listed enterprise SaaS business with \$112m ARR

2,000+



Customer
deployments

1M+



enterprise users

60



countries with
users

21



global
locations

90+



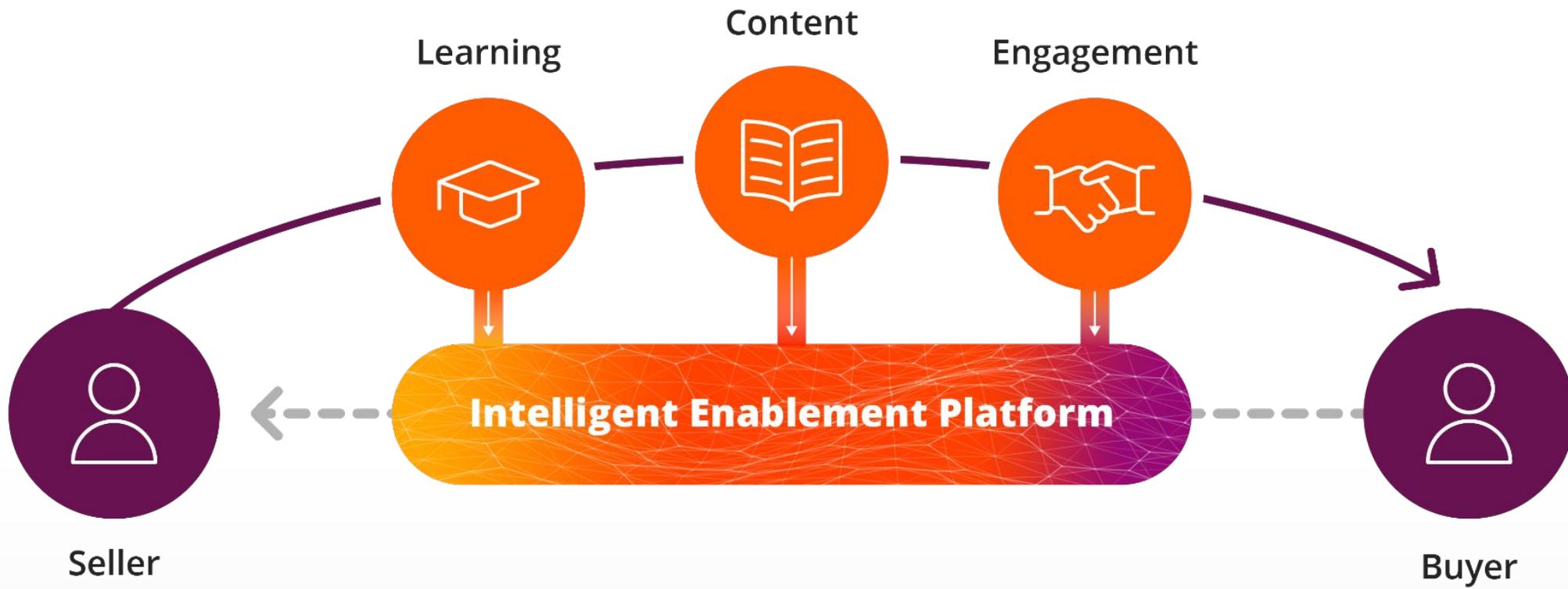
Fortune 500
customers

Our Mission

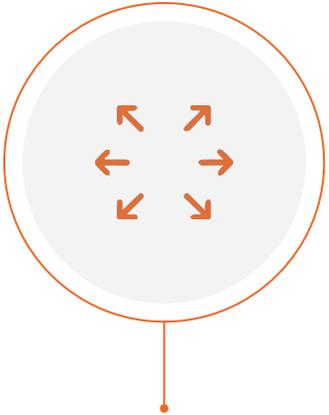


Video





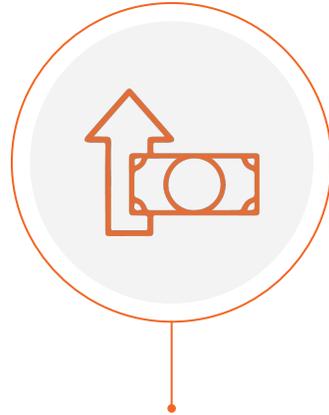
Key Investment Highlights



**Large TAM
impacting every
buyer / seller
interaction**



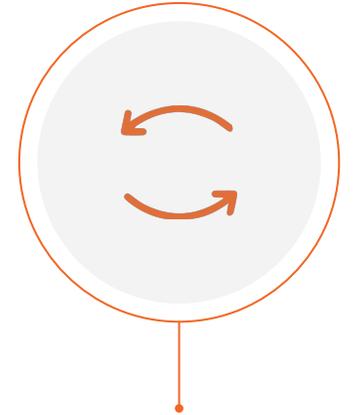
**Efficient
growth engine**



**Attractive
unit economics**



**Single platform
based on a
multi-Hub offering**

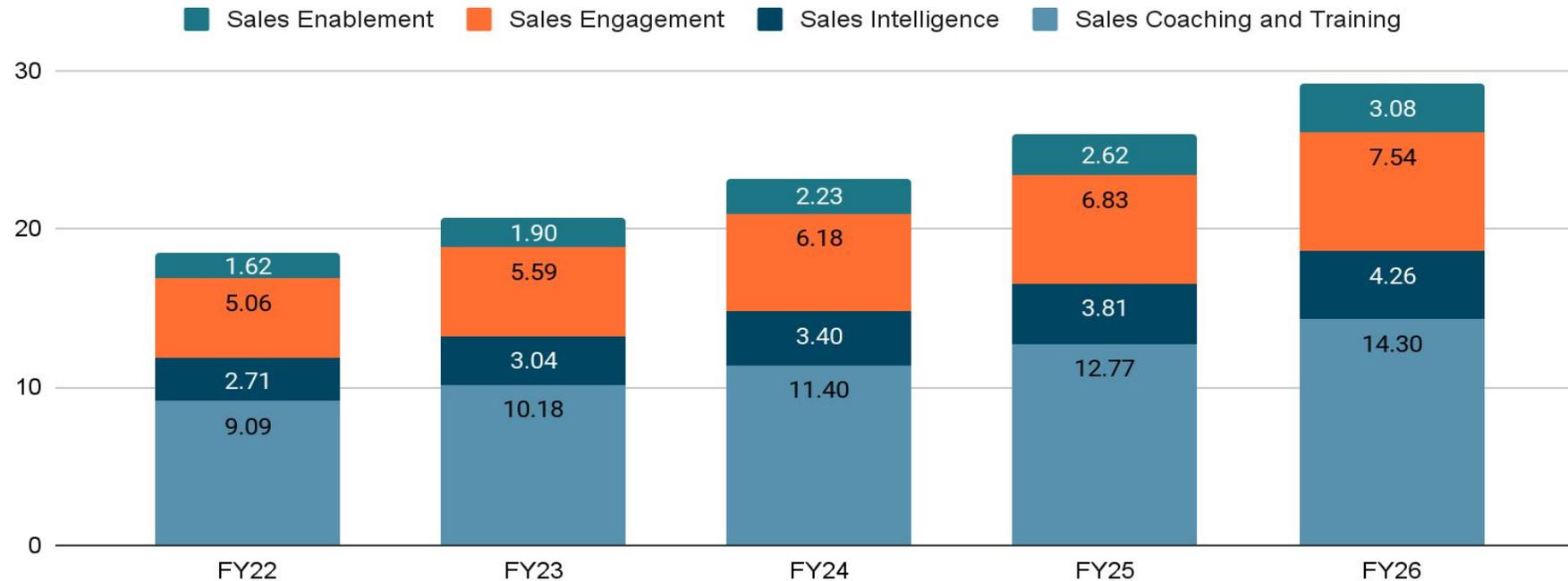


**Demonstrated,
repeatable
growth**

A Portfolio of Expanding TAMs

Total Addressable Market Growth from FY22-FY26 has been expanded

Sales Enablement Sectoral Growth CY22-CY26 in US\$B



Based on calculations made by Bigtincan and consultants from data publicly available in the cited references. ¹ Sales Enablement is based on Global Sales Enablement Platform Market Size. Status and Forecast 2020 -2026. ² Sales Coaching and Training is based on 360 Market Updates, Jan 2020 ³ Sales Engagement is based on Product Based Sales Training, Technavio, June 2020. ⁴ Sales Intelligence is based on Sales Intelligence Market, Market and Markets, Nov 2019

GROWTH SOURCES

**New
customer wins**

**Expansion in key
existing customers**

**Strategic
M&A**

**New products driving
cross sell/up sell**

Delivering Value to our Customers through Accretive Technology-focused Acquisitions



Real Customer ROI



“All of us working remotely requires a different strategy to our L&D approach. With Brainshark Coaching, reps can roleplay specific exercises and content and demonstrate mastery of the knowledge that they learn thereby reducing The Forgetting Curve significantly. Most importantly for our managers, it gives them an opportunity to mindfully give constructive feedback at their pace.”

Thomas K. Cheriyan
Director Sales Enablement
OwnBackup



“What we’ve seen is about a 3x increase on closing deals in our pipeline with Bigtincan versus those we close without this great tool. At the end of the day, the results speak for themselves.”

Matthew Johnson
Director, Membership Sales & Sales Enablement
Sacramento Kings

1H FY22 delivered benefits of scale

During the Half Bigtincan showed the benefits of scale with increasing ARR, revenue, LTV/CAC and improved operating metrics showing a strong path to building a efficient and effective global leader in a large market space.

Extended track Record of Growth

ARR UP

132% to \$112m

LTV UP

98% to \$741m

GROSS MARGIN UP

86%

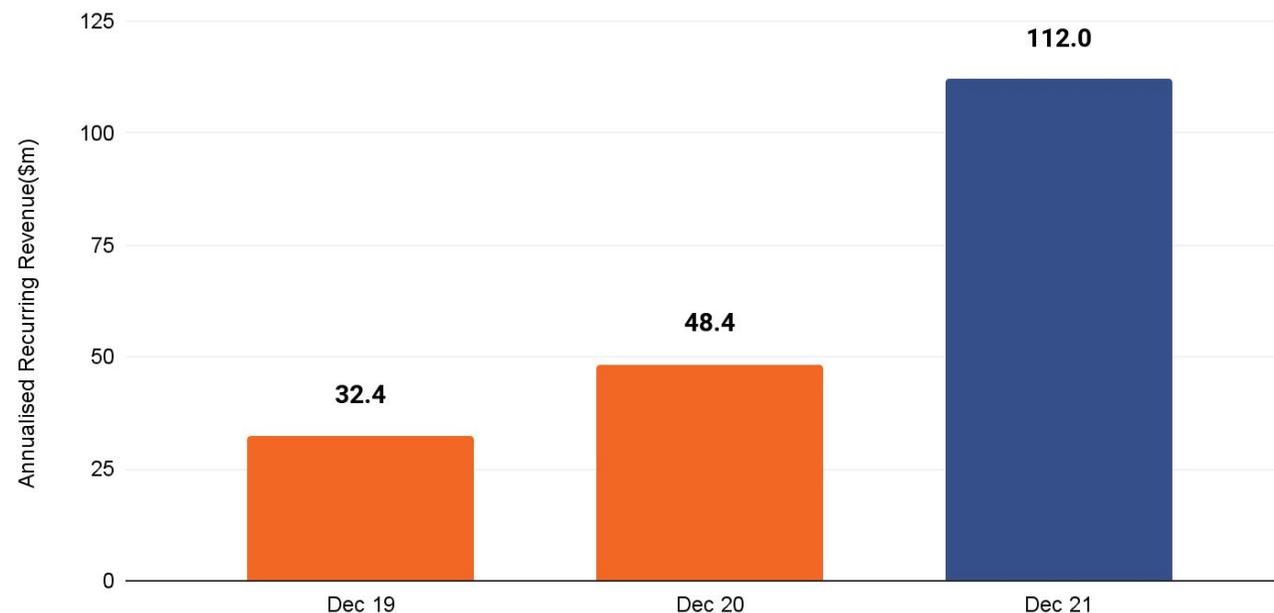
REVENUE UP

142% to \$45.9m

ADJUSTED EBITDA POSITIVE

\$1.2m

ANNUALISED RECURRING REVENUE (\$m)



	1H FY20	1H FY21	1H FY22
Revenue(\$m)	14.3	18.9	45.9
GM	86%	85%	86%
ARR(\$m)	32.4	48.4	112.0
Retention	89%	89%	87%
LTV(\$m)	252	363	741
LTV/CAC	4.32	3.8	4.7
Adjusted EBITDA(\$m)*	(1,874)	(3,574)	1,182

*Adjusted EBITDA includes adjustments for foreign currency, share based payments and one-off items

* MRR Retention including discontinued products

Stable Gross Margin and Subscription Revenue Growth

86%

Gross margin average over 5 years

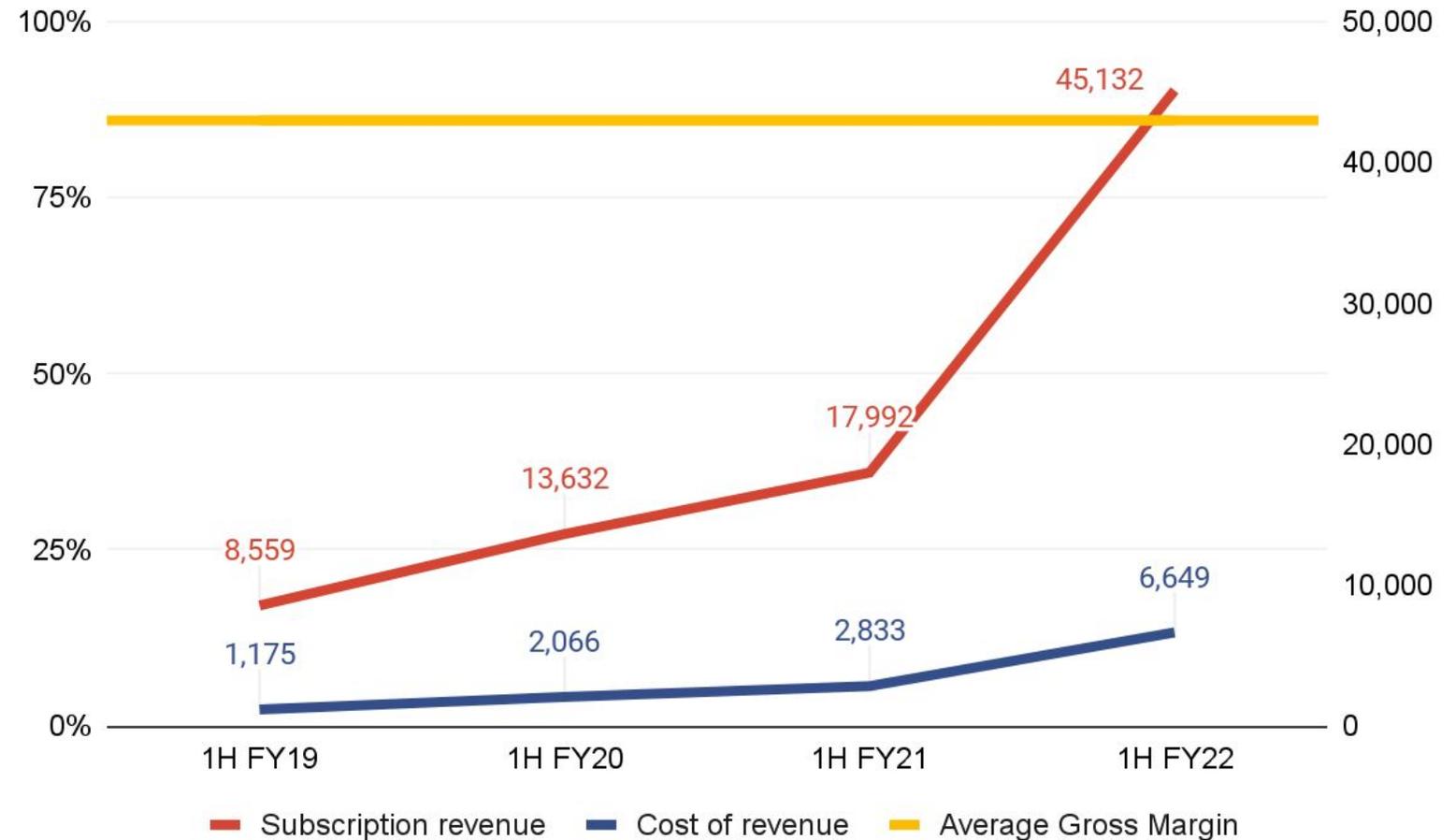
98%

of total revenue is subscription and recurring revenue based.

151%

YoY subscription and support growth

SUBSCRIPTION REVENUE AND COST OF REVENUE (\$'000s)



Operating Leverage

Benefits of scale as Operating Costs improved 17% as a % of Revenue (without capitalisation improved 12%). With:

S&M

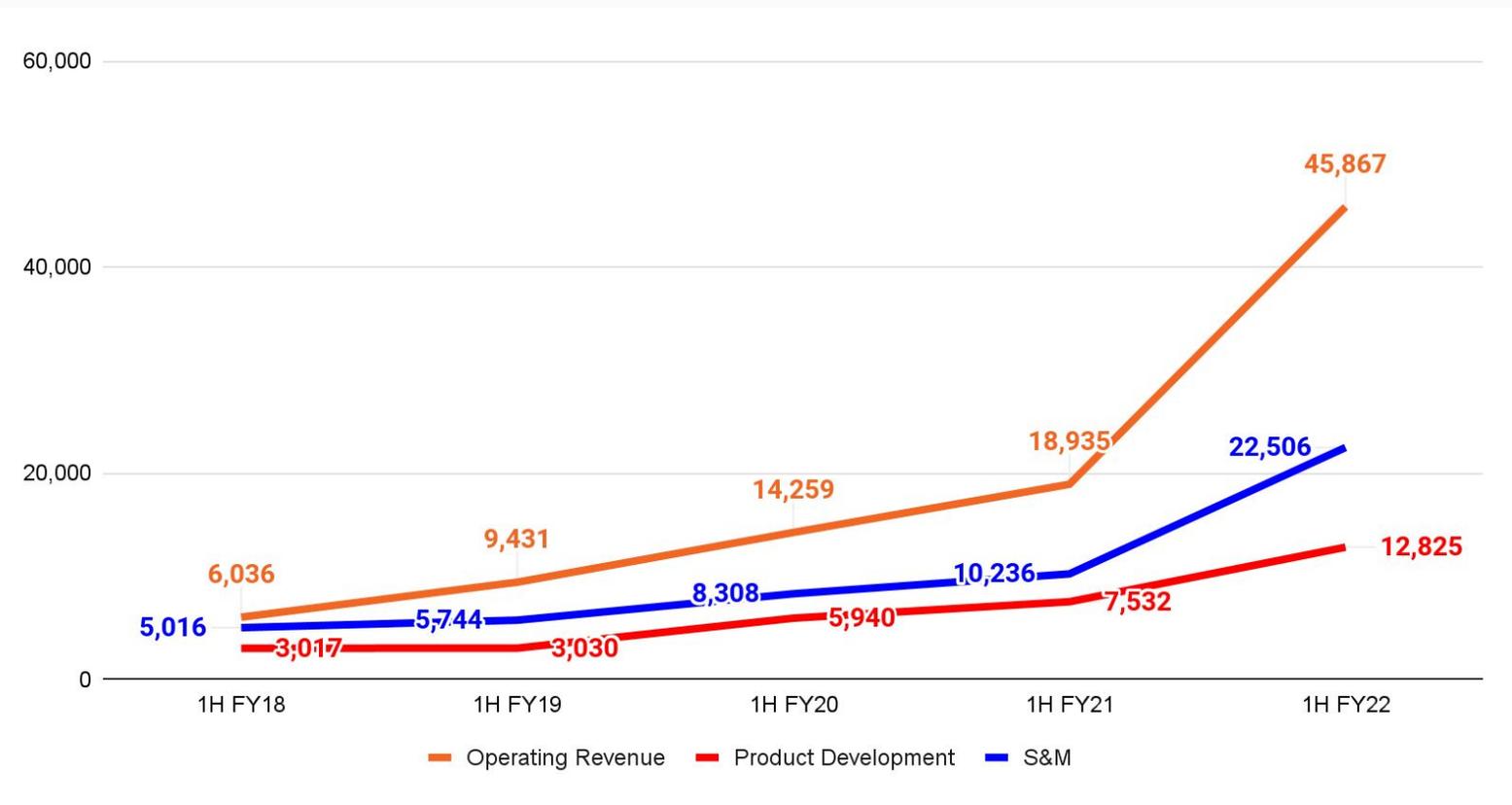
49% improved 5% from PcP

Effective engineering operations without capitalization results

strong at **7% improved from PcP**

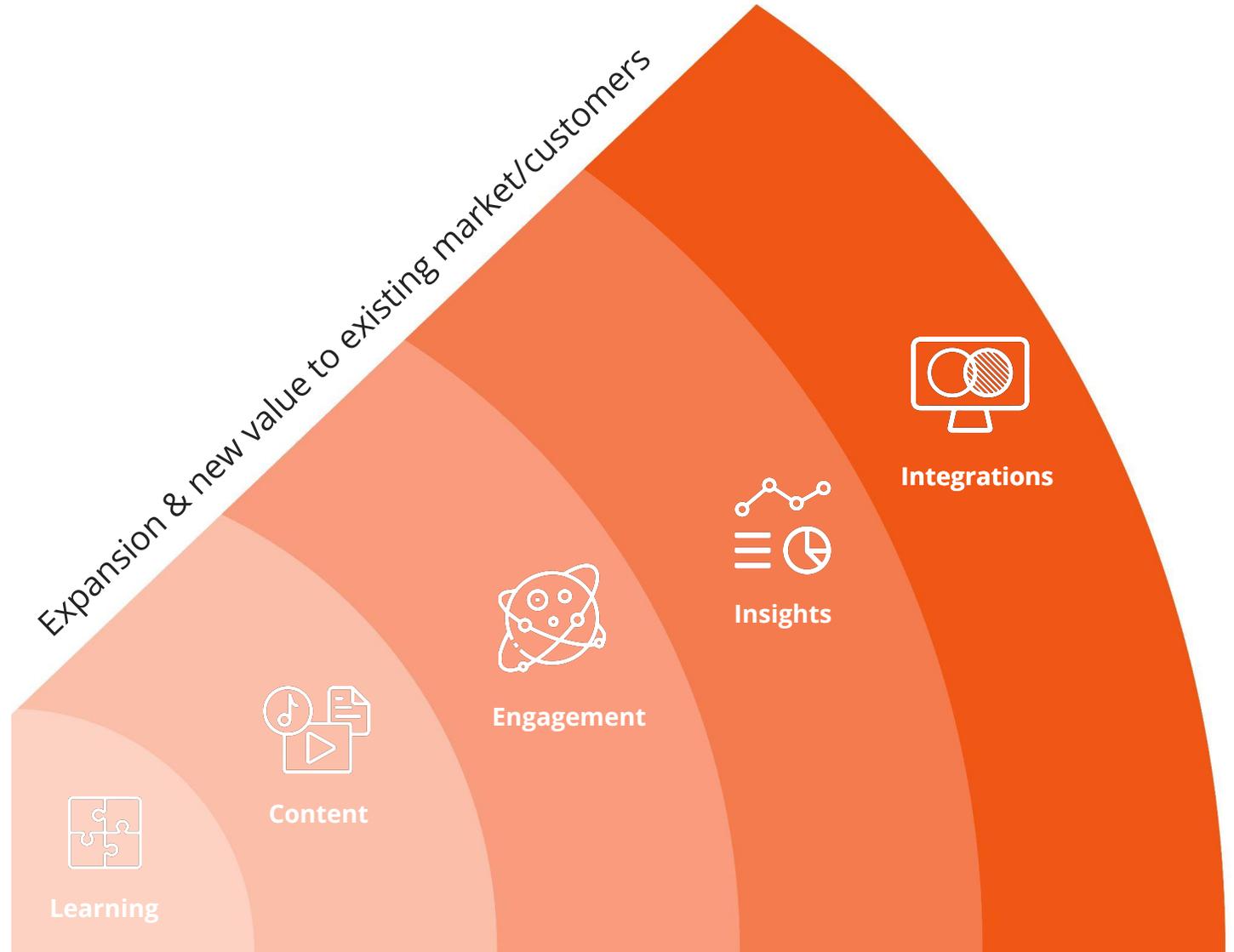
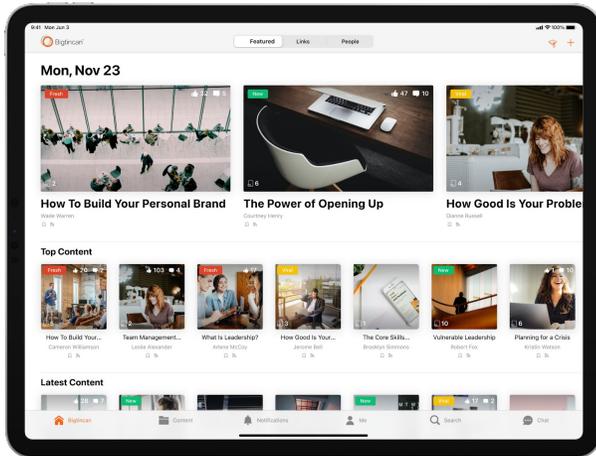
	1H FY18	1H FY19	1H FY20	1H FY21	1H FY22
S&M as % of Rev	83%	61%	58%	54%	49%
Prdt. Dev. as % of Rev	50%	32%	42%	40%	28%
Total	133%	93%	100%	94%	77%

OPERATING LEVERAGE (\$'000s)



Future Growth Opportunities

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



New geographic or vertical market expansion areas

FY22 Outlook & Scale

\$119m+

FY22 ARR ¹

\$109m+

FY22 Revenue ^{1,2}

2,000+

Customer
Deployments

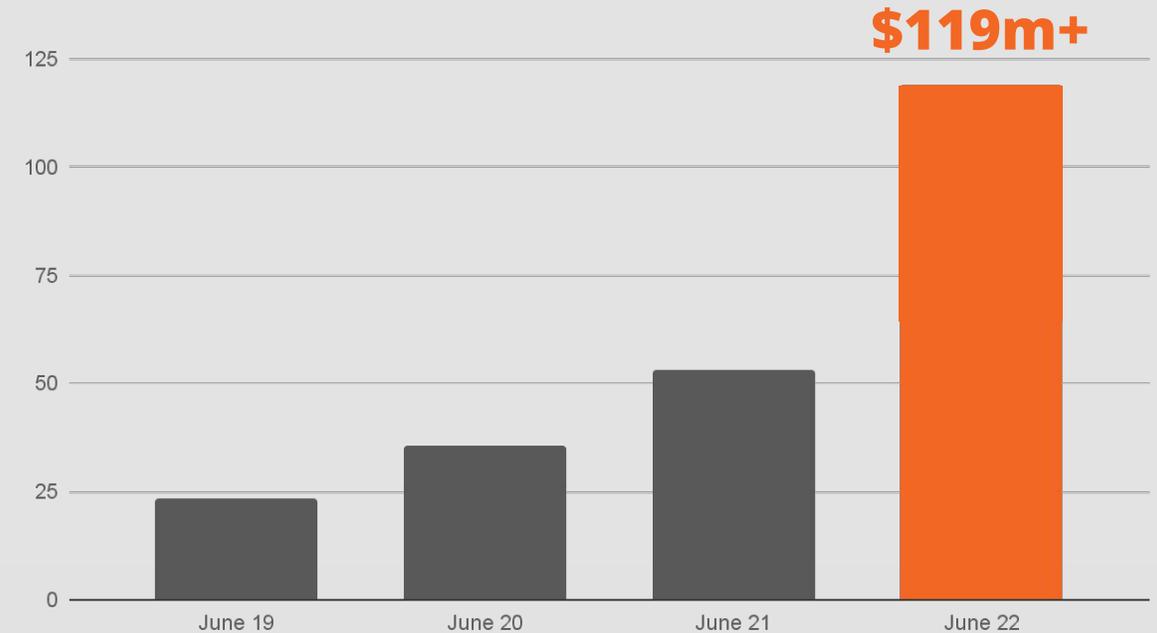
445+

Global Team

¹ See Future Performance section of Important Notice and Disclaimer

² Estimate assumes 10 months of Brainshark contribution in FY22

Annualised Recurring Revenue (\$m)



	FY19	FY20	FY21	FY22 (e)
ARR	\$23.4m	\$35.8m	\$53.1m	\$119m+



Thank You

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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