



Annual General Meeting 2021

Bigtincan Holdings Limited (ASX:BTH)

24 November 2021



How to Participate

Join AGM Live via Zoom

Register here: <https://bit.ly/3G34oYt>

You will receive a confirmation email with information about joining the webinar.

Asking a Question

Write your question for the Board using the **“Q&A” icon** at the bottom of the screen; **OR**

Indicate you have a question for the Board by clicking the **“Raise Hand” icon** located at the bottom of the screen. At the relevant time, you will be invited to ask your question to the Board. Please click “Lower Hand” icon when your question is answered.

How to Vote

To submit your vote online you will need to visit web.lumiagm.com/377643162 on your smartphone, tablet or computer.

You will need the following details ready to enter:

- a) Meeting ID: 377-643-162
- b) Your username, which is your SRN or HIN; and
- c) Your password, which is the postcode registered to your holding if you are an Australian shareholder. Overseas shareholders should refer to the user guide (link below) for their password details.

AGM Online Voting User Guide

www.computershare.com.au/onlinevotingguide

Agenda

Chair's Address

Formal Business of the Meeting

CEO Update



Chair's Address

Mr. Tom Amos

Chair of the Board
Independent Non-Executive Director



Board of Directors



Tom Amos

Independent Non-Executive Director
Chair of the Board of Directors



Inese Kingsmill

Independent Non-Executive Director
Remuneration & Nominations Committee



Wayne Stevenson

Independent Non-Executive Director
Audit and Risk Committee Chair
Remuneration & Nominations Committee Chair



Farouk Hussein

Non-Executive Director
Remuneration & Nominations Committee



David Keane

Executive Director
Co-Founder and CEO



John Scull

Non-Executive Director
Remuneration & Nominations Committee

New Directors



**Inese
Kingsmill**

**Independent Non-Executive Director
Remuneration & Nominations Committee**

With an executive career spanning a broad spectrum of leadership positions with Microsoft, Telstra and Virgin Australia, growth and transformation have been constant themes of Inese's career. As a non executive director she currently also serves on the Boards on hipages Group Holdings Ltd., NobleOak Life Ltd. and WorkVentures.



**Farouk
Hussein**

**Non-Executive Director
Remuneration & Nominations Committee**

Farouk is a Partner at SQN Investors, a U.S.-based investment firm focused on partnering with leading technology companies. SQN is a substantial shareholder in Bigtincan. He brings over 11 years of private and public technology investment experience.

Formal Business



Q&A



CEO Update

Mr. David Keane

CEO & Co-Founder



Company Progress

In FY21, Bigtincan built on our platform, creating a **complete suite of solutions for sales enablement**; helping hundreds of thousands of people to work smarter every day and **creating the buying experience of the future** for thousands of organisations worldwide.

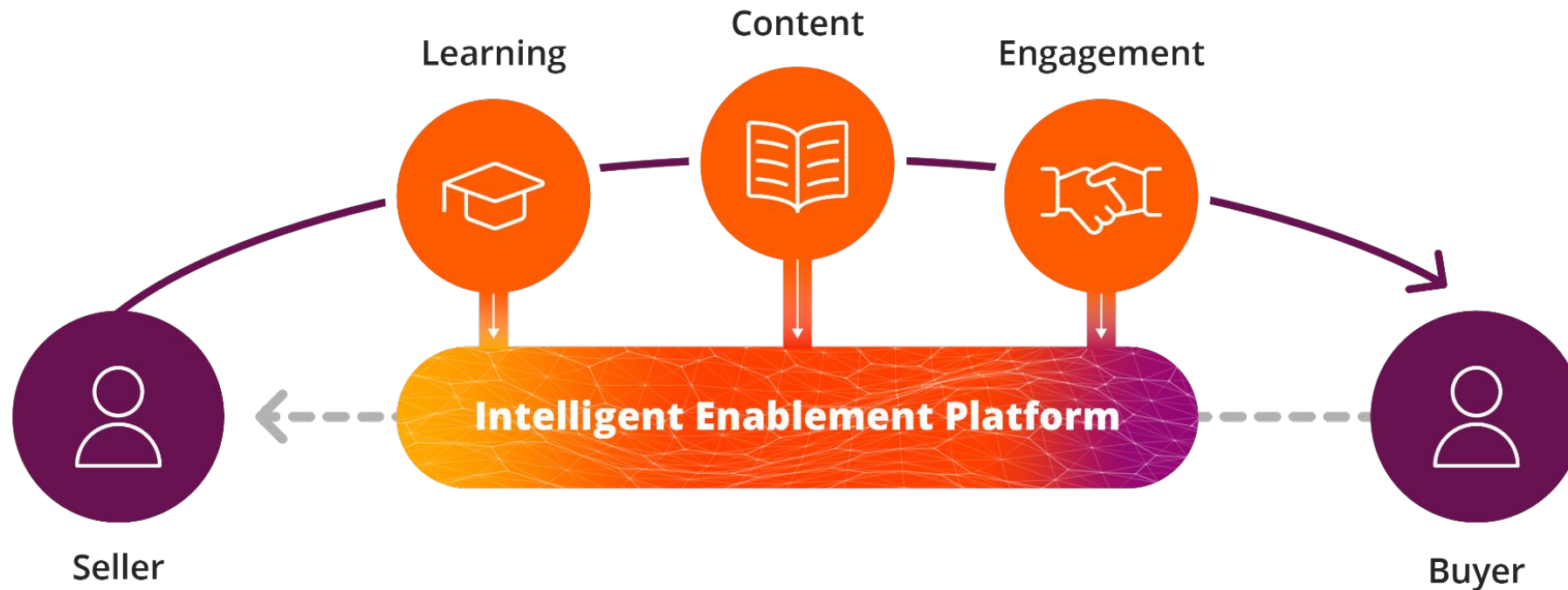


Our Multi-Hub Product Strategy is leading the market and presenting growing opportunities for new logo wins and cross sell/upsell opportunities.

Our products help companies' customer-facing teams intelligently **prepare, engage, measure, and continually improve** the buying experience.

Bigtincan Platform

Multi-Hub Product Strategy Powering New Logo Wins and Cross Sell/Upsell



Large and Growing TAM

In FY21, Bigtincan grew the addressable market for our products, adding strength in sales coaching/training and adding solutions for the sales intelligence market.

Sales Intelligence Market ¹

\$3.4B

By 2024

Sales Coaching & Training Market to reach

↑ \$11.4B

By the end of 2024, with a CAGR of ~**12%** during 2020-2024²

Sales Enablement Platform Market to reach

↑ \$3.08B

By the end of 2026, with a CAGR of **17.4%** during 2021-2026 ³

Sales Engagement Platform Market to reach

↑ \$5.59B

By 2023⁴

Source references in USD:

¹ Sales Intelligence Market, Markets & Markets, Nov 2019

² Product based Sales Training Market by End-user, Learning Method, and Geography Forecast and Analysis 2021-2025, Technavio June 2020

³ Global Sales Enablement Platform Market Size, Status And Forecast 2020-2026 14-Jan-2020

⁴ Aragon Research, Jan 2020

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

FY21 Achievements

Growth & Development

European Expansion
Multi-Hub Product Strategy
Systems Upgrades
Product and Tech Days
Category Leader
Efficient Growth
Strong Financial Position
New Customer Wins

ARR Growth¹

48%

Acquisitions & Partnerships

Vidinoti
ClearSlide
VoiceVibes
Agnitio
AWS partnership

Technology Leadership

iOS15 Day 0 support
Leading in AR/VR for sales
Conversational intelligence
Unified Platform

New Tech

Bigtincan 3D
Content Hub v5.8.4
Learning Hub v5.20

Awards & Recognition



1. Annualised Recurring Revenue Growth on FY20

FY21 Financial Highlights

Delivering increased value through market and technology leadership with a strategy focused on the customer value proposition.

ARR

\$53.1m



48%

Revenue

\$43.9m



42%

Retention

89%

Subscription
Revenue

\$42.5m



44%

LTV¹

\$392m



45%

Cash²

\$56.7m

¹ Lifetime value. ARR times Gross Margin divided by the inverse of retention

² Cash and cash equivalents as at 30 June 2021. NB: Cash and cash equivalents as at 30 September 2021 is \$55.7m.

Customer Activity on the Bigtincan Platform

January–October 2021

40m+

Presentations

30m+

Outbound buyer engagements

6m+

Skill development activities

FY21 Investments

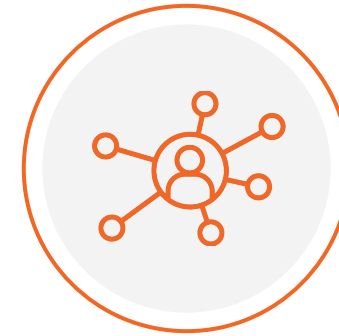
Supporting long-term growth and scale



Investments in Global Scaled Platform with new infrastructure in place included adding Hong Kong to support Asian regional expansion.



Investments to build out core system components including Bigtincan Identity and Universal Content System to allow for rapid integration and cross sell opportunities.



Investments in customer care to drive retention, expansion, and overall customer connection to Bigtincan.

Post Period Developments

Ongoing market and
business development



Brainshark Acquisition

400+

Global team

97

Fortune 500 customers

1,900+

Customer deployments

>\$100m

Combined ARR

Integration Progress

- Completed human resource integration
- Unified product offering
- Unified system operations
- Commenced work on the integration



Our Global Team

We continued to grow our global presence in FY21.

2021 Headcount

30 June

223

U.S.	55%
Australia	33%
U.K.	6%
Denmark	5%
Other	1%

15 November

400+

U.S.	69%
Australia	21%
U.K.	6%
Denmark	3%
Other	1%

FY22 and Beyond



FY22 Strategy

Creating the Buying Experience of the Future for our Customer's Customers



Take advantage of ongoing digital and remote transition to grow customer base



Deepen existing customer penetration with enhanced cross sell and upsell programs

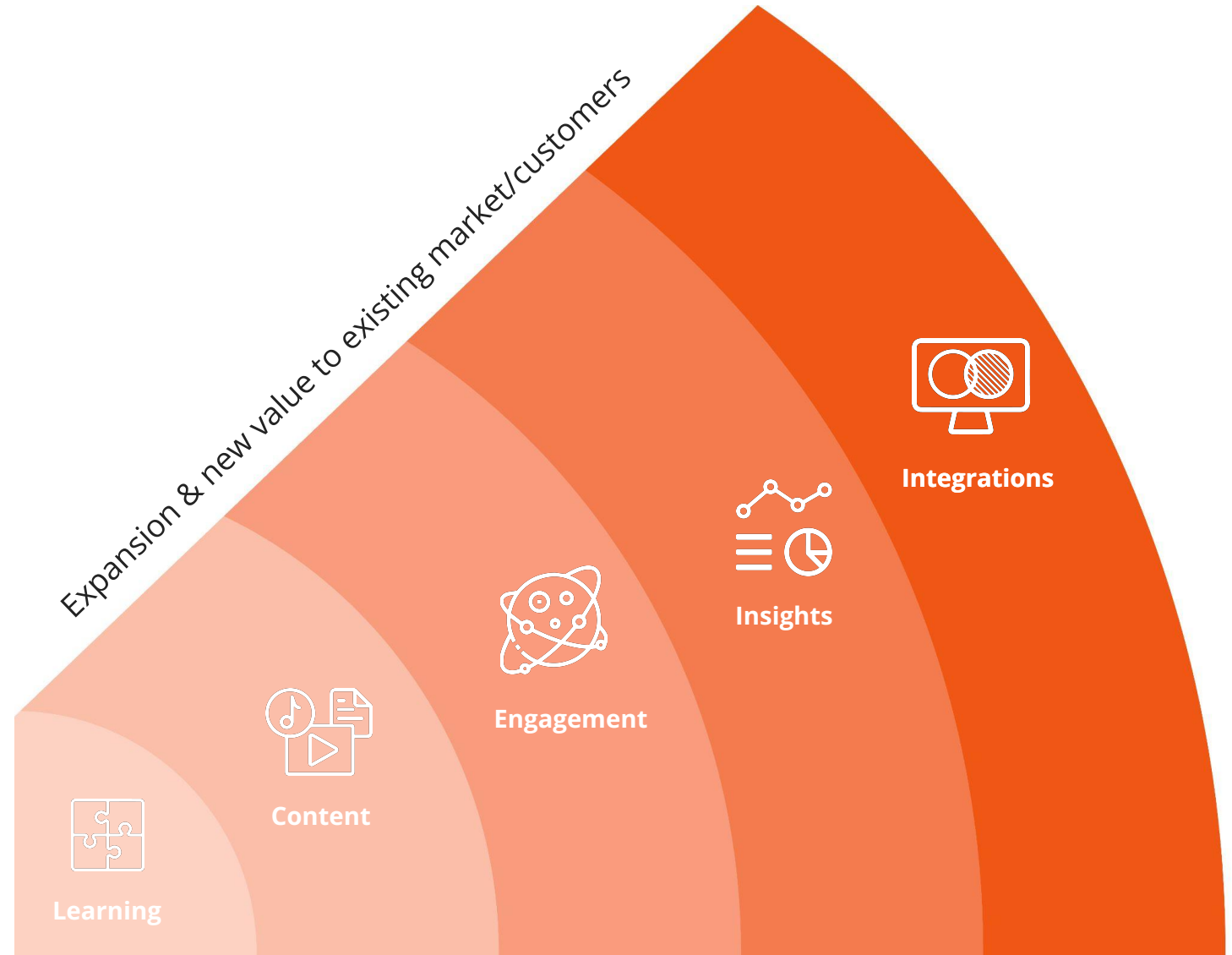
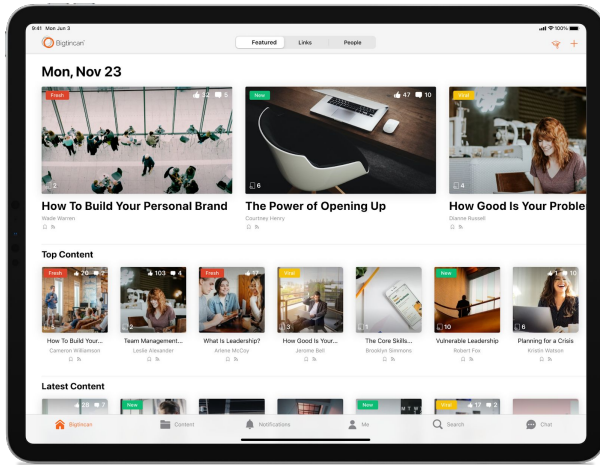


Drive operational efficiency globally with opportunities to maintain market leadership

FY22 AND BEYOND

Future Growth Opportunities

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



FY22 AND BEYOND

FY22 Outlook & Scale

\$119m+

FY22 ARR ¹

\$109m+

FY22 Revenue ^{1, 2}

1,900+

Deployments ³

400+

Global Team

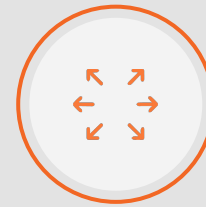
220+

Customers with
ARR over \$100k ³

¹ See Future Performance section of Important Notice and Disclaimer

² Estimate assumes 10 months of Brainshark contribution in FY22 at completion

³ At 30 September 2021



A category leader with significant US customer base



Building an efficient growth engine



Strong financial position, with scaling company infrastructure and team



Creation of a platform based on a multi-Hub offering to reach broadening TAM



Demonstrated, repeatable organic growth combined with strategic M&A

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Thank You

