



# Bigtincan Holdings Ltd.

Q1 FY22 Appendix 4C & Quarterly Report Briefing

27 October 2021

## Q1 FY22 Highlights

Record Q1 cash receipts **up 218%** vs pcp with organic cash receipts **up 174%**, plus **Brainshark acquisition** and **integration progress** mark successful Q1 FY22.

Bigtincan Today, a **\$100m ARR company**, leading in a global market, well positioned for future growth.



# **GROWTH SOURCES**

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**New  
customer wins**

**Expansion in key  
existing customers**

**Strategic  
M&A**

**Brainshark  
upsell/cross sell**

## TESTIMONIAL

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# Matthew Wright

Executive Director of Global Professional Education  
and Global Strategic Account Management  
**Allurion**







# Acquisition of Brainshark



# Brainshark Overview

Overview	<ul style="list-style-type: none"><li>• Brainshark is recognised as a leader in sales coaching, learning and readiness with 900+ customers and ~180 employees</li><li>• This field is now a critical component of broader solutions for enterprise customers in the fast growing and larger global sales enablement market</li><li>• Brainshark's data-driven sales enablement and readiness platform provides client-facing teams with best-of-breed solutions for training and coaching, as well as cutting-edge insights into sales performance</li></ul>
Products and Technology	<ul style="list-style-type: none"><li>• Brainshark's data-driven sales readiness platform provides content authoring, readiness scorecards, training &amp; onboarding and coaching &amp; practice</li><li>• Winner of numerous industry awards including the Gold Stevie, Sales Tool of the Year for 2021, and Top 10 Vendor Award by Selling Power Magazine for 2021</li><li>• Legacy Communications customer base offers opportunities for cross sell to the broader Bigtincan product set</li></ul>
Customers & Industries	<ul style="list-style-type: none"><li>• Brainshark's customers operate across diverse industries including financial services, insurance, healthcare, software &amp; technology and manufacturing</li><li>• Example customers include JP Morgan, CVS Health, AstraZeneca, Metlife, IBM, PepsiCo and Zoom</li></ul>

## ACQUISITION

# Brainshark Integration Progress

1. **Completed human resource integration** including finalisation of updated organisation.
2. **Unified product offerings** into the Bigtincan multi-Hub product strategy allowing customers to purchase Brainshark based technology under the Learning Hub product umbrella. From October 2021 Brainshark products have become an offering in the Bigtincan Learning Hub product line.
3. **Unified system operations** including product support, product and corporate marketing, customer care, sales and marketing, finance and engineering groups.
4. **Commenced work on the integration** of the Brainshark technology into Bigtincan's Intelligent Enablement Platform layer that connects each product Hub.



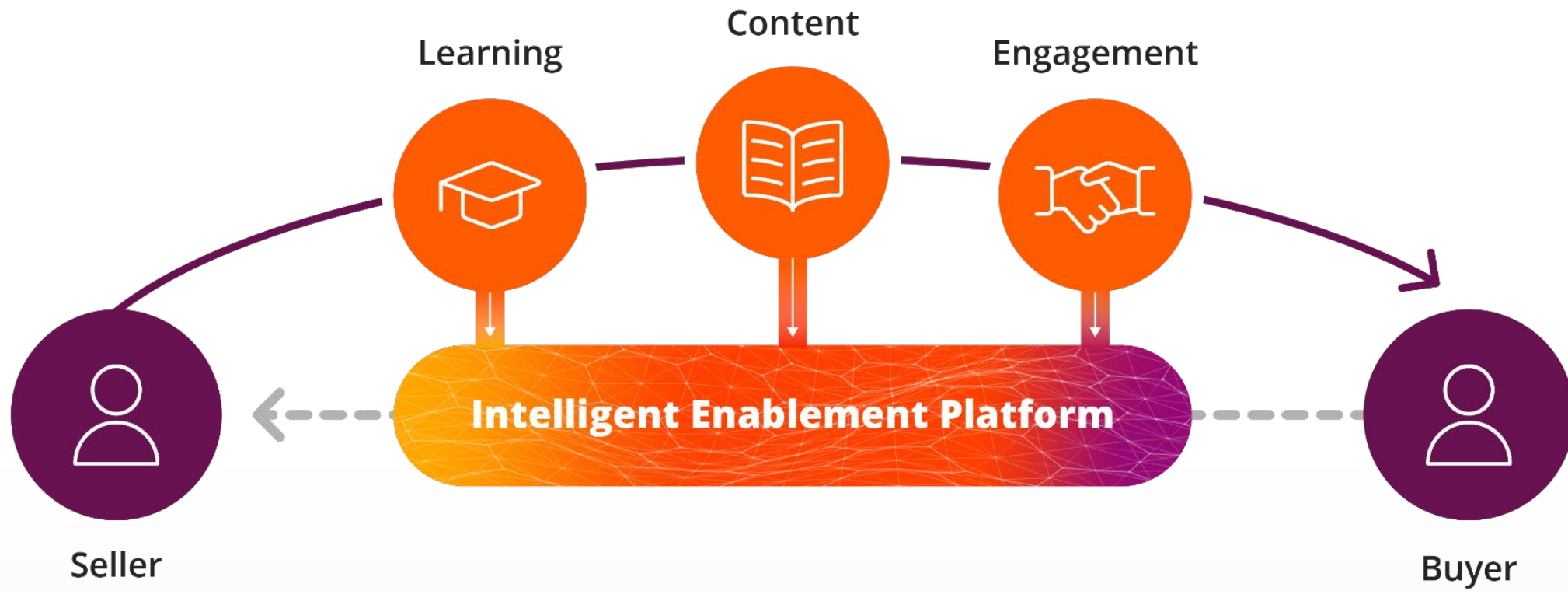




# Product Update

**Stefan Teulon**, Chief Product Officer



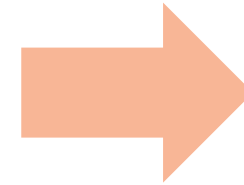


PRODUCT UPDATE

# Brainshark Integration



Unified User Experience,  
User Management & Data



Cross sell  
and upsell

**PRODUCT UPDATE**

# New Data Product Group

During the Quarter Bigtincan created the Data Products Group to focus on extending Bigtincan's leadership in data science technologies.



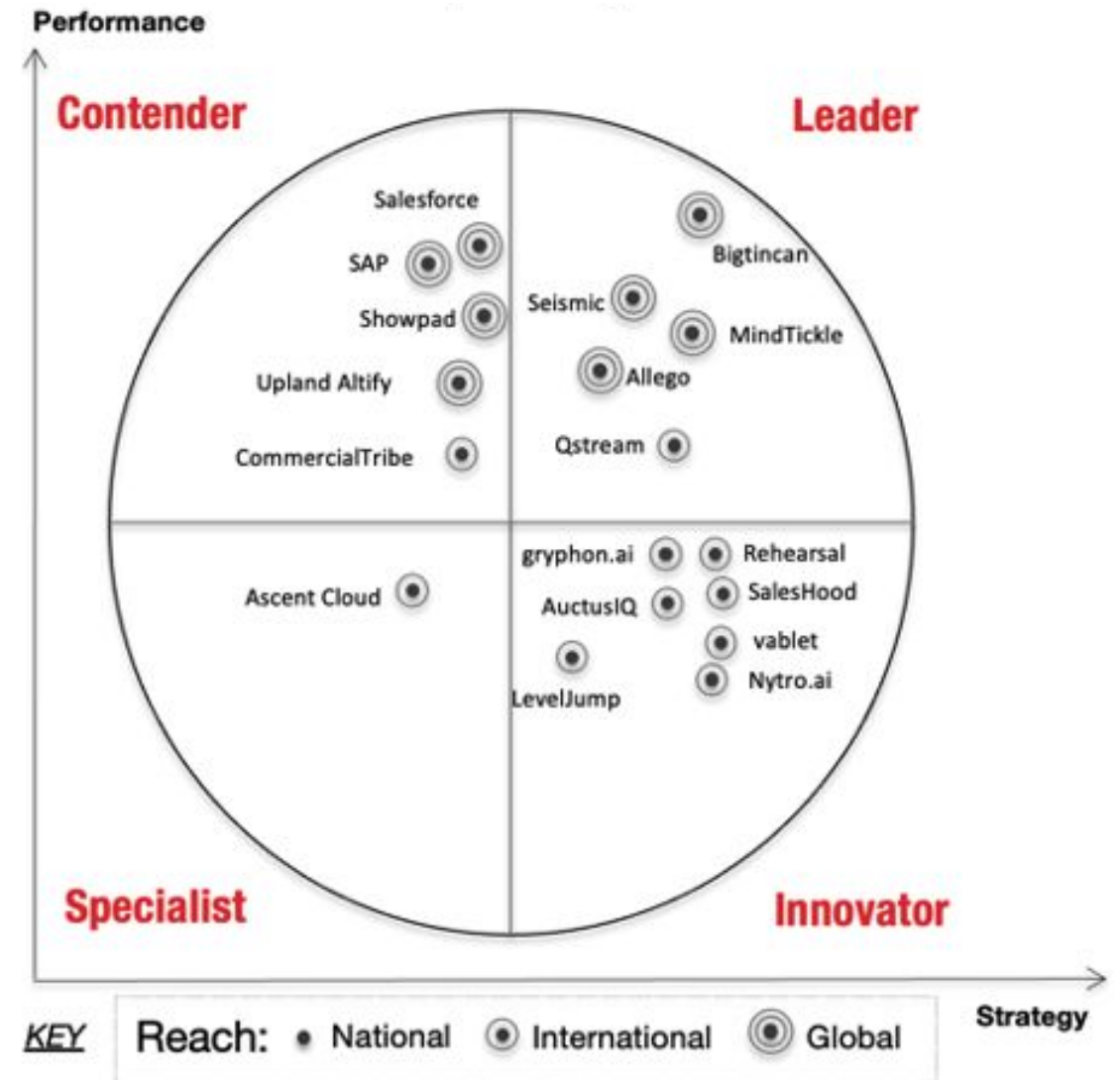
# Industry Recognition

“In an era of post-pandemic selling, sales organizations should deploy a dedicated sales coaching and learning platform to improve training and skills.”

“With Brainshark, Bigtincan has one of the largest customer install bases in the SCL market,” the report notes. “Bigtincan now has a full sales enablement platform and now even more capabilities in sales coaching and learning.”

For more information on The Aragon Research Globe™ for Sales Coaching and Learning, and to access a complimentary copy of the report, please visit

<https://www.bigtincan.com/download-aragon-research-globe-for-sales-coaching-and-learning-2021/>



Source: The Aragon Research Globe™ for Sales Coaching and Learning, 2021.





# Finance Update

**Cyril Desouza**, Global Financial Controller

## Q1 FY22 Cash Summary

**\$14.4m**

Customer cash receipts

**↑ 218%** From  
Q1 FY21

**↑ 174%** Excluding  
Brainshark

**\$19.3m**

Operating cash payments

**↑ 67%** From  
Q1 FY21

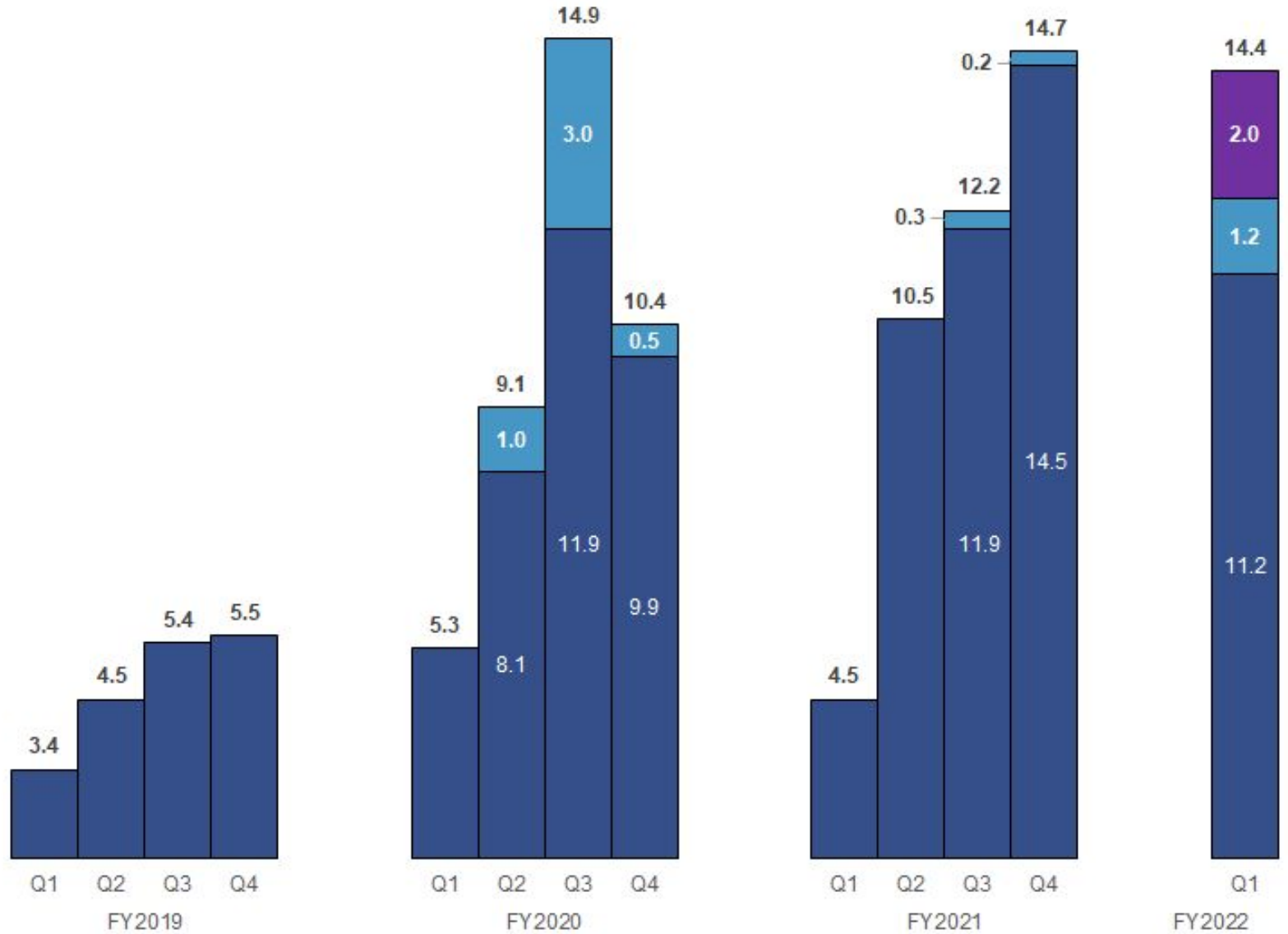
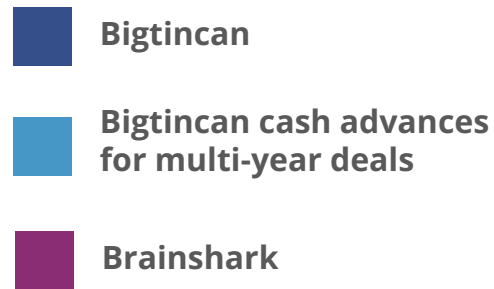
**↑ 51%** Excluding  
Brainshark

**\$55.7m**

Cash and cash equivalents at end of Q1 FY22



# Quarterly Cash Receipts (A\$m)





# FY22 Outlook & Scale

**\$119m+**

FY22 ARR <sup>1</sup>

**\$109m+**

FY22 Revenue <sup>1,2</sup>

**1,900+**

Deployments <sup>3</sup>

**400+**

Global Team <sup>3</sup>

**220+**

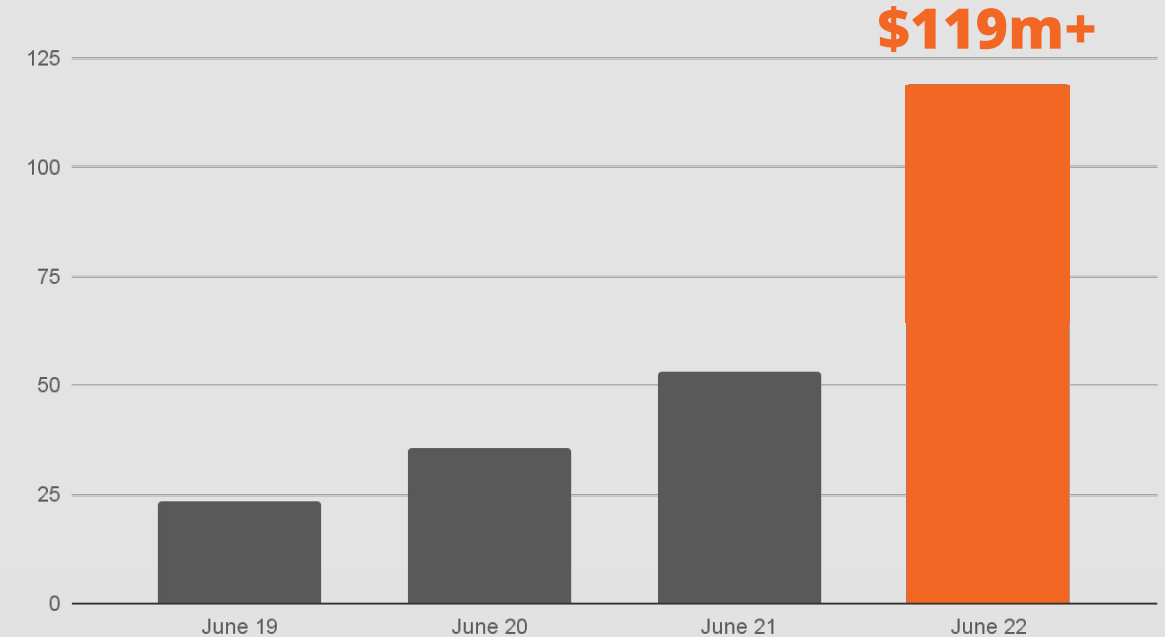
Customers with  
ARR over \$100k <sup>3</sup>

<sup>1</sup> See Future Performance section of Important Notice and Disclaimer

<sup>2</sup> Estimate assumes 10 months of Brainshark contribution in FY22 at completion

<sup>3</sup> At 30 September 2021

## Annualised Recurring Revenue (\$m)



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

# Thank You



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