



The Buying Experience of the Future

Bigtincan Holdings Limited (ASX:BTH)
Morgan Stanley Australia Summit 2022

David Keane | Co-Founder and CEO

9 June 2022

We are a global leader in sales enablement software

An established leader in a growing space with leading teams in North America and an emerging business in European & Asia Pacific markets.

- One of few providers offering all **3 core capabilities**: content, training and coaching, engagement
- Bigtincan's recent 1H FY22 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

About Bigtincan (ASX:BTH)

Globally established and growing ASX-listed enterprise SaaS business

2k+

Customer
deployments

1m+

Enterprise
users

60

Countries
with users

21

Global
locations

90+

Fortune 500
customers

\$112m

Annualised Recurring
Revenue @ 1H FY22

Scalable, efficient growth vs PcP

ARR¹

\$112m

↑ 132%

Revenue

\$45.9m

↑ 142%

Adjusted²
EBITDA

\$1.2m

↑ 133%

Net Retention
Ratio

107%

↑ 2%

LTV

\$741m

↑ 98%

Cash³

\$45.4m

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

2 Adjusted EBITDA includes adjustments for acquisition, share based payments and one-off items.

NB: See Glossary for all definitions

3 Ending cash at 31 March 2022



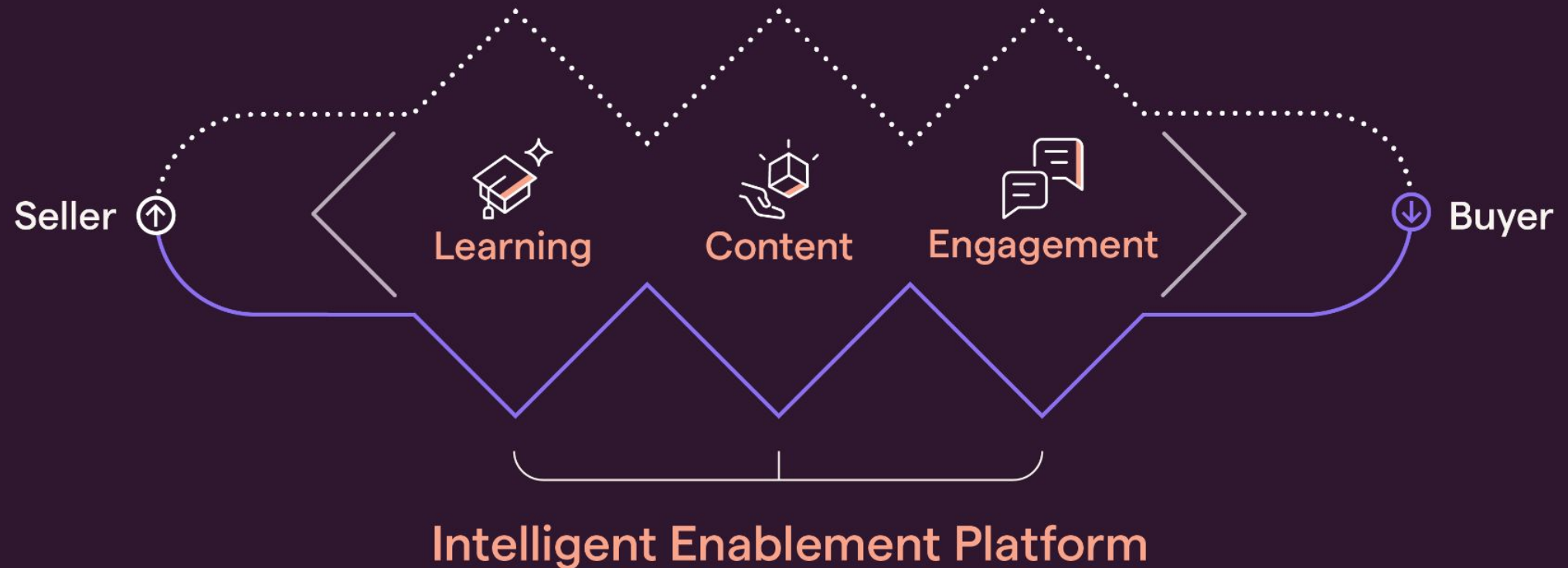
Our mission

Create the
Buying Experience
of the Future

Engage
Customers

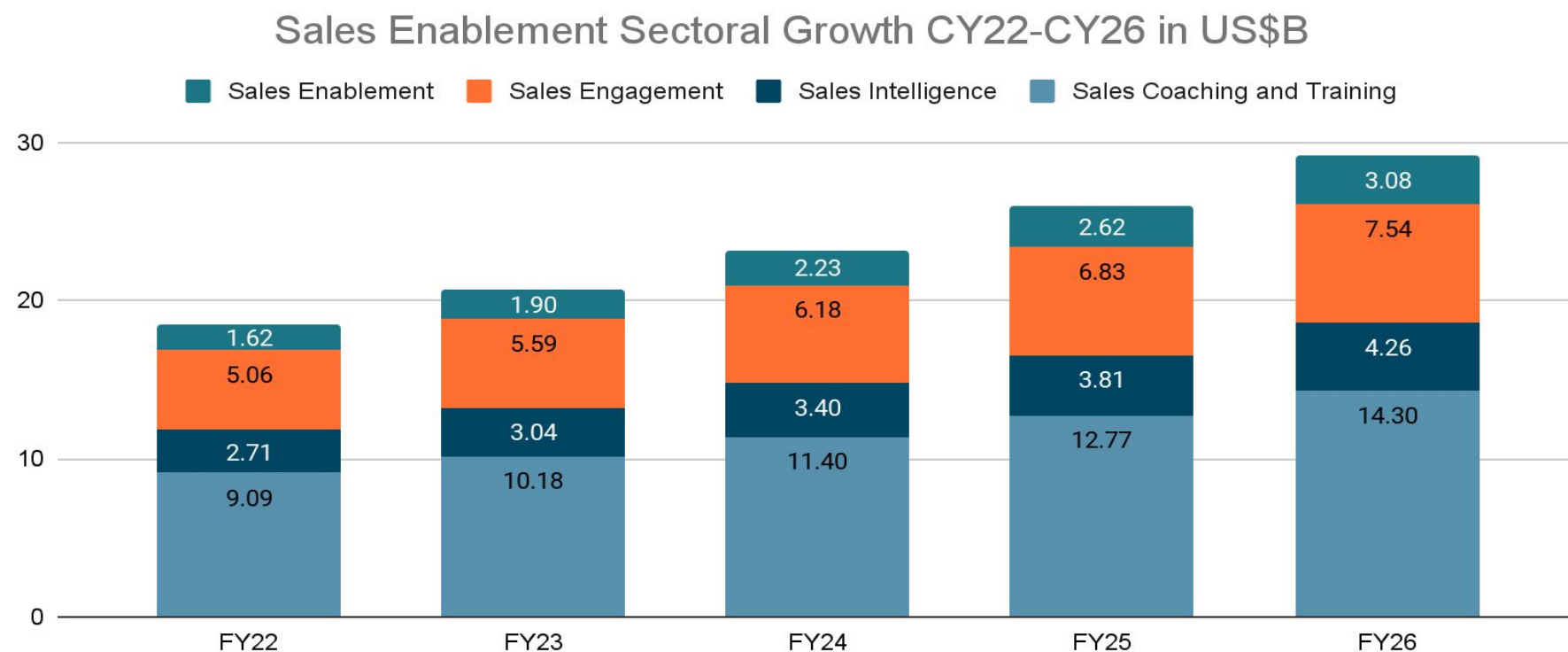
Empower
Sellers

The buying experience of the future



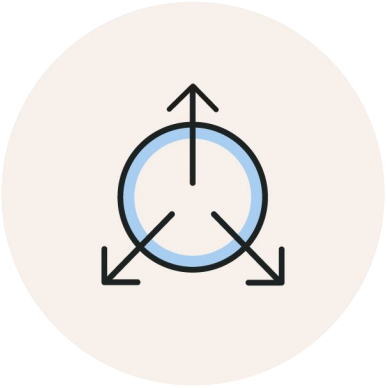
A Portfolio of Expanding TAMs

Total Addressable Market Growth from FY22-FY26 has been expanded



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

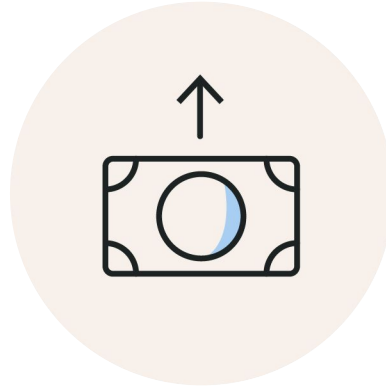
Key Investment Highlights



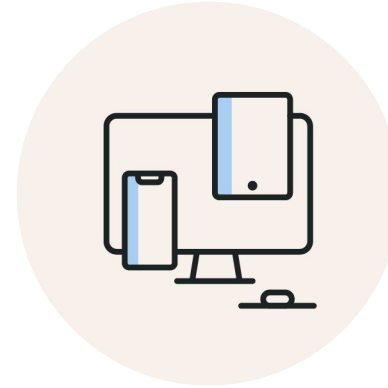
Large TAM
impacting every
buyer/seller
interaction



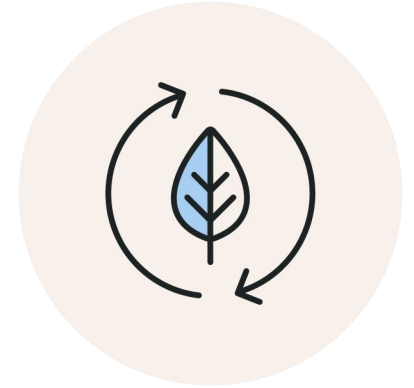
Efficient
growth engine



Attractive unit
economics



Single platform
based on a
multi-Hub offering



Demonstrated,
repeatable growth

Growth Sources

New
customer
wins

Expansion in
key existing
customers

Technology
innovation

New products
driving cross
sell/ up sell

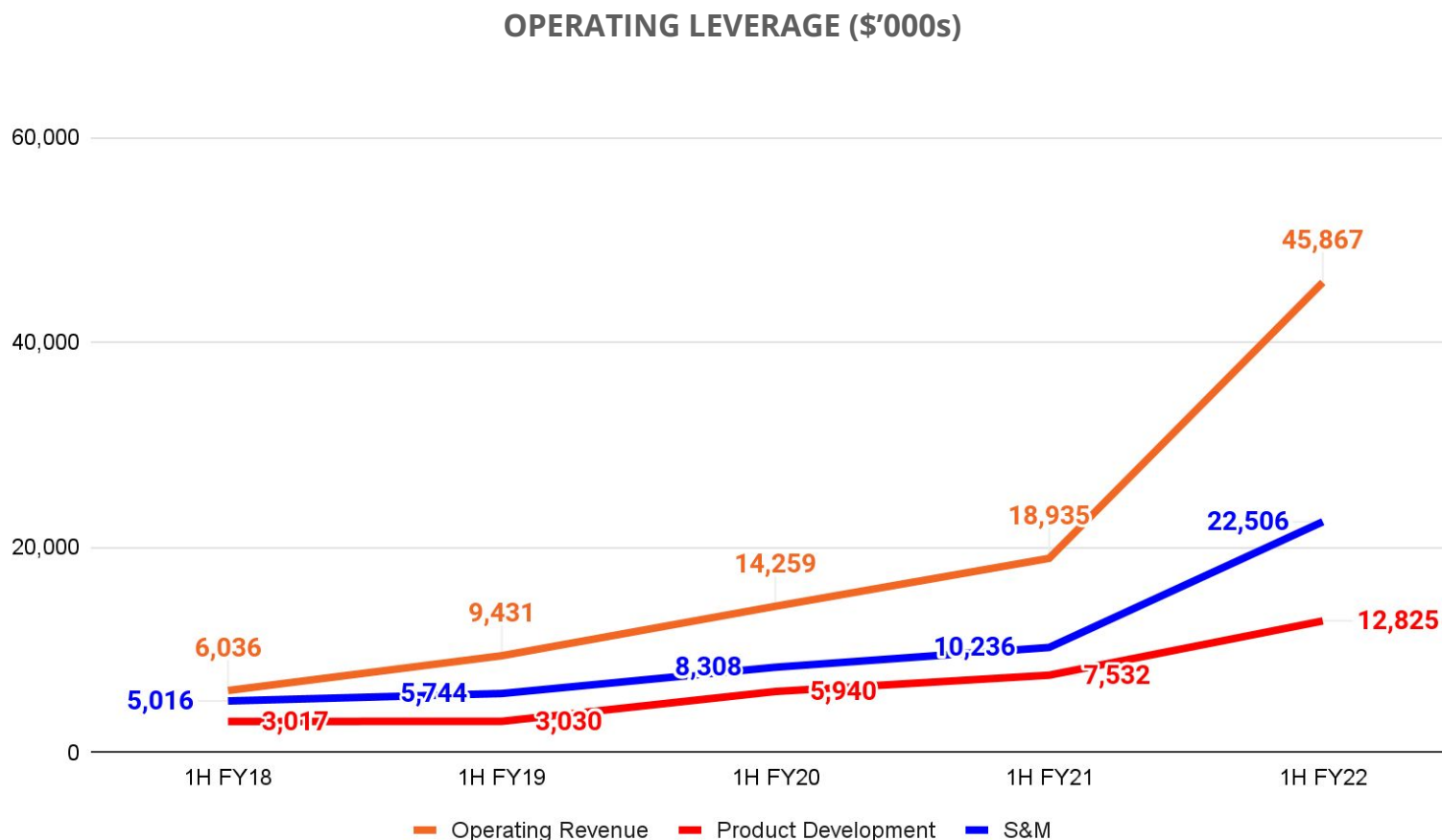
Continued Focus on Operating Leverage

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%



2H FY22 Results Progression

Positive
adjusted
EBITDA result
expected for
FY22

Target of
achieving cash
flow breakeven
in FY23

95% recurring
revenue

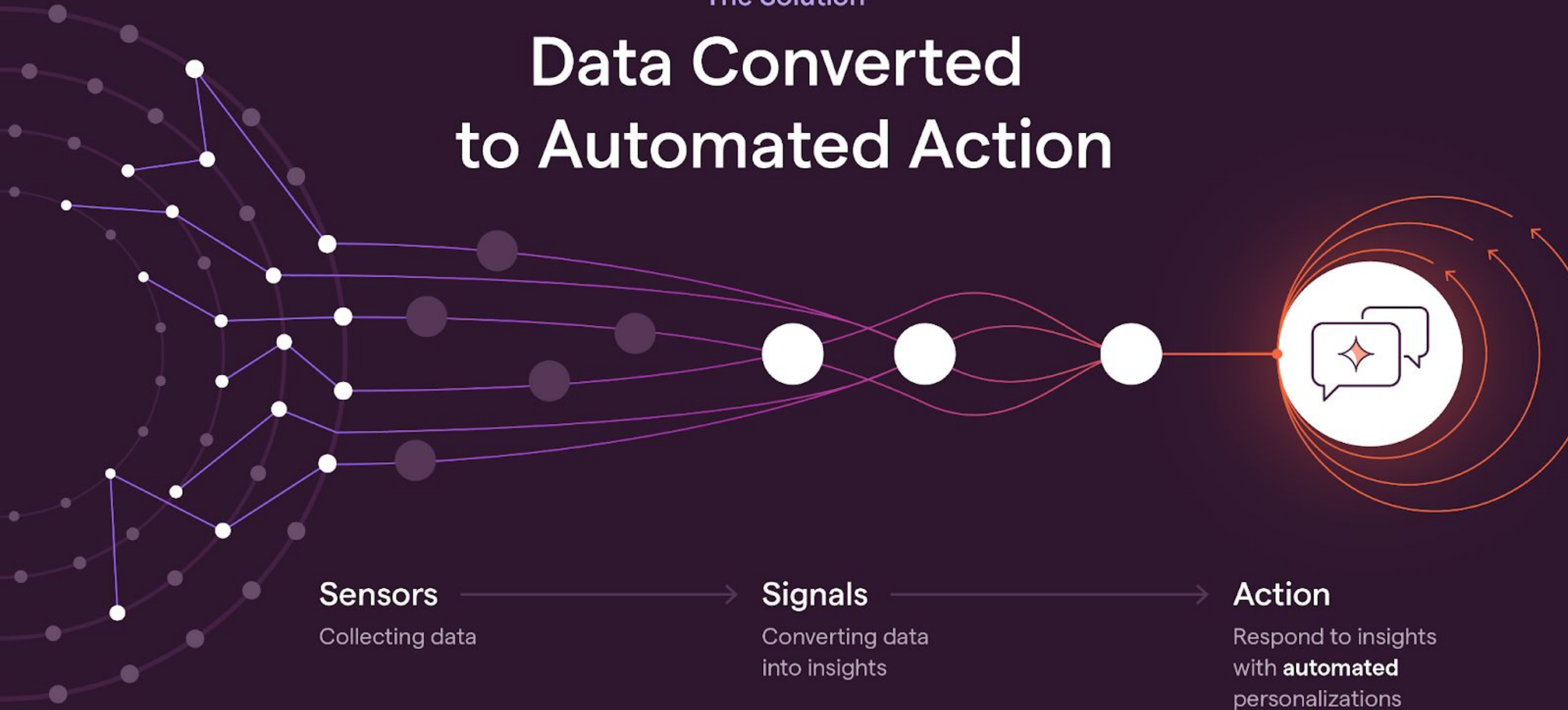
Unit Economics
continue to
progress -
operating
leverage,
LTV/CAC

[1] As per Bigtincan 1H FY22 results presentation materials, Adjusted EBITDA includes adjustments for acquisition, share based payments and one-off items and abnormal FX impacts.

[2] Cash flow breakeven refers to positive net cash flows after taking into account capex, seasonality and other net working capital expenses.

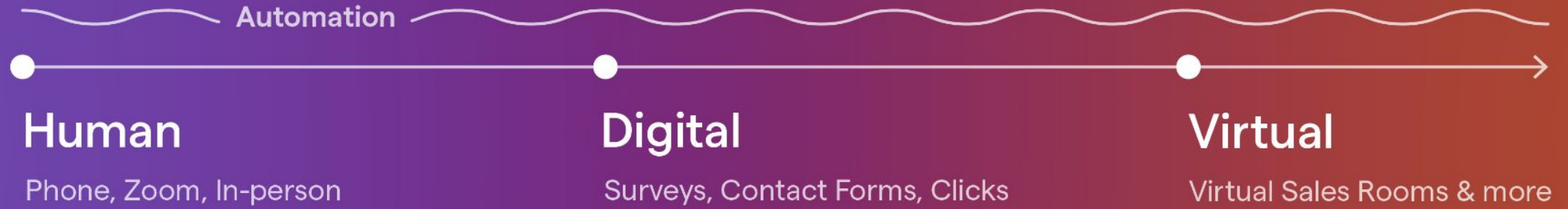
The Solution

Data Converted to Automated Action



Looking Forward

The Future of Engagement

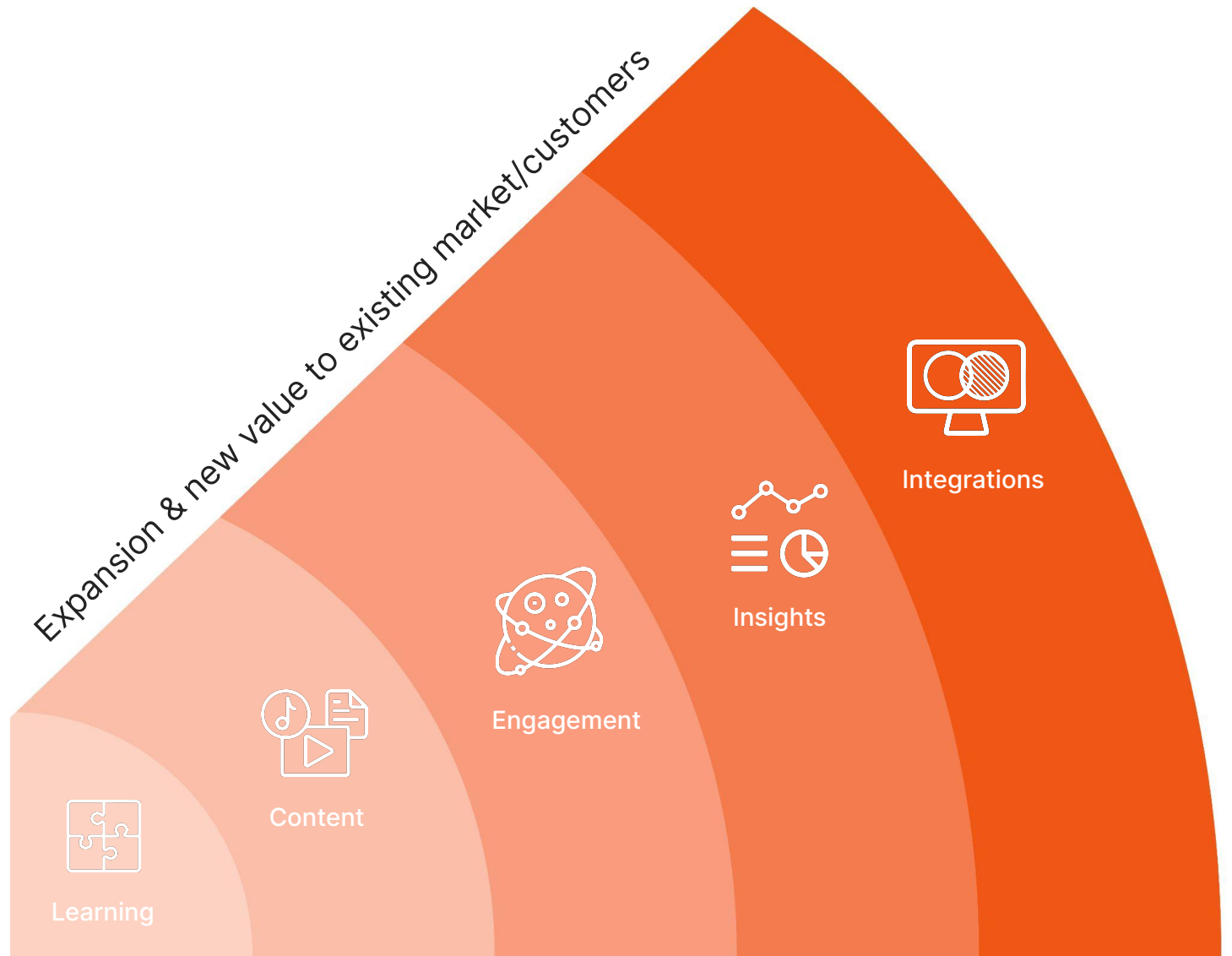
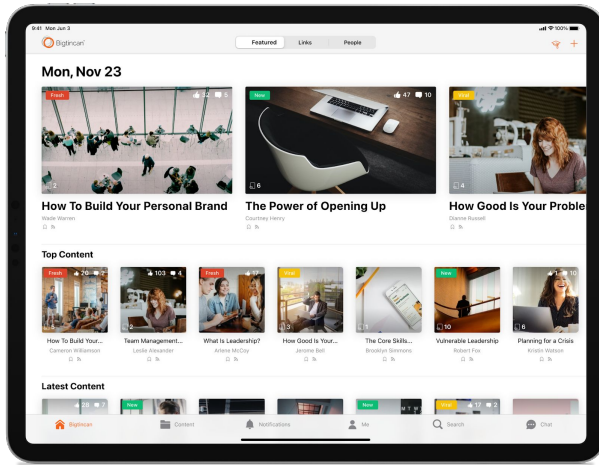


Video Content

FY22 and Beyond

Future Growth Opportunities

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



New geographic or vertical market expansion areas



Bigtincan + Gore

Chris Picarde | VP of Sales North America

About Gore

Headquartered in Newark, Delaware; Gore is a global materials science company focused on discovery, product innovation based on fluoropolymer technology and manufacturing

It has three main divisions:

- Performance Solutions
- Fabrics
- Medical

www.gore.com

\$3.4b

in revenue

11,500

associates

38

work sites

Gore + Bigtincan

Gore Medical

The division that manufactures vascular grafts, endovascular and interventional devices, and surgical meshes used by healthcare professionals to improve the lives of patients worldwide

Before Bigtincan

- Technology silos in each division
- Content scattered across different repositories (Sharepoint, OneDrive, Dropbox, etc.)
- Content wasn't accessible from the CRM (Salesforce)
- Lacked interactive content, playbooks, AR / VR content

Current Solution

- Bigtincan Content + Learning Hubs
- Single source of truth for all marketing and training content located across different systems
- Access from mobile devices, offline
- Salesforce integration delivers content and learning within the CRM

June 2022 – May 2023

Expansion roadmap



Learning Hub

Field sales and
partners/distributors
5,000-10,000 users



Bigtincan XR

Create immersive
augmented and virtual
reality medical device
product experiences
1,200 users



Engagement Hub

Use engagement insights
captured through MS
Teams integration to
understand buyer interests
and personalize interactions
5,000-10,000 users



VoiceVibes

Leaders use practice and
AI-powered tone of voice
feedback to improve their
presentation skills
5,000-10,000 users



Welcome, James!
Thursday, April 01, 2021

Together, improving life



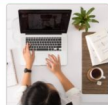
WHAT'S NEW



Customer Awareness...
Brewer Conference



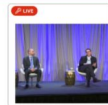
Competitive Selling v...
Medtronic Demo



Phasix Playbook ~...
Medtronic Demo



Robotic Procedural...
Brynnn Admon



ON-DEMAND...
Brynnn Admon

GORE® SEAMGUARD®
Bioabsorbable Staple Line Reinforcement

GORE® SYNECOR
Biomaterial



TRAINING

GORE® ENFOR
Biomaterial

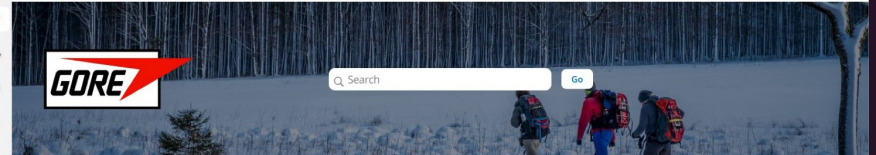
GORE® BIO-A®
Tissue Reinforcement



EVENTS



Featured Links People



Products

Gore Cardioform®
Septal Occluder

Gore Acuseal®
Cardio Patch

Gore Preclude®

Gore Dryseal Flex®

Gore Cardioform®
ASD Occluder

Gore Propaten®

Gore-Tex®
Suture

New Updated Bookmarks



June 10, 2020
Rules and Models Destroy Genius and Art
3 Files 165 25



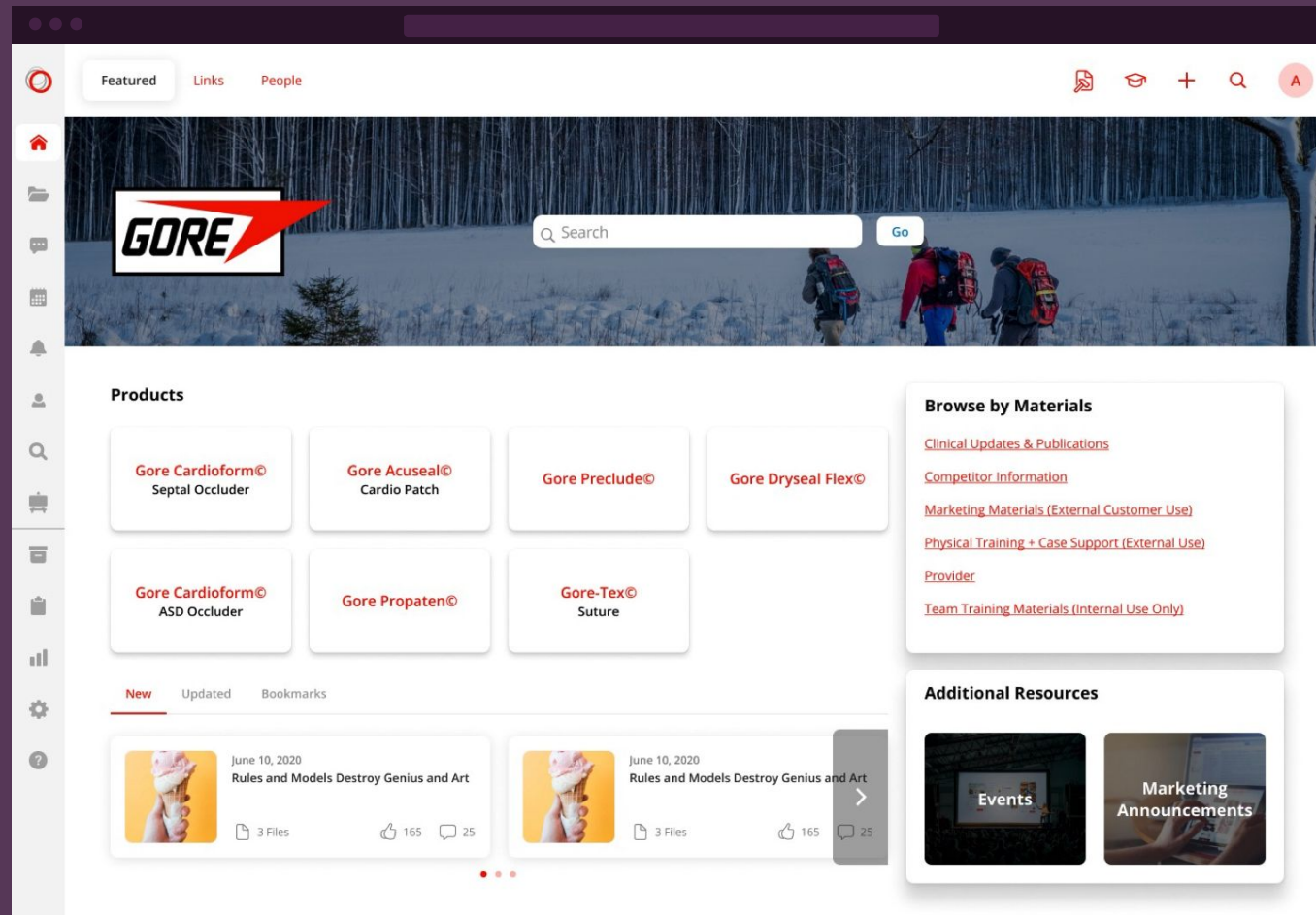
June 10, 2020
Rules and Models Destroy Genius and Art
3 Files 165 25

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[Competitor Information](#)
[Marketing Materials \(External Customer Use\)](#)
[Physical Training & Case Support \(External Use\)](#)
[Provider](#)
[Team Training Materials \(Internal Use Only\)](#)

Additional Resources





FY22 Outlook & Scale

\$119m+

FY22 ARR ¹

\$109m+

FY22 Revenue ^{1, 2}

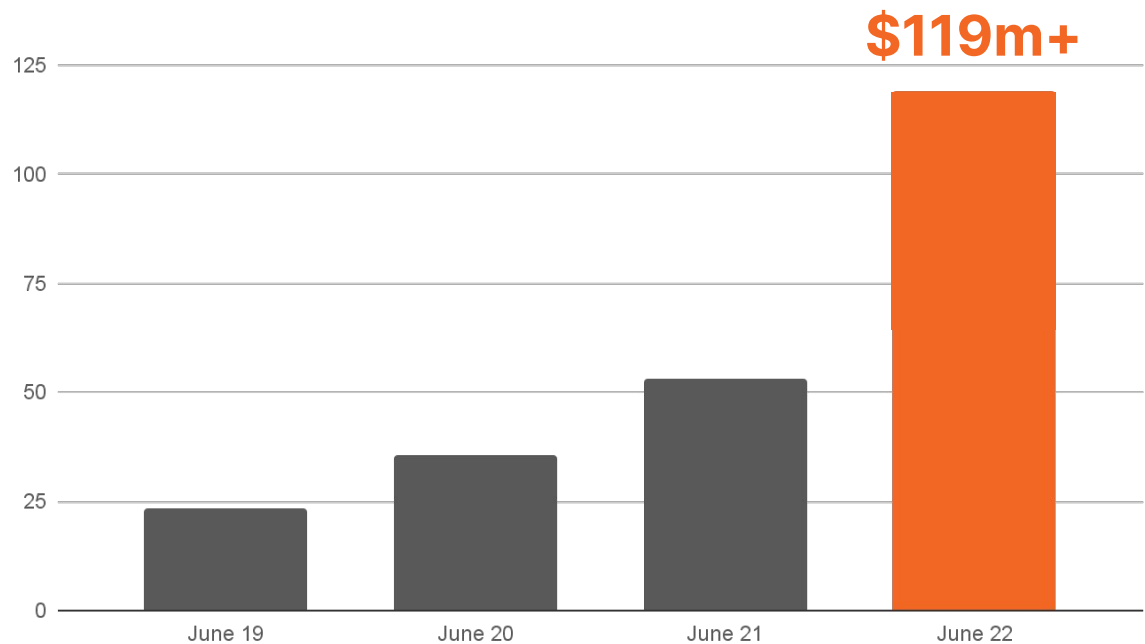
2,000+

Customer Deployments

445+

Global Team

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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