



Creating the Buying Experience of the Future

Embracing remote and digital for the
world's leading enterprise organizations

Canaccord Genuity Annual Growth
Conference Presentation

10 August 2022



We are a global leader in sales enablement software

Bigtincan has **2000+ customer deployments** (90+ of the Fortune 500), over **1,000,000 licensed users**, an established business in North America and an emerging business in the UK and European markets.

Bigtincan has achieved **>\$120m in Annualised Recurring Revenue (ARR)** at 30 June 2022, representing **126% year on year ARR growth**.

Bigtincan is an industry leading, fully native platform:

- One of few providers offering all 3 core capabilities; content, training and coaching, and engagement
- Bigtincan's recent results show strong organic growth and acquisition track record

Global Leader in Sales Tech

Creating the buying experience of the future for the world's leading businesses

Sydney and Boston

Headquarters

ASX listed : \$395m

Market capitalization*

Globally established and growing ASX-listed enterprise SaaS business

10b+

Addressable
market[#]

2k+

Customer
deployments globally

\$120m

ARR at
30 June 22

\$741m

LTV*

1m+

Licensed
seats

73%

ARR CAGR
Last 3 years

85%

Gross margin*

Q4 FY22

Cash Flow Highlights

Total cash receipts increased **113%** to **\$31.3m** from Q4 FY21

Cash operating payments of \$31.2m inclusive of costs related to the Brainshark integration program

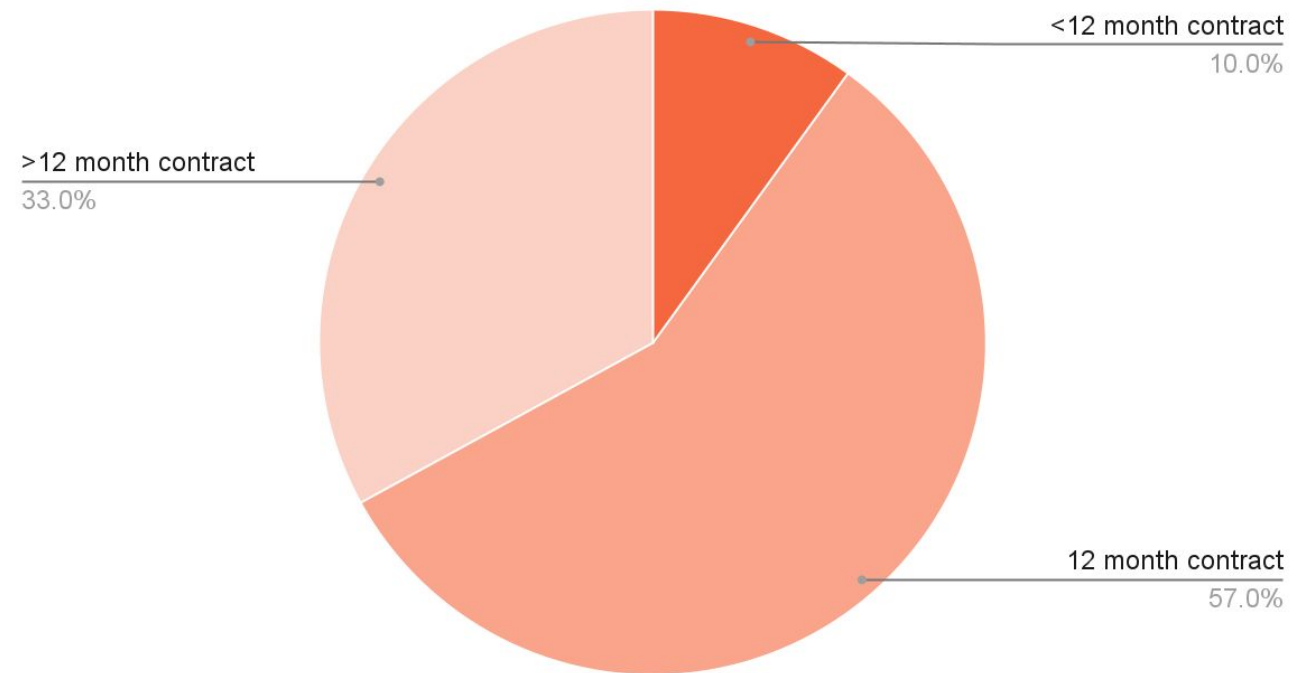
Third consecutive **operating cash positive** quarter

\$39.3m cash and cash equivalents as at 30 June 2022

Trading Highlights & Outlook

- **ARR > \$120m** shows the benefits of the enterprise customer base
- **Increase** in longer term contracts → increased revenue certainty
- **New customer wins and expansions**
- Expected to report maiden **Adjusted EBITDA positive full year** results for FY22
- **On track** to meet or exceed **\$109m revenue for FY22**
- Expected **cash flow breakeven** to be achieved in FY23.

ARR by Contract Length June 2022



Market Development



Source: Market size estimates from Aragon Research

¹ The Aragon Research Visual Forecast for Sales Engagement Platforms 4/10/2018. \$6b by 2021

² The Aragon Research Visual Forecast for Digital Transaction Management (DTM), 8/10/2018. \$6b by 2024. ³ Aragon Forecast for Customer Relationship Management. 2020. \$67b by 2024 NB. Chart not to scale.



Our vision

Help the world's best brands create the
Buying Experience of the Future
for their customers

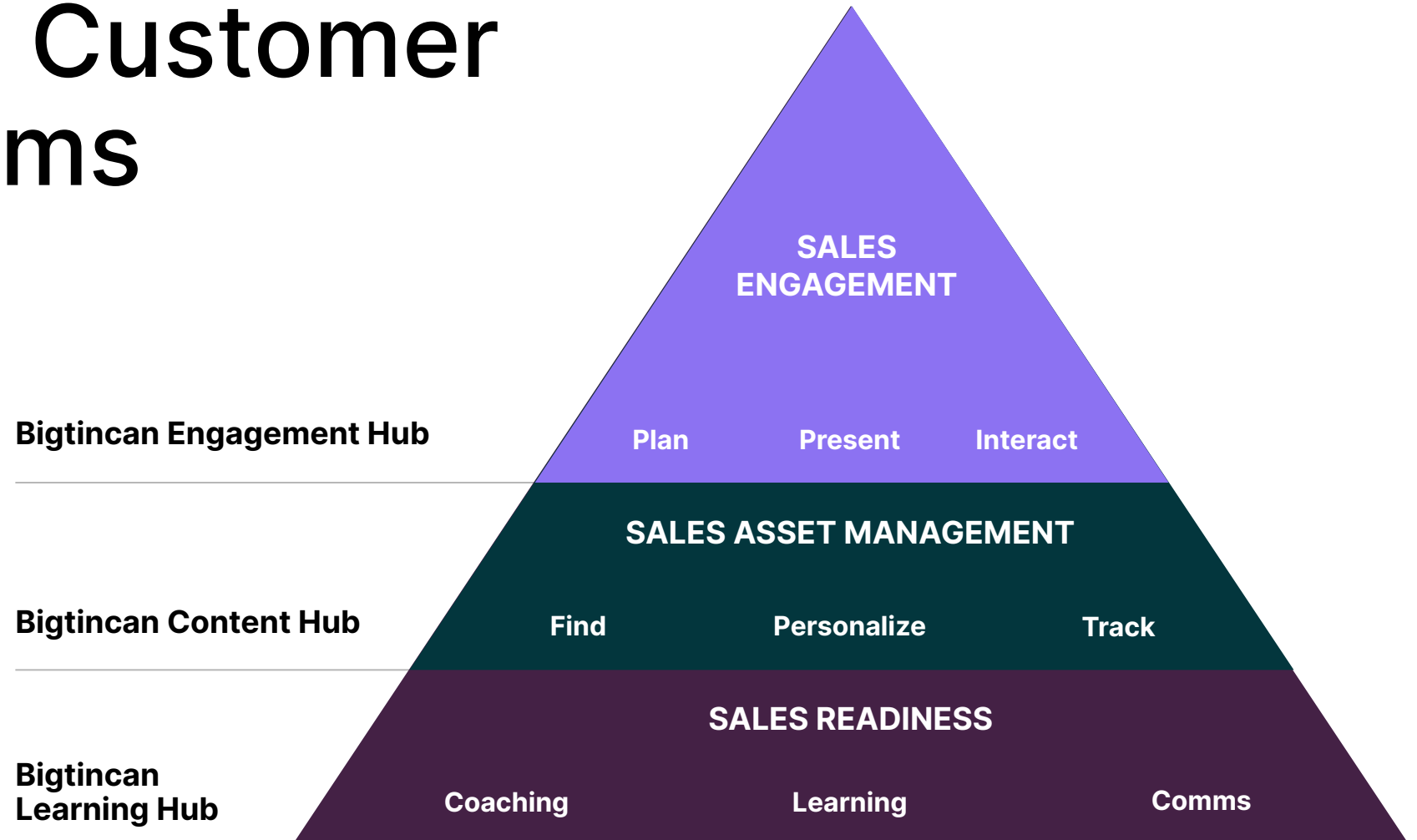
Digital and Remote Have Created Friction in the Buyer/Seller dynamic

Today's Buyer/Seller Engagements are not delivering for buyers and sellers

- Buyers struggle to get value in engagements
- Sellers lack insights into buyer needs
- Buyers want more than a feature list
- Sellers want to promote the value of their brand
- Buyers need ways to experience value before they buy
- Sellers want ways to protect margin
- Buyers and Sellers need to connect to build community that lasts

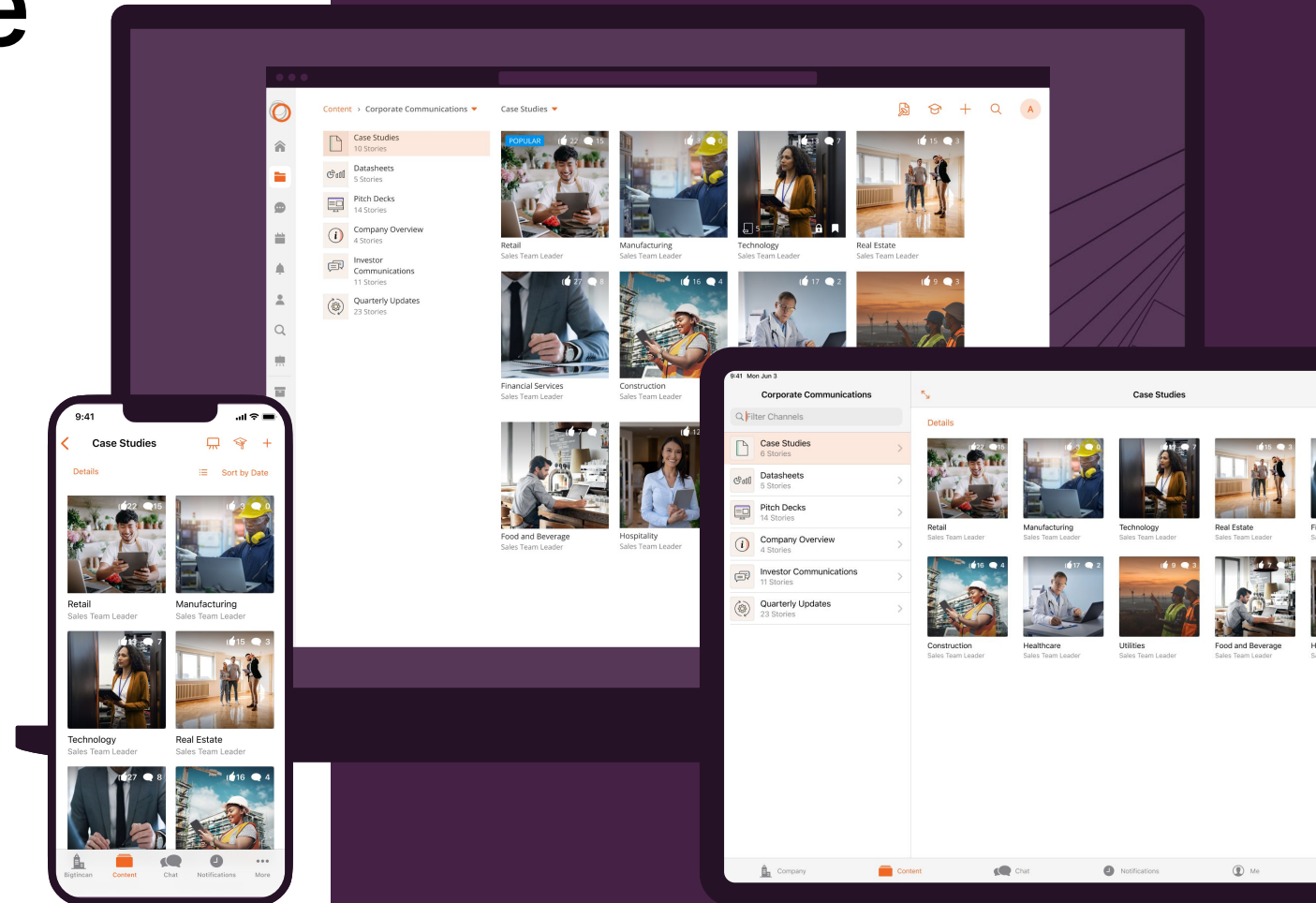
Buyers need a new experience to gain value and sellers need new tools to make them successful

A Complete Solution for Today's Customer Facing Teams



Creating the Buying Experience of the Future

- A **10B+ market opportunity** in the early stages of adoption.
- Bigtincan is a **recognized leader** at growing scale.
- With efficient operations and **proven track record**, Bigtincan is set up to take advantage of the growing market.



Technology Update



Platform Releases

Learning Hub

- Updated user experience
- New Course Catalog Experience
- In progress curriculum indicators

Content Hub

- Content Hub v5.9.3

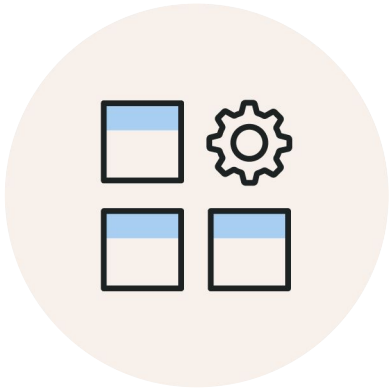
Engagement Hub

- Updated user experiences
- Conversational intelligence analytics
- Updated customer engagement features

75

Features shipped in Q4

Bigtincan Platform Patent Coverage



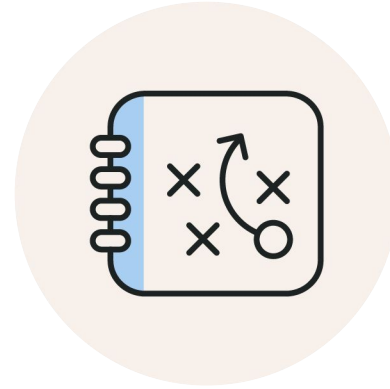
Content Management

4 patents + 1 New



Remote Communication

7 patents



Training / Coaching

1 patents



AR / VR

3 patents

Delivering Quantifiable Results for Customers

“If you do the math, it’s increasing revenue by, conservatively, 40% on an annual basis.”

Robert Hebert

Managing Partner,
Green Home Systems



“The system basically paid for itself... in the initial implementation.”

Linda Jayakar

VP of Information
Publishing & Delivery,
State Street Global Advisors



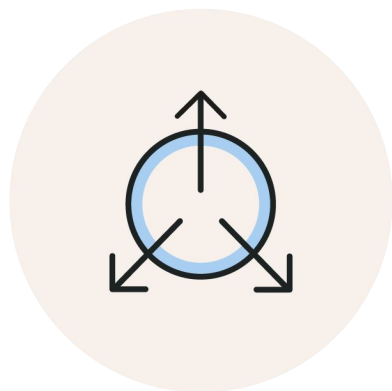
“It was faster for our sales reps to order a burrito to their house than it was to find the right content for the customer.”

Angela Apple

Head of Global Sales Enablement,
UberEats



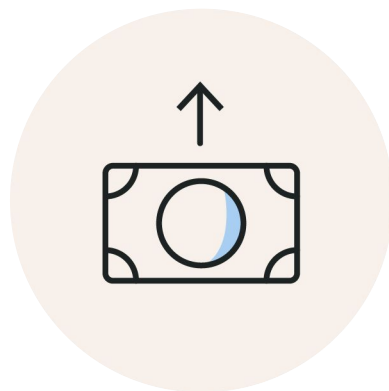
Key Investment Highlights



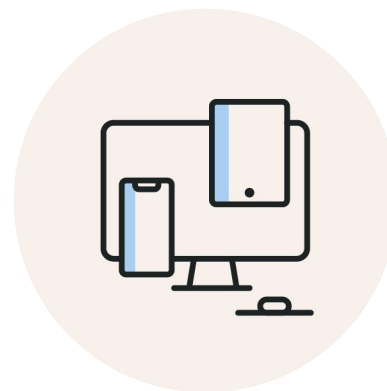
Large TAM
impacting every
buyer/seller
interaction



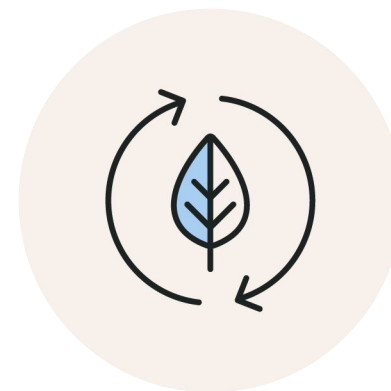
Efficient
growth engine



Attractive unit
economics



Single platform
based on a
multi-Hub offering



Demonstrated,
repeatable growth

Looking ahead



Cash Flow

Cash Flow Breakeven to be achieved in FY23



FY22 Adj.EBITDA*

Positive result with increase over 1H FY22



Technology Innovation

Continued focus on innovation to drive cross-sell and expansion

* Adjusted EBITDA includes adjustments for acquisition, share based payments and one-off items and abnormal FX impacts.

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[Investor.bigtincan.com](https://investor.bigtincan.com)

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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