

ASX Announcement | 20 September 2022

43% of Bigtincan Annualised Recurring Revenue base renewed for FY23

Bigtincan Holdings Limited (**ASX:BTH**) ("**Bigtincan**", the "**Company**"), a global software company providing a leading AI-powered sales enablement automation platform, is pleased to provide a business update following our recent results presentation.

Successful retention programs and customer engagements result in significantly improved recurring revenue figures versus the previous period.

As of 19 September 2022, Bigtincan has successfully locked in 43% of the \$120.1m in ARR announced at the FY22 Full Year results through the end of FY23. This compares to 31% ARR locked in as at 12 September 2021 - an increase of 38% over PcP including the impact of the Brainshark transaction. This demonstrates the ongoing benefits of the enterprise customer base, and successful execution by the global Bigtincan team.

Bigtincan CEO and Co-Founder, David Keane, said: "It's great to see Bigtincan's customers responding well to the Bigtincan platform offering. With our combined set of capabilities, Bigtincan offers industry leading flexibility for leading companies looking to empower their customer facing teams."

Please click the link below to hear more from CEO and Co-Founder, David Keane:
https://youtu.be/9bXRgUG4T_w

Authorised for release by Tom Amos, Chairman of Bigtincan Holdings Limited.

For more information on the Bigtincan solution set visit www.bigtincan.com

Bigtincan is helping the world's leading brands facilitate the buying experience of the future.

Everything we offer is designed to be smart, flexible, and easily adapted to unique business processes with highly personalized experiences that people and brands love. We're on a mission to help companies deliver branded buying experiences that are engaging, personalized, provide value, and guide people to the best decisions with confidence. World-class companies like Nike, Guess, Prudential, and Starwood Hotels trust Bigtincan to enable customer-facing teams to intelligently prepare, engage, measure and continually improve the buying experience for their customers.

For more information about Bigtincan (ASX: BTH), visit: bigtincan.com or follow Bigtincan on social media:

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