



Annual General Meeting

Bigtincan Holdings Limited
(ASX:BTH)

22 November 2022



How to Participate

Join AGM Live via Zoom

Register here:

https://janemorganmanagement-au.zoom.us/webinar/register/WN_xeYlvN8TbK-VtoOfeQKFq

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. The Company will also take questions in the room.

How to Vote

To submit your vote online you will need to visit web.lumiagm.com/358314132 on your smartphone, tablet or computer.

You will need the following details ready to enter:

- a) Meeting ID: 58314132
- 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

https://go.lumiglobal.com/hubfs/auagm/meeting_guide.pdf



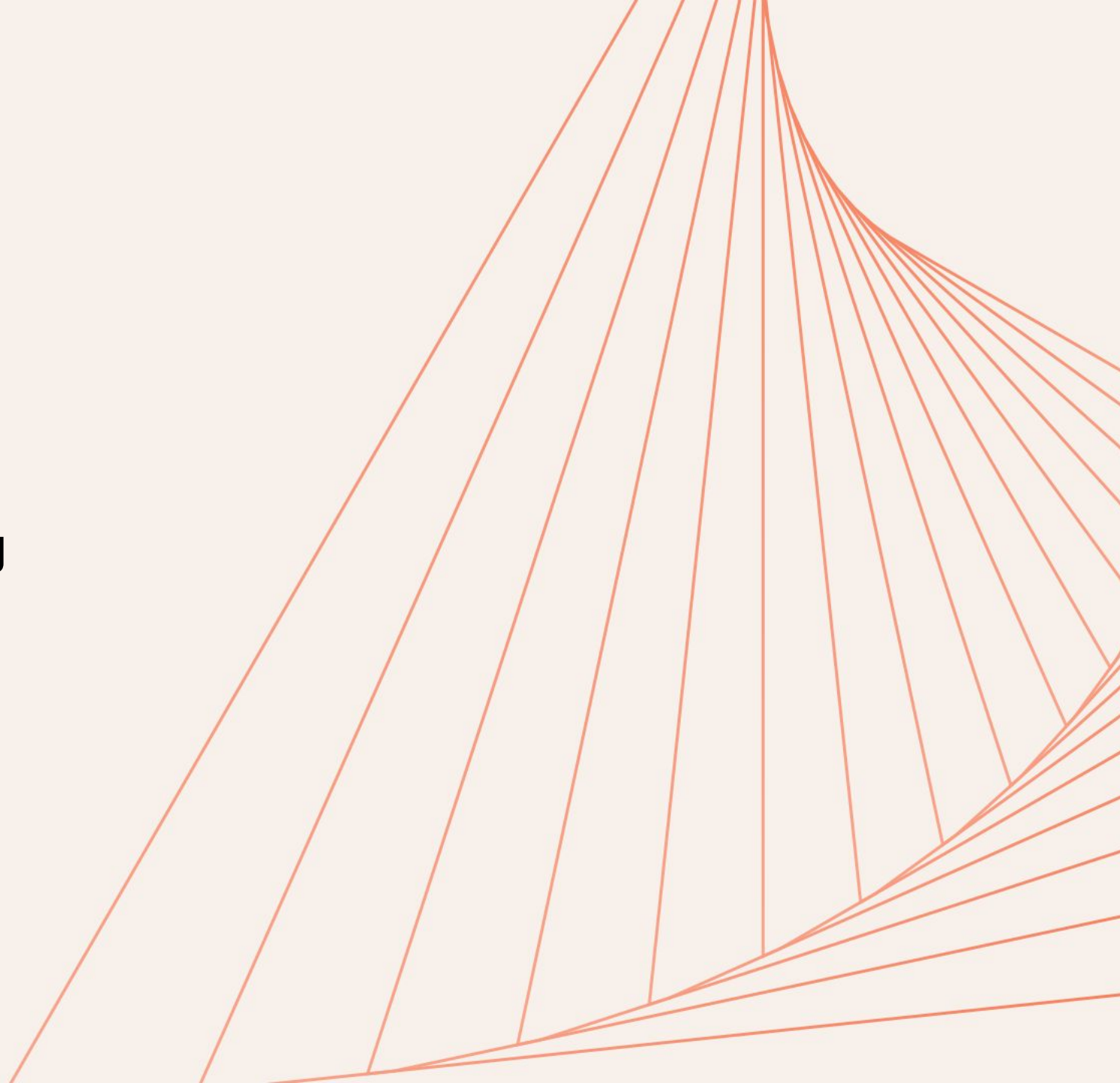
Agenda

Chair's Address

Formal Business of the Meeting

CEO Update

FY23 & Beyond



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 Chair



Wayne Stevenson

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



Farouk Hussein

Non-Executive Director
Remuneration & Nominations Committee



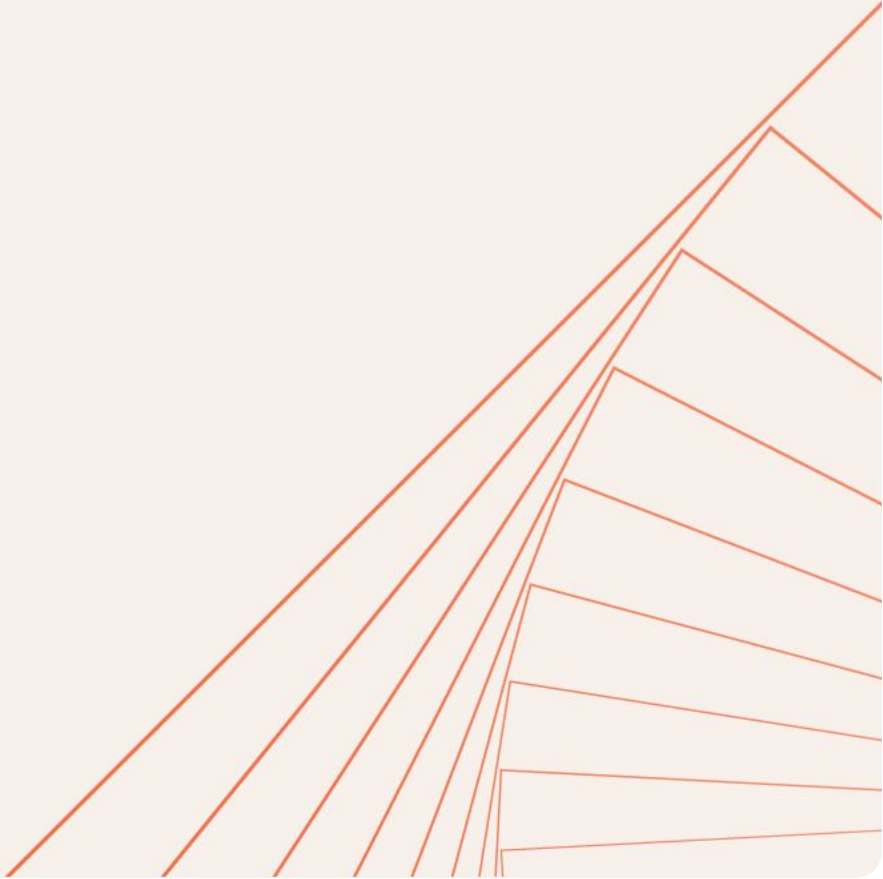
David Keane

Executive Director
Co-Founder and CEO

Formal Business



Q & A



CEO Update

David Keane
CEO and Co-founder



Company Progress

In FY22 Bigtincan launched the industry's first **Intelligent Enablement Platform** (IEP) for Sales Enablement; changing the buying experience for millions of people across 60 countries whilst focusing on business fundamentals.

2,000+
Deployments

2 million
People

60
Countries

Our solution

**The Bigtincan platform
delivers & measures productivity
to support a future that requires
doing more with less**

FY22 Financial Highlights

ARR¹

\$120.1m

↑ **126%**

Revenue²

\$108.6m

↑ **143%**

Organic Revenue

\$57.4m

↑ **31%**

LTV

\$812m

↑ **107%**

**Adjusted³
EBITDA**

\$4.1m

↑ **\$10.2m**

Cash⁴

\$38.9m

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

2. IFRS revenue calculated as operating revenue and other income.

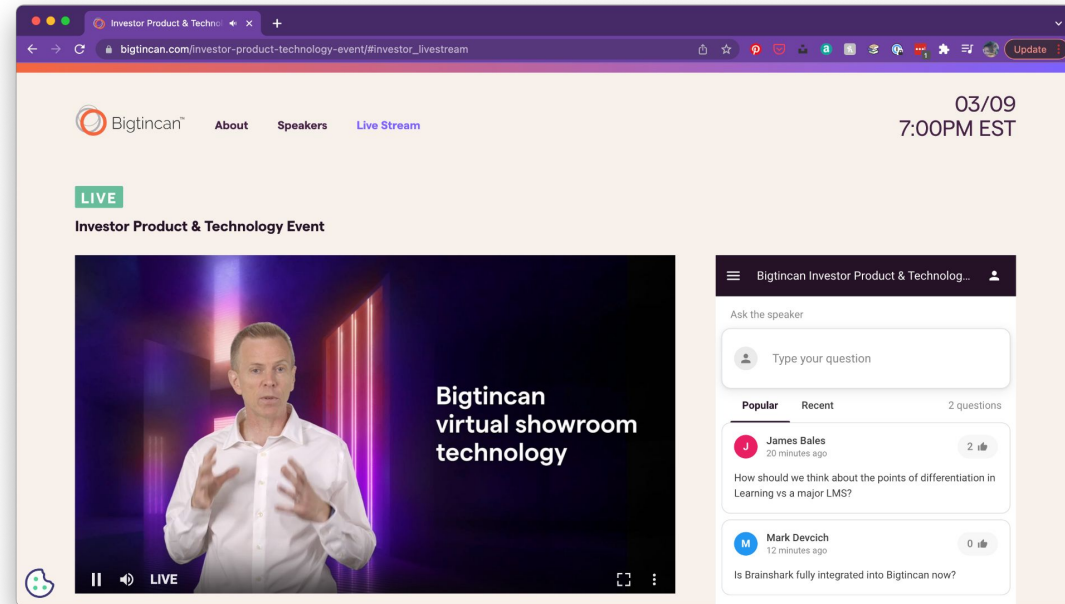
3. Cash is cash as reported in Bigtincan's Appendix 4E.

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

FY22 Business Highlights

- New customer wins
- Building the best team in the industry
- Gartner Market Guide shows our ongoing recognition and competitive strength

Investor Product and Technology Day



Growing Tier 1 vendor partnerships

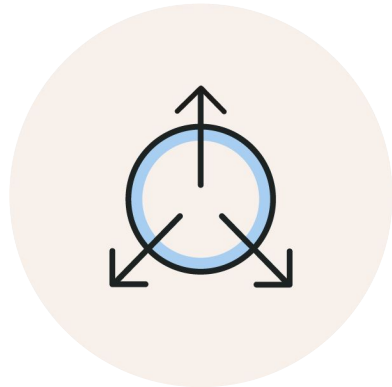


Awards & Recognition

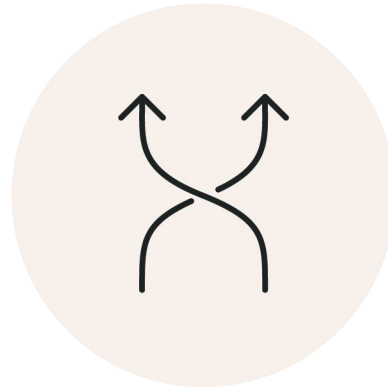


FY22 Investments

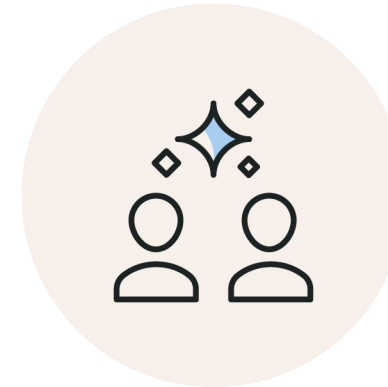
Supporting long-term growth and scale



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.



Building a strong, sustainable team that has the skills, knowledge and alignment with shareholders to create success.

FY22 Highlights

Building an Efficient Team

Empower a leading team of people in sales enablement

FY22 Focus

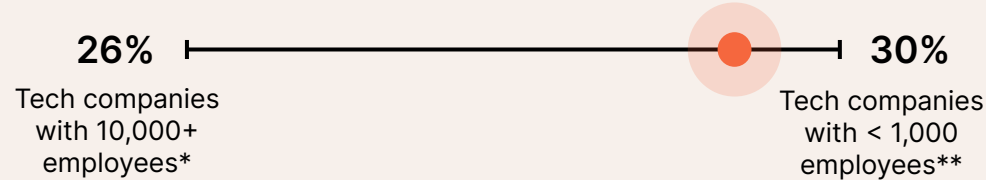
Connect the team

Communications & Training

- Global Town Halls
- Bigtincan University
- Company-wide training

Diversity & Inclusion

29% Of Bigtincan employees are female or identify as female



Recruiting process

Implemented changes to attract more female and neuro-diverse candidates

Tracking retention by:

- Gender
- Talent irrespective of background
- Relationships and Diversity

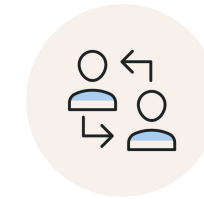
Our goal:

Be a recognized leader in our industry

FY23 Progress



Bigtincan Cares
24/7 Support



Shared goal setting among executives



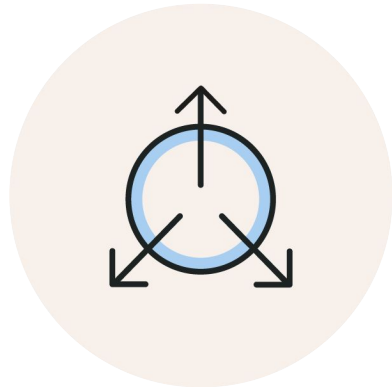
**October 2022
New Global
Head of People
& Culture**

Jennifer
Monkiewicz

FY23 & Beyond



State of the Union



Market Development

Sales Enablement continuing to mature and grow.



New Products

Multi-module progress in FY22 indicates ongoing growth in FY23.



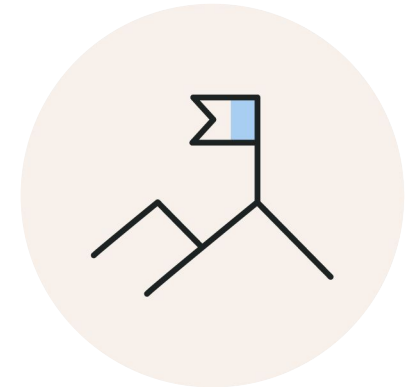
Regional Growth

Team built out & executing in USA, Asia/Pac & EMEA.



Economic Impact

Productivity focus for enterprise customers.



Brainshark

Brainshark migration to new offerings to complete in FY23.

Market Opportunity

	Seller Productivity	Customer Facing Productivity	Enterprise-wide Productivity	Bottom Up Market* (\$USD)	Opportunity Space (yr/seat)
Sales Content Solutions	Sales Enablement <i>We started here</i>	Frontline Enablement	Enterprise Enablement	\$7.5B	\$580
Sales Learning Solutions	Sales Coaching & Training	Frontline Coaching & Training	Enterprise Coaching & Training	\$3.2B	\$250
Sales Engagement Solutions	Buyer Engagement	AI-Driven Approach to Create Experiences		\$9.7B	\$740
Add-on modules (Conversational Intelligence (CI)/AR/VR)				\$2.6-11.7B	\$200-900

Outlook

Strategies

- Grow cross-sell across Bigtincan's growing customer base to benefit customers and grow stickiness.
- Deliver productivity gains to the world's leading brands.
- Build the technology platform for a long term growth future.
- Efficiency of Operations from growing scale leading to Cash Flow Breakeven* to be achieved in FY23.

\$137m-143m
ARR

\$123m-128m
Revenue

Cash flow breakeven in FY23

Positive adjusted EBITDA
to materially exceed FY22



Scan with your phone camera then select the AR button to see a 3D object in your space





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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