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ASX Announcement | 8 December 2022

Successful completion of Institutional Placement and launch of Share Purchase Plan to execute on identified strategic M&A and growth initiatives

Key Points:

- Equity raising of up to \$35 million comprising:
 - a \$30 million institutional placement; and
 - a non-underwritten share purchase plan to raise up to \$5 million
- Commitments received for a successful Institutional placement, raising \$30 million
- Strong support shown by institutional shareholders
- Share Purchase Plan to raise up to \$5 million
- Proceeds of the equity raising will be applied to:
 - execute on identified strategic M&A and integration program
 - future inorganic and organic growth initiatives
 - working capital and offer costs

Bigtincan Holdings Limited (**ASX:BTH**) ("**Bigtincan**", the "**Company**"), a global software company providing a leading AI-powered sales enablement automation platform, is pleased to announce the receipt of binding commitments for its \$30 million institutional placement ("**Placement**") of new fully paid ordinary shares ("**New Shares**") at an issue price of \$0.60 per New Share. Funds from the equity raising will be applied to:

1. execute on identified strategic M&A and integration program;
2. future inorganic and organic growth initiatives; and
3. working capital and offer costs.

The Company has identified a number of potential strategic M&A targets that it would like to pursue to accelerate its product roadmap.

The Placement was conducted at an issue price of \$0.60 per New Share, representing a 16.7% discount to the closing price of \$0.720 on 6 December 2022 and a 19.5% discount to the 5-day VWAP of \$0.746 on 6 December 2022.

The Placement will result in the issue of 50.0m New Shares which will rank equally with existing BTH shares. The Placement shares will be issued as a single tranche, utilising the Company's available placement capacity under ASX Listing Rule 7.1.

Share Purchase Plan

BTH will also undertake a share purchase plan (“SPP”) that will offer eligible shareholders in Australia and New Zealand the right to apply for up to \$10,000 of New Shares at the same issue price as the Placement to raise up to \$5 million. BTH reserves the right to scale back applications at its discretion. Shareholders on BTH's register at 7.00pm 7 December 2022, being the record date, and whose registered address is in Australia or New Zealand will be entitled to participate in the SPP. Further details on the SPP will be provided to shareholders in due course. A timetable in respect of the Placement and SPP is provided at Appendix A.

Additional information

Further details of the capital raising are set out in the Investor Presentation to be provided to the ASX. The Investor Presentation contains important information, including key risks and international offer restrictions.

Canaccord Genuity (Australia) Limited and Henslow Pty Ltd are acting as Joint Lead Managers and Bookrunners to the Placement and SPP.

Authorised for release by the Board of Bigtincan Holdings Limited.

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

Appendix A – Placement and SPP Timetable

Event	Date
Trading halt	Wednesday, 7 December 2022
Record date for the SPP	7.00 pm (AEDT), Wednesday, 7 December 2022
Announcement of outcome of Placement	Thursday, 8 December 2022
Trading halt lifted – trading resumes on ASX	Friday, 9 December 2022
Settlement of Placement Shares	Wednesday, 14 December 2022
Allotment and normal trading of Placement Shares	Thursday, 15 December 2022
SPP offer opens and dispatch of SPP offer booklet	Monday, 19 December 2022
SPP offer closes	5.00 pm (AEDT) Wednesday, 18 January 2023, unless extended
Announcement of results of SPP	Monday, 23 January 2023
SPP allotment date	Wednesday, 25 January 2023
Normal trading of SPP Shares and dispatch of holding statements	Friday, 27 January 2023

The above timetable is indicative only and subject to approval by ASX. The commencement of quotation of New Shares is subject to approval by ASX. The Company reserves the right to vary any of the above dates without notice subject to the requirements of the Corporations Act, the Listing Rules and any other applicable laws, including extending the SPP offer or accepting late applications, either generally or in particular cases, without notice. Any extension of the SPP offer will have a consequential effect on the issue date of the New Shares.

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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