

ASX Announcement

31st May 2021

SQN Investors Becomes Substantial Shareholder in Bigtincan

Bigtincan Holdings Limited (ASX: BTH) ("Bigtincan" or "Company") is pleased to announce that U.S.-based SQN Investors ("SQN") (refer Notice of initial substantial holder) has lodged a substantial shareholder notice on 31 May 2021 to become a substantial shareholder in Bigtincan.

SQN has acquired 9.6% of the outstanding capital of Bigtincan, and joined the top 5 shareholders in the Company investing over AUD\$40m into the transaction through onmarket acquisitions and special crossings of BTH shares. The investment demonstrates Bigtincan's ability to attract global leading, high conviction investors to the Company.

Amish Mehta, Founder and Chief Investment Officer of SQN Investors, said "SQN believes Bigtincan operates in a large and growing market as a global leader with a differentiated value proposition and loyal customer base. It has an attractive financial and operating profile, and its seasoned management team has a proven track record of growth within a dynamic competitive landscape. SQN has chosen to invest based on its belief that the Company has the ability to continue to capture compelling growth opportunities and create significant shareholder value."

Overview of SQN Investors

SQN Investors is a U.S.-based investment firm with more than USD\$1.4 billion in assets under management. The firm exclusively invests in public technology companies, bringing an approach that prioritizes creating sustainable market value for its investors, companies, and employees.

"We are pleased that SQN has chosen to make a strategic investment into Bigtincan equities." said Bigtincan Co-founder and CEO David Keane. "Bigtincan was created with the view that our technology will impact the lives of millions of frontline workers in the digital economy, and this investment by a leading global investment firm, who has picked winners before in key technology markets, is an endorsement of the value of Bigtincan's position in this growing market."

Authorised by: Tom Amos, Chairman – Bigtincan Holdings Limited

Further Information

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About Bigtincan

Bigtincan® (ASX:BTH) helps sales and service teams increase win rates and customer satisfaction. The company's mobile, AI-powered sales enablement automation platform features the industry's premier user experience that empowers reps to more effectively engage with customers and prospects and encourages team-wide adoption. Leading brands including AT&T, ThermoFisher, Merck, ANZ Bank and others rely on Bigtincan to enhance sales productivity at every customer interaction. With global sales and marketing headquartered in Boston, Bigtincan also has offices across EMEA, Australia and Asia. To discover more about how your organisation can benefit from the Bigtincan Hub platform, please visit www.bigtincan.com or follow @bigtincan on Twitter.