

## ASX Announcement

29 September, 2021

# Bigtincan Secures \$2m Contract with Asurion

Bigtincan Holdings Limited (ASX: BTH) ("Bigtincan") confirms that it has signed a contract with Asurion, LLC ("Asurion") for a deployment of Bigtincan's Sales Enablement platform, with Asurion choosing Bigtincan Content Hub and Learning Hub for the initial deployment with a total contract value of circa \$2m AUD over 36 months.

Asurion is a global tech care company that provides insurance, installation, repair, replacement, and 24/7 support for a wide range of technology, from mobile phones and laptops to household appliances. Subsidiary uBreakiFix specializes in the repair of small electronics, ranging from smartphones, game consoles, tablets, computers, and everything in between via more than 600 uBreakiFix stores across the USA. Asurion eliminates the fears and frustrations associated with technology to ensure its 300 million customers get the most out of their devices and connections.

The software will be used by Asurion channel partners across North America to deliver training, communications, and mobile content based on partner types and roles to help those partners be better equipped to sell Asurion products. Asurion expects that the Bigtincan solution will be deployed to up to 50,000 Asurion distributor users over the course of the agreement.

Bigtincan's CEO and co-founder David Keane commented, "It's great to see Asurion choosing to use the Bigtincan platform to provide content and training to its distributors' employees, enabling their customer facing teams to intelligently prepare for, measure, and continually improve the buying experience. This is a further example of how Bigtincan is helping our customers create the buying experience of the future for their customers. We are excited to support Asurion's deployment across its partner network."

For more information on the Bigtincan solution set visit <https://www.bigtincan.com>

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

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### Further Information

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### About Bigtincan

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. Innovative companies like AT&T, 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: [www.bigtincan.com](http://www.bigtincan.com) or follow @bigtincan on Twitter.