

ASX Announcement

6 October 2021

Appointment of Non-Executive Directors

Bigtincan Holdings Limited (ASX: BTH) ("Bigtincan", the "Company") is pleased to announce the appointment of two Non-Executive Directors, Inese Kingsmill and Farouk Hussein, to the Board of Bigtincan effective from today. Inese and Farouk will also join Bigtincan's Remuneration and Nominations Committee.

Inese Kingsmill

Over the course of a career spanning 25 years, Inese has earned a reputation as a growth focused and customer oriented business leader, with leadership experience across a broad spectrum of accountabilities during her executive career with Microsoft, Telstra and Virgin Australia.

Inese has been involved with, and led major transformations across a range of scenarios including enterprise-wide business re-structuring, culture change, digital transformations, customer experience and design, brand re-launches and re-positioning, as well as developing fit-for-purpose operating models

Today Inese is a director and co-founder of Breakfast Epiphanies Consulting Group, a privately held management consulting practice specialising in supporting organisations to navigate their own growth and transformation agendas and currently serves as a non-executive director on the boards of hipages Group Holdings Limited, rhipe Limited, NobleOak Life Limited and WorkVentures.

Inese holds a Bachelor of Business, has completed an Executive Program in Digital Transformation at the MIT Sloan School of Management and is a Member of the Australian Institute of Company Directors.

Farouk Hussein

Farouk is a Partner at SQN Investors, a U.S.-based investment firm focused on partnering with leading technology companies. SQN is a substantial shareholder in Bigtincan. He brings over 11 years of private and public technology investment experience.

Prior to SQN, he was a Senior Principal at HGGC, a middle-market private equity firm where he helped build and lead its technology investment practice.

Farouk previously held board director or observer positions of 10+ technology companies including American Megatrends, Idera Software (acquired by Partners Group and W Capital), Denodo, FPX (acquired by TA Associates), Dealer-FX (acquired by Snap-On), Serena Software (acquired by Micro Focus), Hybris Software (acquired by SAP) and BigMachines (acquired by Oracle).

Farouk holds an Honours Business Administration from Ivey Business School at Western University.

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

Further Information

Investor Enquiries:

Mark Ohlsson, Company Secretary
+61 400 801 814
Investor@bigtincan.com

Jane Morgan, Jane Morgan Management,
+ 61 405 555 618
jm@janemorganmanagement.com.au

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 or follow @bigtincan on Twitter.