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Bigtincan Holdings Ltd.

Q2 FY22 Appendix 4C & Quarterly Report Briefing

24th January 2022

Q2 FY22 Cash Flow Highlights

Total cash receipts **increased 150%** to \$26.3m Q2 FY21.

Cash operating payments of \$25.2m including operating payments for the first full quarter of Brainshark, and associated Brainshark integration investments.

\$1.1m operating cash positive for Q2 FY22.

~\$50m cash and cash equivalents as at 31 December 2021, with a strong accounts receivables.

Q2 FY22 Trading Highlights & Outlook

ARR growth to \$112m, 133% over December 2020 previous corresponding period.

New customer wins and expansion

Bigtincan released **new versions across its three core Hubs** (Content, Learning, Engagement) offering new features and capabilities to continue Bigtincan's market leadership position.

Bigtincan is on track to **achieve or exceed \$119m in ARR and \$109m revenue for FY22.**

GROWTH SOURCES

**New
customer wins**

**Expansion in key
existing customers**

**Sectoral awareness
and new product
offerings**

**Growing
upsell/cross sell**



New Wins and Expansion

Customer wins and expansions with wins at Konecranes, Clorox, Singer Equipment, Doma, Yokohama Tires and expansion in Genentech, Delta Airlines, Brookdale, GUESS and ThermoFisher.



Platform Cross Sell

Growing strength with Q2 deals including; RevRV, Convatech and Lion

Brainshark Update

Bigtincan has made significant progress in the program of work related to the integration of people and systems from the acquisition of Brainshark including;

- completion of integration of people;
- unified product offerings;
- unified system operations;
- settled brand positioning; and
- integration across multiple work platforms complete.



Market Update

Rusty Bishop, Chief Marketing Officer

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Our Mission

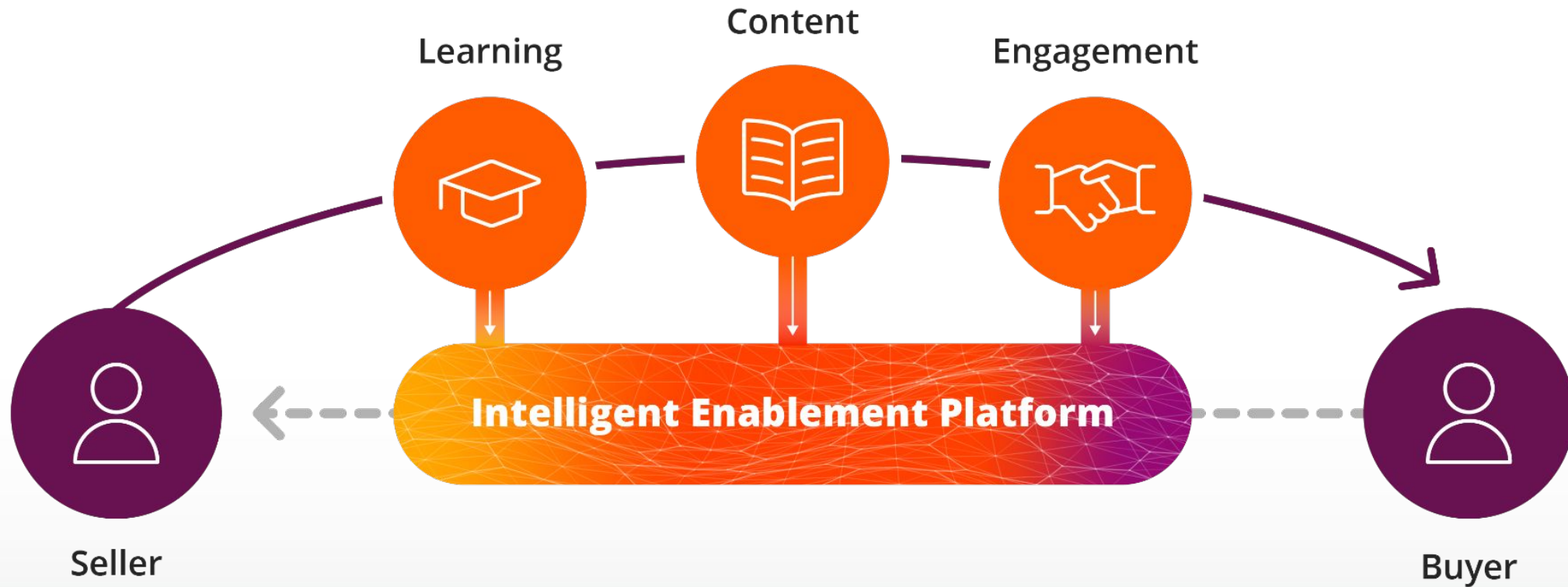
**Create the buying
experience of
the future**

**Empower
Sellers**

**Engage
Customers**



Sales Enablement Platform



Current Market Opportunities

LEARNING HUB

62%

of Americans are looking to change jobs in 2022, onboarding and training are critical for this transition

CONTENT HUB

75%

of B2B sales organizations now have a dedicated sales enablement function.

ENGAGEMENT HUB

66%

B2B Buyers prefer remote human interactions & digital contact

<https://www.forrester.com/blogs/2021-the-sales-enablement-year-in-review/>

<https://www.linkedin.com/pulse/linkedin-jobs-rise-2022-25-us-roles-growing-demand-linkedin-news/>

<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/survey-global-b2b-decision-maker-response-to-covid-19-crisis>

“Bigtincan is positioned well as a leader in Sales Enablement,”

“They continue to add new capabilities and innovative features to help their customers anticipate buyer needs.”

Jim Lundy, Aragon Research, January 2022.



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Finance Update

Cyril Desouza, Global Financial Controller

Cash flow from Operating activities

\$1.1m

From operating activities



198% from (\$1.1m)

at
Q2 FY21



121% from (\$4.9m)

at
Q1 FY22

\$49.9m

Cash and cash equivalents at end of Q2 FY22

198% improvement of net cash from operating activities YoY: Demonstrating sound cash management and operational efficiency.

Q2 FY22 Cash Summary

\$26.3m

Customer cash receipts

↑ 150% From
Q2 FY21

↑ 83% From
Q1 FY22

\$25.2m

Operating cash payments

↑ 117% From
Q2 FY21

↑ 31% From
Q1 FY22

\$4.9m in Q2 FY22

Cash payments related to investing activities
Continual investments in capitalised development
products

Quarterly Cash Receipts

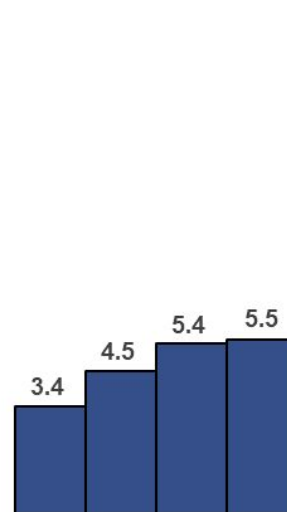
(A\$m)



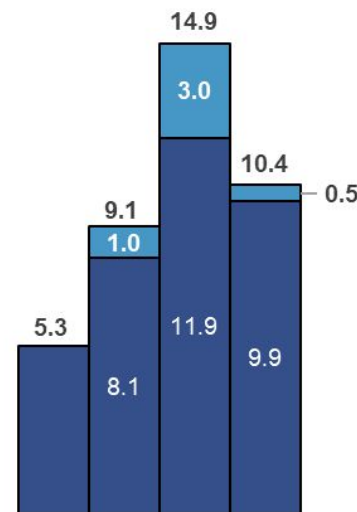
Bigtincan



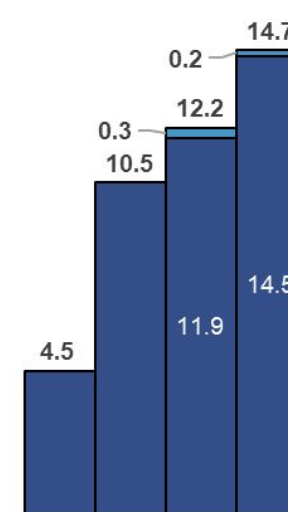
Bigtincan cash advances for multi-year deals



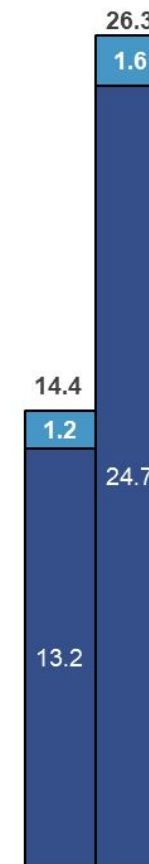
Q1 Q2 Q3 Q4
FY2019



Q1 Q2 Q3 Q4
FY2020



Q1 Q2 Q3 Q4
FY2021



Q1 Q2
FY2022

FY22 Outlook & Scale

\$119m+

FY22 ARR ¹

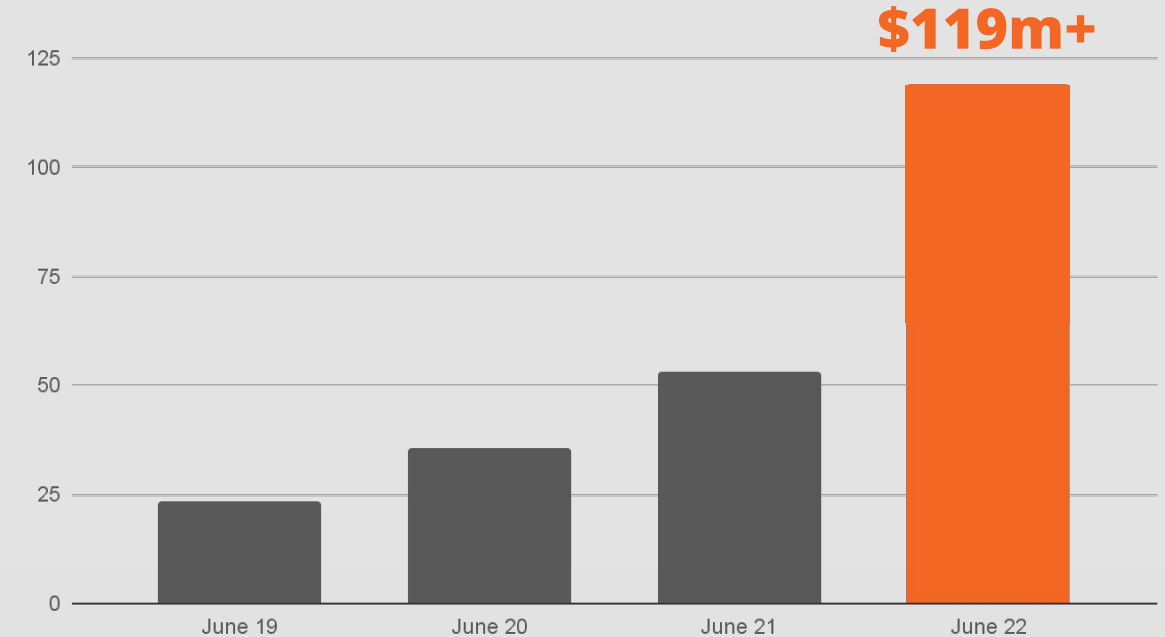
\$109m+

FY22 Revenue ^{1,2}

¹ See Future Performance section of Important Notice and Disclaimer

² Estimate assumes 10 months of Brainshark contribution in FY22 at completion

Annualised Recurring Revenue (\$m)



	FY19	FY20	FY21	FY22 (e)
ARR	\$23.4m	\$35.8m	\$53.1m	\$119m+

Post Period Notes

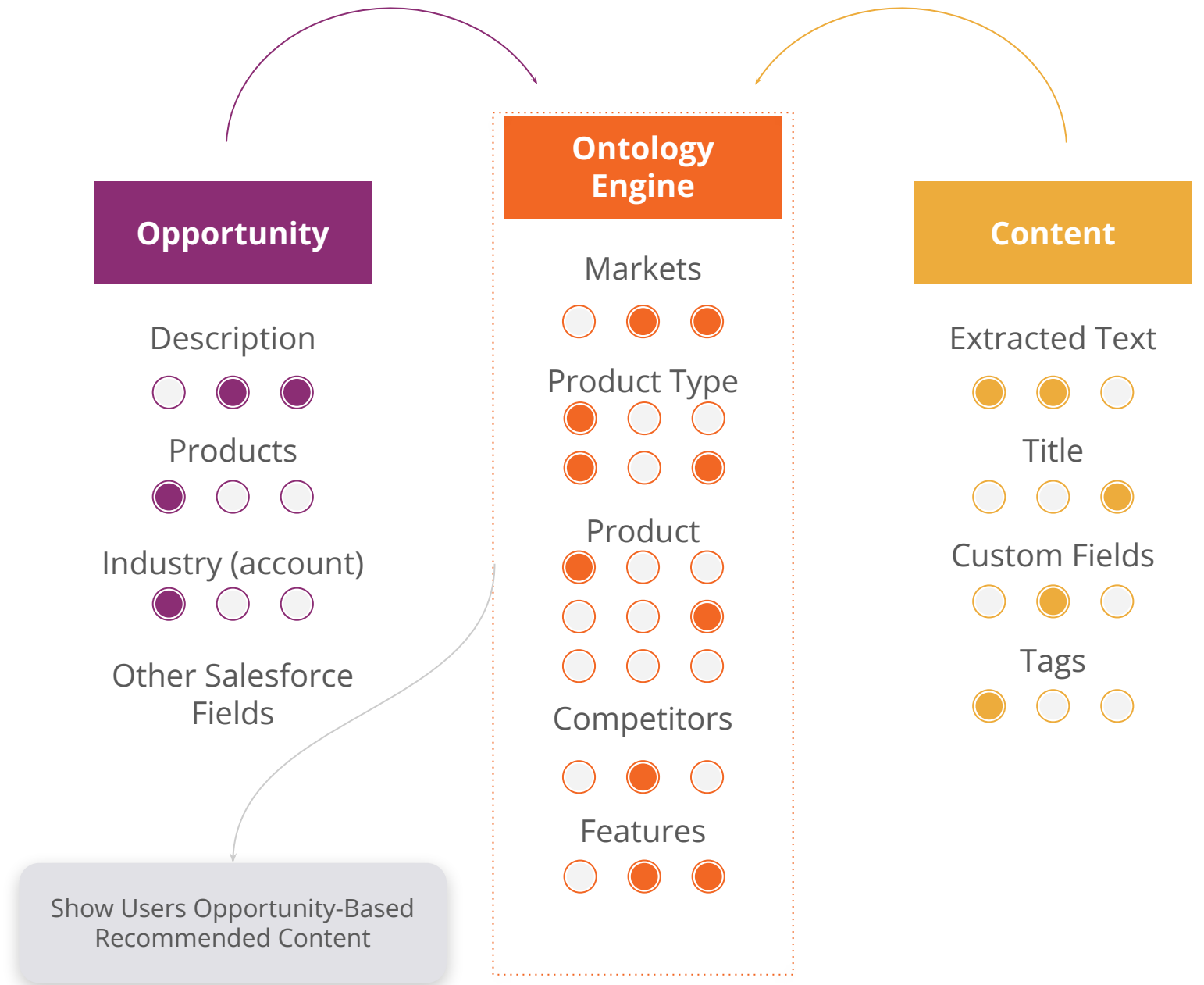


Bigtincan for Salesforce AI - How It Works

Add the key terms that describe your company's business (products and market) into the Salesforce for Bigtincan Ontology Engine.

Each asset in the Bigtincan Content and Learning Hubs is scanned and matched against these terms.

As the system learns, it scores content and training items on the presence or absence of terms within the opportunity fields. The most relevant items for each specific opportunity are then ranked and recommended to the end user.



Info-Tech SoftwareReviews Gold Medal



- Bigtincan is named a Leader and Gold Medalist in the 2022 SoftwareReviews Sales Enablement Data Quadrant Buyers Guide Report
- Bigtincan ranked #1 by users for Vendor Capabilities and Product Features
- Bigtincan took 1st place in 18 categories -- this is the most wins ever awarded to one provider*
- [Read the Press Release](https://www.bigtincan.com/press-release) on www.bigtincan.com

*Wyll McDermott, SoftwareReviews

February 2022

Product and Technology Investor Briefing

Visit <https://investor.bigtincan.com>
to **learn more and register**

Thank You

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