

ASX Announcement | 22 May 2023

Response to media speculation

Bigtincan Holdings Limited (**ASX: BTH**) ("**Bigtincan**", the "**Company**") announced in the first quarter of 2023 that it has engaged Morgan Stanley Australia Limited as its financial advisor to assist Bigtincan with the management and evaluation of inbound inquiries and expressions of interest regarding any potential control transactions. In response to recent media speculation Bigtincan confirms that, since that announcement, it has received a confidential, non-binding, incomplete and indicative offer from Siris Capital Group, LLC ("**Siris**") at an indicative offer price of \$0.80 per share (the "**Siris Proposal**"). Bigtincan's independent board committee ("**IBC**") does not consider it to be in the best interests of shareholders to progress that Siris Proposal at this time. Bigtincan has received other confidential approaches since that announcement.

The IBC will, with the assistance of its financial and legal advisers, continue to carefully consider any proposals that maximise shareholder value and continue to ensure it remains in compliance with its confidentiality and continuous disclosure obligations.

There is no certainty that any such proposals will lead to a transaction.

Authorised for release by the Independent Board Committee of Bigtincan Holdings Limited.

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

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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