

ASX Announcement**15 September 2023****Bigtincan Business Update****Cost Reduction Program, Modus Integration and Market Recognition****Highlights**

- Cost reduction program to reduce operating expenditure by 10%, with a focus on non-customer facing roles in the USA
- Progression of the integration of Modus Engagement Inc adds Multi-Hub opportunities for 1H FY24
- 2023 Gartner Market Guide recognises Bigtincan as a leader in Sales Enablement

Bigtincan Holdings Limited (**ASX:BTH**) ("**Bigtincan**", the "**Company**"), a global software company providing a leading AI-powered sales enablement automation platform, is pleased to provide a business update to support its post FY23 Results Roadshow.

Cost reductions to reduce normalised operating expenses by 10%

Bigtincan is undertaking a cost reduction program which will reduce normalised operating expenses (normalised for bonuses and other variable period payments on an annualised basis) by approximately 10%. This involves a reduction of full time roles in the business and adjustments in contractor and program spend, with a focus on non-customer facing roles in the USA.

This builds upon efficiencies already achieved in FY23 with the Company's transition to cash flow breakeven¹. In addition, Bigtincan saw a material increase in both Adjusted EBITDA² and EBITDA in FY23 with Adjusted EBITDA at \$8.3m improving by over 100% vs FY22.

Modus Engagement Inc.

Bigtincan completed the acquisition of Modus Engagement Inc. ("**Modus**") in July 2023. Bigtincan has now completed the integration of the Modus team, and expects to enable Bigtincan's Intelligent Enablement Platform ("**IEP**") functionality for the 116 acquired customers in Q1 FY24. Overall Bigtincan Multi-Hub ARR is at nearly a third of total ARR and the IEP accelerates the ability for these acquired customers to purchase multiple Hubs with a unified approach.

Ongoing Market Recognition

Bigtincan has been recognised by Gartner® as a Representative Vendor for the ninth consecutive year in its 2023 Gartner Market Guide for Revenue Enablement Platforms. According to the Gartner report, "By 2026, 65% of B2B sales organizations will transition from intuition-based to data-driven decision making, using technology that unites workflow, data and analytics." Bigtincan's placement in this well-respected guide is recognition of the Bigtincan platform and its ability to unify revenue-generating roles across the enterprise for commercial execution—including sales, marketing, customer success and channel partners.

¹ Cash flow breakeven refers to positive operating cash flows after taking into account capex and other net working capital expense

² Adjusted EBITDA includes adjustments for acquisition, share based payments and one-off items

Potential Control Proposal Update

Bigtincan has received a number of expressions of interest regarding potential control transactions. Morgan Stanley, as financial advisor, is assisting Bigtincan to evaluate these inbound expressions of interest from multiple parties. Bigtincan has established a data room to facilitate due diligence investigations for those interested parties whose expressions of interest are considered by the IBC to be in Bigtincan's interests to progress.

An important input to the process has been the provision of the Full Year FY23 results and the detailed financial statements and commentary in the Appendix 4E. Multiple interested parties are active in the data room and the process is well progressed.

As previously announced, there is no certainty any transaction will eventuate. Bigtincan remains committed to executing its strategic plan and maximising shareholder value. The Bigtincan IBC will only progress expressions of interest that are in the best interests of all shareholders.

FY24 Outlook

Based on progress in 1H FY24, Bigtincan sees Multi-Hub growing to 30%+ of ARR, revenue from GenerativeAI technology to commence, and retention to return to stable historic levels with continued new logo and expansion growth in FY24.

The cost reduction program will enable Bigtincan to further build on metrics achieved in FY23:

- Cash flow positive
- ARR, Revenue and EBITDA growth

Bigtincan will provide FY24 guidance no later than at the AGM.

Authorised by: **Board of Directors of Bigtincan Holdings Limited**

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[1] Cash flow positive refers to positive operating cash flows after taking into account capex and other net working capital expenses.