

Tuesday August 8, 2017

ASX Market Announcement

Large globally recognised US commercial organization selects Bigtincan for multi-million dollar, multi-year deployment across over 5,500 US locations.

Bigtincan is a leading provider of software and solutions that transform the way sales and service organisations prepare, present, collaborate on and share content to make them more effective. Bigtincan software capabilities help organisations to win more deals, empower sales representatives and so drive the productivity of their sales and service teams.

Contract Commentary

The Board of BigTinCan Holdings Limited (BTH) today announced that the Company had successfully won by open competitive tender a license contract fixed over three years across the US for a leading global technology services company. Further detail including the cash impact of the contract will be included in BTH Appendix 4C to be released in October.

The contract will see Bigtincan Hub deployed on as many as 23,000 iPads over 5,500 locations across the USA. This deployment expands the use of Bigtincan Hub with capabilities specially designed to support sales in retail, offering further new growth opportunities in the USA and globally. The open competitive tender process for the contract confirms the strength of the Bigtincan Hub technology and channel partner go-to-market. The value of the license is material to the Company's revenues.

“Adding another global household name to our lists of customers shows the ongoing success of Bigtincan’s business model” said BTH CEO David Keane “and with included extensions to our Hub and AI technology that will come from this win, we see new opportunities for growth.”

Business Commentary

The strength of the Bigtincan technology and growing market awareness of enablement solutions is growing BTH’s pipeline of sales opportunities. These include a number of similar deals, and the Company remains on track to exceed key IPO forecast metrics for CY2017.

CY2017 highlights include:

- BTH selected as the winner of the Salesforce.com DemoJam at the Salesforce.com Dreamforce conference in New York City against global competition;
- BTH selected as winner of SIIA’s CODiE Awards July 2017 in a highly competitive field;
- Expansion of the channel network with new partner signings in Europe; and
- Expanded partnership with Cisco and Apple through embedded FastLane technology inside Bigtincan Hub.

Bigtincan is being chosen as a top enterprise SaaS tool in the USA as it takes Australian innovation into the new sales enablement era to win in the competitive global environment.

To discover more about the benefits available when using the Bigtincan Hub sales enablement platform please visit www.bigtincan.com or follow @bigtincan on Twitter.

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