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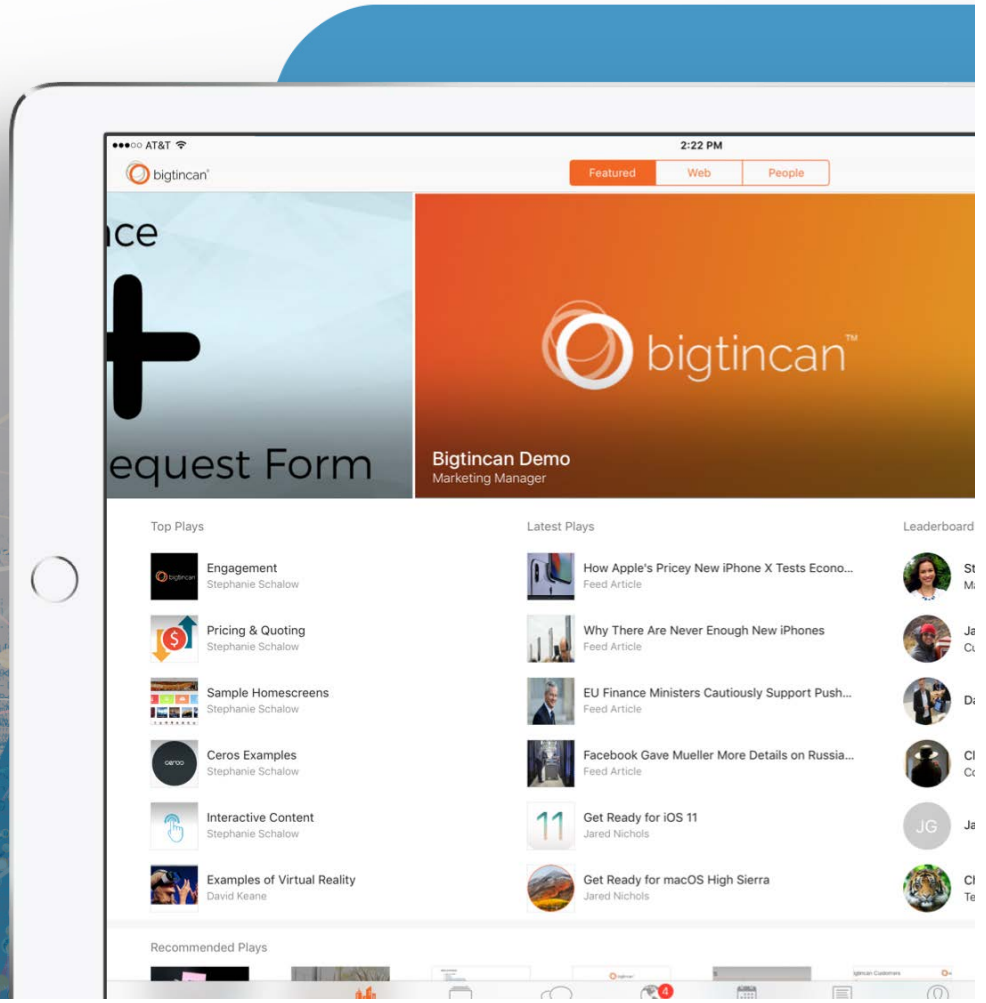
AGM PRESENTATION

November 22nd 2017



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AGENDA

- Bigtincan Overview and Market Review
- FY'17 Highlights
- Growth strategy
- FY'17 results

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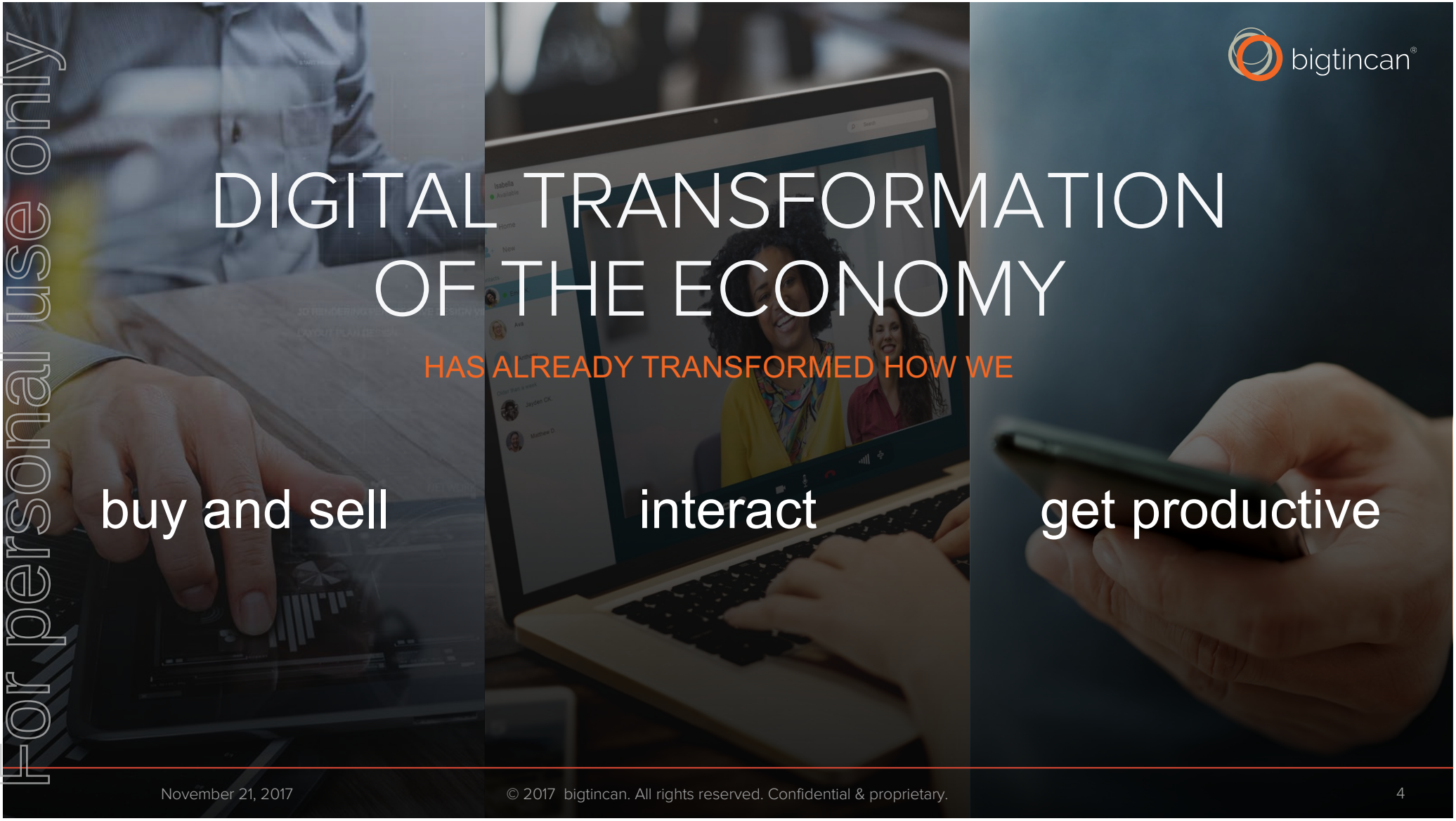

bigtincan®

DIGITAL TRANSFORMATION OF THE ECONOMY

HAS ALREADY TRANSFORMED HOW WE

buy and sell

interact

get productive

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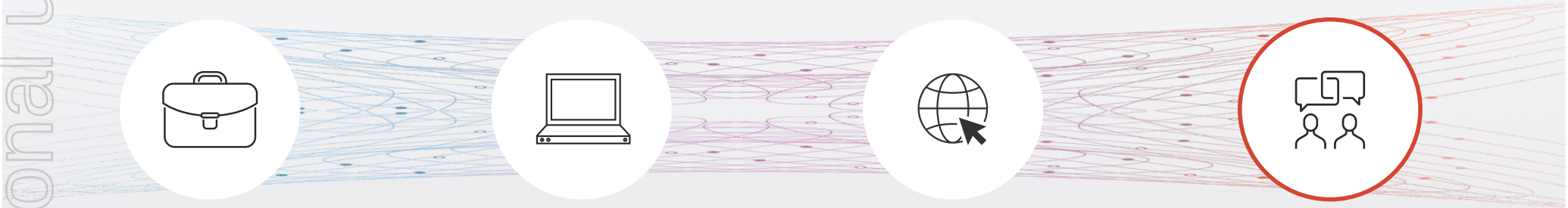
Digitization of Sales is happening now



1990'S

Reps show brochures

2000'S

Reps presented on laptops

2010'S

Internet becomes the main content source

TODAY

Enterprise organizations need a new way to solve the problem

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SALES ENABLEMENT MARKET OVERVIEW

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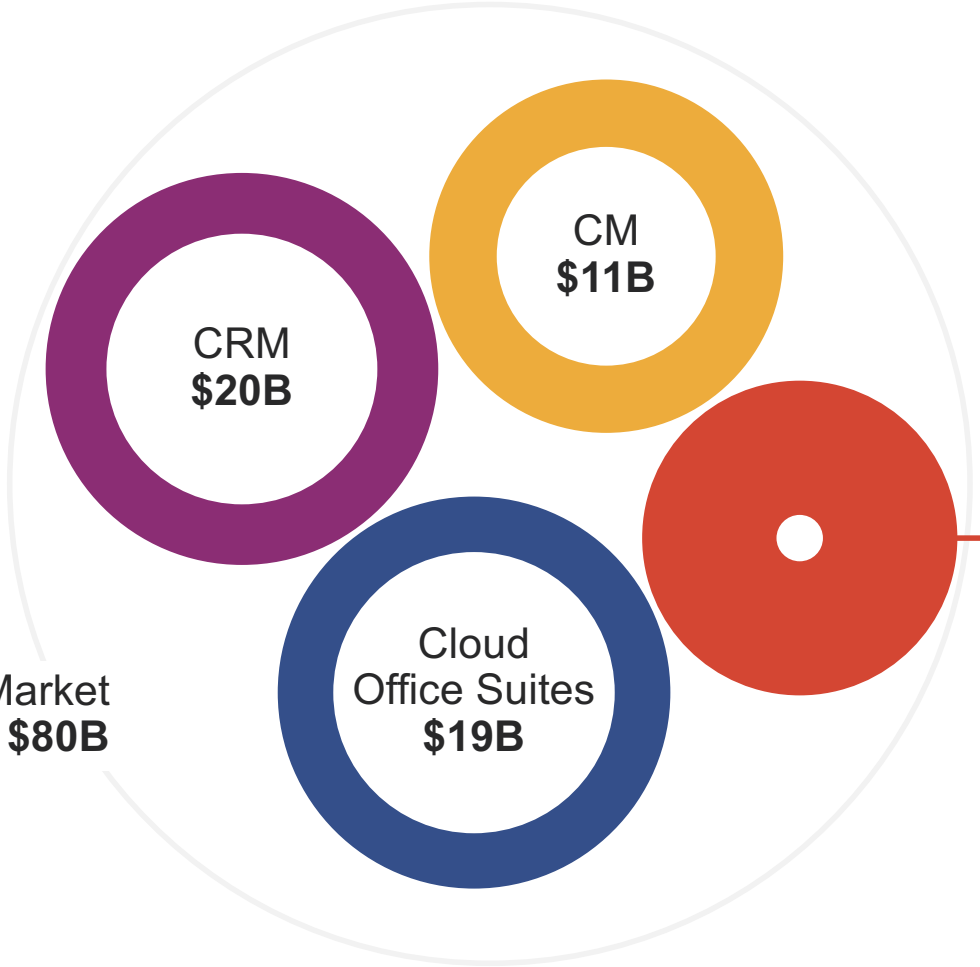
MARKET GROWTH 2015-2021

ARAGON RESEARCH



Total Sales Market
$80B

Sales Enablement Platforms
$5B
Fastest growing sector

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"Sales enablement platforms have emerged as a significant part of organizations' sales technology roadmaps."

*Gartner report Sales Enablement Technology Transforms the CRM Sales Landscape August 2017

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BIGTINCAN SALES ENABLEMENT AUTOMATION PLATFORM

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BIGTINCAN OVERVIEW AND MARKET REVIEW

Bigtincan creates a globally leading Cloud scale, SaaS based Sales Enablement Automation Platform that leading sales and service organizations to improve core business results and drive employee productivity across any device and any network

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DELIVERING REAL RESULTS

TO ACHIEVE SALES ENABLEMENT SUCCESS

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BIGTINCAN FY‘17 HIGHLIGHTS

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FINANCIAL HIGHLIGHTS

YoY FY17/FY16

MRR	PROFIT/LOSS	GAAP
$907K	($6.0M)	$9.2M
↑53%	↓24%	↑32%

CASH BURN	CASH	DEBT
$363K		
↓13%	$11M	0

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BUSINESS HIGHLIGHTS

Expanded partnership with Salesforce.com, achieved Gold status in record time through sales growth, and won the prestigious DemoJam award at Salesforce.com Dreamforce New York in May 2017

Extended **partnership with Apple** –joint events worldwide and new Sales opportunities with Apple hardware

Multi-million dollar deal for a leading US based NASDAQ listed business covering thousands of locations across the USA

CODiE Award for Best Sales Enablement Platform against global tier one competition

Growing the team with important new management, sales and technology structure and hires

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ONGOING PRODUCT INNOVATON

Technology Firsts/Leadership in Sales Enablement

- AI powered sales enablement platform
- Support for Apple CallKit, TouchID, AppleWatch, FastLane and Native Mac App
- Integrated chat service for sales enablement
- Native Windows App with custom Home Screen
- New Android solution with support for SalesAI content recommendations
- Salesforce.com Appexchange app with AI powered recommendations
- 18 new releases over iOS, Android, Web, Salesforce, Mac, and Windows

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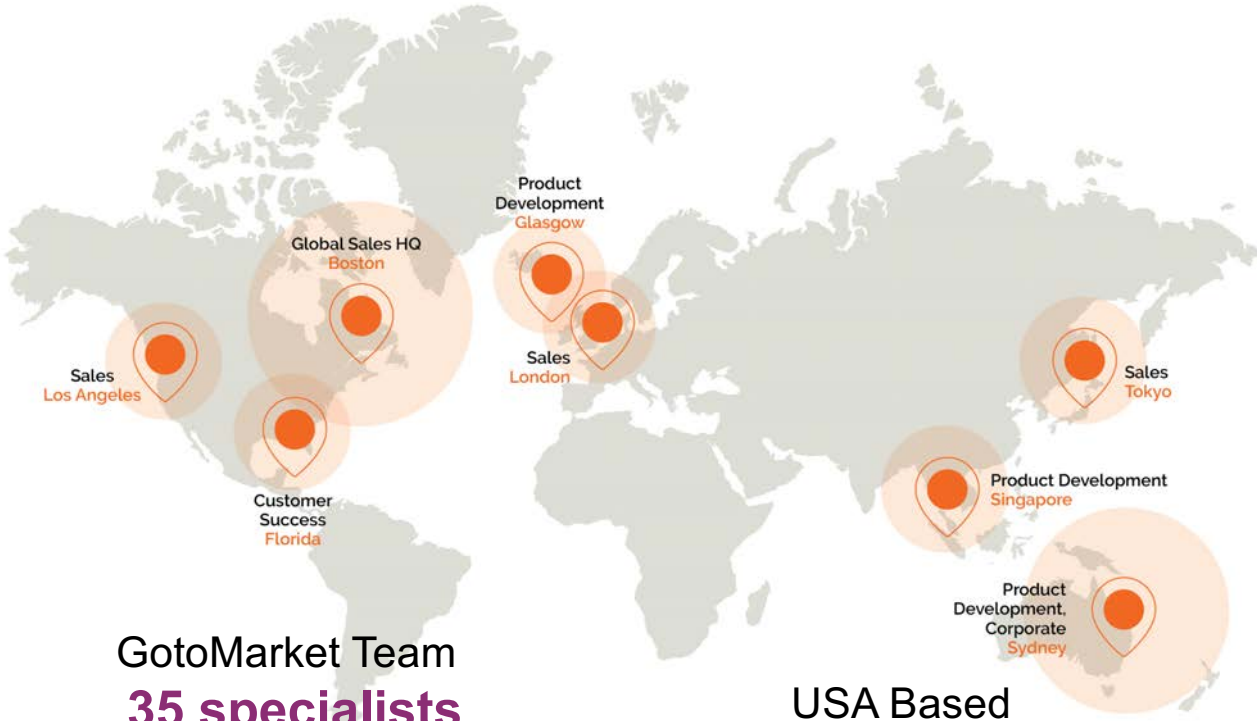
TEAM GROWTH FOCUSSED ON THE MARKET

June 16 - > June 17



GotoMarket Team

35 specialists globally

↑133%

USA Based

team of 33

↑175%

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GROWTH STRATEGY

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MARKET OPPORTUNITY FOR BTH

Solve the big problems of user engagement

Multiple
silo'd tools & platforms for sellers to understand

Custom dev created
as there is no unifying tool

Lack of guidance
through AI to help them perform better

Abundance of content
is a stumbling block for sales reps

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OCTOBER 2017 BTH BRINGS IT ALL TOGETHER IN ONE PLATFORM

Adaptive Onboarding & Learning

Collaboration & Coaching

Sales Content Management

Customer Engagement

Sales & Marketing Integration

Dynamic Reporting Programmability

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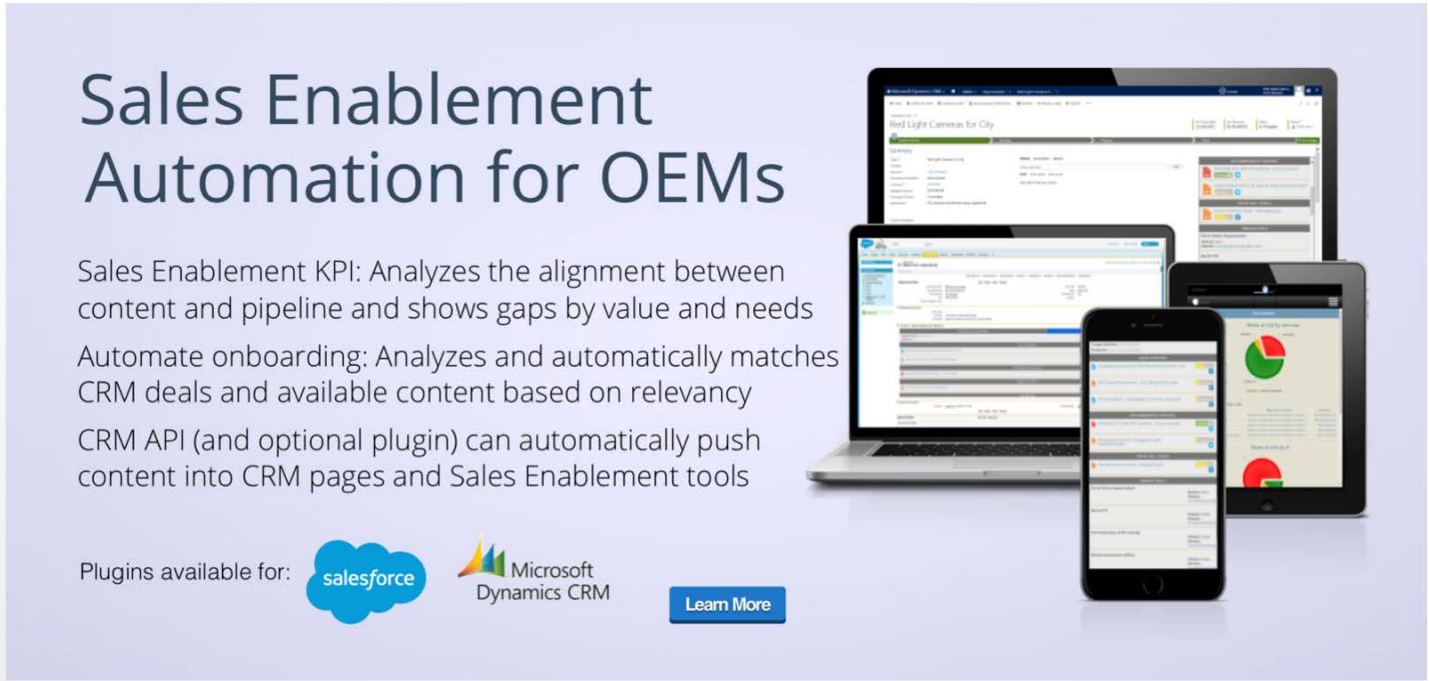
CONTONDO Acquisition

- Israeli based software provider in Sales Enablement
- Acquisition adds leading experts to BTH's data science team
- Adds to BTH's strategy of building the core technology set that is required to deliver key value to customers and shareholders



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EMPOWER SALES THROUGH THE POWER OF AI

USING ANY DEVICE ACROSS ANY NETWORK

Sales process management

Knowledge development

Learning and onboarding

Content platform

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FY'17 RESULTS

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FY17 RESULTS

Key Operational Metrics	FY 2017	FY 2016	Vs 2016	IPO Forecast	
				FY17	CY17
MRR end of period	$907,000	$594,000	+53%	$895,000	$1,070,000
Retention rate	88%	92%	-4%	92%	92%
Cash	$11.0M	$0.3M	n/a	n/a	n/a
Av. mthly burn rate	($363,000)	($419,000)	n/a	($427,000)	($259,000)

Financial Metrics	FY 2017	FY 2016	Vs 2016	IPO Forecast	
				FY17	CY17
Revenue	$9.23M	$7.015M	+32%	$9.679M	$11.737M
Gross margin	84%	81%	+3%	85%	86%
Operating expenses	$14.192M	$12.224M	+16%	$13.882M	$16.418M
Net profit/(loss) before tax	($5.941M)	($7.821M)	+24%	($4.649M)	($4.978M)

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WHAT WE DO

Global leader
in Sales Enablement recognized by analysts and customers

Strong growth
in a growing market

Well positioned
to achieve IPO forecasts and continue to scale SaaS channel model

Long term success
Business, technology and go-to-market

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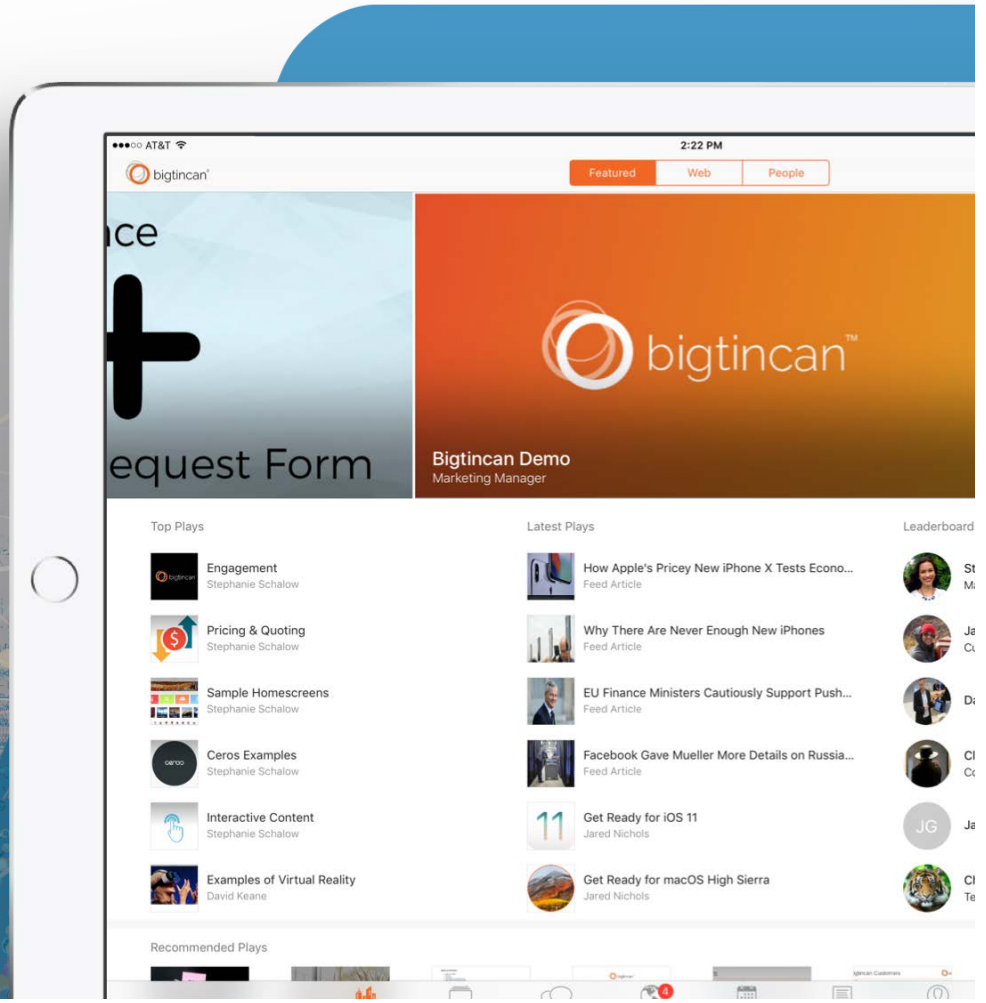
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