

ASX Announcement

6 February 2019

Bigtincan Secures \$2.7m European Contract

- Bigtincan secures contract for \$2.7m total contract value over 3 years with Eaton Corporation, the world's largest power management company.
- Large contract win for Bigtincan in Europe, won in open competitive process.
- Bigtincan Hub and Bigtincan Learning will be used together to empower customer facing teams for Eaton in Europe and the USA initially, followed by Middle East, Africa and Asia.
- Continues Bigtincan's success in winning the world's largest deals in Sales Enablement.

Bigtincan Holdings Limited (ASX: BTH) ("Bigtincan") is pleased to announce it has won a competitive bid to create a sales enablement strategy with Eaton Corporation. Eaton is a power management company listed on the New York Stock Exchange with 2017 revenue of \$20.4b. Eaton is made up of over 98,000 employees, doing business in more than 175 countries, making electrical, aerospace, automotive, hydraulic and mechanical power equipment more reliable, efficient, safe and sustainable.

Bigtincan Hub software which includes a full suite of sales enablement capabilities together with learning, training, and coaching capabilities will be used in unison by Eaton's internal teams as well as their partner network to empower customer facing workers with the right skills, knowledge, materials and content to make them more successful engaging with customers.

The deal is valued at \$2.7m over three years, and will result in use of Bigtincan software across multiple divisions of Eaton's global business, offering new opportunities to expand on the capabilities and integrations of the Bigtincan software.

"We are very proud of the opportunity to work with Eaton to drive customer engagement and success of customer facing workers," said David Keane, CEO Bigtincan, "we believe that the combined capabilities of Bigtincan for sales enablement together with learning and training can transform how customer facing workers drive productivity and business success."

"Deployment of Bigtincan is another key milestone in the digitization of our commercial organization in Europe, Middle East and Africa. It's all about making accessible relevant and consistent information to a highly distributed sales team in easy-to-consume formats. This will enable our sales people to be more effective and efficient when they engage with prospective buyers and customers. The Bigtincan platform strengthens our ability to serve our customer's needs," said Cyrille Brisson, Eaton's Vice President of Sales, Service, and Marketing in EMEA.

The deal is a concrete example of the strategy behind the Bigtincan business, showing how enterprise customers need the complete set of capabilities provided by a single pane of glass that can be used across the lifecycle of a customer facing worker. For more information on the Bigtincan solution set visit <http://www.bigtincan.com>

-- end --

For personal use only

Further Information

Investor Enquiries:

Mark Ohlsson, Company Secretary
+61 400 801 814

Investor@bigtincan.com

Orla Keegan, Executive Director, Market Eye
+61 2 8097 1201

orla.keegan@marketeye.com.au

About Eaton

Eaton is a power management company with 2017 sales of \$20.4 billion. We provide energy-efficient solutions that help our customers effectively manage electrical, hydraulic and mechanical power more efficiently, safely and sustainably. Eaton is dedicated to improving the quality of life and the environment through the use of power management technologies and services. Eaton has approximately 98,000 employees and sells products to customers in more than 175 countries. For more information, visit <https://www.eaton.com/us/en-us/company/about-us.html>.

About Bigtincan

Bigtincan (ASX:BTH) helps sales and service teams increase win rates and customer satisfaction. The company's mobile, AI-powered sales enablement automation platform features the industry's premier user experience that empowers reps to more effectively engage with customers and prospects and encourages team-wide adoption. Leading brands including AT&T, Thermo Fisher, Merck, ANZ Bank and others rely on Bigtincan to enhance sales productivity and fuel customer engagement. With global sales and marketing headquartered in Boston, Bigtincan also has offices across EMEA, Australia and Asia. To discover more about how your organization can benefit from the Bigtincan Hub platform, please visit www.bigtincan.com or follow @bigtincan on Twitter.

For personal use only