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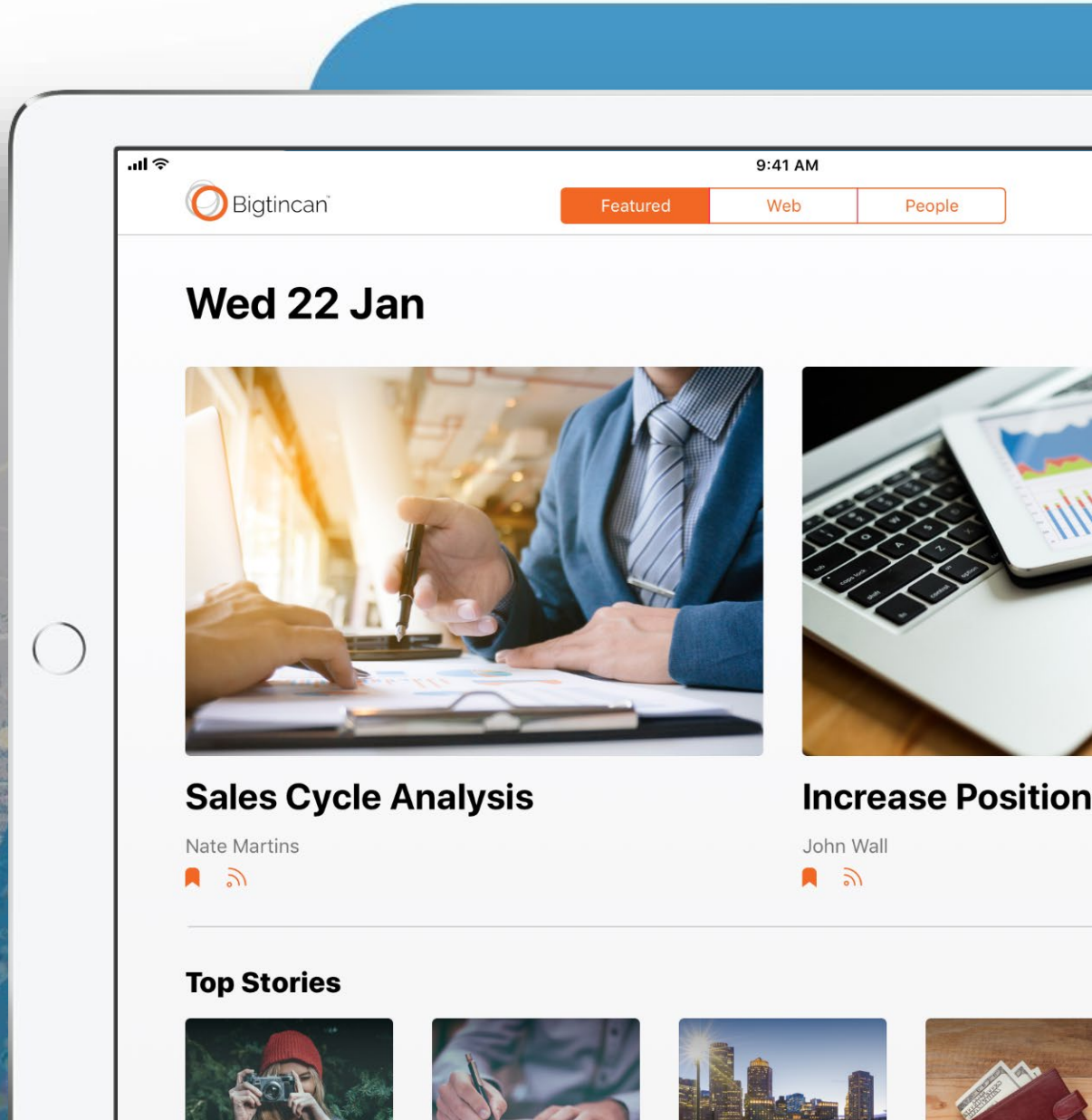
BIGTINCAN HOLDINGS LIMITED

HALF YEAR RESULTS PRESENTATION

21 FEBRUARY 2019



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AGENDA

- Results Summary
- Market and Business Update
- Results Highlights
- Operating Results
- Outlook
- Q&A

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Bigtincan - A global leader in sales enablement

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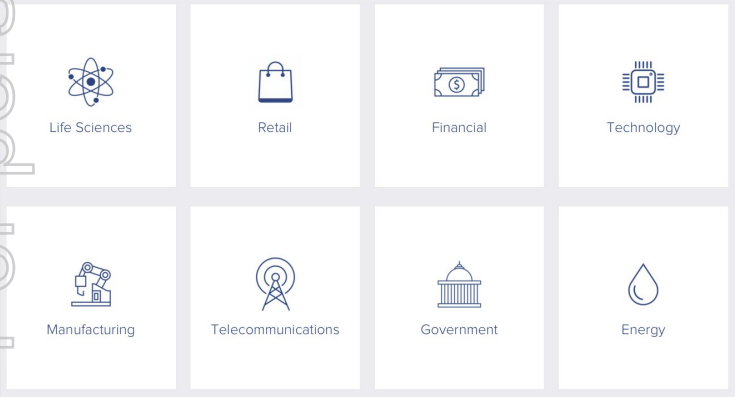
CUSTOMERS

- 400+ customers across 3 continents
- 150,000+ licensed seats
- Established Fortune 100/500 customers across key vertical markets



PARTNERS

- 28 global partners extending reach
- Strategic relationship with Apple
- Users in 50+ countries.

MARKET TRACTION

- Multi Award Winner
- Leading in AI technologies
- Patented core technology

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Financial Highlights
1H FY19 vs 1H FY18

ARR[1]
$20.87m
↑ 63%

REVENUE
$9.43m
↑ 56%

LOSS
($1.95m)
↓ 36%

RETENTION[2]
87%
↑ 2%

CASH[3]
$13.56m

DEBT
Nil

[1] Annualised Recurring Revenue (ARR) represents contracted, recurring revenue on an annualised basis. See Glossary. NB. All amounts are AUD.
[2] Retention calculation excludes the effects of acquisition in the period. See Glossary
[3] Includes rental deposits

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1H FY19 Highlights

Strengthening market leading solutions

- Major releases of Bigtincan software across all platforms.
- Completed Zunos and FatStax acquisitions.
- Fall Release included first phase of integration of learning technology from Zunos acquisition.

Expanding relationships with channels

- Extended channel development activities globally.
- Growing partnerships in Europe through BPM Works.
- Channel partner network now in place with 28 global partners.
- Conducted 200+ channel development events.

Encouraging third party development programs

- Integration with Veeva Vault launched into the market.
- Over 300 Bigtincan Add-ons now live in the market.
- Expanded SDK with additional APIs for multi-platform deployment.

Expanding sales and marketing capability

- Continued focus on leading the market with customer and channel support.
- Created new lead generation programs and established SDR team.
- Continue to win largest Sales Enablement deals with household customers in the USA and worldwide.

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Results

1H FY19 Summary

Revenue

56%

Revenue growth driven by increases in contracted recurring revenue

Lifetime Value (LTV)

91%

Highlights growing customer commitments and strong retention

Financial Summary	1H FY19	1H FY18	Variance
Revenue	$9.4m	$6.0m	+56%
Gross margin	88%	84%	+4%
Operating expenses	$11.1m	$8.9m	+24%
Net loss after tax	$1.95m	$3.17m	+37%

Key Operational Metrics	Dec '18	Dec '17	Variance
ARR end of period	$20.9m	$12.8m	+63%
Retention rate	87%	85%	+2%
Lifetime Value	$137m	$72m	+91%
LTV/CAC	4.15	3.54	+17%

NB. Bigtincan uses certain measures to manage and report on its business that are not recognised under AAS or IFRS. These measures are collectively referred to under Regulatory Guide 230 'Disclosing non-IFRS financial information' published by ASIC.
NB. For the month of December 2018, Bigtincan met its stated target of matching monthly recurring revenue with monthly operating expenses on a normalised basis.

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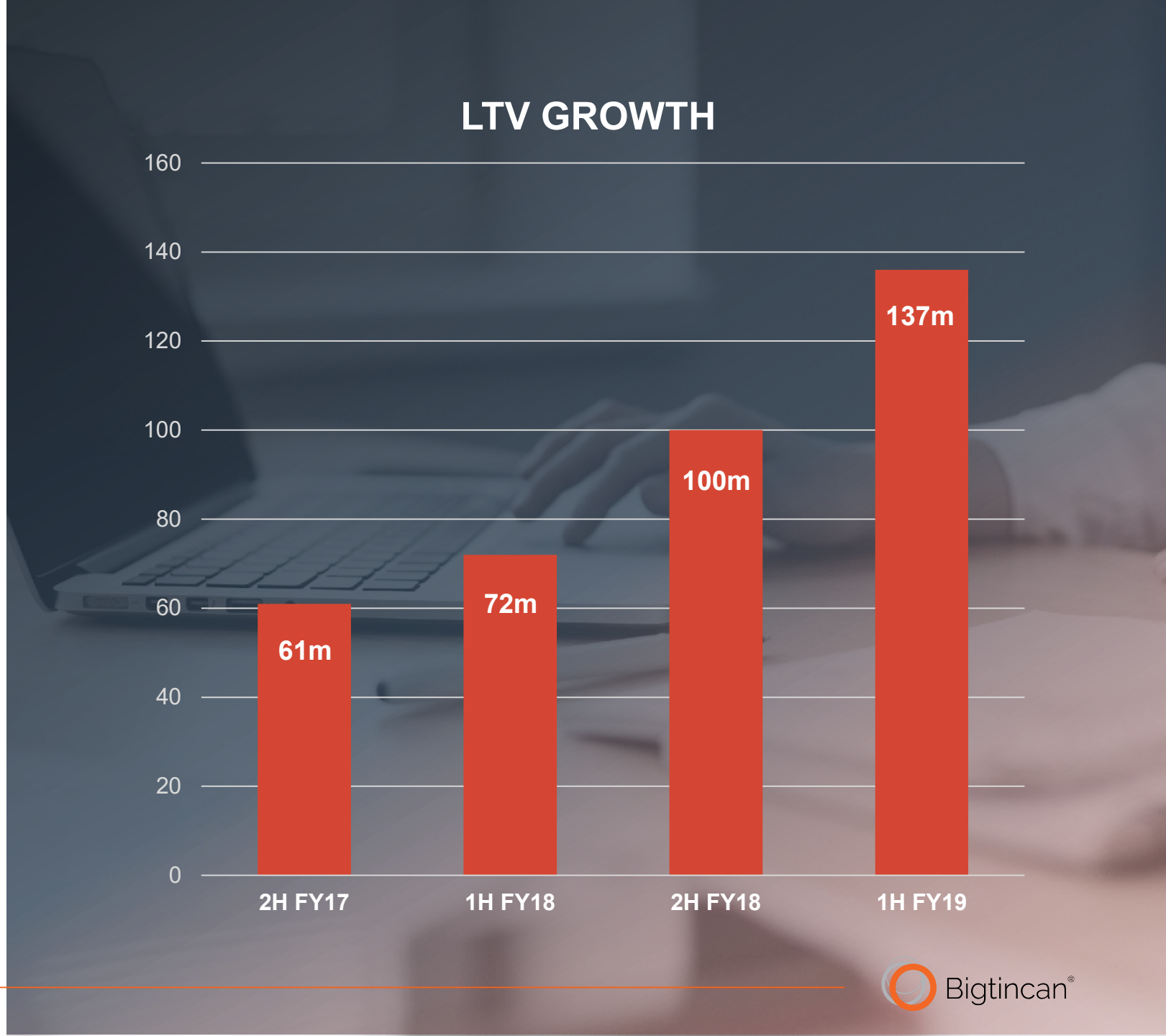
Creating Lifelong Customers

Lifetime Value (LTV) is projected revenue that Bigtincan customers will generate during their lifetime



Global Business Update

90%

Revenue from North America

51

Countries with Bigtincan deployments

3

Acquisitions over the last two years

Bigtincan Geographic Footprint

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MARKET AND BUSINESS UPDATE

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Digitisation continues to drive market growth

CLOUD/SOCIAL/MOBILE

Transforming how people communicate, learn, share and work

TODAY

Customer facing workers fight for a smaller slice of time and influence

EMPOWERMENT

Customer-facing teams need to win more and be more productive

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What is at Stake?

Ability for sales people
to keep up
in the predator/prey battle

Existing software build in the **2000s** not cutting it for customer engagement

Over
20m
sales professionals
In the USA fighting for attention

85%
of buyers

are making decisions before they talk to salespeople

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Sales Enablement expands beyond Content

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Bigtincan's SaaS based Sales Enablement Platform now delivers the complete solution for enterprise teams to…

Win More + Do More

Win More

Automatically delivers the right information, content and learning to them to that moves forward the selling process

Do More

Frees up workers time by automating processes and connecting to CRM, Marketing Automation, and other systems

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RESULTS HIGHLIGHTS

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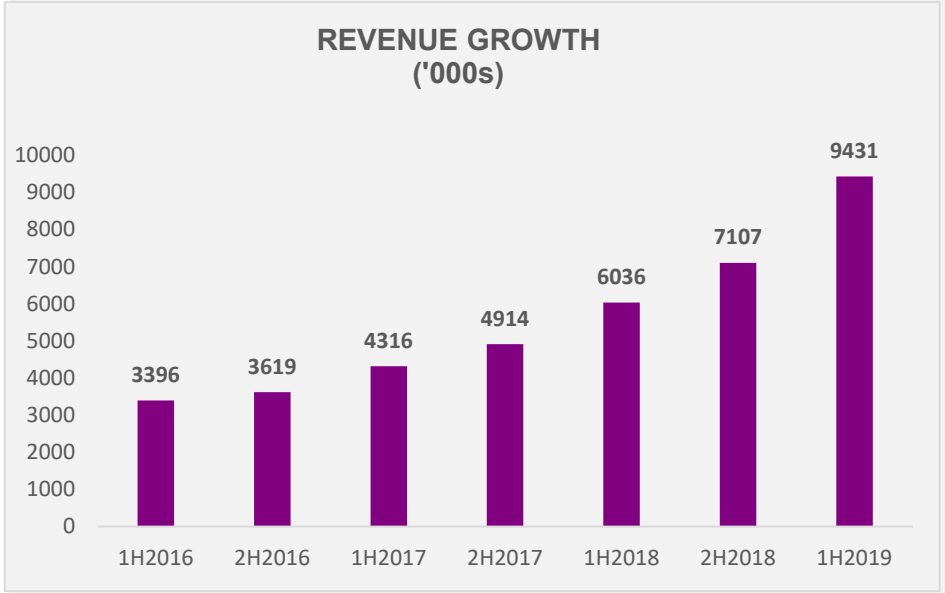
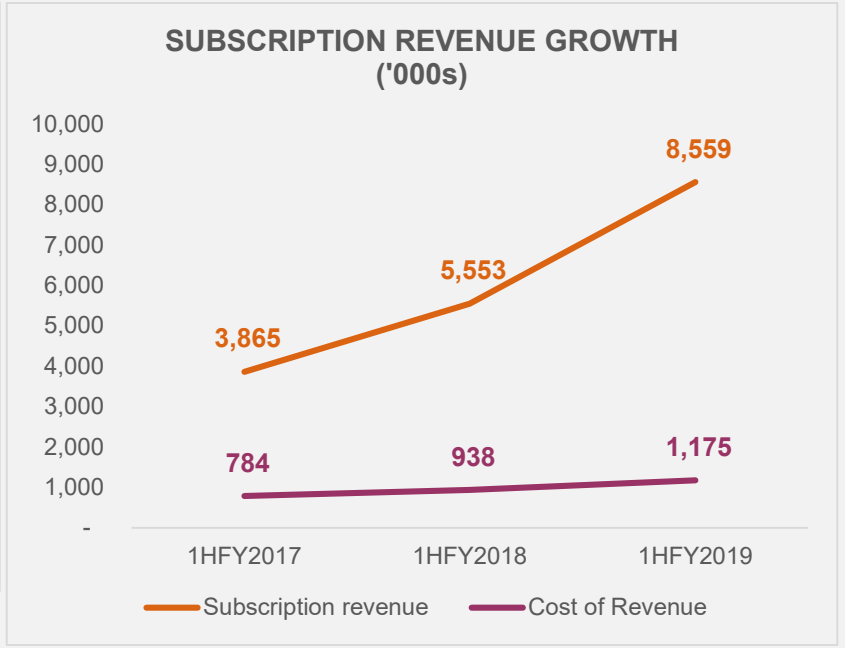
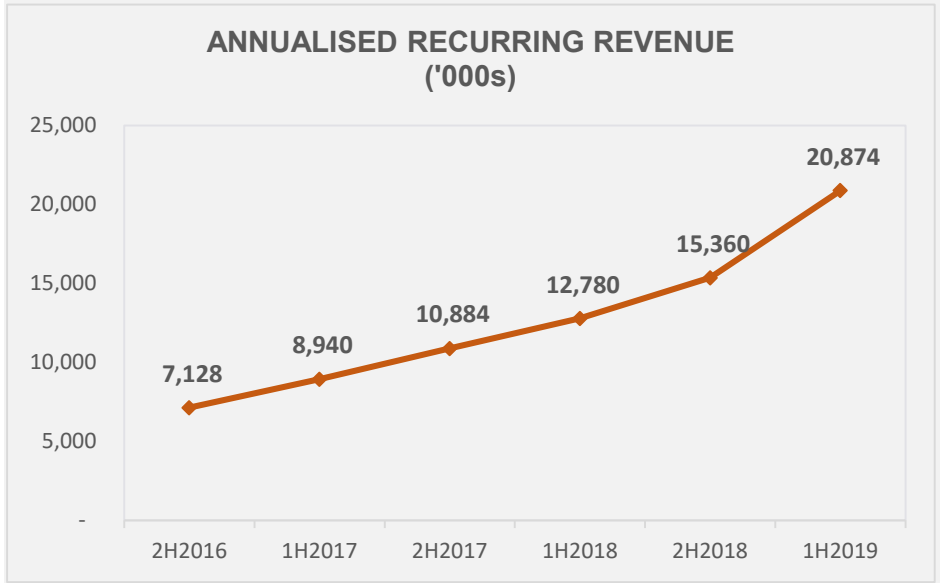
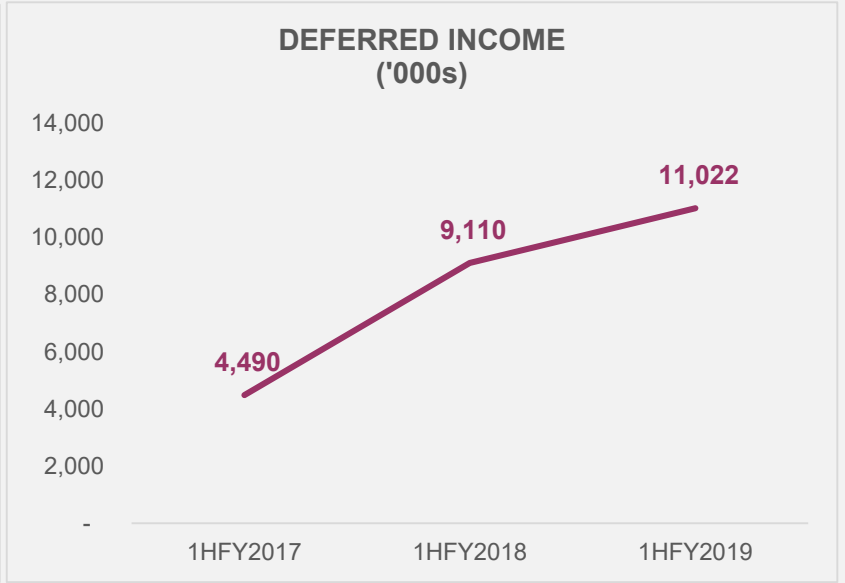
Revenue

Continued growth trajectory









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REVENUE BY PRODUCT SOURCE 1H FY19

Hub

BTC Sales Enablement Platform

Zunos[1]

Learning Customers

FatStax[2]

Manufacturing Customers

[1] Five months revenue included in results
[2] One month revenue included in results

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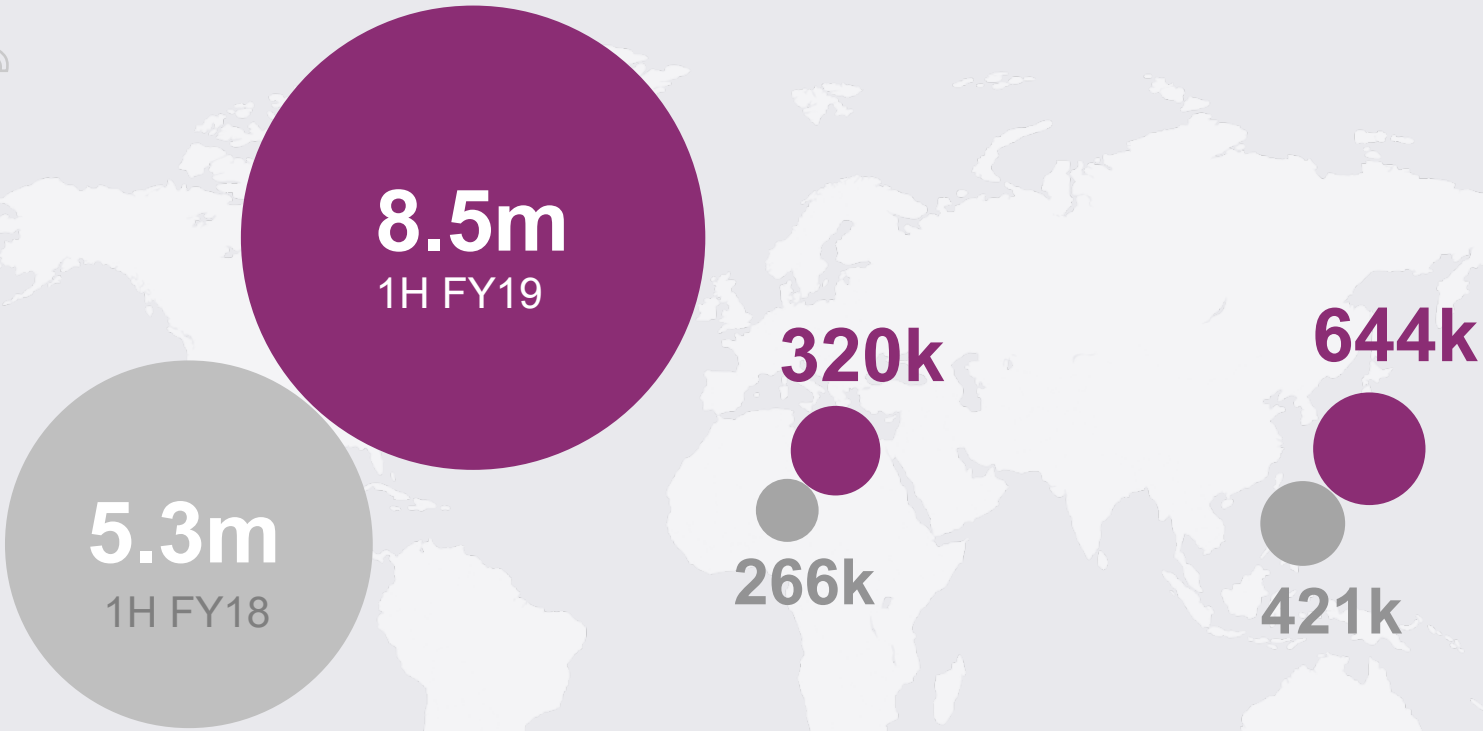
REVENUE BY REGION (AUD)



United States

Established North American revenue base

EMEA

European Growth emerging in FY19

Rest of World

Opportunity for long term expansion into FY20

Global Market Opportunity

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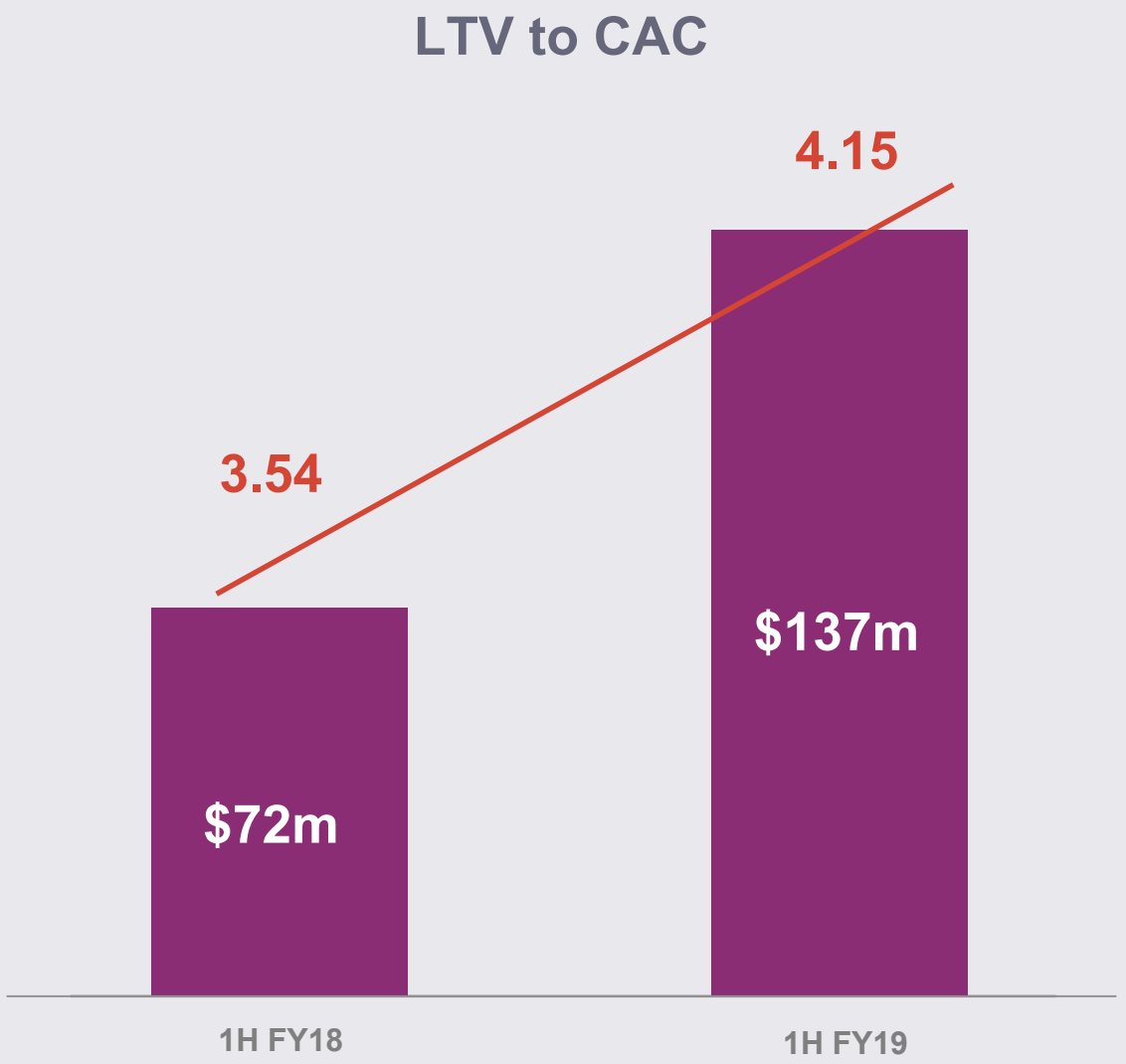
Customer Acquisition Efficiency

LTV/CAC measures the efficiency of the sales team and the product as the business predicts costs for scaling.



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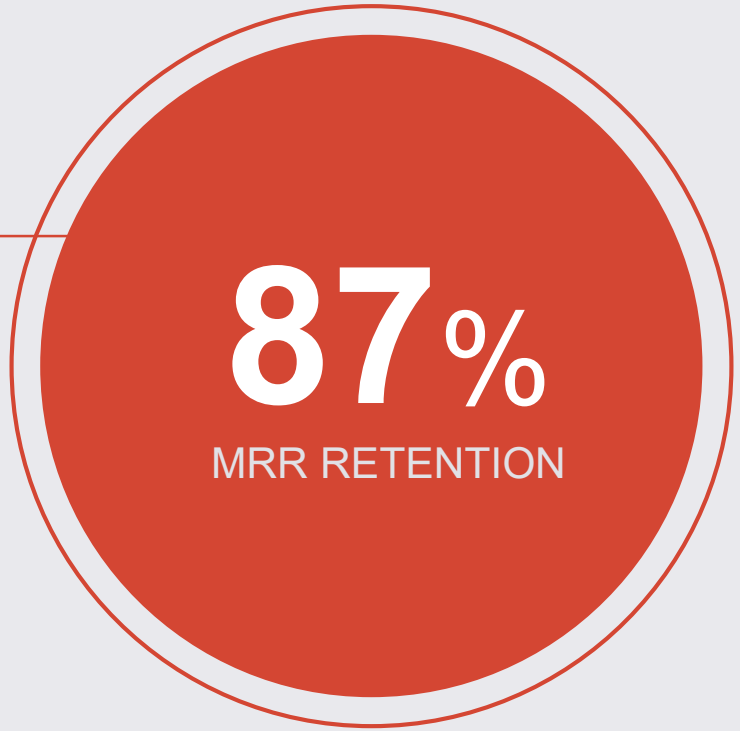
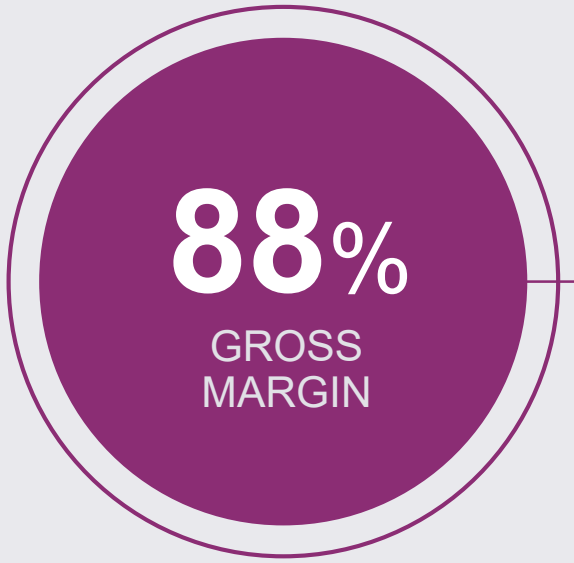
Gross Margin and Retention

Retention from existing customers





Strong unit economics driven by gross margin.

Retention numbers exclude acquisition related impacts.

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Progress in acquisition integration

	Zunos	FatStax
Branding	Completed	Complete end FY19
Teams	Completed	Complete end FY19
Product Integration	Phase 1 complete	Phase 1 Q1 FY20
Channel/gotomarket enablement	Completed	Complete end FY19
Infrastructure	Completed	In progress, complete end FY19
Integration into BTH product Editions	Complete for new customers /some standalone legacy customers remaining, expect complete 1H FY20	In progress target complete integration 1H FY20

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OUTLOOK

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Roadmap for FY19

Market

- Launch new vertical market programs - Bigtincan for Retail - Jan 19.
- Expand into additional verticals and continue market awareness programs.

Customer

- Continue to focus on customer success and deliver increasing value for the world's most complex deployments.

Channel

- Add strategic partners in geographic and market sectors to expand reach.

Technology

- Complete integration of Zunos and FatStax technology and continue strong release pipeline across all platforms.

Corporate

- Implement growth programs in EMEA to take advantage of market development.
- Bigtincan remains on track to deliver its objective of 35-40% revenue growth in FY19 and expects retention to remain stable.

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Strategic Pillars

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Expanding relationships with channels

- Support channels with technical and sales support resources, and tools to drive expanded sales.

Strengthening market leading solutions

- Identify opportunities to expand technology base.
- Continue to be a leader in the use of data science to help our customers empower their teams.

Encouraging third party development programs

- Extend partner programs to build on existing channel and integrators to grow market coverage with integrations.
- Launch developer programs and support systems to grow ecosystem.

Expanding sales and marketing capability

- Grow channel and direct teams to support growth.
- Review market for opportunities to grow customer base in key sectors, market areas, and geographic territories that Bigtincan does not yet cover.

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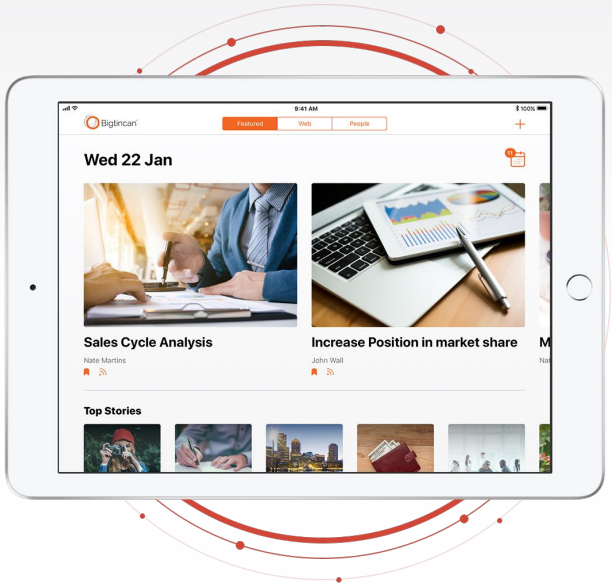
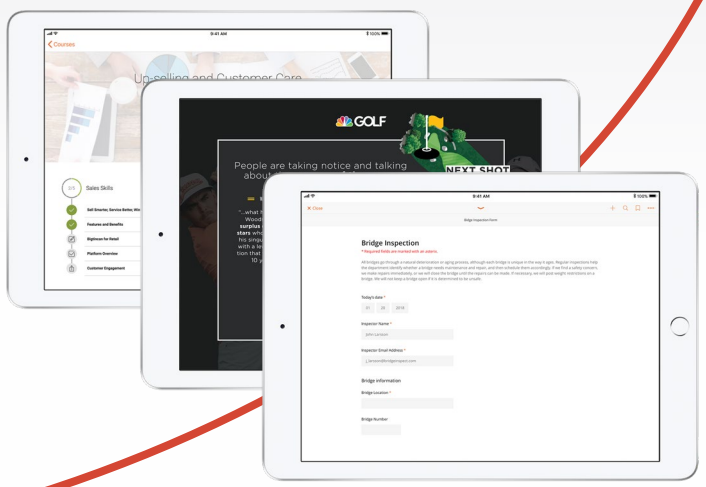
REVENUE GROWTH OPPORTUNITIES

Two vectors for growth

MORE USERS

INITIAL PURCHASE





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- Learning
- Catalog
- Add-ons
- Forms

EXPAND

ADDED CAPABILITIES

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FY 19 – Executing on Strategic Vision

- Acquire and onboard customers at scale, cost effectively
- Continue technology leadership through innovation
- Continue to improve unit economics
- Achieve strong retention and expansion
- Generate long term value through growing LTV of enterprise customers
- Continue to hire and retain the best people to support ongoing growth

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Appendix

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Financial Performance

	31 December 2018 $000	31 December 2017 $000
Revenue	9,431	6,036
Cost of revenues	(1,175)	(938)
Gross Profit	**8,256**	**5,098**
Other income	**822**	**559**
Sales and marketing expenses	(5,744)	(5,016)
Product development expenses	(3,030)	(3,017)
General and administration expenses	(2,355)	(950)
Operating loss	**(2,051)**	**(3,326)**
Finance income	469	312
Finance expenses	(372)	(78)
Net finance income / (expense)	**97**	**234**
Loss before income tax	**(1,954)**	**(3,092)**
Income tax expense	(41)	(73)
Loss for the period after tax	**(1,995)**	**(3,165)**

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	31 December 2018 $000	30 June 2018 $000
Assets		
Current Assets		
Cash and cash equivalents	13,283	23,782
Trade and other receivables	6,409	2,684
Other assets	1,911	1,421
Total current assets	**21,603**	**27,887**
Non-current assets		
Property, plant and equipment	207	163
Intangible assets - goodwill	4,670	-
Intangible assets - other	6,651	633
Other non-current assets	169	541
Total non-current assets	**11,697**	**1,337**
Total assets	**33,300**	**29,224**
Liabilities		
Current liabilities		
Trade and other payables	1,463	1,000
Deferred revenue	10,268	7,303
Provisions	635	380
Other current liabilities	2,758	1,972
Total current liabilities	**15,124**	**10,655**
Non-current liabilities		
Other non-current liabilities	1,650	-
Deferred tax liabilities	1	1
Deferred revenue	754	1,807
Provisions	57	48
Total non-current liabilities	**2,462**	**1,856**
Total liabilities	**17,586**	**12,511**
Net Assets	**15,714**	**16,713**
Equity		
Share capital	50,640	49,770
Share-based payment reserve	4,111	3,952
Accumulated losses	(39,036)	(37,041)
Foreign currency translation reserve	(1)	32
Total shareholders' equity	**15,714**	**16,713**

Financial Position

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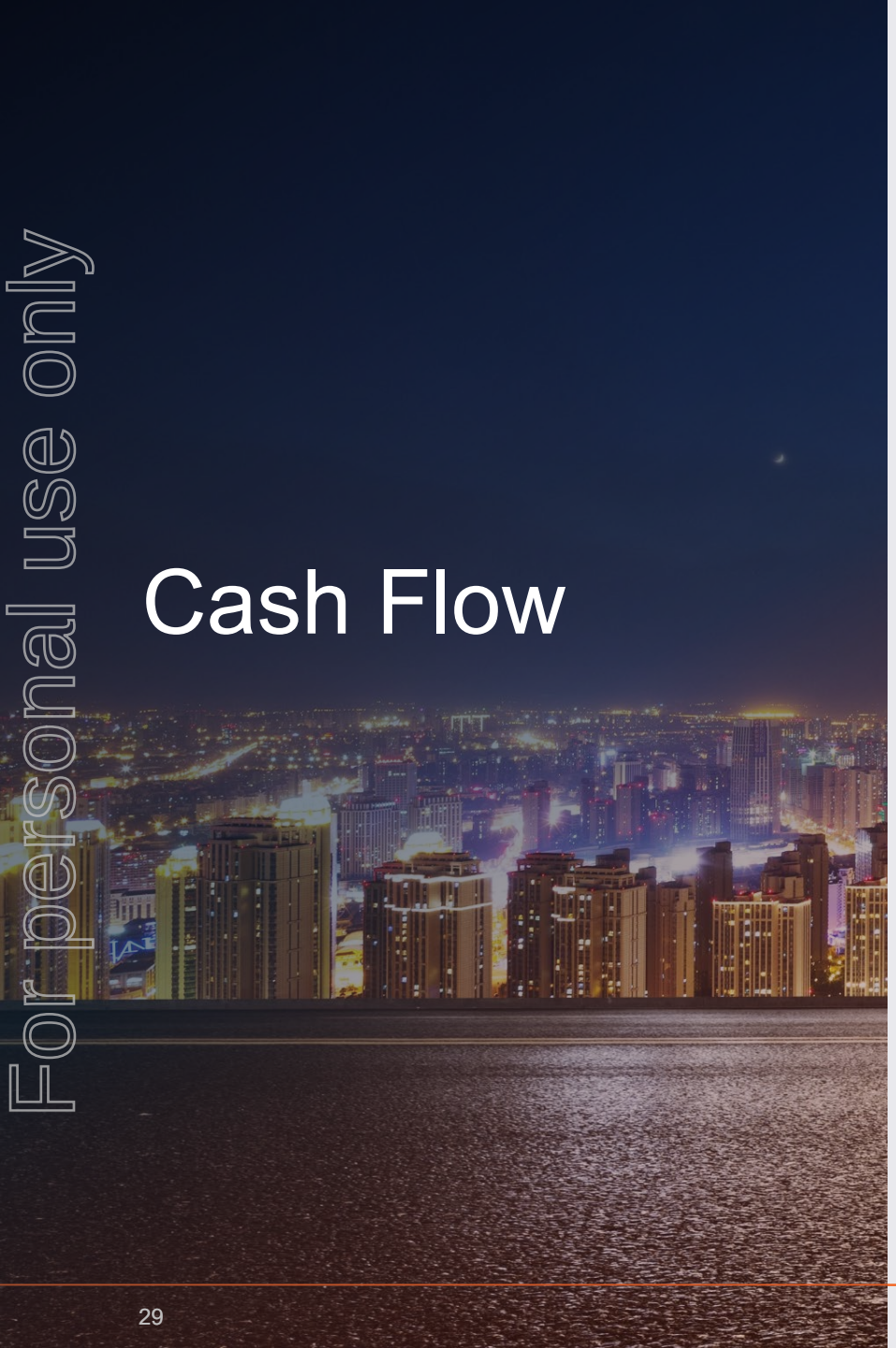

Cash Flow

	31 December 2018 $000	31 December 2017 $000
Cash flows used in operating activities		
Cash receipts from customers	7,909	9,321
Cash paid to suppliers and employees	(13,679)	(9,935)
Cash used in operations	**(5,770)**	**(614)**
Interest received	123	87
Income grant / taxes received	785	1,106
Net cash from / (used in) operating activities	**(4,862)**	**579**
Cash flows used in investing activities		
Acquisition of property, plant and equipment	(105)	(42)
Acquisition of intangible assets - others	(792)	(109)
Acquisition of subsidiary – net assets acquired	(5,710)	-
Acquisition of subsidiary – net cash acquired	120	-
Net cash used in investing activities	**(6,467)**	**(151)**
Cash flows used in financing activities		
Proceeds from issue of shares	870	-
Cost of issue of shares	(20)	-
Net cash from financing activities	**850**	-
Net increase/ (decrease) in cash and cash equivalents	**(10,499)**	**428**
Cash and cash equivalents at 1 July	23,782	11,021
Cash and cash equivalents at 31 December	**13,283**	**11,449**

Delivering increases in ROI for Customers

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Customer Challenges	How Bigtincan Delivers Real World ROI
65% of sales reps can't find content to send to prospects	Smart system to recommend the right content to the right sales person to share as needed/permissioned
13 hours each week looking for and creating marketing collateral	Easy to use, mobile first designed platform to help find and create the right content
65% of content is unused by sales	Marketing knows what / why content is / isn't being used - can create better content with a positive feedback loop
37% of sales reps time spend selling	Automation of processes like updating CRM done by the system – freeing time to be spent with customers
87% of training content is forgotten within 30 days	Integration of learning content inside the sales content system ensures that learning is ongoing and relevant
57% of sales people achieving quota	Sales people achieve better results by being better prepared - more time on the customer relationship

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Appendix 1 - Change in Accounting Policies

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The Group has adopted AASB 15 using the cumulative effect method (without practical expedients), with the effect of initially applying this standard recognised at the date of initial application (i.e. 1 July 2018). Accordingly, the information presented for 2017 has not been restated – i.e. it is presented, as previously reported, under AASB 118, AASB 111 and related interpretations.

The following tables summarise the impacts of adopting AASB 15 on the Group's interim statement of financial position as at 31 December 2018 and its interim statement of profit or loss and OCI for the six months then ended for each of the line items affected. There was no material impact on the Group's interim statement of cash flows for the six month period ended 31 December 2018.

31 Dec 2018 000s	As reported	Adjustments	Amounts without adoption of AASB 15
Assets			
Trade and other receivables	2,081	(114)	1,967
Equity			
Accumulated losses	39,036	114	39,150

Impact on the consolidated interim statement of profit or loss and other comprehensive income

31 Dec 2018 000s	Impact of adopting AASB 15 at 1 July 2018
Expenses	
Sales and marketing expenses	(114)

The following tables summarise the impacts of adopting AASB 9 on the Group's interim statement of financial position as at 31 December 2018 and its interim statement of profit or loss and OCI for the six months then ended for each of the line items affected. The impact relates to an increase in impairment loss allowance for trade and other receivables.

31 Dec 2018 000s	As reported	Adjustments	Amounts without adoption of AASB 9
Assets			
Trade and other receivables	6,409	329	6,738
Equity			
Accumulated losses	39,036	(329)	38,707

Impact on the consolidated interim statement of profit or loss and other comprehensive income

31 Dec 2018 000s	Impact of adopting AASB 9 at 1 July 2018
Expenses	
General and administrative expenses	329

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A global leader in sales enablement

With hundreds of enterprise customers, over 150,000 licensed users, and an established business in North America, Bigtincan is delivering on its strategy to be a global leader in sales enablement

ASX Ticker	BTH
Listing on ASX	24 March 17
Market Capitalisation*	$73m
Share Price*	$0.33
Shares on Issue	222m
Headquarters	Sydney, Boston

ARR @Dec 18	$20.9m
ARR Growth 1H2019	63% vs 1H18
GAAP Revenue 1H2019	$9.4m
Cash at Dec 31 2018	$13.6m
US based revenue %	90%
Engineering Centers	Australia, UK, Singapore, Israel, Indianapolis USA

** As at 20.2.2019. NB. ARR is annualised recurring revenue. All amounts are AUD*

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