

ASX Announcement

7th May 2019

New Technology Release Updates key system capabilities and introduces Bigtincan® Genie™ the industry's first embedded Sales Assistant

- New technology release updates key system capabilities including Pitch Builder for presentation creation, Bigtincan 3D™ for AR/VR content, and Bigtincan Accelerate to improve performance of sales enablement.
- Introduces the industry's first embedded Smart Assistant - Bigtincan Genie™ - a smart dialogue engine allowing sales teams to tap into the power of voice.
- Digital voice experiences recognised by SiriusDecisions as important technology for sales enablement.
- Launch conducted at Sirius Decisions Summit in Austin TX where Bigtincan will be demonstrating release capabilities and Bigtincan Genie showcase.

Bigtincan Holdings Limited (ASX: BTH) ("Bigtincan") is pleased to announce its Bigtincan Spring (Northern Hemisphere) 2019 Release adding new capabilities for Integrated Content, Learning, and Catalogs and introduces the industry's first embedded Smart Assistant - Bigtincan 'Genie' - a smart dialogue engine allowing sales teams to tap into the power of voice.

The software release adds over 30 new features and capabilities including a next generation of Bigtincan Pitch Builder, enabling users to create custom pitches from approved materials, Bigtincan 3D, a powerful system for creating and delivering AR and VR content, Bigtincan Accelerate to take sales enablement performance to the next level, and enhancements to coaching, learning and training with new video coaching capabilities in Bigtincan Zunos.

The Spring 2019 release also introduces Bigtincan Genie – a smart AI-powered assistant for sales and service users – allowing users to ask natural language questions, conduct guided selling exercises, and prepare for meetings using only their voice. These updates are part of Bigtincan Hub's efforts to seamlessly blend sales training, learning, and coaching content in a central platform.

"Digital voice experiences are a logical next step in helping sellers easily get what they need, when they need it, because ultimately reps are seeking knowledge and answers in real-time" said Heather Cole, Service Director, Sales Enablement Strategies, SiriusDecisions, "the easier we can make that quest for them, the more effective and efficient they will be."

Beyond these sales enablement enhancements, the Spring Release introduces over 30 additional updates including:

- Intelligent Search, enabling users to find what they are looking for 300% faster. The update will result in a significant reduction in false positives, and allow users to search within documents.
- Native Mobile Apps, delivering the best user experience across three platforms: iOS, Windows & Android.

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- Learning Manager Dashboard, empowering team leaders and managers with the ability to monitor and report on individual skill development programs. The dashboard integrates with the coaching system to make it easier for coaches to monitor, report, and engage with teams.
- Enhancements to Bigtincan's public SDK and API, including over 20 new public API enhancements to allow for next generation Add-ons and workflows.

"In today's digital world it is critical that sales teams have access to the right content at the right time," said David Keane, Co-founder and CEO of Bigtincan. "We've worked to enhance our platform so that when teams look for relevant content, they find answers rather than standalone documents. With these platform enhancements, sales teams will be able to seamlessly capture and tailor engaging marketing assets from anywhere, thereby improving customer experience and closing deals faster."

Details on the release and availability are available on Bigtincan's website
<https://www.bigtincan.com/platform/>

Bigtincan will be at SiriusDecisions Summit this week in Austin Texas at booth N2-402 with sessions from Bigtincan customers - American Express Global Business Travel, Anheuser-Busch and Intelligize - talking about how deploying Bigtincan has empowered their sales and marketing organizations by allowing them to optimize content and create unique selling experiences. Investors can learn more at <https://go.bigtincan.com/bigtincan-2019-siriusdecisions-summit>

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Further Information

Investor Enquiries:

Mark Ohlsson, Company Secretary
+61 400 801 814
Investor@bigtincan.com

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.