

ASX Announcement

11 July 2019

Bigtincan Secures Contract Expansion with Leading Senior Living Community Operator

- Bigtincan® has renewed and expanded its contract with Brookdale Senior Living Inc., a leading operator of senior living communities throughout the USA.
- The expanded contract is for a further 2 year period for a total contract value of ~\$1.5m, adding ~\$330k of total expansion revenue during the contract period.
- Under the expanded contract, Bigtincan will be deployed to Brookdale locations across the USA.
- Bigtincan Hub will be used together with Bigtincan Add-ons that are tailored for specific Brookdale internal processes, demonstrating the extensibility of the Bigtincan software platform to new use cases in the rapid growth Sales Enablement market.
- Demonstrates Bigtincan's continued success in securing and expanding large enterprise contracts.

Bigtincan Holdings Limited (ASX: BTH) ("Bigtincan") is pleased to announce it has won a competitive bid to expand its sales enablement strategy with Brookdale Senior Living Inc. (NYSE: BKD) ("Brookdale"), a health care company listed on the New York Stock Exchange with 2018 revenue of US\$4.5b. Brookdale has over 65,000 employees across 45 states, operating approximately 800 communities.

Bigtincan® Hub™ software platform will be used in unison by Brookdale's teams, to create a single point of truth for access to the best information and content, together with Bigtincan Add-ons designed specifically for Brookdale's use case, to assist marketers in co-ordinating and automating connections to the field. The use of Bigtincan Add-ons to dynamically change the game for Brookdale demonstrates the extensibility of the Bigtincan software platform.

The expanded contract is valued at ~\$1.5m over two years, and will result in the deployment and use of Bigtincan software at Brookdale locations across the USA, from Florida to North Dakota, offering new opportunities to expand on the capabilities and integrations of Bigtincan's platform.

Brookdale is an existing Bigtincan customer with initial deployment commencing in 2018. This recent contract renewal and expansion is an indication of increasing maturity in the market as customers look for multi-year certainty for their commitment to, and supply of, Sales Enablement solutions with Bigtincan.

"It's a great honour to continue and grow our work with Brookdale to assist their acclaimed health care specialists provide service, care and living accommodations to meet the specific needs of their residents." said David Keane, CEO Bigtincan. "We are delighted to see the impact and benefits the Bigtincan Add-on system can deliver in extending Sales Enablement to cover more use cases, and to deepen our connection with the large and growing senior living market segment."

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The expanded contract is a clear example of the strategy behind the Bigtincan business, that is, demonstrating enterprise customers' requirements for a platform that can be extended and expanded through the use of Add-ons and other features, that make the Bigtincan platform unique.

For more information on the Bigtincan solution set visit <http://www.bigtincan.com>

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Further Information

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About Brookdale

Brookdale Senior Living Inc. is the leading operator of senior living communities throughout the United States. The Company is committed to providing senior living solutions primarily within properties that are designed, purpose-built and operated to provide the highest-quality service, care and living accommodations for residents. Brookdale operates and manages independent living, assisted living, memory care and continuing care retirement centers. The Company also offers a range of home health, hospice and outpatient therapy services.

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.

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