

ASX Announcement

15 January 2021

Bigtincan acquires VoiceVibes to Bring AI-Powered Coaching and Sales Guidance to Life

- Bigtincan has acquired 100% of VoiceVibes, a Baltimore, Maryland based company and leader in voice analytics for US\$2.0 million.
- VoiceVibes' technology provides automated coaching that helps people sound more natural and polished when they speak, so they can transform how others perceive them.
- VoiceVibes patented technology, when added to Bigtincan's core sales enablement automation system allows Bigtincan to offer automated coaching and sales guidance.
- The initial cash component of the consideration was fully funded from existing cash reserves raised through the institutional placement conducted in December 2020.
- Bigtincan plans to retain the VoiceVibes team and integrate VoiceVibes technology into existing Bigtincan offerings.
- VoiceVibes revenue in FY21 is not expected to be material.

Bigtincan Holdings Limited (**ASX: BTH**) ("**Bigtincan**", the "**Company**") is pleased to announce that its wholly owned US subsidiary, BTC Mobility, LLC has entered into and completed a Stock Purchase Agreement ("**SPA**") with the shareholders of VoiceVibes and has acquired 100% of the issued capital of VoiceVibes, Inc ("**VoiceVibes**").

VoiceVibes is one of the most advanced audio analytics engines in the market, built by a team of speech, linguistic data science experts and Ph.Ds and supported by US Government funding programs to create the future of voice analytics for coaching and engagement analysis.

VoiceVibes' proprietary data set is one of the largest in the world that can measure human perception of voice. This vast data set is used to figure out how humans perceive emotion and intention from your voice. An independent study by Towson University showed that VoiceVibes successfully predicted 11 "vibes" (ways a human would perceive a voice) with at least 97% accuracy, and all 20 vibes with at least 90% accuracy.

The acquisition is not expected to have a material impact on Bigtincan revenue or costs in FY21.

Commenting on the acquisition, David Keane, Co-founder and CEO of Bigtincan said:

"VoiceVibes' AI-powered coaching platform helps professionals make the best impression, every time they speak. By adding the patented VoiceVibes technology, Bigtincan expands our lead in AI for sales enablement and helps our customers train their sellers faster."

Commenting on the acquisition, CEO of VoiceVibes, Debra Cancro, said: "This is an exciting time for VoiceVibes. Joining forces with Bigtincan at this stage enables us to accelerate the application of our patented AI technology and provide cutting-edge insights into sales coaching and training."

Consideration

Consideration for the acquisition is a combination of cash and equity made up of:

- a cash payment of US\$1,261,600 at Closing (subject to adjustment for transaction expenses, cash balances and indebtedness);
- a cash payment of US\$100,000 on or before the first anniversary of Closing (subject to set-off against warranty claims); and
- the issue of 750,220 fully paid ordinary shares in Bigtincan at A\$1.098 per share based on the 30-day volume weighted average price per share as at 14 January 2021, with a value of US\$638,400.

The initial cash component of the acquisition was fully funded from existing cash reserves raised through the institutional placement completed December 2020.

The share component of the consideration was issued to the CEO of VoiceVibes as part consideration for the transfer of the CEO's shares in VoiceVibes. The shares were issued within Bigtincan's issuing capacity under ASX Listing Rule 7.1. The shares are subject to voluntary escrow restrictions for 12 months (as to half) and 24 months (as to the other half) and are subject to forfeiture in certain circumstances.

Authorised for release to the ASX by Tom Amos, Chairman of Bigtincan Holdings Ltd.

Further Information

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About VoiceVibes

VoiceVibes is a Baltimore, Maryland based company using AI to help teams practice and improve their customer conversations in a scalable, convenient and objective way. The company's automated coaching platform helps managers ensure that their teams are saying the right things and making the best impressions. Used by top organizations for communications coaching, sales readiness, presentation skills practice, patient experience training and interviewing, VoiceVibes is the only platform with automated feedback to tell speakers how others are likely to perceive them - across 20 areas called "vibes." For more information, visit www.myvoicevibes.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.

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