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ASX Announcement

10 September 2021

Successful completion of Retail Entitlement Offer

Bigtincan Holdings Limited (**ASX: BTH**) ("**Bigtincan**", the "**Company**") is pleased to announce the successful completion of the retail component of its 1 for 4 accelerated pro-rata non-renounceable entitlement offer ("**Entitlement Offer**") of new shares in Bigtincan ("**New Shares**"), details of which were announced to the ASX on Monday, 23 August 2021.

The retail component of the Entitlement Offer ("**Retail Entitlement Offer**") closed at 5.00pm (Sydney time) on Wednesday, 8 September 2021 and raised a total of approximately \$56 million. The total amount raised under the placement to SQN Investors, the additional placement to institutional investors and the Entitlement Offer is approximately \$136.5 million.

The Retail Entitlement Offer received strong support. A total of 7,462 valid applications for retail entitlements were received for approximately 33.3 million New Shares equating to approximately \$35 million, representing a take up rate by eligible retail shareholders of approximately 63%.

The approximately 20 million New Shares that were not taken up by eligible retail shareholders under the Retail Entitlement Offer will be allotted to sub-underwriters of the Retail Entitlement Offer.

Approximately 53.3 million New Shares to be issued under the Retail Entitlement Offer are expected to be allotted on Wednesday, 15 September 2021 and will trade on the ASX on a normal settlement basis on Thursday, 16 September 2021. New Shares issued under the Retail Entitlement Offer will rank equally with existing Bigtincan shares as at their date of issue. Holding statements are expected to be despatched on Thursday, 16 September 2021.

Authorised for release to the ASX by the Board of Bigtincan Holdings Limited.

Further Information

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About Bigtincan

Bigtincan is helping the world's leading brands facilitate the buying experience of the future. Everything we offer is designed to be smart, flexible, and easily adapted to unique business processes with highly personalized experiences that people and brands love. We're on a mission to help companies deliver branded buying experiences that are engaging, personalized, provide value and guide people to the best decisions with confidence. Innovative companies like AT&T, Nike, Guess, Prudential, and Starwood Hotels trust Bigtincan to enable customer-facing teams to intelligently prepare, engage, measure and continually improve the buying experience for their customers. For more information about Bigtincan (ASX: BTH), visit: www.bigtincan.com or follow @bigtincan on Twitter.

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