

## ASX Announcement

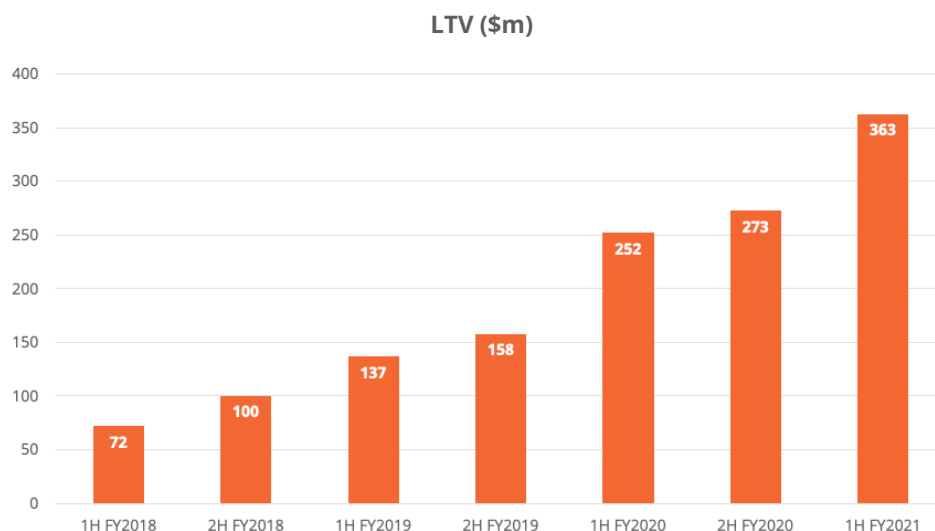
6 July 2021

# Bigtincan Signs \$6.3m Contract Extension

- Bigtincan has executed a 24 month extension with T-Mobile Inc for \$6.3m in total contract value (USD\$4.8m).
- Expands T-Mobile's use case - includes retail stores, B2B sales and other groups across the business utilising Bigtincan's capabilities as a platform including SDK and APIs.

Bigtincan Holdings Limited (ASX: BTH) ("Bigtincan") has signed an extension agreement with existing US based customer, T-Mobile, to extend its contract by \$6.3m of total contract value over two years, for a total contract value of \$18.4m since initial deployment of the contract. Bigtincan's initial contract with T-Mobile was won by competitive tender in August 2017 and involved a deployment at scale of the Bigtincan Content Hub application to 5,500 retail stores on up to 23,000 mobile devices, and has expanded to include the use of Bigtincan Learning Hub across customer facing sales users.

Bigtincan's business model of "land and expand" is designed to enable the company to achieve long term growth through contracts that are underpinned by strong unit economics, created through investment in the core technology platform coupled with smart tech focused M&A. The strong unit economics are underpinned by the cost of acquisition being lower than the high customer lifetime value of a contract like that announced today, contributing to the growth of Lifetime Value ("LTV") and strong LTV/CAC\*. At the end of December 2020, Bigtincan achieved an LTV of \$363m and has achieved an LTV/CAC of between 3.5 and 4.5 since 1H FY18.



\*Lifetime Value to Customer Acquisition Cost ratio

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

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### Further Information

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### 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](http://www.bigtincan.com) or follow @bigtincan on Twitter.

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