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ASX Announcement

25 August 2021

Successful completion of Placement and Institutional Entitlement Offer, raising \$79.4 million

Bigtincan Holdings Limited (ASX: BTH) (“Bigtincan”, the “Company”) is pleased to announce the successful completion of the placement to SQN Investors (“Placement”) of new fully paid ordinary shares in Bigtincan (“New Shares”) and the accelerated institutional component (“Institutional Entitlement Offer”) of its fully underwritten 1 for 4 accelerated pro-rata non-renounceable entitlement offer (“Entitlement Offer”) of New Shares, details of which were announced on Monday, 23 August 2021, raising a total of approximately \$79.4 million (excluding the Additional Placement described below).

Placement

20,000,000 New Shares were issued under the Placement to SQN Investors on Tuesday, 24 August 2021 at an offer price of \$1.05 per share (“Offer Price”), raising \$21 million. The New Shares rank equally with existing shares in the Company (“Shares”).

In addition, the Company is pleased to announce that investors participating in the Institutional Entitlement Offer have agreed to subscribe for approximately 1.17 million additional New Shares, raising an additional amount of approximately \$1.2 million (“Additional Placement”). The Additional Placement is within the Company’s placement capacity under ASX Listing Rule 7.1. Accordingly, no shareholder approval is required in connection with the Additional Placement.

Institutional Entitlement Offer

The Institutional Entitlement Offer will raise proceeds of approximately \$58.4 million before costs at the Offer Price of A\$1.05, which results in approximately 55.6 million New Shares being issued.

New Shares issued pursuant to the Institutional Entitlement Offer and the Additional Placement will rank equally with existing Shares from the date of their issue. Settlement of the Institutional Entitlement Offer and the Additional Placement is scheduled for Wednesday, 1 September 2021, with the New Shares issued expected to commence trading on ASX on Thursday, 2 September 2021.

Retail Entitlement Offer

Approximately \$56 million before costs is expected to be raised through the retail component of the Entitlement Offer (“Retail Entitlement Offer”), details of which were also announced on Monday, 23 August 2021. The Retail Entitlement Offer will open at 10.00am (Sydney time) on Monday, 30 August 2021 and close at 5.00pm (Sydney time) on Wednesday, 8 September 2021.

Eligible retail shareholders with a registered address in Australia or New Zealand on the Record Date of 7.00pm (Sydney time) on Wednesday, 25 August 2021 have the opportunity to invest in New Shares at the Offer Price, on the terms and conditions outlined in the Retail Offer Booklet.

Eligible retail shareholders wishing to participate in the Retail Entitlement Offer should carefully read the Retail Offer Booklet and the accompanying personalised Entitlement and Acceptance Form which will be dispatched to them on Monday, 30 August 2021. A copy of the Retail Offer Booklet will be available on the ASX website at www.asx.com.au from Monday, 30 August 2021.

Recommencement of trading

BTH's Shares are expected to resume trading on ASX from market open today.

Shareholder enquiries

For further information on the Entitlement Offer you should call the Shareholder Information Line on 1300 850 505 (within Australia) or +61 3 9415 4000 (outside Australia) at any time from 9.00am to 5.00pm (Sydney time) Monday to Friday during the Retail Entitlement Offer period.

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

Further Information

Investor Enquiries:

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

Jane Morgan, Jane Morgan Management,
+ 61 405 555 618
jm@janemorganmanagement.com.au

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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