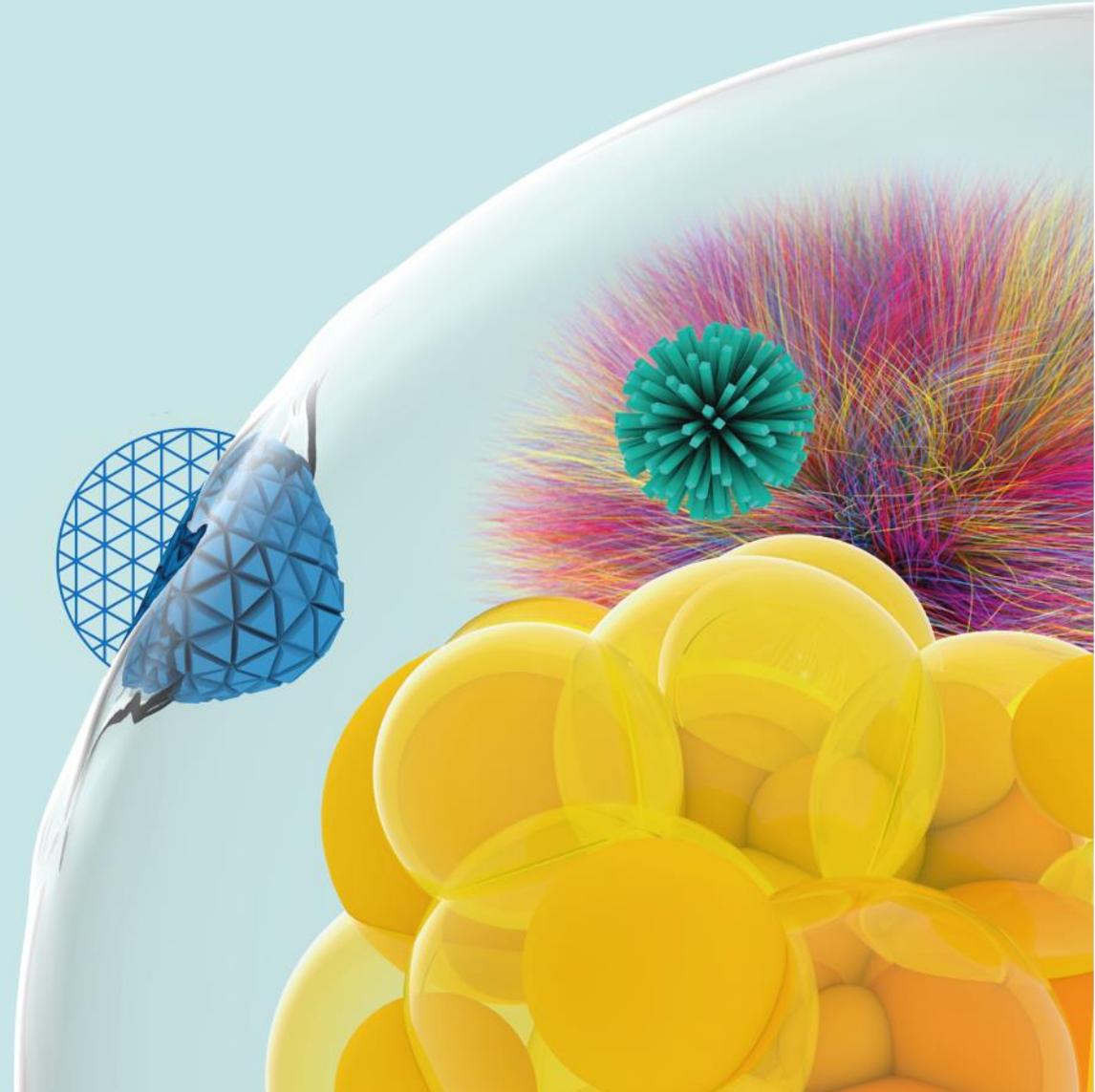


# Introduction to Bango



# The Bango vision

Be the technology behind every payment choice

We achieve this by:

1. Making online commerce frictionless, enabling ubiquitous payment options such as carrier billing, mobile wallets and subscription bundling
2. Using payment transaction data to make marketing more effective through purchase behavior targeting

Both work to accelerate the growth of everyone connected to the Bango Platform.

# Bango leadership team



Paul Larbey, CEO – joined Bango in 2019. He is responsible for driving growth and scale within the business to ensure Bango reaches its goal of becoming the technology behind every payment choice. Previously, he led Velocix from a small start-up to the world's leading IP video streaming specialist. Paul has held leadership positions at Cray Communications, Lucent, Alcatel-Lucent and Nokia.

Ray Anderson, Executive Chair – over 30 years of experience in starting, growing and selling businesses. Ray co-founded Bango in 1999 after realising the potential of access to the internet via mobile devices. He led Bango as CEO for 20 years. As Executive Chair, he is focused on innovation and the strategic direction of Bango.



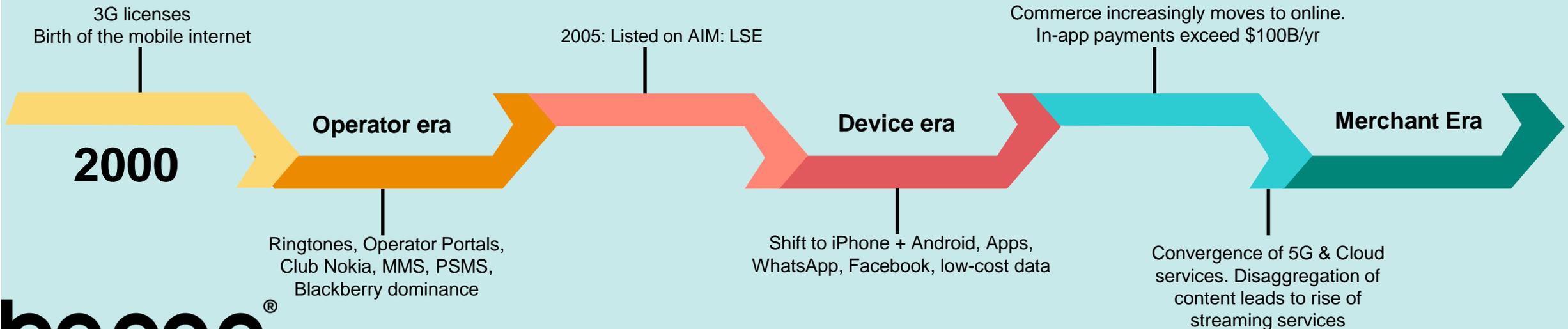
Anil Malhotra, CMO – co-founder of Bango, Anil is responsible for Bango's global marketing activities. He has extensive experience of creating successful, global partnerships between fast-moving technology innovators and major market players.

Matt Garner, CFO – responsible for innovation and management of critical finance functions to ensure the Bango Platform can scale and handle complex requirements. Matt previously held executive roles at Global Invacom, Amphenol Corporation and at Simrad, part of the Kongsberg Group.



# Bango history

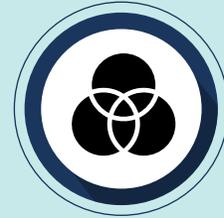
- 20 years ago, we envisioned consumers using **mobile devices to access the internet** and predicted this would stimulate **mobile commerce**.
- This prediction has become reality, and mobile commerce is now synonymous with online commerce.
- By creating the **infrastructure to enable this**, we have become a trusted and valuable partner for key online players; Microsoft, Amazon, Google etc.



# Who we are today



For 20 years Bango has been **making online consumer payments as smooth as possible**



We have a **vast and growing database** of payment transactions by hundreds of millions of shoppers



We are a **trusted counterparty** with a history of dealing with the largest names in online commerce



Applying analytics to the data we gather not only tells us how and when people pay, but also what they buy, helping merchants construct better **targeted marketing campaigns.**



The Bango platform **connects all the major participants** in online commerce, providing infrastructure to merchants, marketers and payment providers



This **connects marketing directly to payments** in a way that has not been possible before.

# Customer diversity – trusted by global brands

Online  
merchants

Payment  
providers

App  
developers



## Building a sustainable business

- Record engagement score in 2021 beating the previous 2020 record
  - NPS > 80%
- Diversity – Core to our values
  - 18 different countries
  - 52% of managers & leaders identify as non-male
- Responsibility
  - Carbon Neutral with commitment to maintain certification and reduce emissions



# Our business in numbers



<b>EUS</b>	<ul style="list-style-type: none"><li>• 2020 : £1.9B</li><li>• 1H 2021 : £1.3B</li></ul>
<b>Revenue</b>	<ul style="list-style-type: none"><li>• 2020 : £12.2M</li><li>• 1H 2021 : £7.1M</li></ul>
<b>Adj EBITDA</b>	<ul style="list-style-type: none"><li>• 2020 : £4.6M</li><li>• 1H 2021 : &gt;£2M</li></ul>

<b>Cash</b>	<ul style="list-style-type: none"><li>• Dec 2020 : £5.8M</li><li>• June 2021 : £7.1M</li></ul>
<b>Bango Audience Days</b>	<ul style="list-style-type: none"><li>• Dec 2020 : 1,946</li><li>• June 2021 : 67,471</li></ul>
<b>App Developers Engaged</b>	<ul style="list-style-type: none"><li>• Dec 2020 : &gt;2,000</li><li>• June 2021 : &gt;4,000</li></ul>

# Bango strategy – the virtuous circle

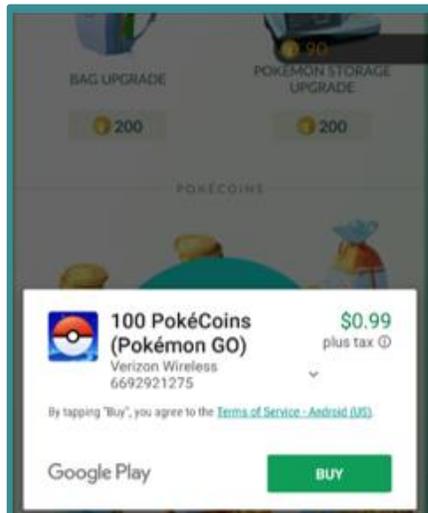
- Bango **Payments** – driving transaction volumes through the platform generating **masses of data**.
- Bango **Marketplace** – utilizing the data to create Bango Audiences, a marketing tool that makes us indispensable to online merchants
- The **more payment** data Bango processes, the **more effective and valuable** Marketplace becomes.
- Marketing that generates **more purchase activity** produces more data insights, which continuously improves marketing effectiveness



# Bango Payments – one platform, any bill

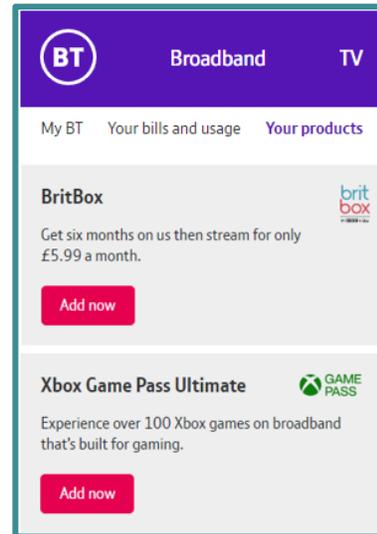
## Carrier Billing

- Consumers pay for digital or physical goods using their prepaid airtime or monthly mobile phone bill.
- Accessible to anyone with a mobile phone
- Simple and easy to use
- Enables those without credit/debit cards to make online payments.



## Subscription Bundling

- Enables the user to charge a subscription to another bill.
- Wide range of payment providers; mobile, broadband, utility etc.
- Makes payments easy for consumers, often providing a discount.
- A new subscriber base for merchants, improving customer retention



## Mobile Wallets

- A digital payment method linked to a mobile phone number
- Users pay for digital or physical goods with a prepaid balance and can top up with cash, so a bank account is not required
- The number one method of online payment, growing faster than credit cards



# Bango Payments – more than just connectivity

We provide data driven insights to our partners that optimize customer acquisition, retention and conversion, including:

- Re-engaging users that have stopped paying or have become inactive
- Optimizing the customer journey to reduce drop off rates.
- Converting users that respond to offers, but do not complete the sign-up process or payment
- Identifying infrequent spenders to incentivize them to engage

**We call this service Boost+**



## Case Study



- du, the leading UAE mobile operator, used Bango Boost to identify and target relevant customers with a DCB re-engagement message.
- Within two weeks of launching the campaign, **20% of the segment had re-engaged** and made at least one purchase with carrier billing.

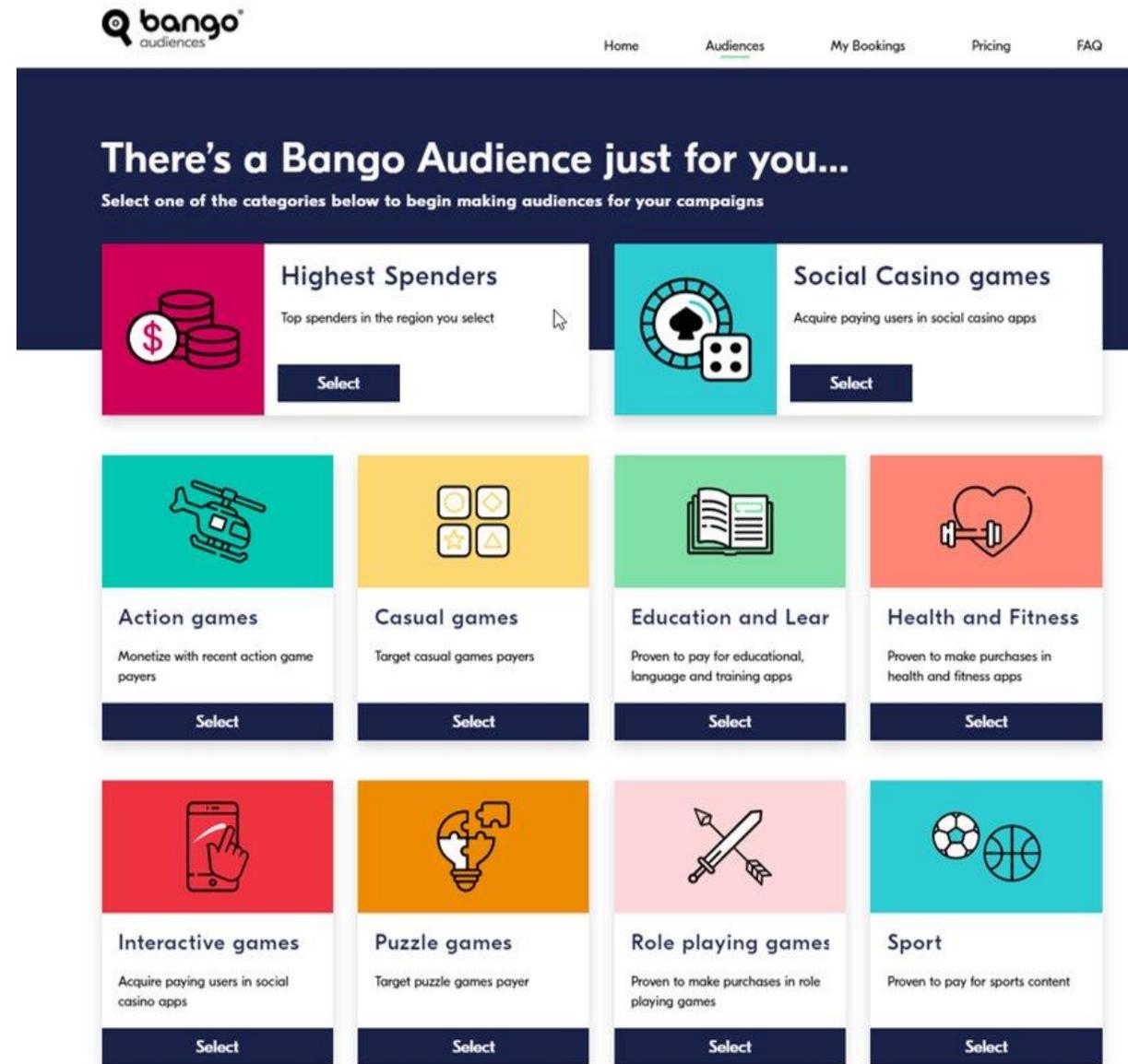
Baseil Zaki, Head of Value Added Services, Devices & Loyalty, du Consumer Services: *“The success we have experienced with the latest Bango technology is significant.”*

20%

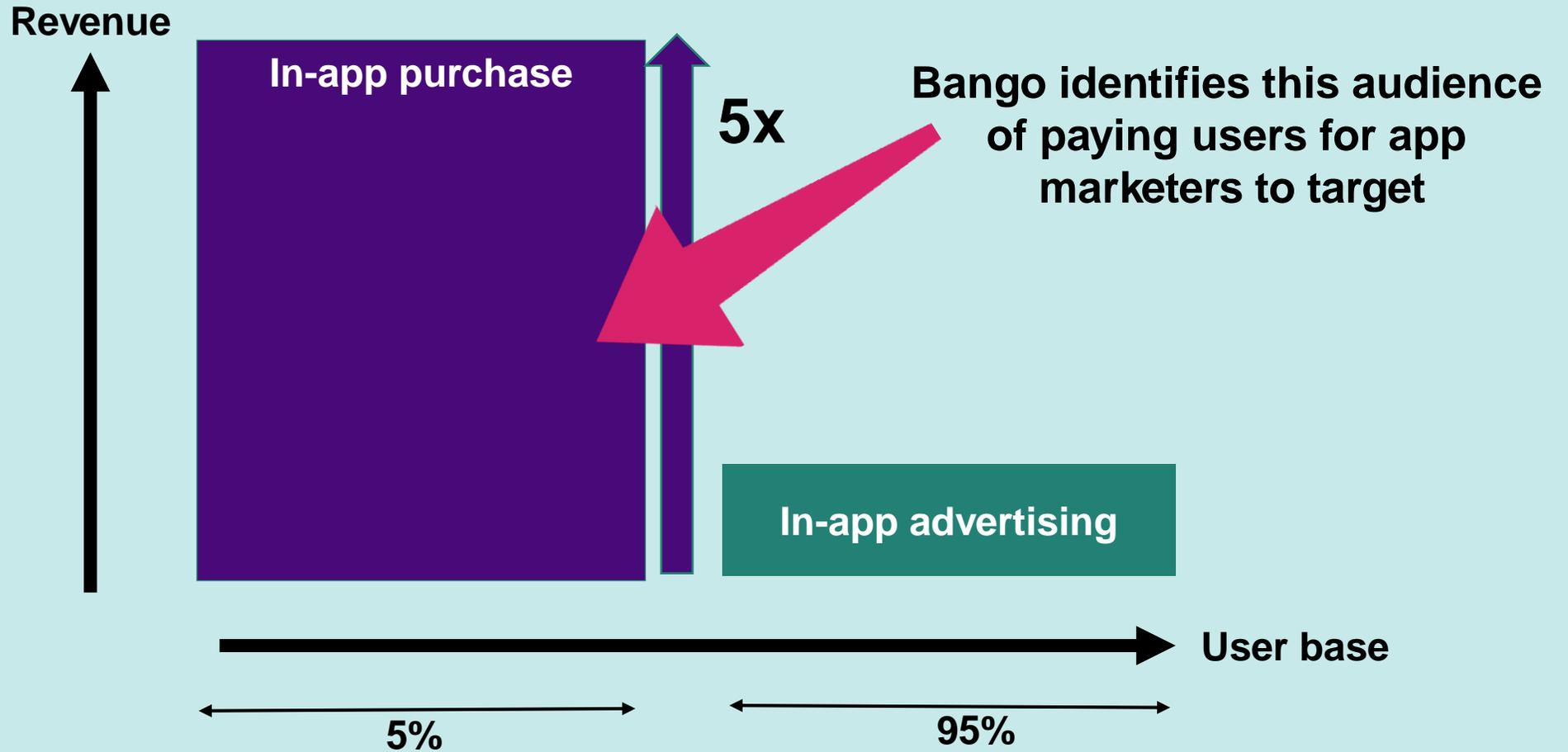
A large, light blue outline of an upward-pointing arrow is positioned to the right of the text. Below the arrow, the number "20%" is displayed in a large, light blue, sans-serif font.

# Bango Marketplace – What we offer

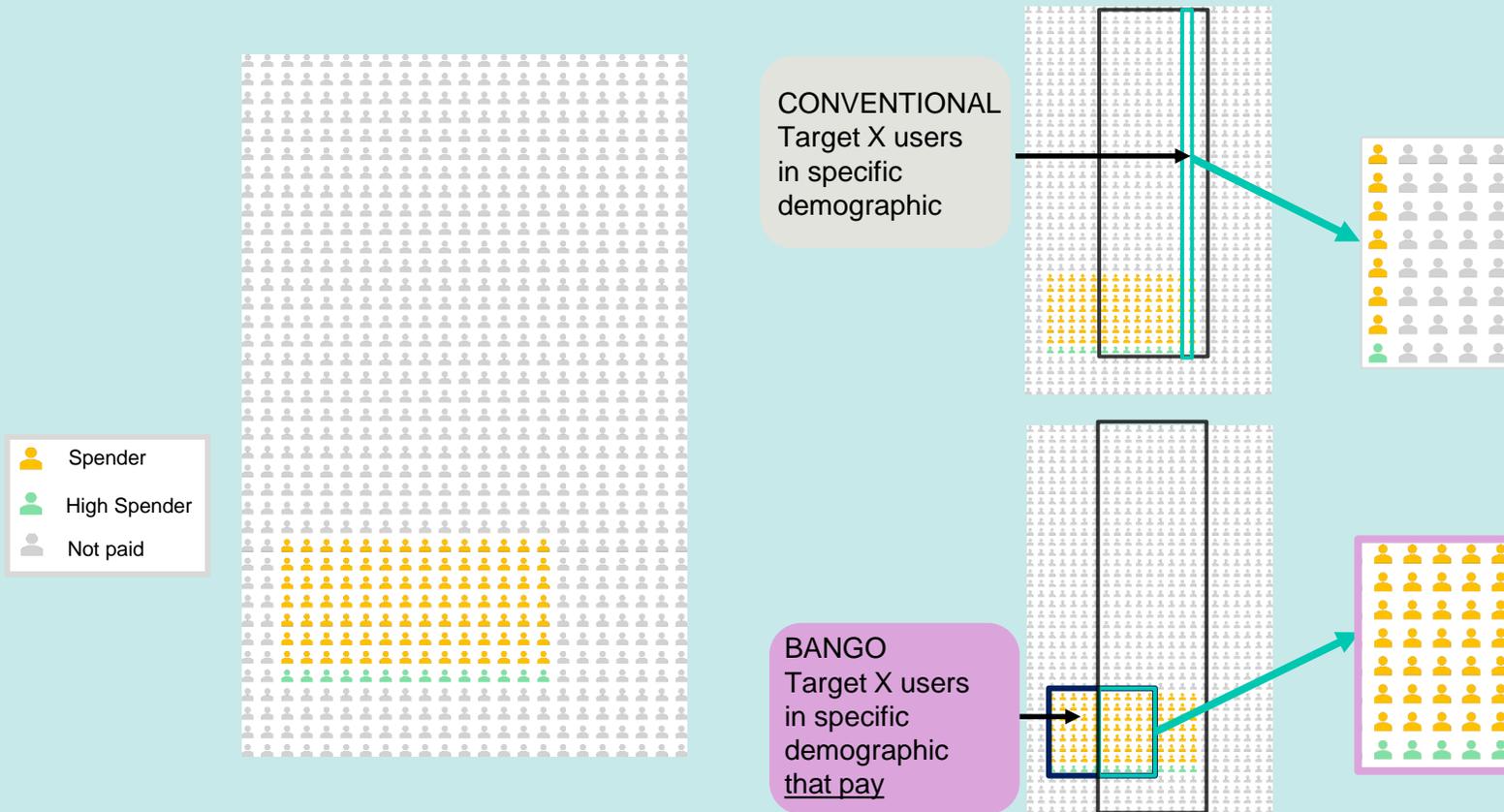
- Bango Payments business generates billions of dollars of transaction data
- We create Bango ‘Audiences’ from this data to enable app developers and merchants to target their marketing campaigns on paying users.
- Characteristics include:
  - Users that pay
  - how much they spend
  - what content they buy
  - how often they buy
  - top spenders
  - frequent spenders
  - active paying users



Reach the 5% of app users who deliver over 80% of revenue



# Bango Marketplace – How it works



Campaigns targeted with Bango Audiences acquire more paying users, who spend more

## CASE STUDY



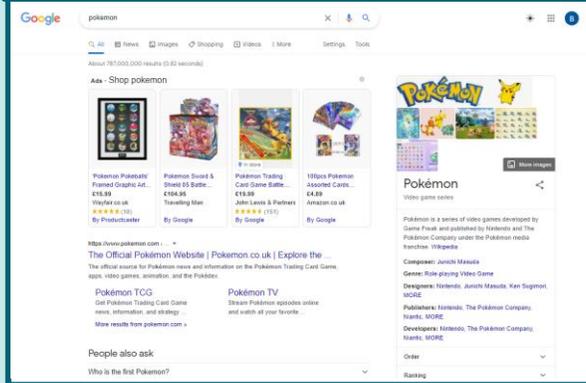
- 3.9X higher Return on ad spend
- 3.6X higher user Lifetime Value
- 2.8X higher conversion rate of payers
- 25% lower cost per install

# The technology behind every payment choice

20 years ago



Search



Target based on what people look for

10 years ago



Like

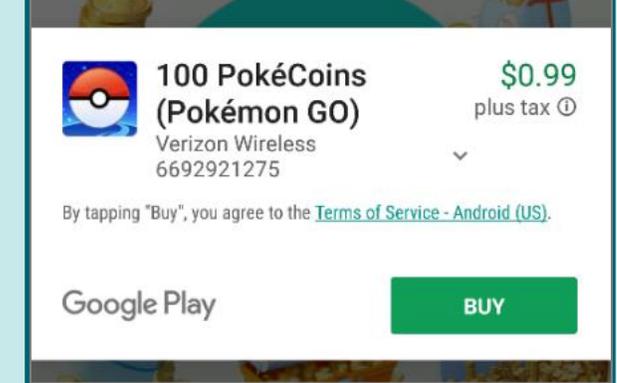


Target based on what people say they like

Today



Buy



Target based on what people pay for

# Data Security – compliant and protected

**We ensure full data compliance and protection with our triple lock system.**

1. Customer consent – is obtained by the primary data collector at the point of sale. E.g. when a customer signs up for a phone contract.
2. Transaction data – data is fully encrypted and anonymised. It is never sold or passed onto a third party.
3. Consent to advertise – is obtained by the social media platform at the point of sign up. E.g. when a Facebook account is created.

Regulations such as GDPR and CCPA are helpful as they make the rules around data far clearer. Bango's triple lock process prioritises customer consent and ensures we comply with both.



# Bango business fundamentals

Payments earns  
~0.5%-3.0% of the value  
of the transaction

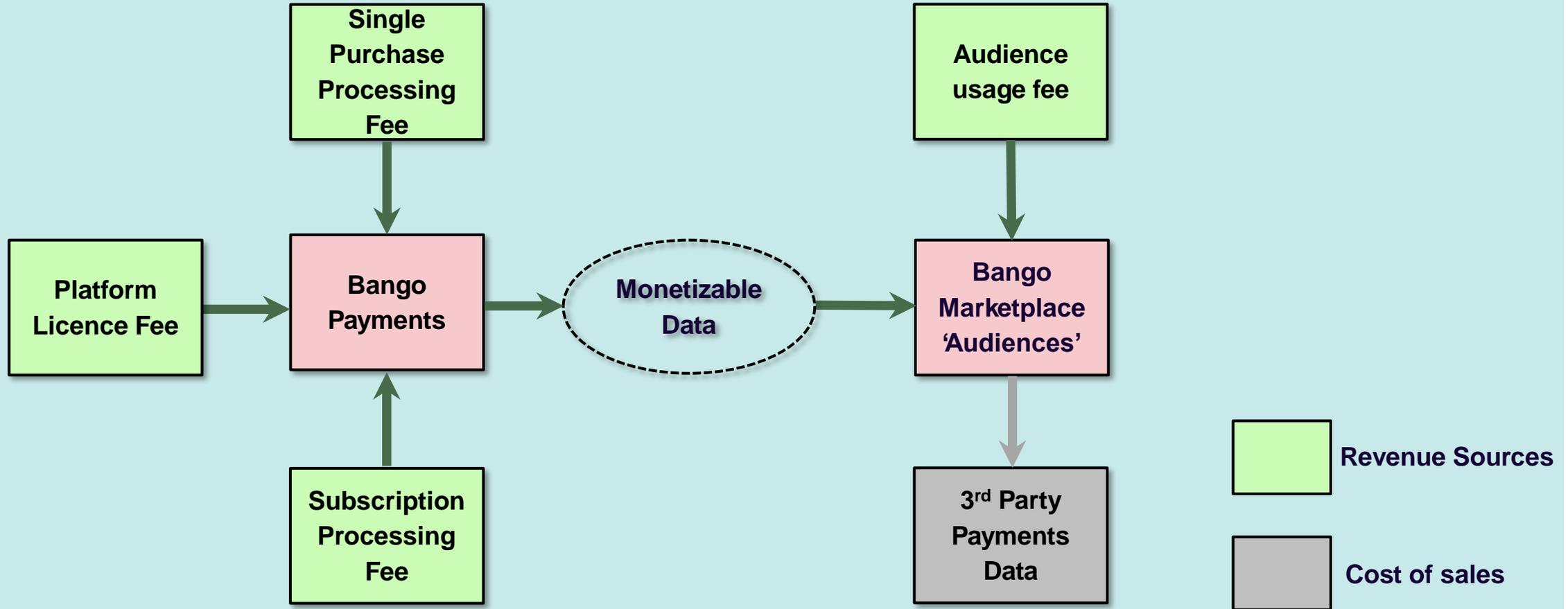
Marketplace 'Audiences' are  
bundles of targeted data  
rented out for 7-10% of ad  
campaign spend

Current revenue dominated  
by Bango Payments, Bango  
Marketplace growing  
rapidly

A portion of revenue  
generated in Bango  
Marketplace is shared  
back with the data supplier

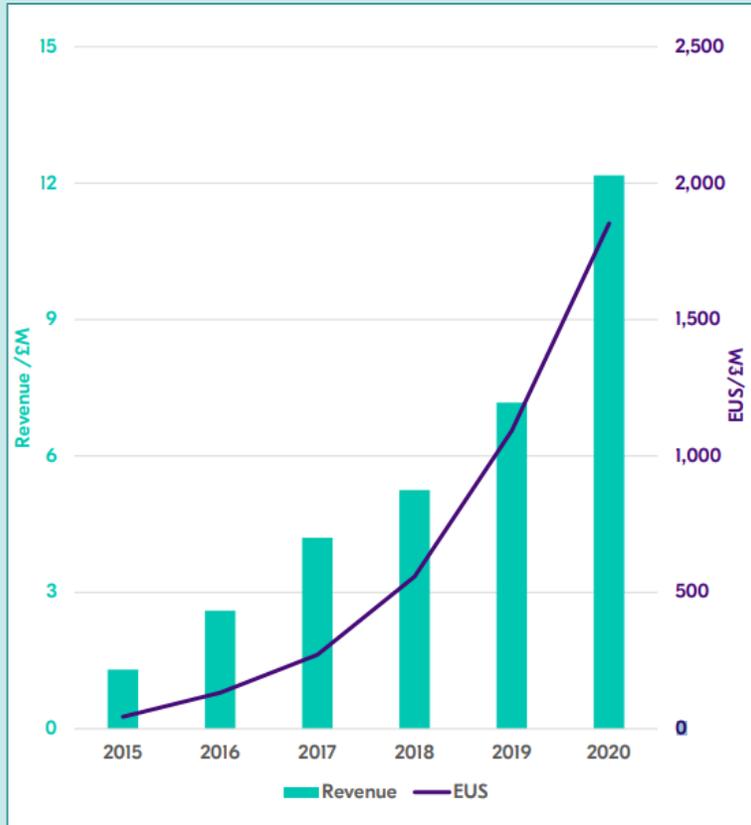


# Bango revenue model

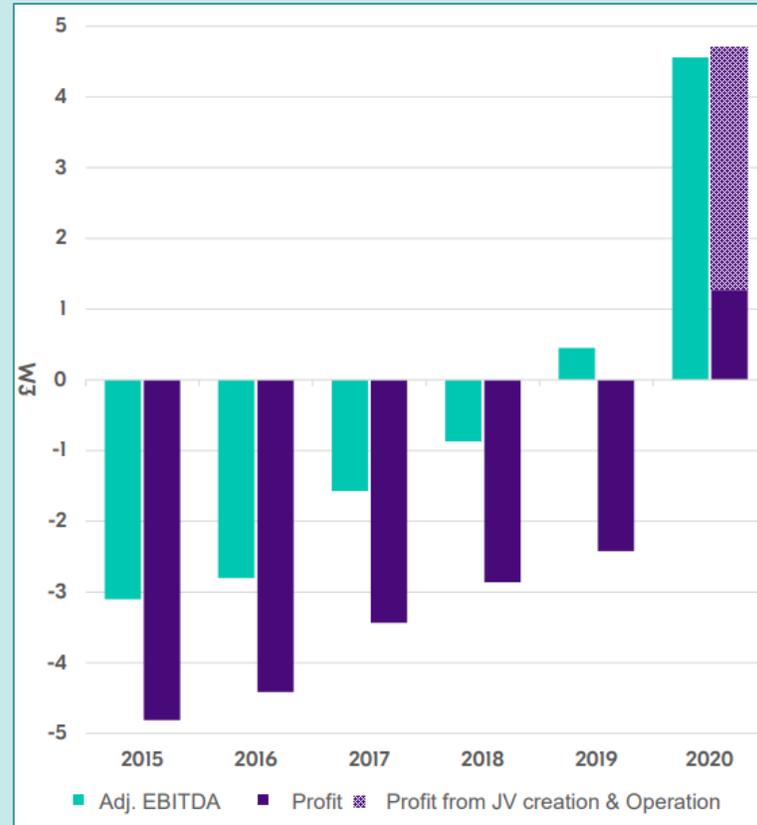


# Financial highlights

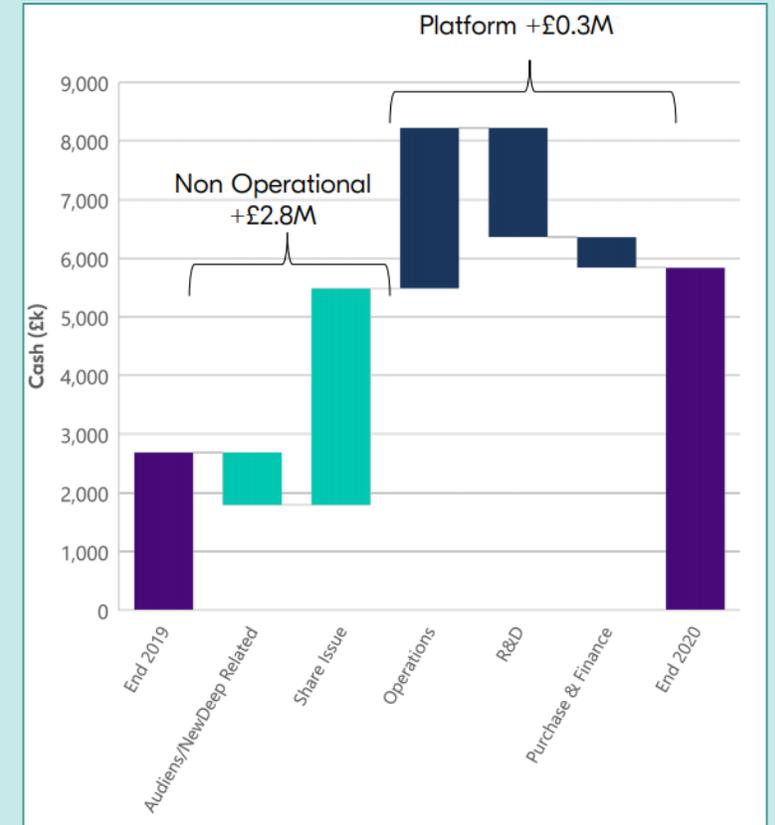
## Record Growth



## Increasing Profitability

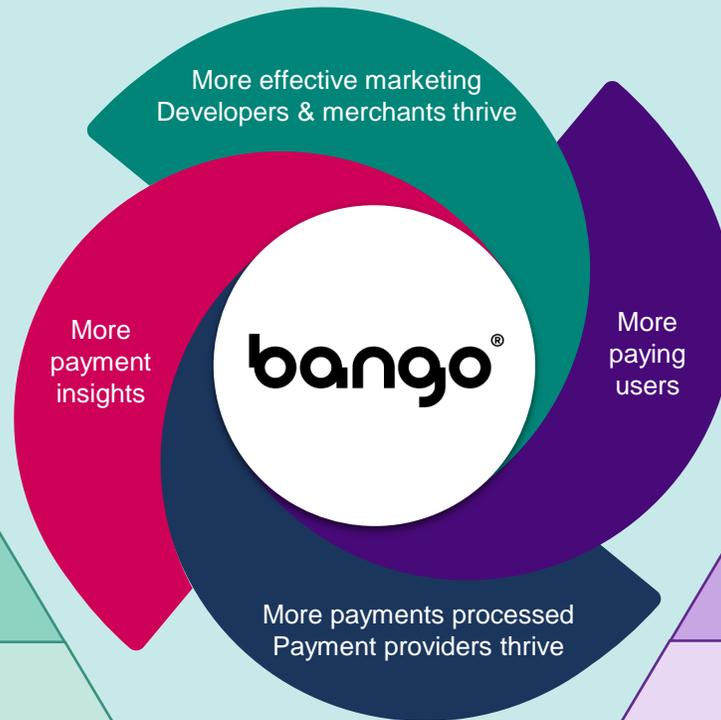
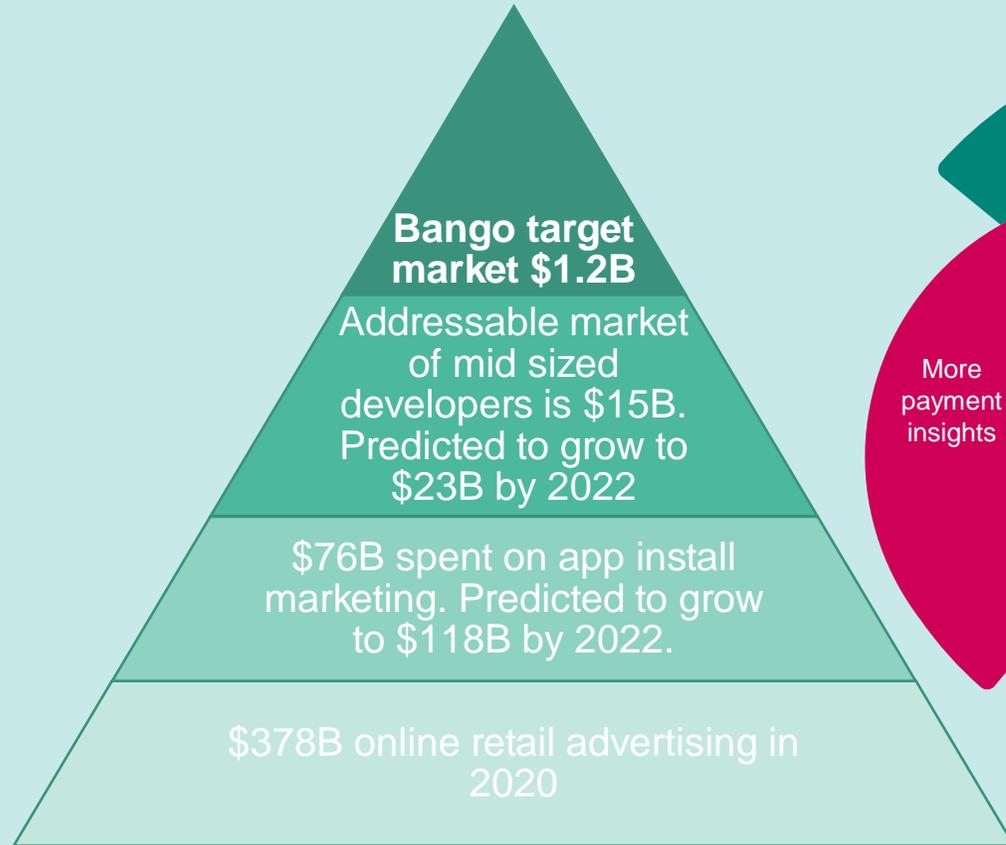


## Cash to fuel growth

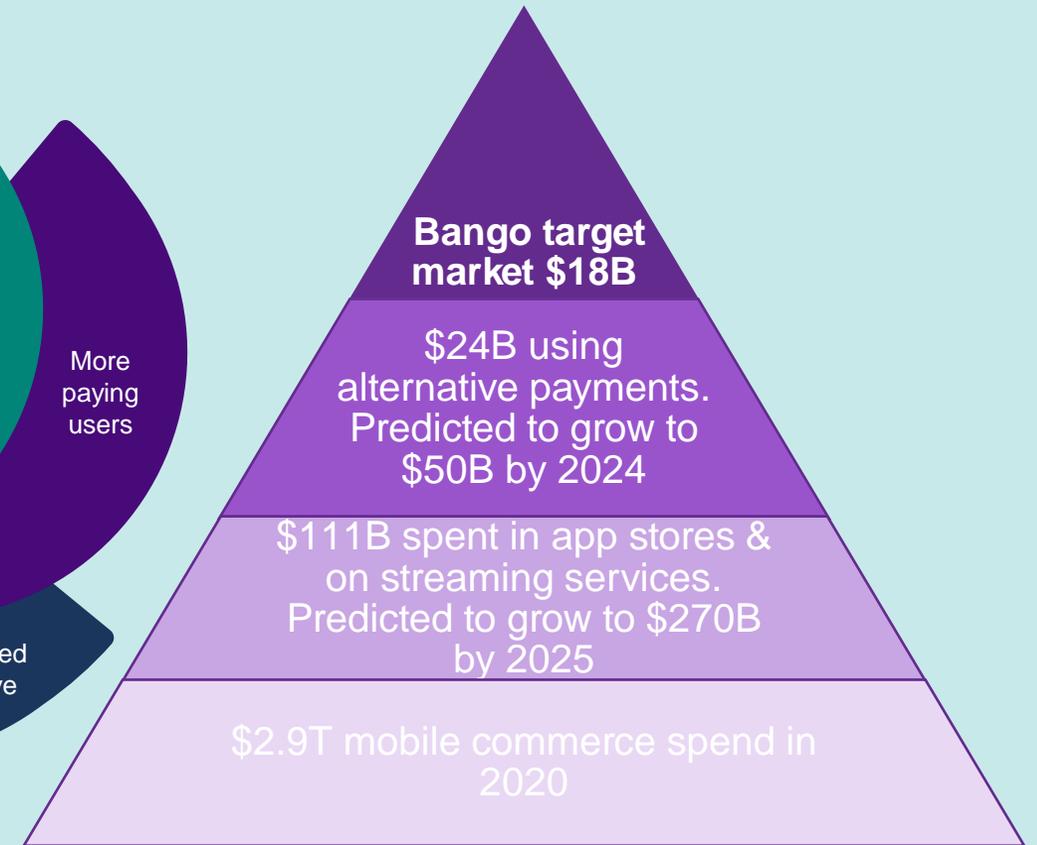


# The market opportunity – Bango data is our ‘moat’

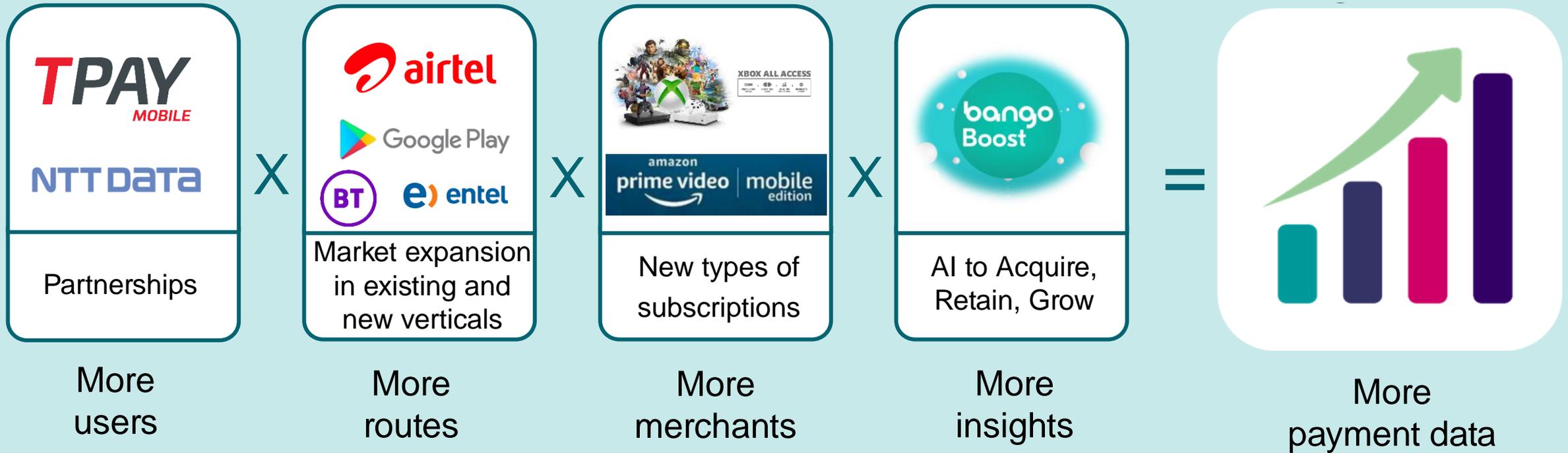
## Bango Marketplace



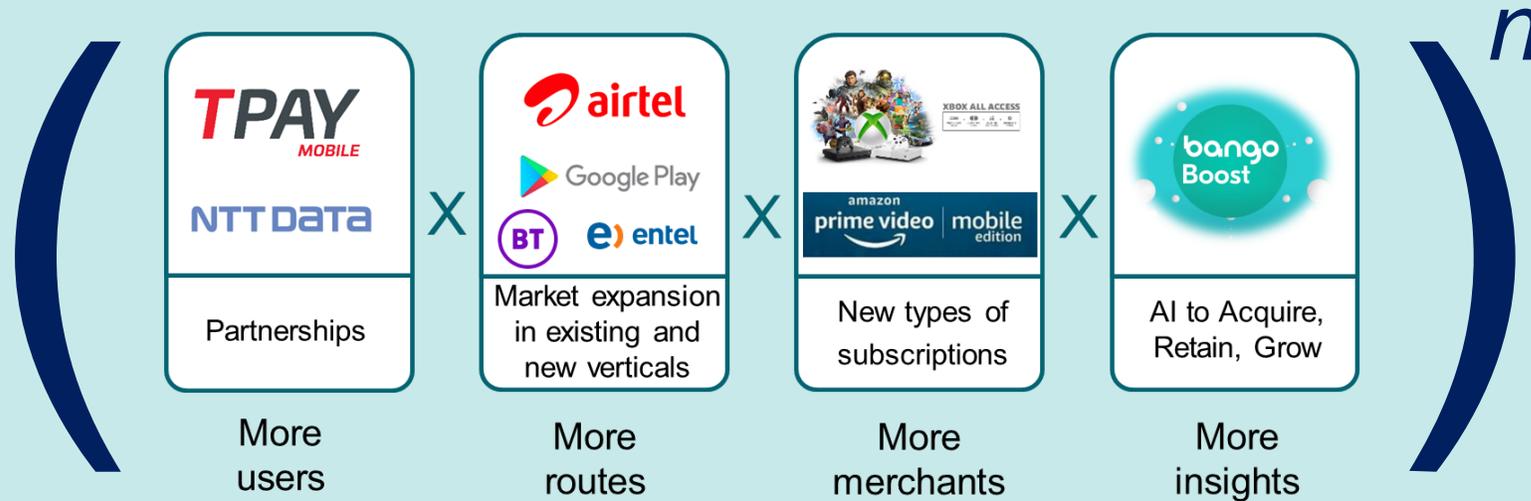
## Bango Payments



# Payments – continued growth



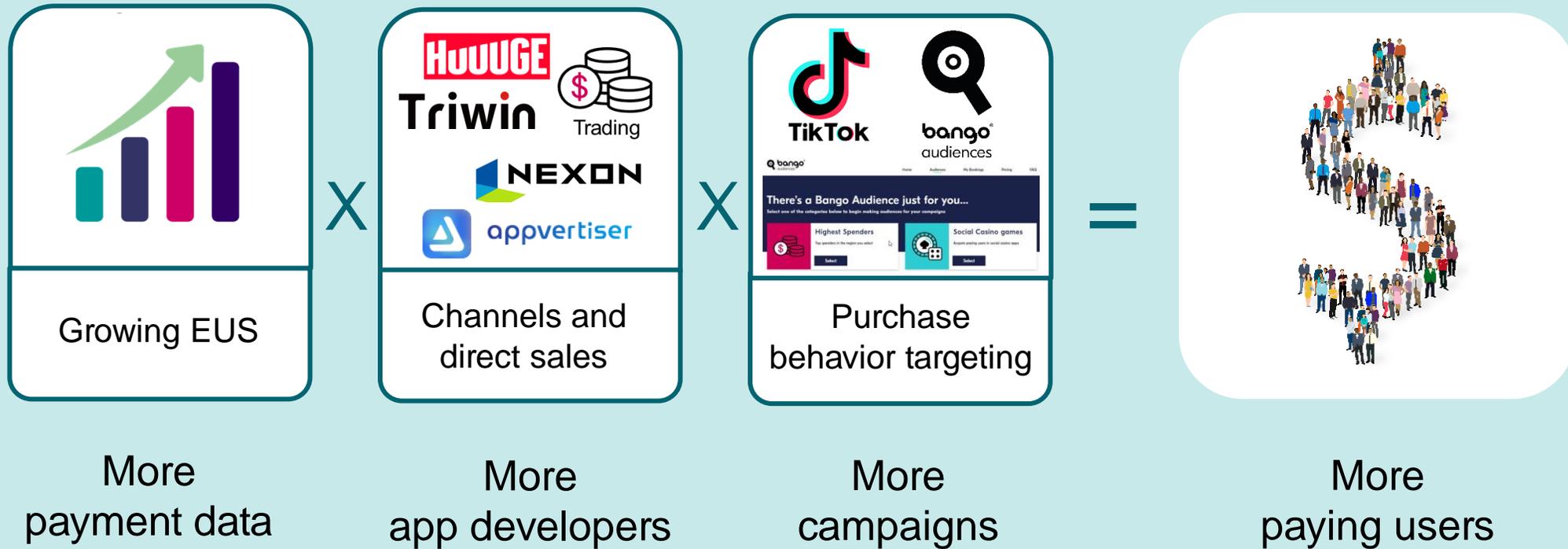
# Payments – Power of the platform



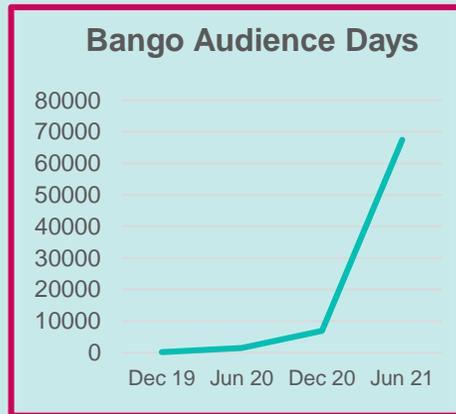
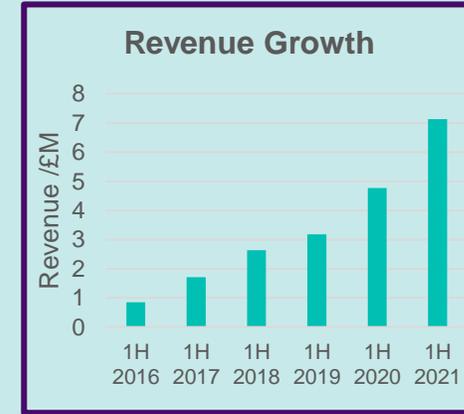
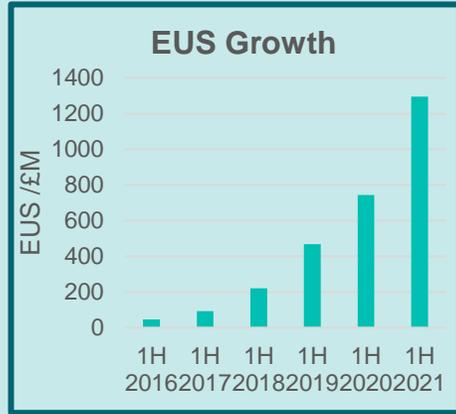
*where  $n = \text{Bango platform effect}$*

- Increasingly Bango is becoming the default platform for 3<sup>rd</sup> party service bundling
- Key wins with industry leaders – BT, Verizon, + others
- Platform SaaS revenue often incremental to payment revenue
- Platform has its own virtuous circle
  - Platform drives new merchants, which drives new routes, which become platform deals

# Purchase Behavior Targeting accelerating



# KPIs to track progress



# Why Bango will succeed

- **Track Record** – 20 years of innovation and growth in mobile commerce
- **Trust** – Long-term partnerships with the world's biggest internet companies
- **Platform effect** – Each new partner benefits from the activity of all existing partners and improves the performance of everyone across the platform
- **High margin** – The cost of each new transaction is zero, therefore additional revenue is very profitable
- **Virtuous circle** – Valuable purchase data boosts payment volumes, which drives more purchase data
- **First mover** – Only platform applying payment insights to optimize online marketing campaigns

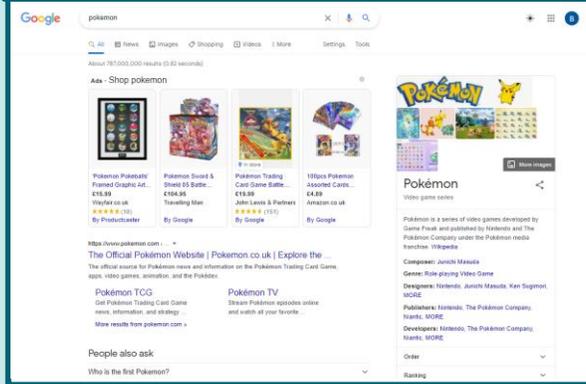


# The technology behind every payment choice

20 years ago



Search



Target based on what people look for

10 years ago



Like

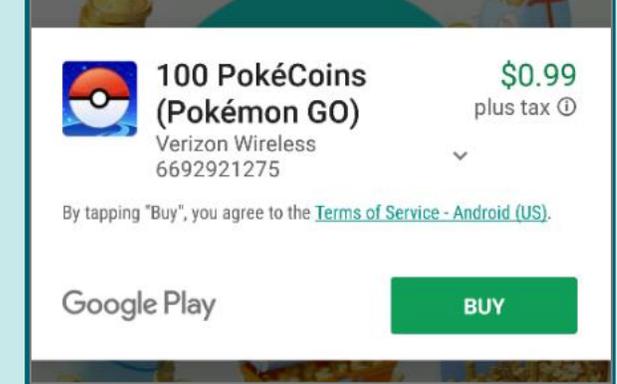


Target based on what people say they like

Today



Buy



Target based on what people pay for

**Thank you**

