

Bango Interim Results

BGO.L September 2020

Paul Larbey : CEO

Ray Anderson : Executive Chair

Carolyn Rand : CFO

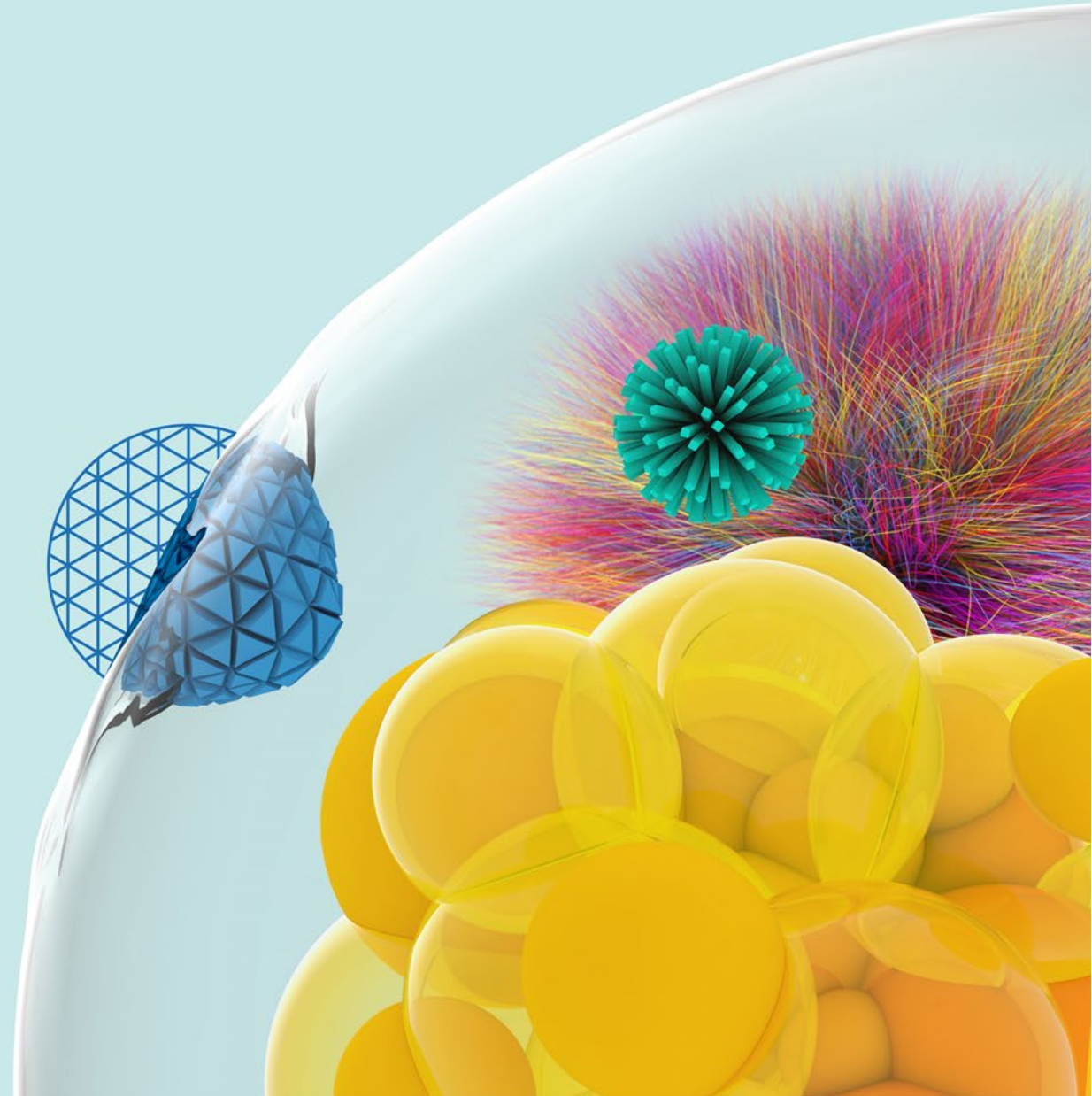
Anil Malhotra : CMO

<https://bangoinvestor.com/directors/>



Welcome & Introduction

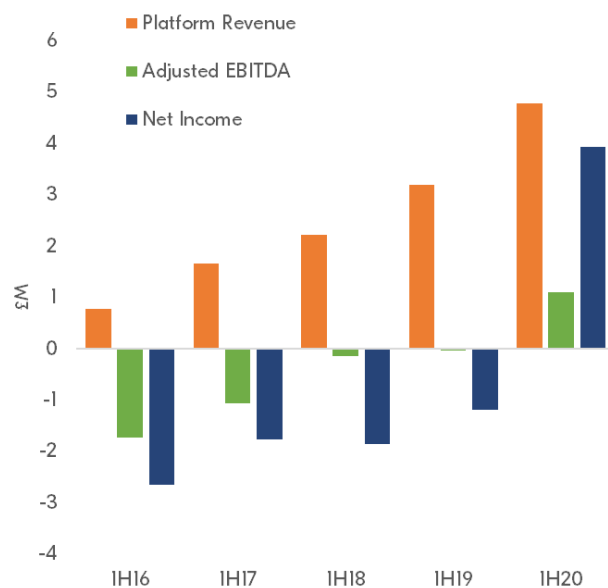
Paul Larbey, CEO



1H2020 highlights

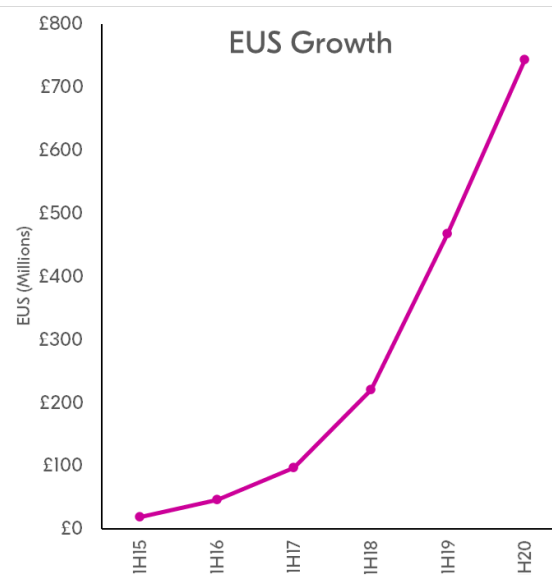
Robust financial performance

50% revenue growth
Profitable & generating cash



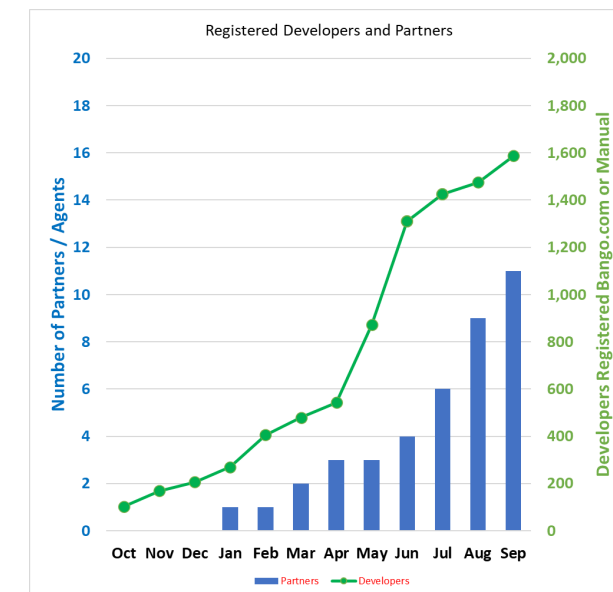
Exponential payments growth

Continued EUS growth
740M in 1H2020, on track for £2B



Bango Marketplace gaining momentum

Increasing developer engagement
Proven results



Bango unique, virtuous circle

1. App Annie. \$120B in 2018. CAGR 13.9%
2. Source Reportlinker.com. \$30B in 2019 CAGR 11.5%
3. AppsFlyer. \$60B in 2018. CAGR 32%

Market

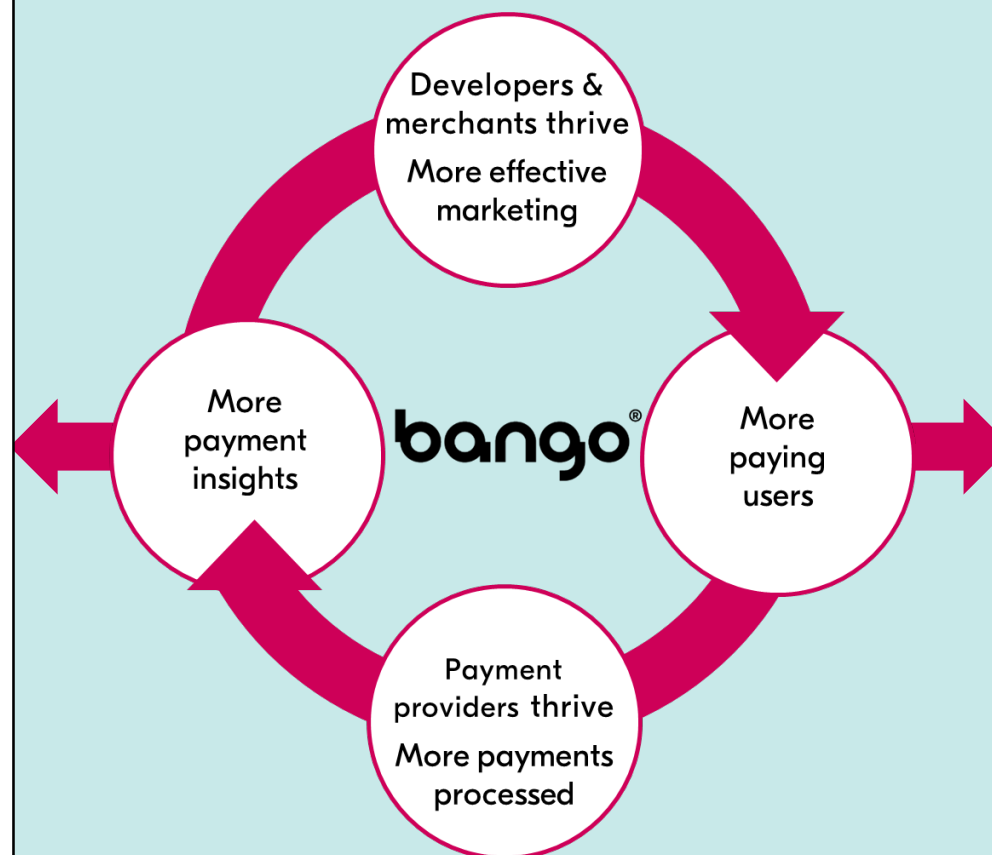
App developer marketing³

- \$60B – CAGR 32%

Targeting Digital Marketing

Products

- Bango Marketplace
- Bango Audiences



Market

App Store Payments¹

- \$120B – CAGR 13.9%

Carrier Billing²

- \$30B – CAGR 11.5%

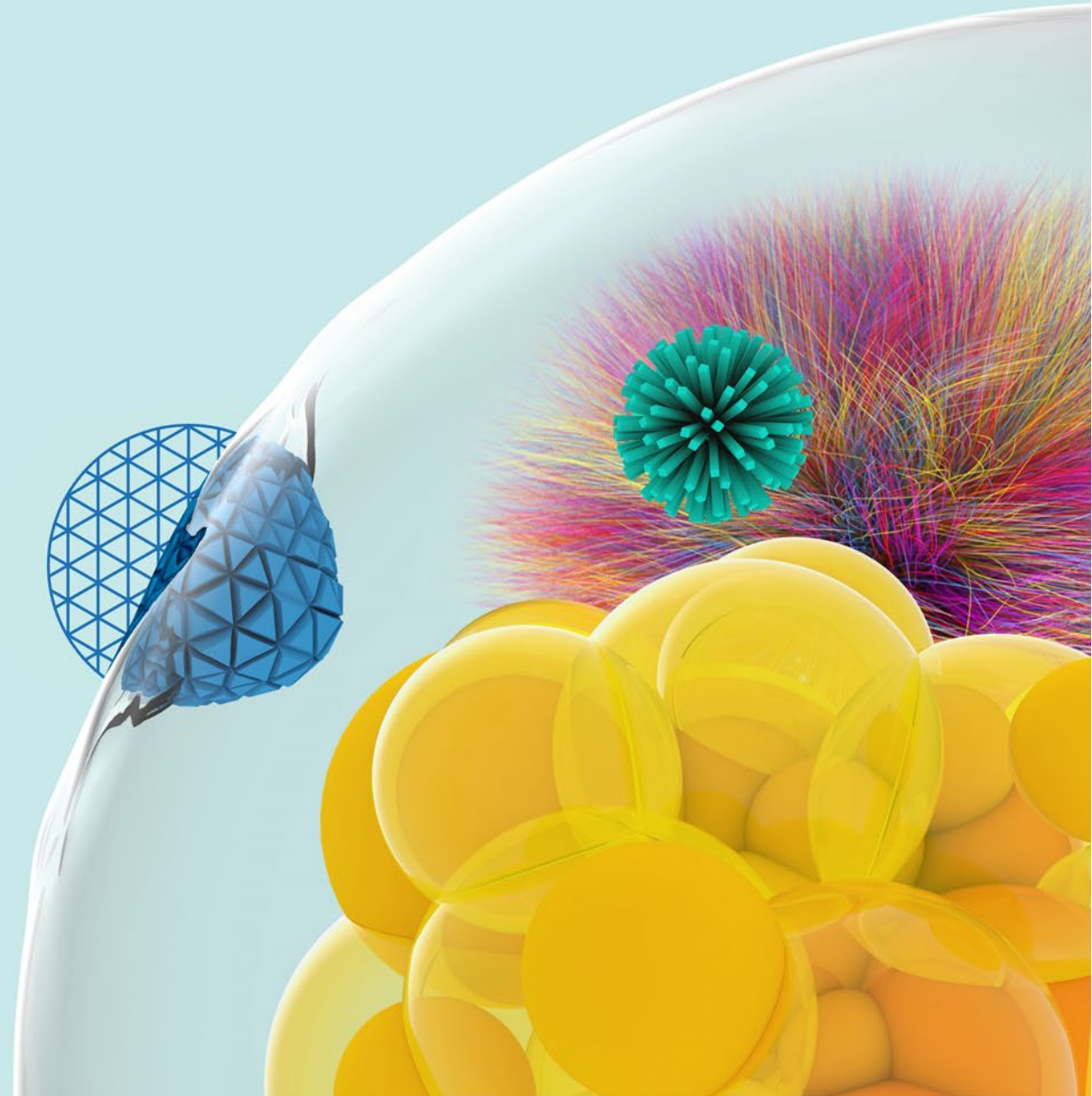
Subscription bundling

Products

- Bango Payments
- Bango Resale
- Bango Boost

Bango and NHN

Ray Anderson, Exec Chair



NHN partnership and synergy

- NHN is a South Korean internet giant
 - payments, entertainment, games, data analytics, and diverse portfolio (KOSPI : 181710.KS)
- Announced a data partnership for Bango Marketplace in 2019
- Discovered extensive synergies
 - Deep data analysis and technology
 - NHN experience with payment data
 - NHN global expansion plans
 - Cultural fit
 - Growth ambitions

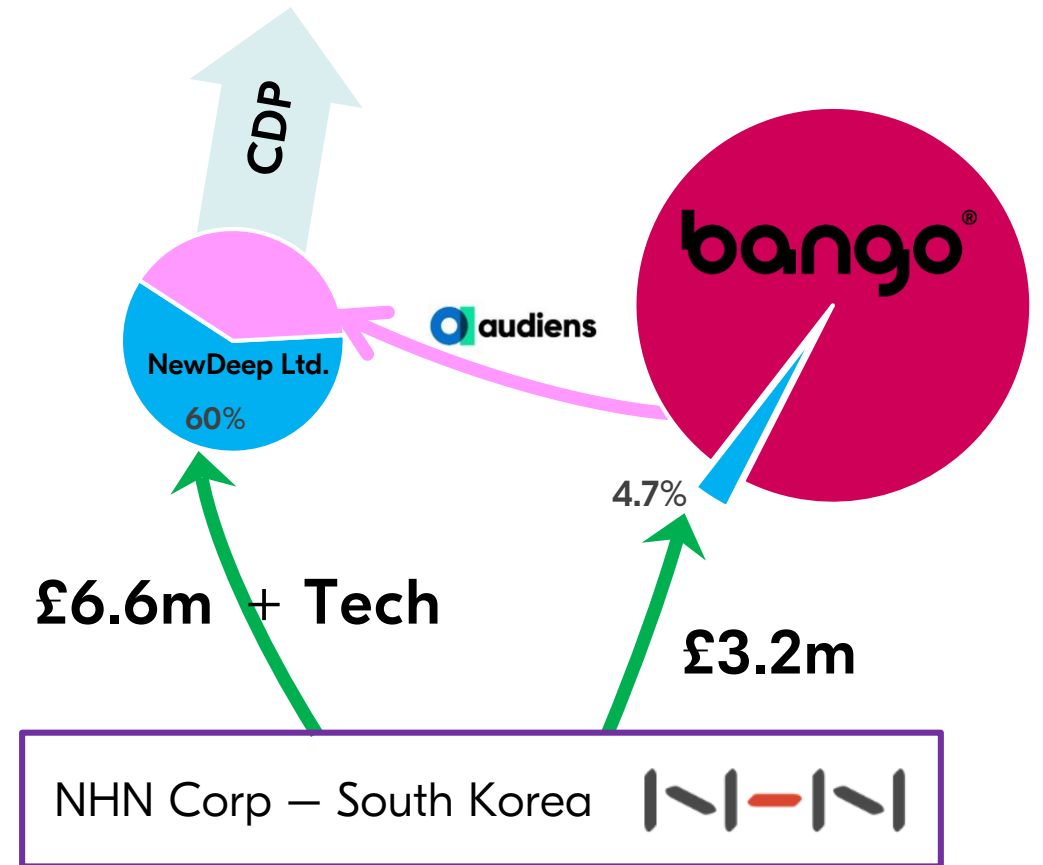


“ We take this partnership as an opportunity to cement its position in the data science and lead the industry” ”

Jinsoo Lee —NHN Director

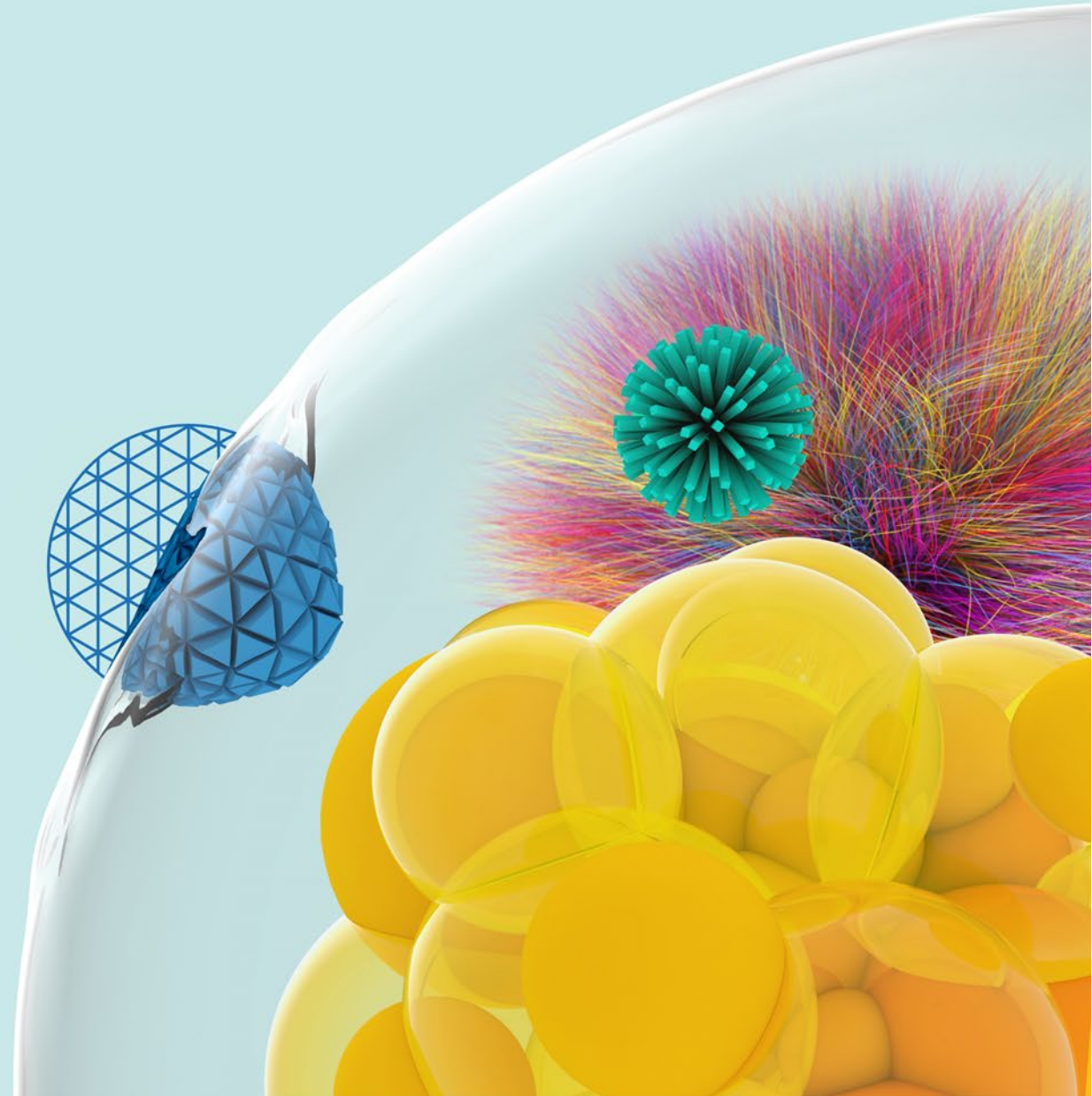
The NewDeep (Audiens) Joint venture

- CDP spin-out growth opportunity
 - NHN know-how, technology and data-science expertise will accelerate the growth of the Audiens CDP business
 - Creation of a global leader
- NHN investment to fuel growth
 - £6.6m for 60% of new JV
 - £3.2m for 4.7% of Bango plc
- Ambitious plans for JV
- Bango / NHN relationship strengthened



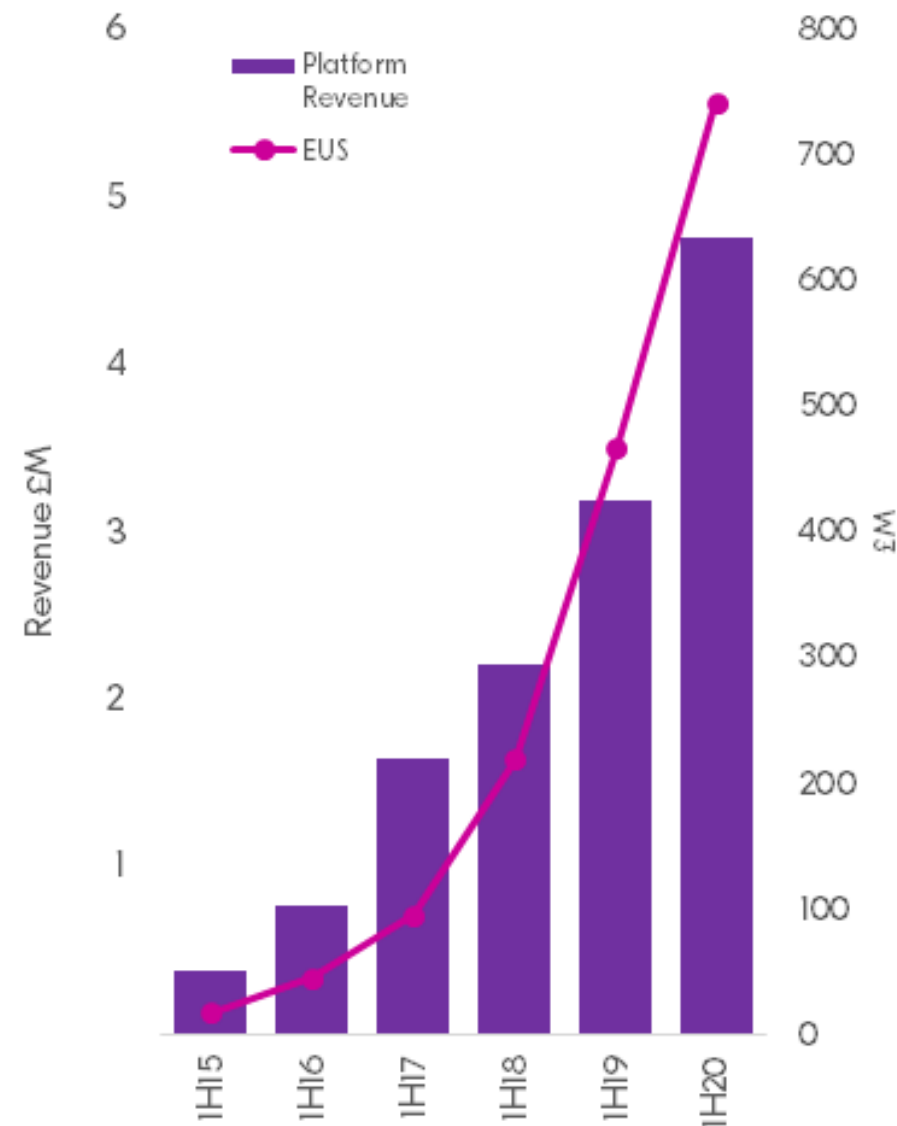
Financial highlights

Carolyn Rand, CFO



1H2020 results

- End User Spend (EUS) £743M in 1H2020
- EUS on track for £2Bn in FY2020
- Continuing the exponential growth delivered by Bango for the last 6 years
- Maintained 98% margin
- Revenue* grew 50% to £4.8M (1H19 3.2M)



* Excluding revenue from the strategic partnership (discontinued operations)

1H 2020 Income statement

- Revenue £4.8M up 50%
- Operating costs £3.6M up 11% (on plan)
- Adj. EBITDA £1.1M
(more than double full year FY2019)
- Platform generating profit
- Net Income £3.9M
- EPS 4.9p
- Generating cash from operations
- Cash on 30 June 2020 £4.2M

	1H20 £M	1H19 £M
End User Spend	743	467
Payments and continuing Revenue	4.8	3.2
Gross profit	4.7	3.1
Operating costs (Admin)	-3.6	-3.3
Platform Adjusted EBITDA	1.1	-0.1
<i>Items not related to the NHN JV</i>		
Other Admin costs and Net interest, tax and OCI	-1.0	-1.6
Platform Profit *	0.1	-1.7
<i>Items related to the NHN JV</i>		
Profit from discontinued operations and associate	3.8	0.2
Net income	3.9	-1.2
Earning per share (pence)	4.9p	-1.8p
Cash £M	4.2	2.25

* This is for illustration only and is not part of the reported results

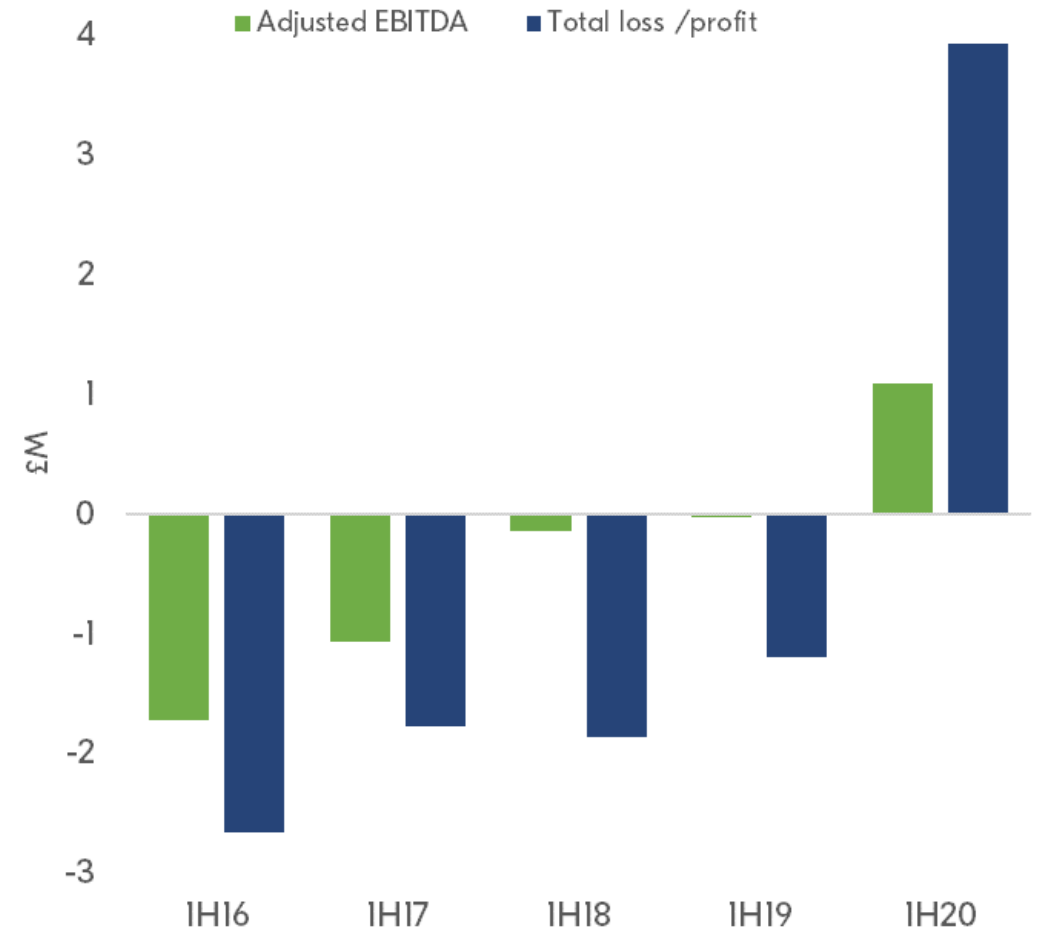
1H20 Summary

Revenue 50% growth

Platform generating cash

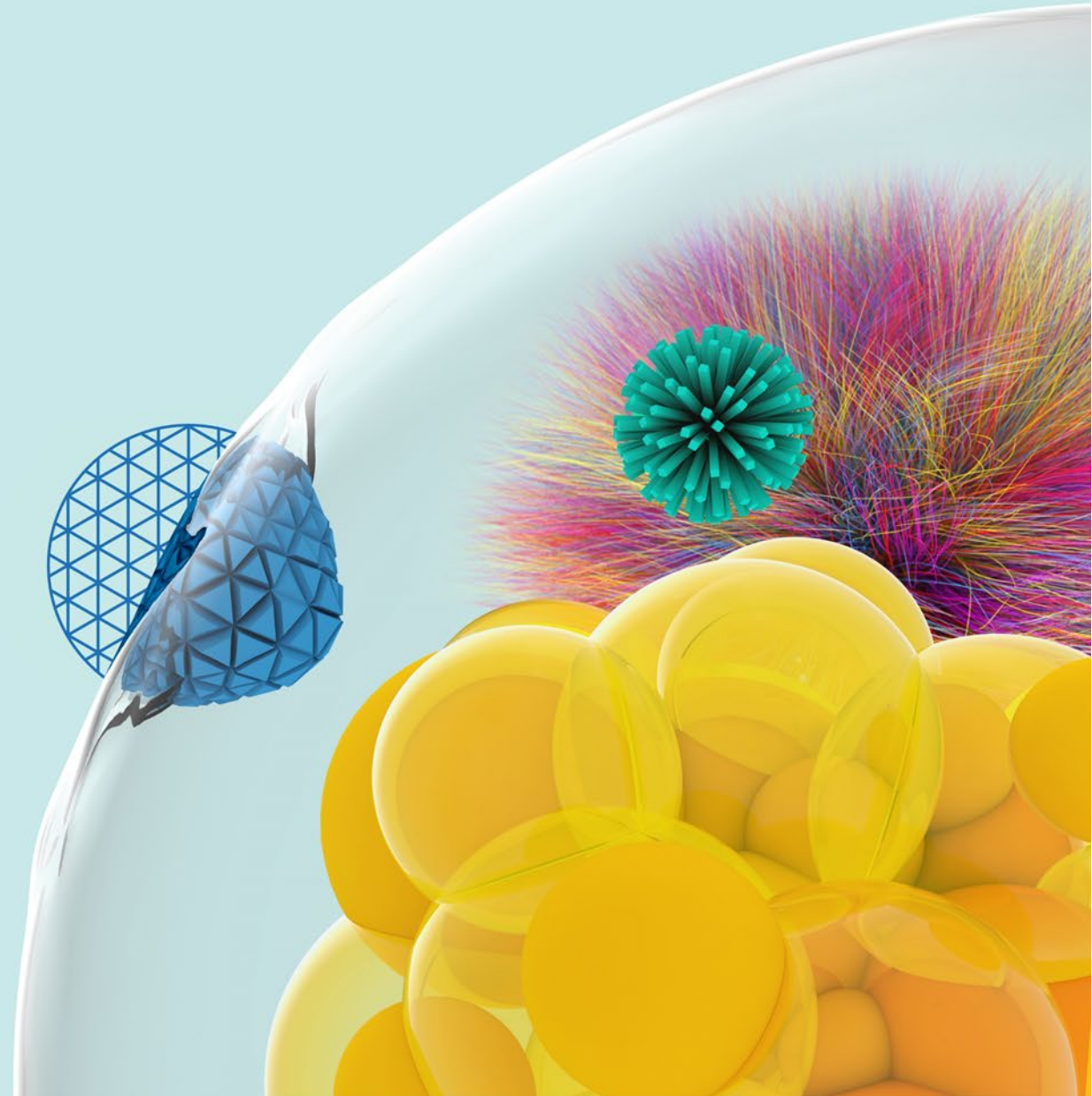
Profitability clear

- Adjusted EBITDA £1.1M (23% of Revenue)
- Total comprehensive profit £3.9M
- £5M improvement on 1H19



Operational highlights

Paul Larbey, CEO



Formula for exponential growth

More
users



X

More
routes



X

More
merchants



X

More
insights

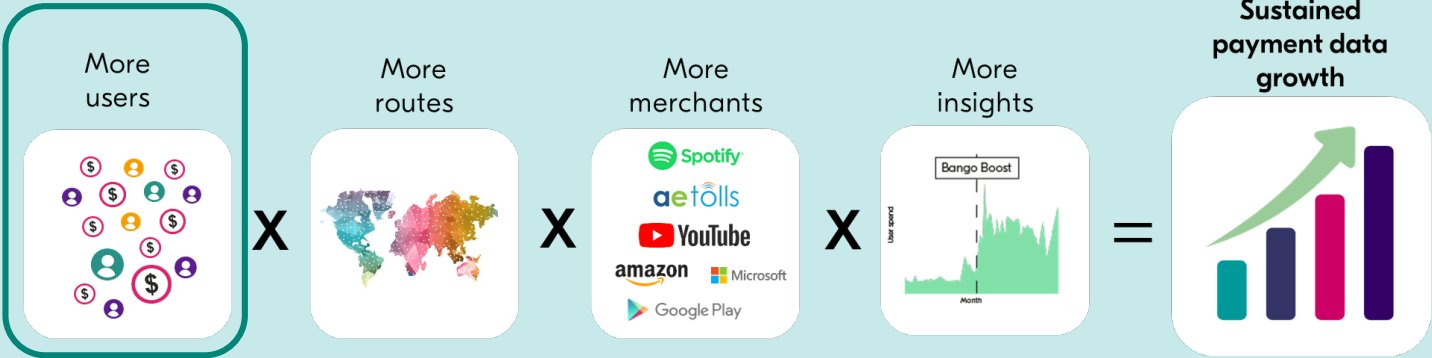


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Sustained
payment
data growth



Foundations for exponential growth



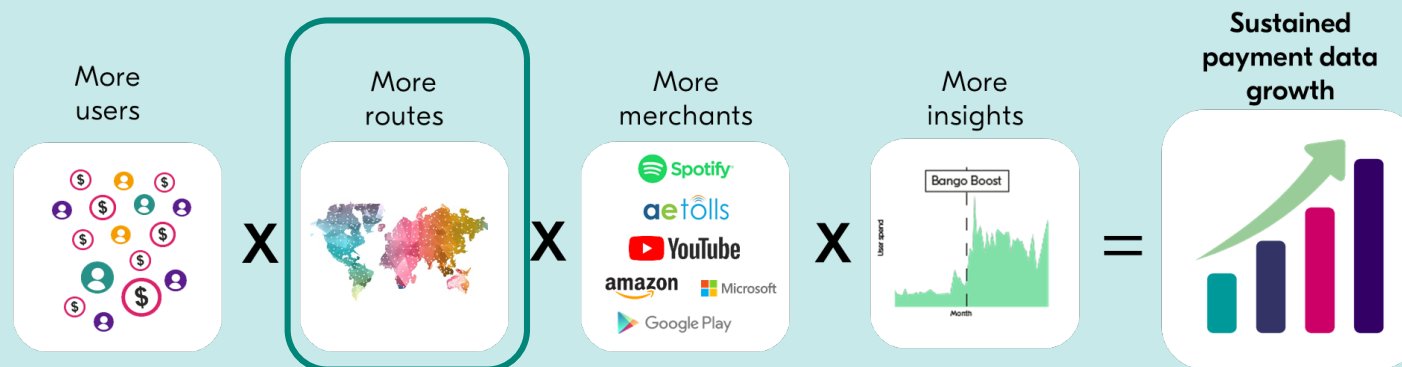
- When people spend more time at home they spend more time online and spend more online
- 45% increase in users in 1H20 vs 1H19
- Surge in users converted to buying apps, subscriptions and physical goods with DCB

Online consumer spend following the outbreak of Covid-19

Commerce Category	Avg increase in 1 st week of containment	Avg. increase in 1 st week of lockdown
Social Gaming	+10%	+21%
Online Goods	+11%	+21%
Streaming	+14%	+25%
Food Delivery	+30%	+40%

Note: These changes represent data taken from one week across a range of sources.

Foundations for exponential growth



85% of 1H 20 revenue from deals done prior to 2019

New wins build foundation for 2021 and beyond

Increased platform usage by major merchants

Standardizing on Bango Platform

- Global telco platform deal

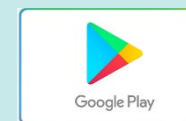
Expanded market opportunity

- Two retailers join the Bango Circle as payment providers

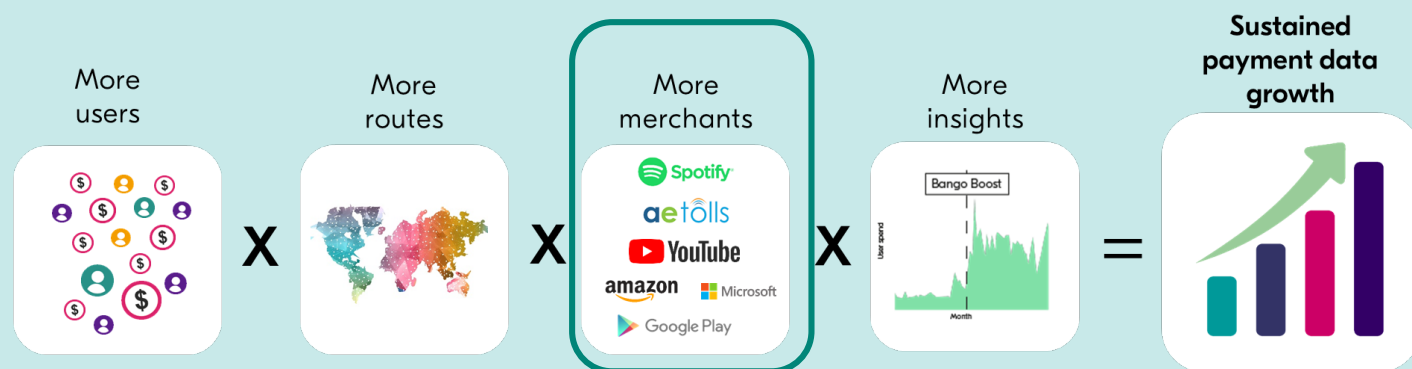
amazon.co.jp

SoftBank

Y!
mobile



Foundations for exponential growth



- Continued growth in OTT streaming market — high value recurring revenue stream
- First of many pure 5G service launches
- Major streaming and gaming brands to join the Bango circle in 2H2020



Foundations for exponential growth



20% ↑

“

The success we have experienced with the latest Bango technology is significant, we are excited to apply this technology to activate and grow new audiences for our mobile commerce offerings.

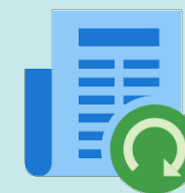
Du – UAE mobile operator

”

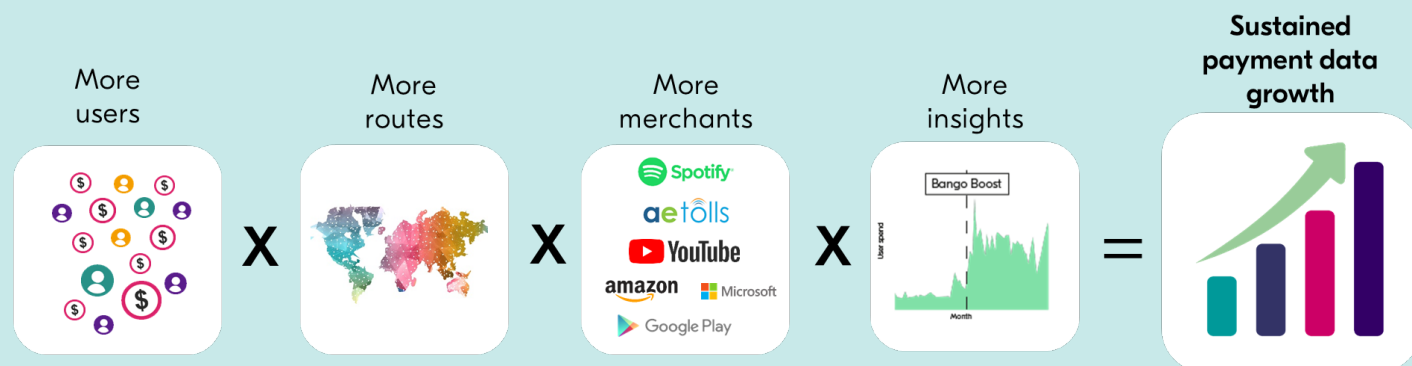


10% ↑

Increased subscription renewal success rate for operator in Asia from 85% to >95%



Foundations for exponential growth

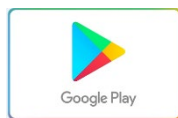


New users

Users switched to mobile commerce

amazon.co.jp

= SoftBank



Expanded addressable market



HATCH

ON Demand KOREA



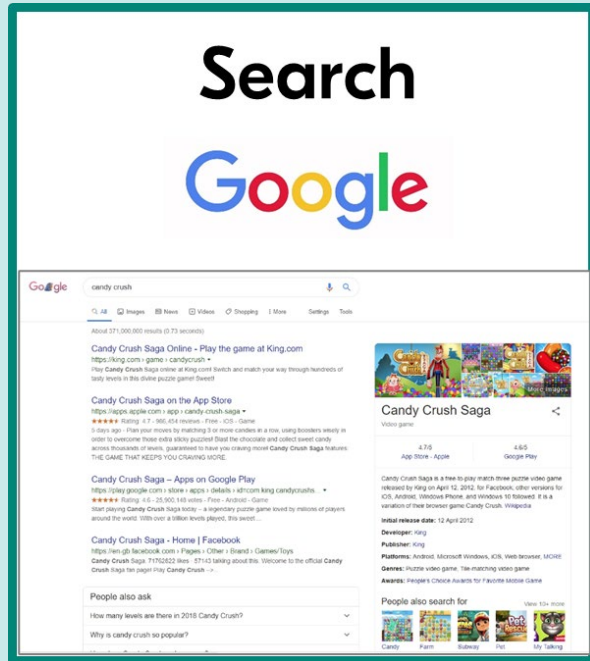
ondemand CHINA

New 5G services
Exciting pipeline



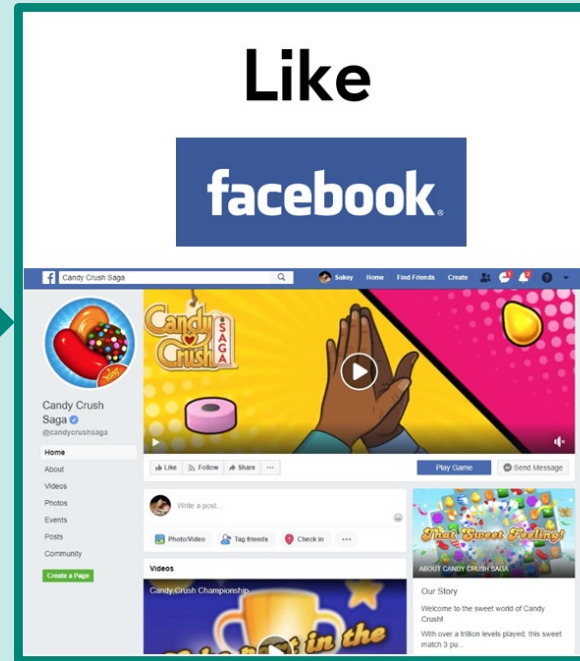
Data driven differentiation

Bango - the technology behind every payment choice



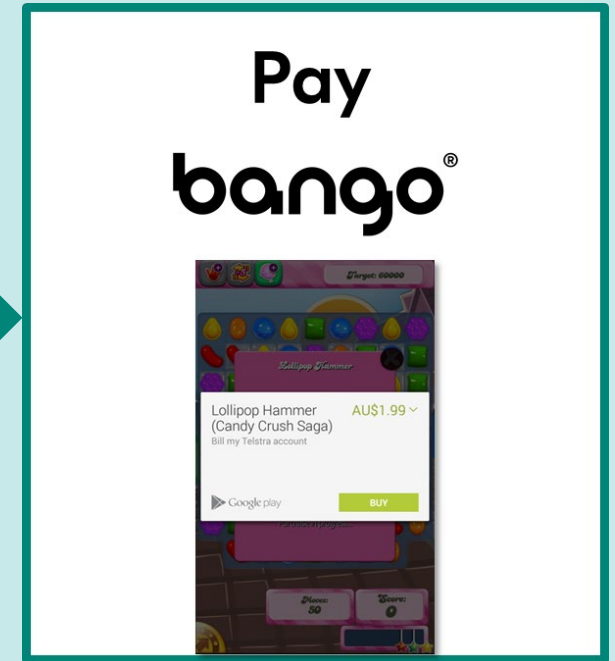
Target based on what people
look for

20 years ago



Target based on what people
say they like

10 years ago



Target based on what people
pay for

Today



Bango Marketplace – Case study

Objective

- Attract more paying users in established Korean market

Method

- 2 week marketing campaign using Facebook

Bango added value


- Audience of users proven to spend on strategy games

Result

- 2x increase in paying users
- 15% higher engagement



2.4M users
\$150 USD
per day



facebook



Strategy gamers in South Korea

Active Strategy game players

- High level of strategy game engagement
- Target active strategy gamers directly with this powerful custom audience
- Gamers...

LZWN-03114 [More](#)

Nimble Neuron capture
2X increase in paying users
with Bango Audiences



“Wow! We doubled paying users for our strategy games and those we acquired were more engaged at every level of the game...”

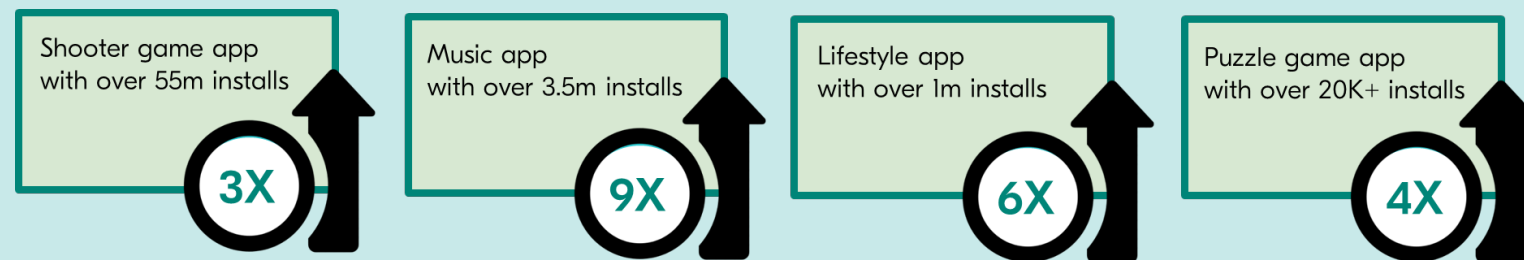
”

Lucas Martin
Project Manager at Nimble Neuron

Proof points

Bango Audiences work

- More paying users
- More valuable users



Valuable data supply

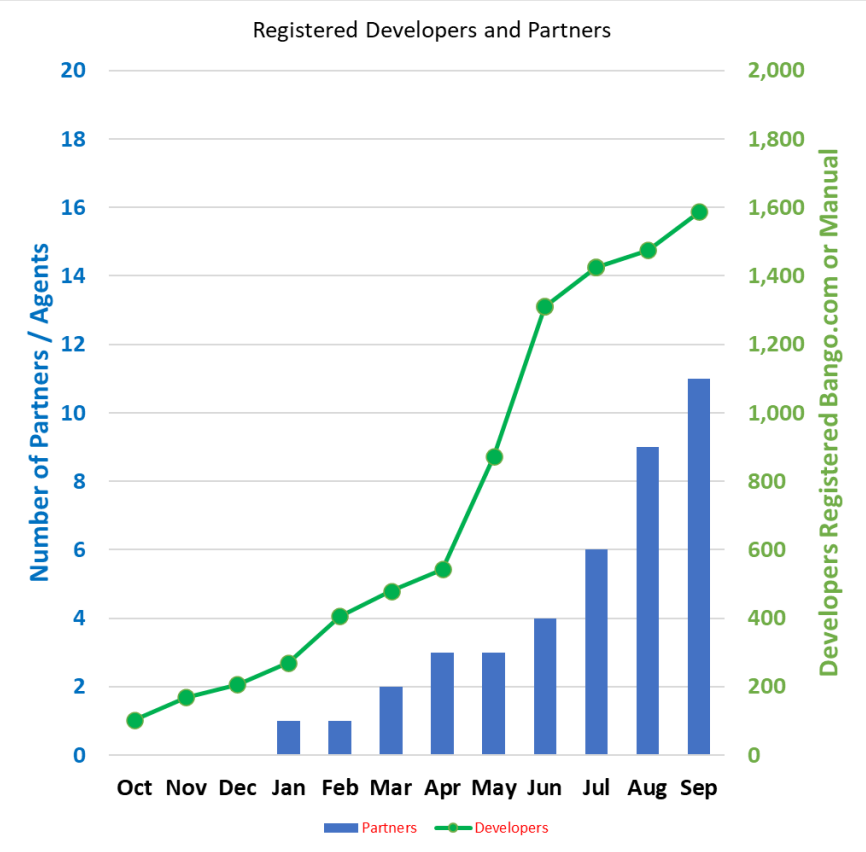
- Data available in 7 of the 8 most valuable markets
- Credit card and other app store data complement Bango Payment data

Top Countries by App Store Revenue 2019F		
1	China	😊
2	U.S.	😊
3	Japan	😊
4	Great Britain	😊
5	Taiwan	😊
6	Canada	😊
7	South Korea	😊
8	Australia	😊

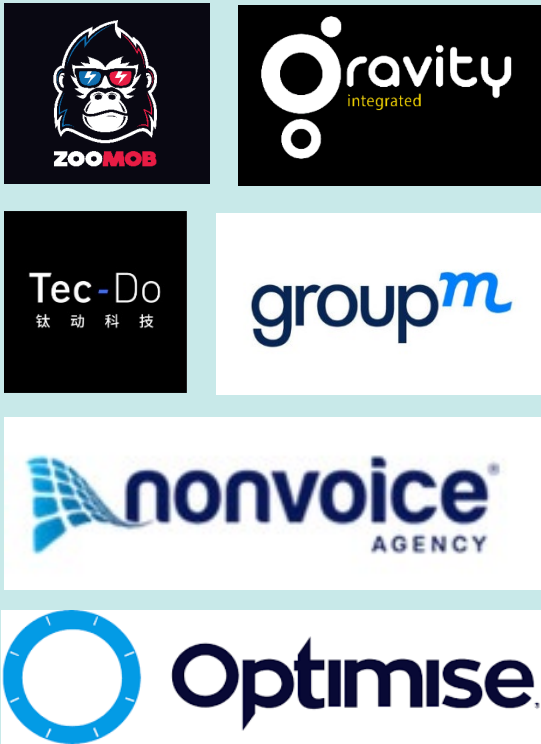
*Source: Sensor Tower / Techcrunch 2019

Scaling Bango Marketplace

Organic sales and marketing



Partners & Channels

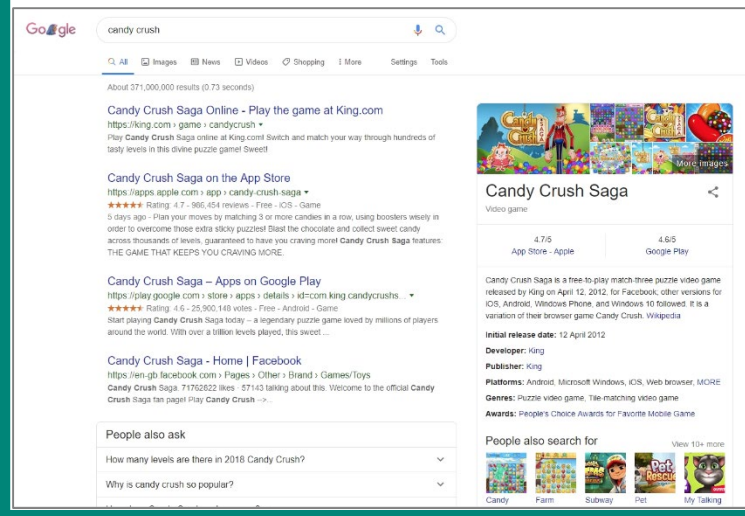


Beyond app developers



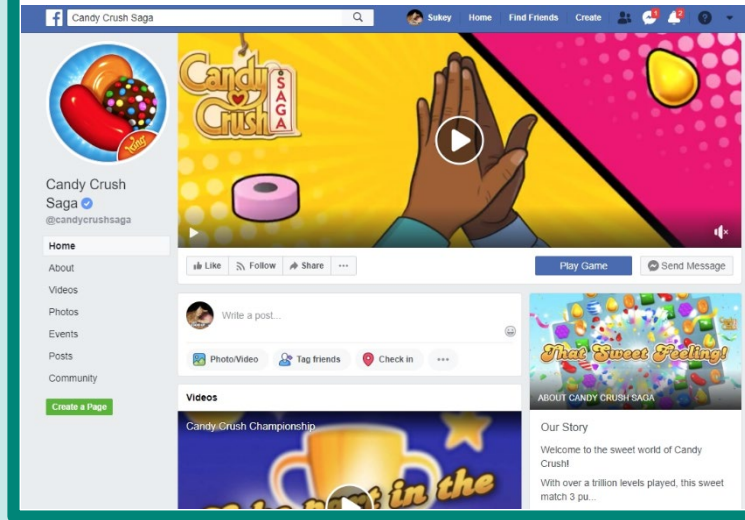
Bango - the technology behind every payment choice

Search



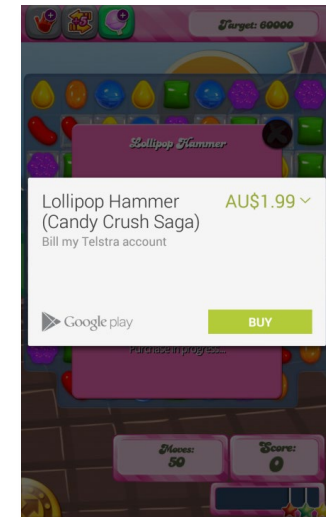
Target based on what people
look for

Like



Target based on what people
say they like

Pay



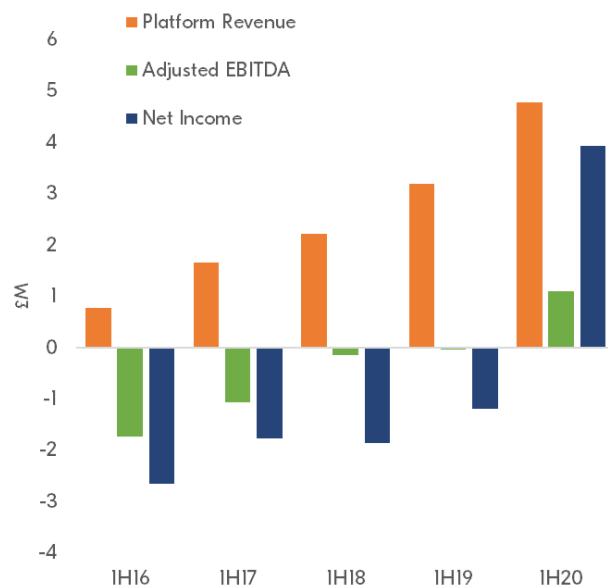
Target based on what people
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1H2020 highlights

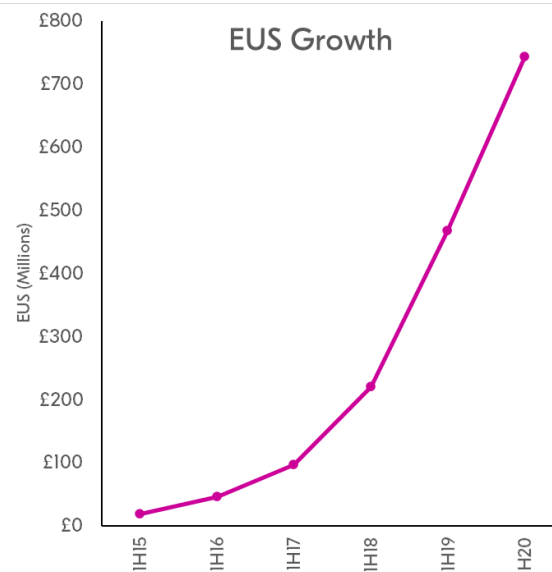
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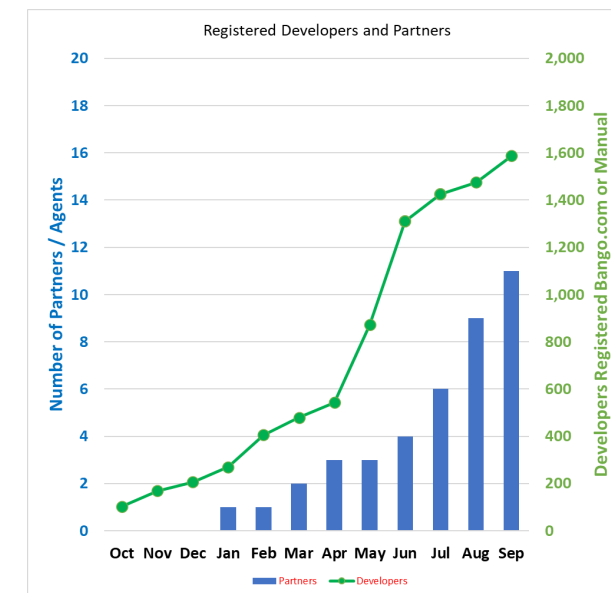
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Bango Marketplace gaining momentum

Increasing developer engagement
Proven results



Be where you thrive

Questions please email
investors@bango.com

Q&A will be published on
bangoinvestor.com

