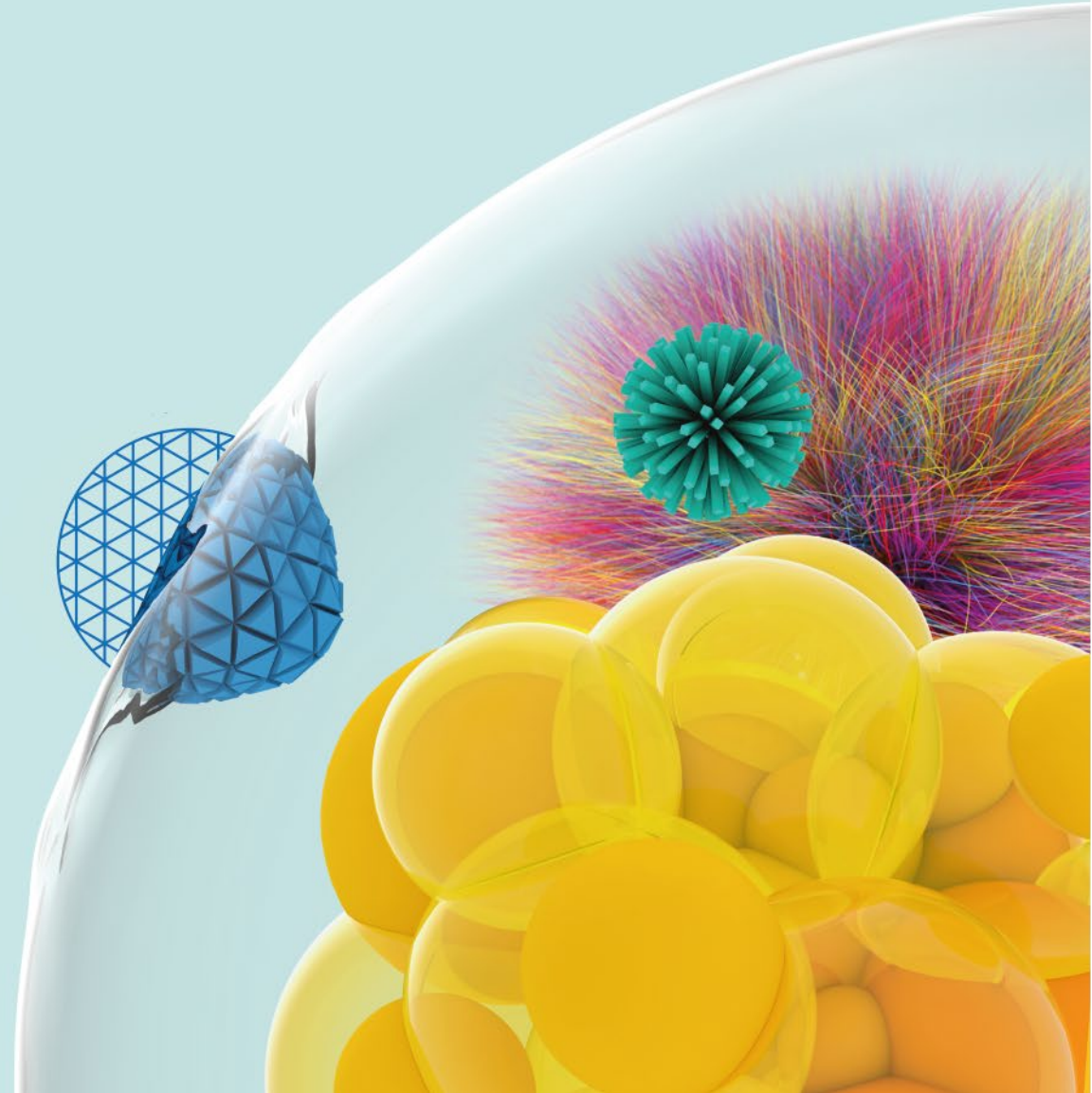


# Bango Strategy Day January 2020



# Welcome from the Bango Board



**Ray Anderson**  
Executive Chair



**Paul Larbey**  
CEO



**Carolyn Rand**  
CFO



**Anil Malhotra**  
CMO



**Gianluca D'Agostino**  
NED



**Frank Bury**  
NED



**Nancy Cruickshank**  
NED



**Sir Eric Peacock**  
Senior NED

# Agenda

1. The Bango strategy
2. Monetizing data
3. Gaining momentum
4. Bango opportunity
5. Staying ahead
6. Q & A

Ray Anderson

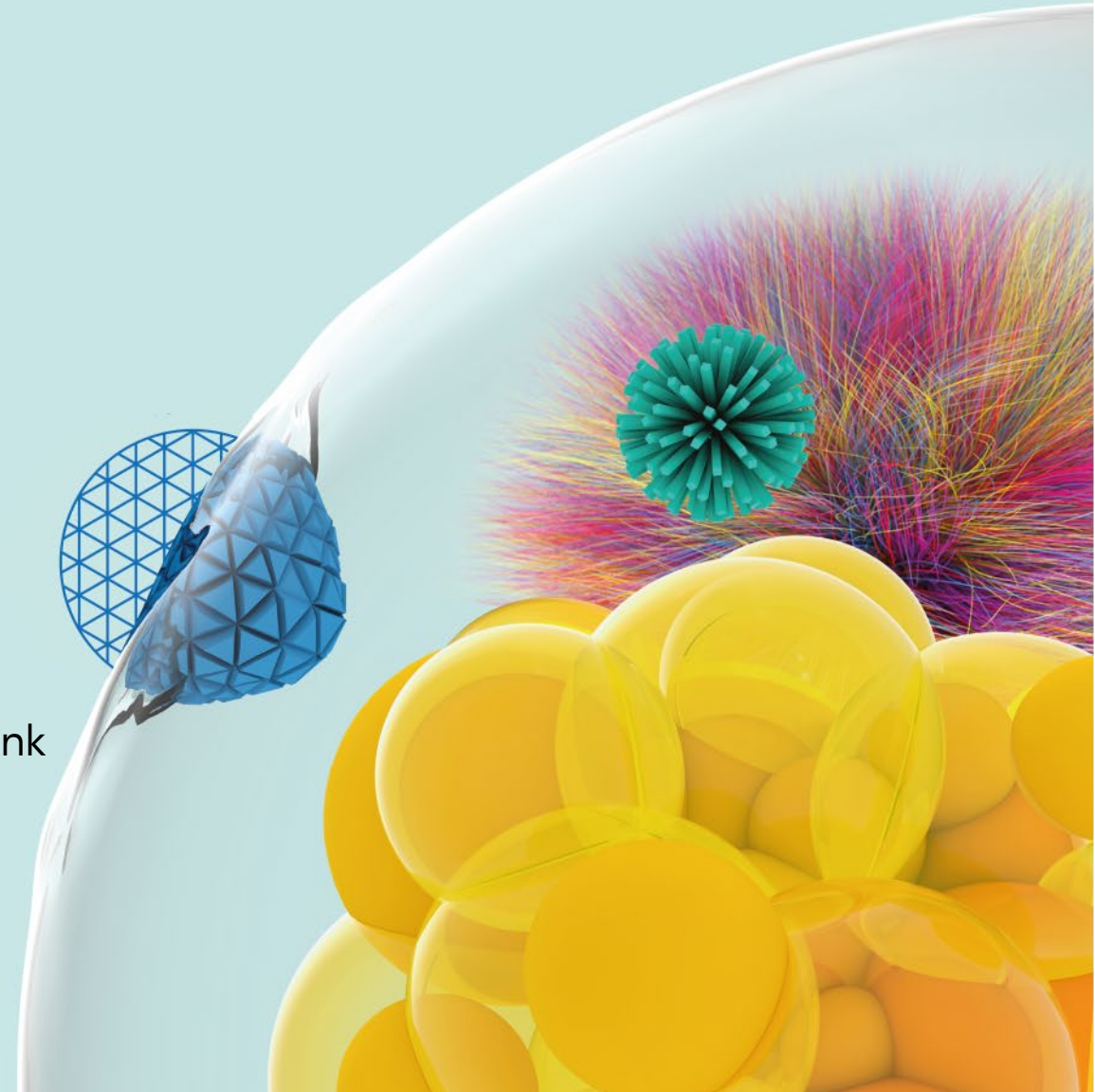
Anil Malhotra

Paul Larbey

Nancy Cruickshank

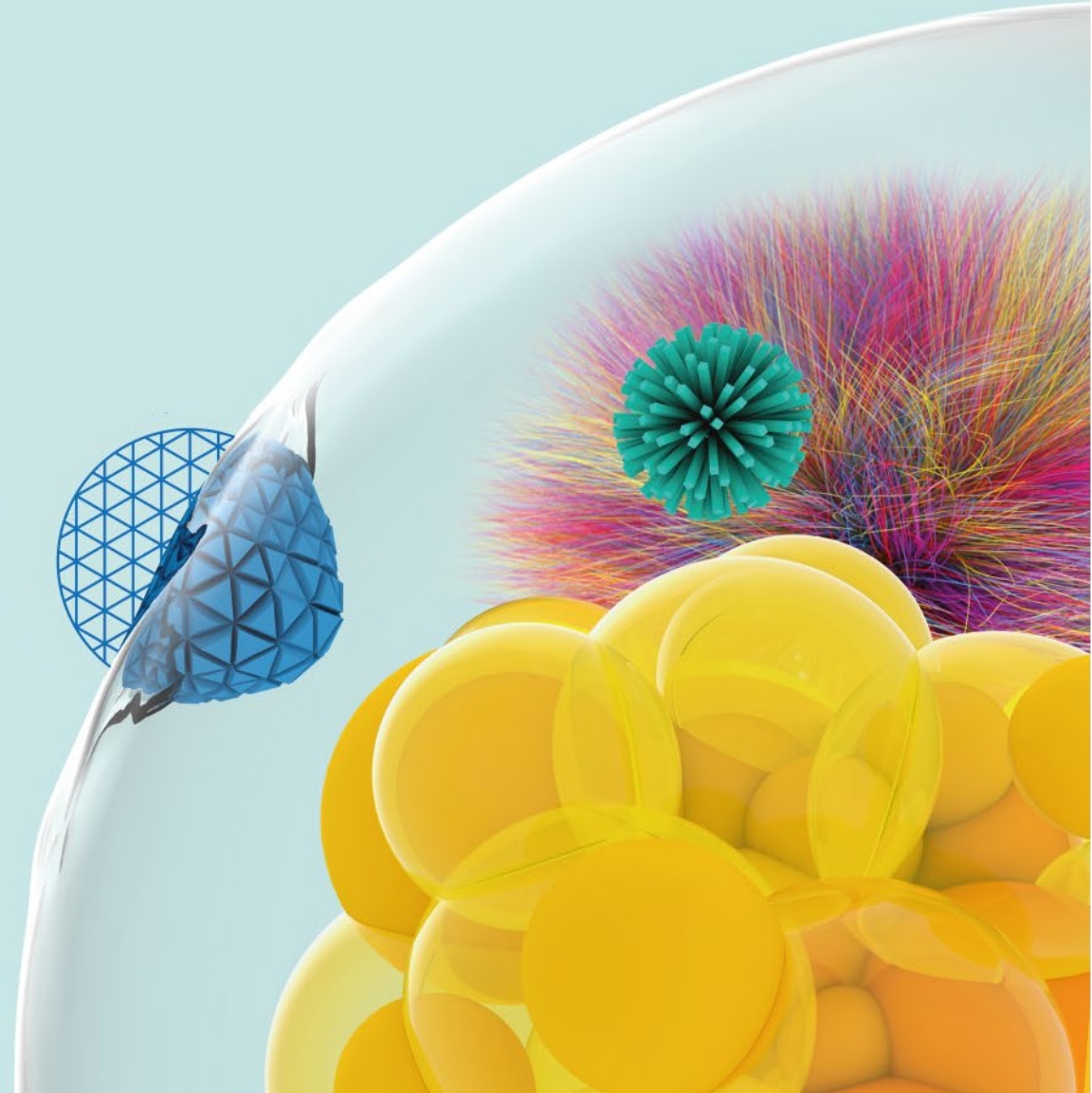
Ray Anderson

Board



# The Bango strategy

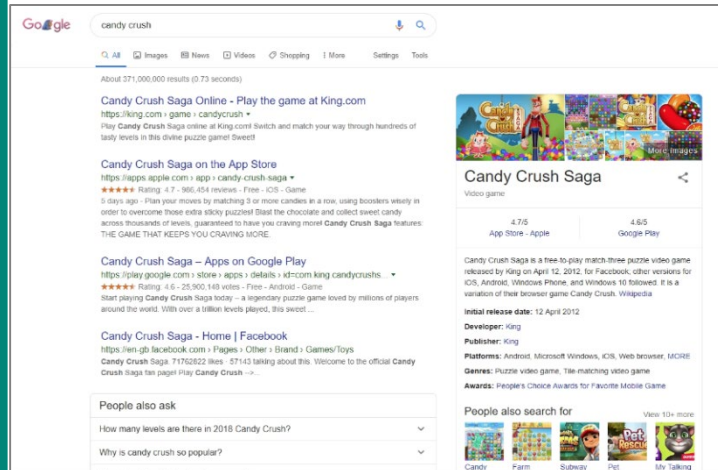
Ray Anderson, Executive Chair





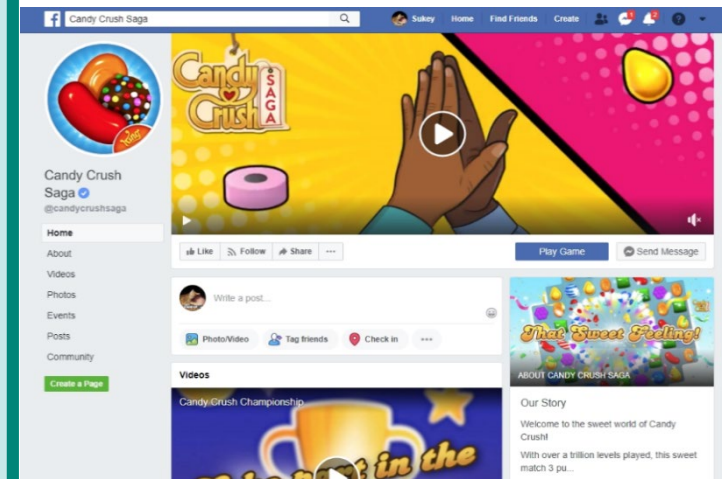
# Bango: Revolutionizing mobile commerce

## Search



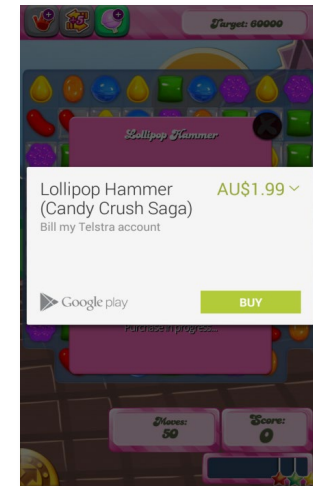
Market based on  
what people search for

## Like



Market based on  
what people like

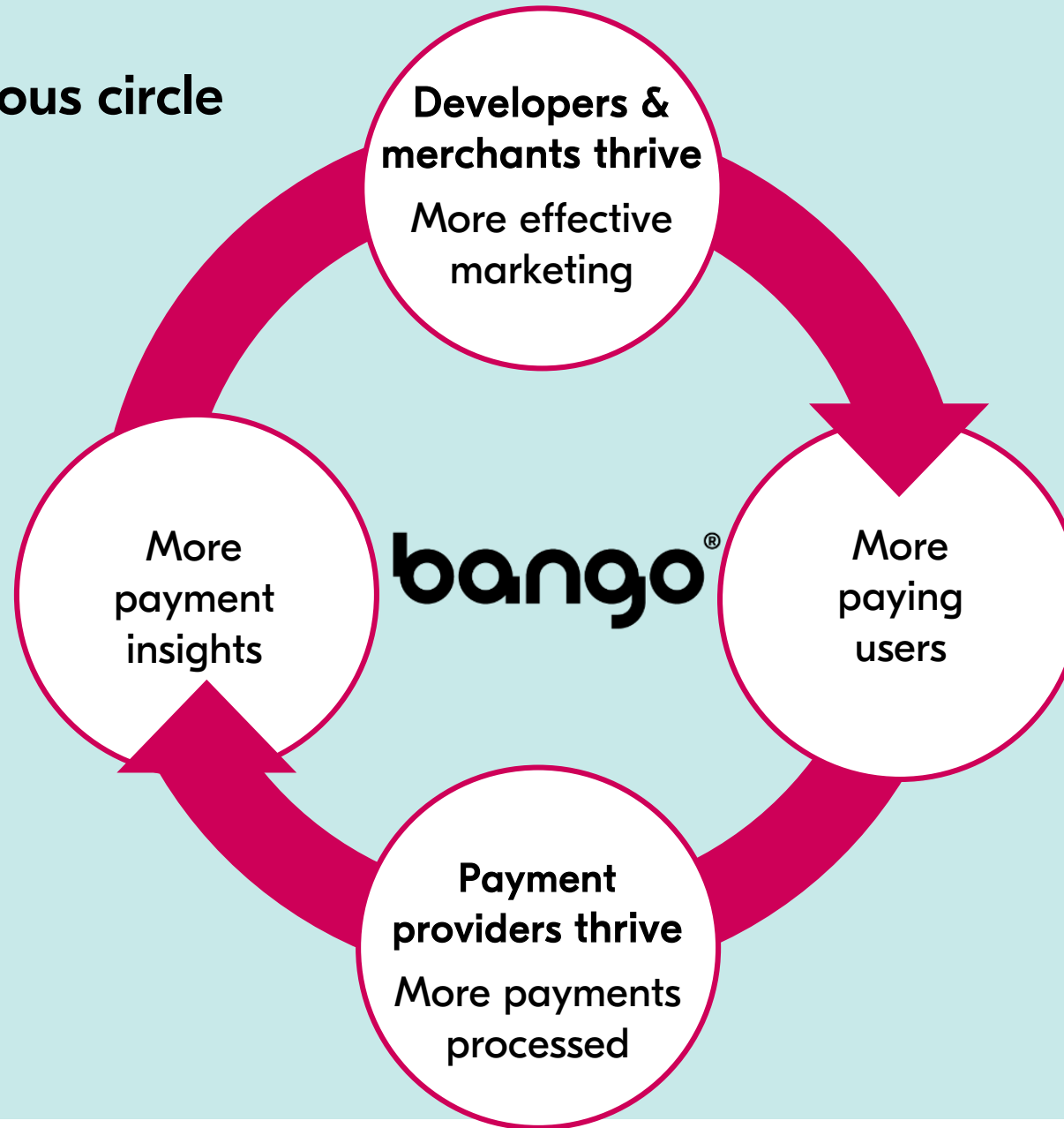
## Pay bango®



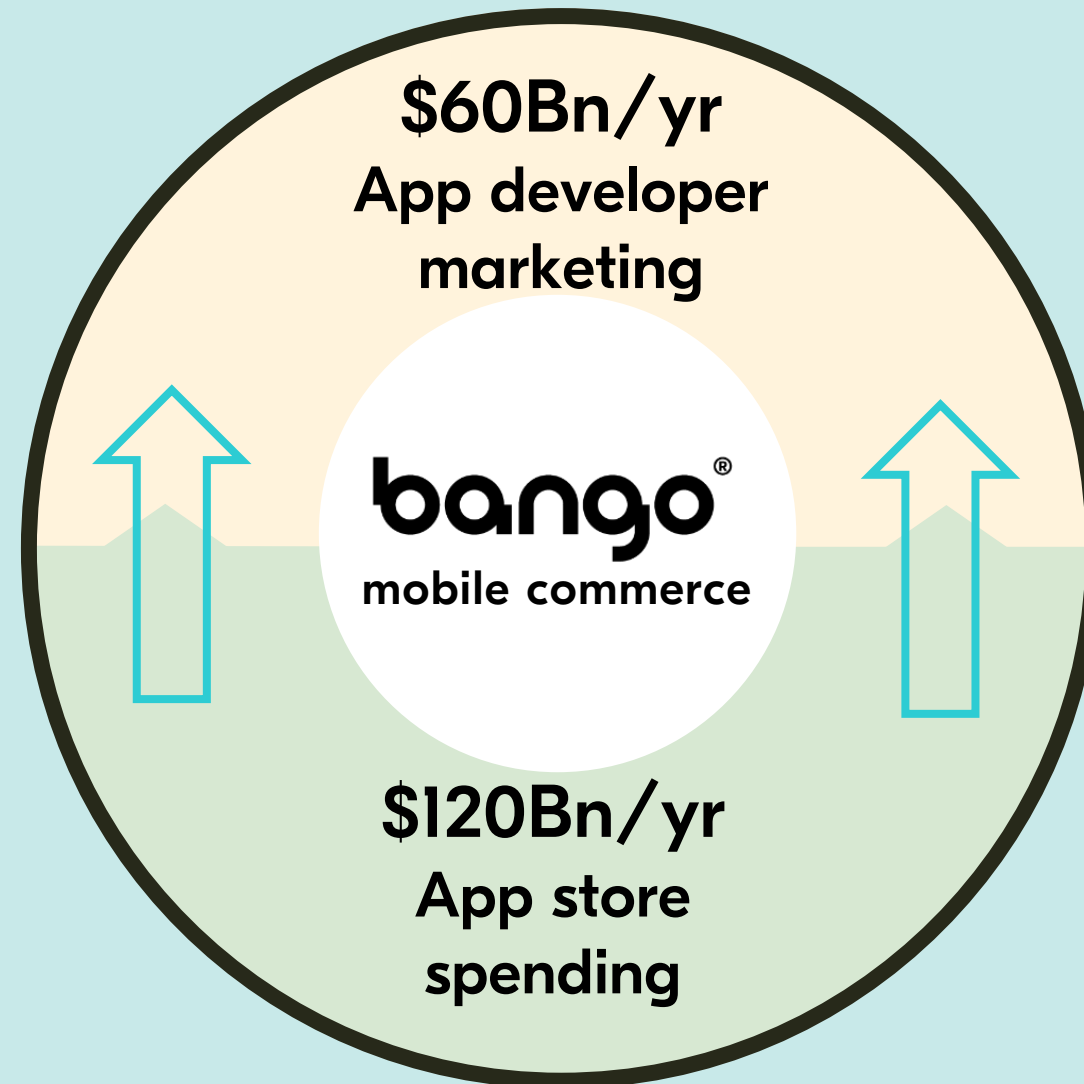
Market based on  
what people pay for



## Bango unique, virtuous circle

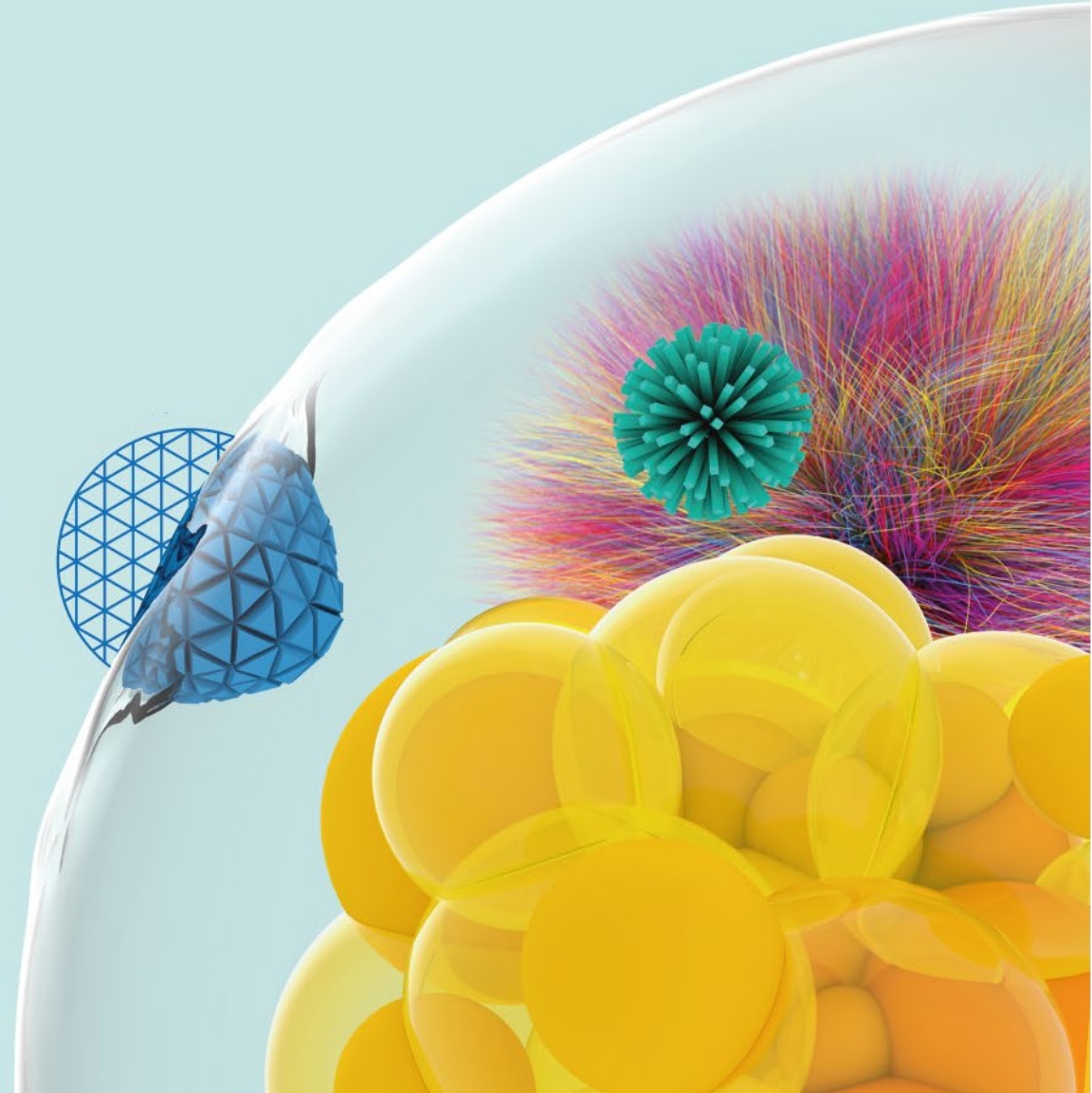


## A sharp focus and a huge opportunity



# Monetizing data

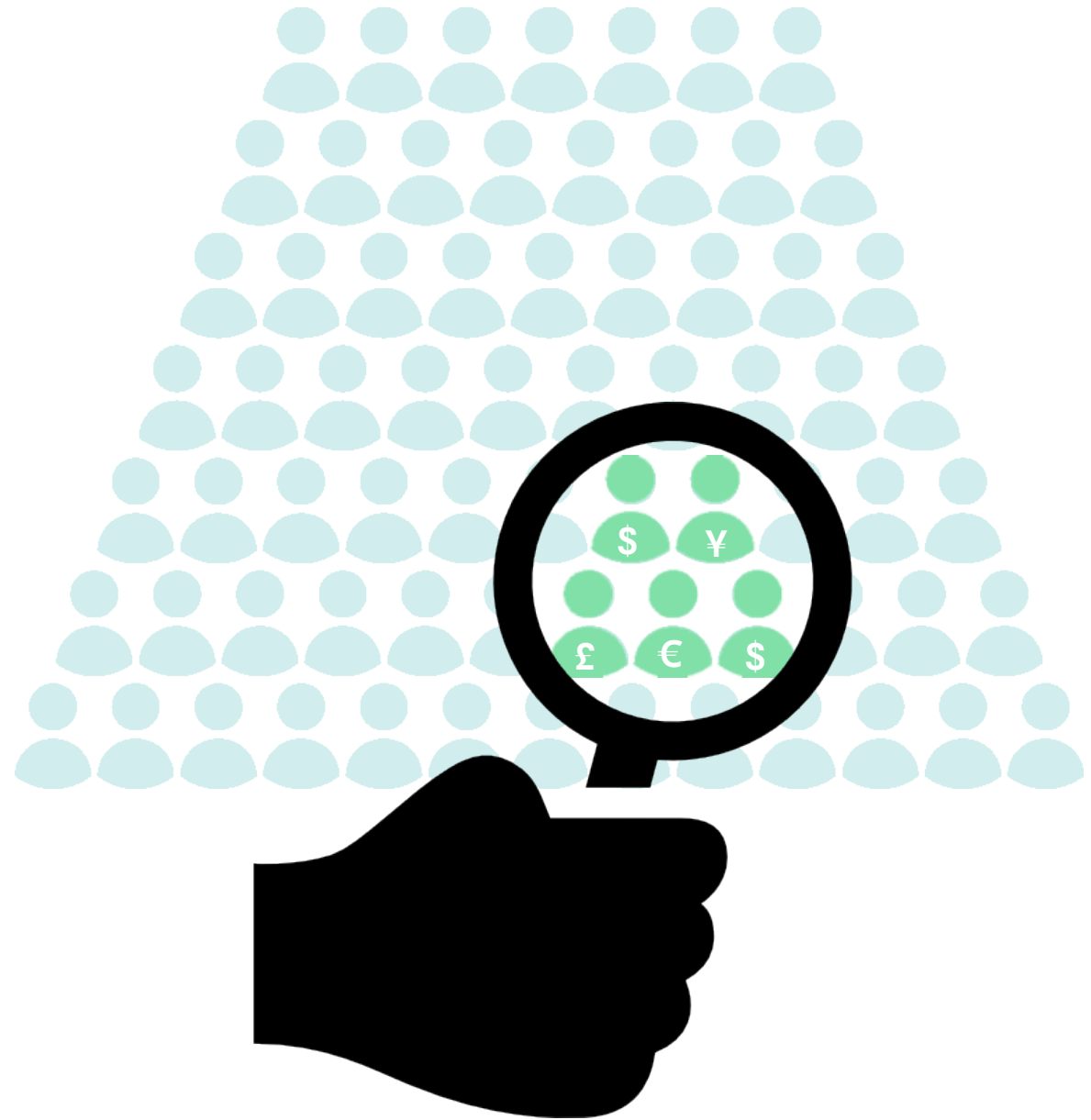
Anil Malhotra, CMO





## Bango creates high value audiences

- App marketers want to reach users who pay
- Bango analyzes payment information from over £1Bn/yr of spending
- Bango gains insights into buying behavior of hundreds of millions of users
- Bango creates and offers access to high life-time value (LTV) "audiences" for marketing
- App marketers use Bango Audiences in their Facebook and Google user acquisition campaigns



# Bango Audiences are a unique lens to focus on paying users

Bango Audience characteristics include:

## Buying behavior:

- Users that pay
- How much they spend
- What content they buy
- How often they buy

## High value users:

- Top spenders
- Frequent spenders
- Active paying users

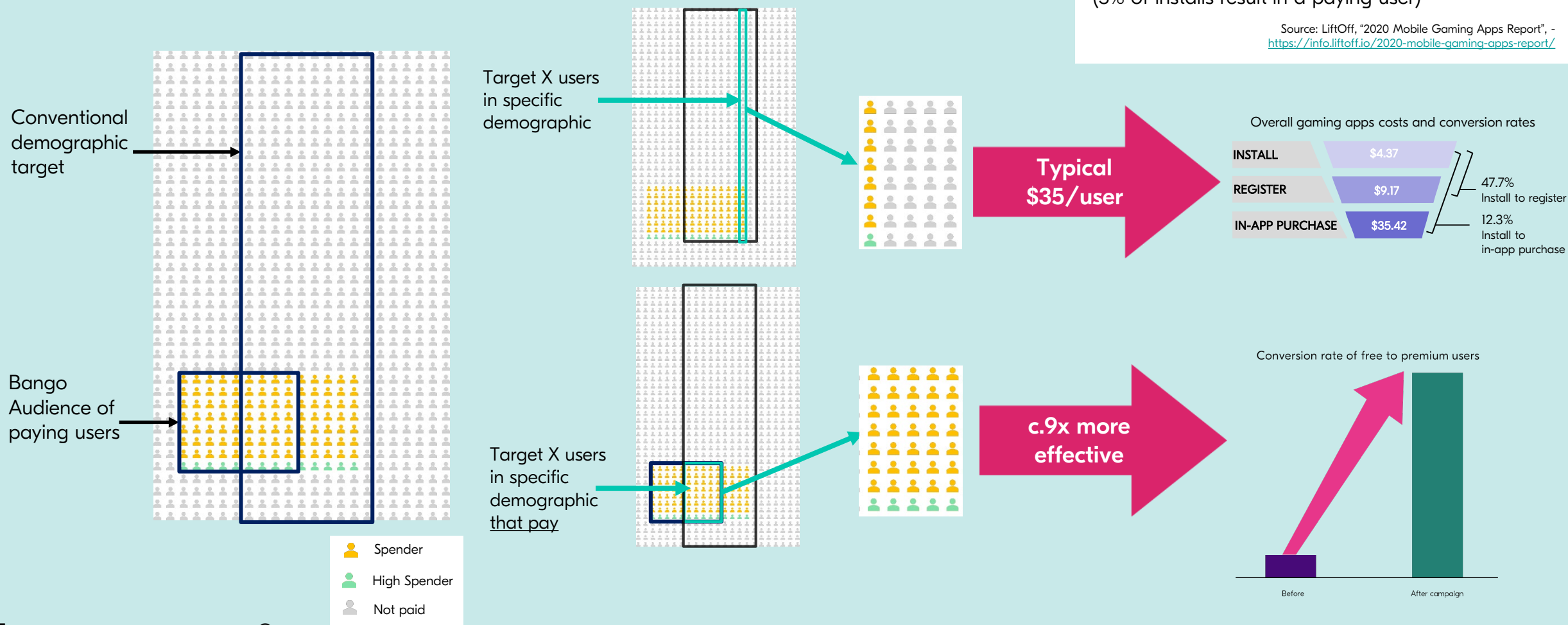


# A revolution in user acquisition marketing

- Marketing cost to get a user to install is \$4
- Around 10% go on to make a payment
- Cost to acquire a paying user is more than \$35

In top markets like Korea, the cost rises \$70  
(5% of installs result in a paying user)

Source: LiftOff, "2020 Mobile Gaming Apps Report", -  
<https://info.liftoff.io/2020-mobile-gaming-apps-report/>



# Increase marketing effectiveness from payment data

1. App marketers can focus their marketing towards audiences that spend money
2. Payment providers, e.g. MNOs, unlock new revenue from billing relationships
3. Additional data sources beyond DCB being added (credit card, wallet)

Outcome:

- Fast growing data monetization revenues
- Increased value for payment providers



## Bango Marketplace

**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	

**Bango Marketplace**  
Where app marketers go to immediately reach paying users

Created using payment information gathered across over \$1Bn of in-app purchases, Bango Marketplace audiences get you **straight to the paying users**.

1. Select from the audiences of paying users
2. Run your Facebook campaign using the chosen audience
3. Reach new paying users and grow your revenues

**GDPR COMPLIANT**

**Active players in South Korea**  
Lookalike audience of gamers  
• Active buyers form the basis of this lookalike audience  
• All paying users, including the most frequent spenders  
• Optimize...

**Active players in South Korea (Slice)**  
Lookalike audience of gamers  
• Slice of full audience (1 of 10)  
• Active buyers form the basis of this lookalike audience  
• All paying users, including th...

**Gamers in South Korea**  
Active mobile gamers  
• Game playing audience  
• All users have responded in campaigns for games content  
• Tried and tested with advertising campaign...

**Gamers in South Korea (Slice)**  
Active mobile gamers  
• Slice of full audience (1 of 10)  
• Game playing audience  
• All users have responded in campaigns for games content  
• Tried ...

**Active players in Canada**  
Recently monetized users  
• Over 85% of content payments are for games  
• Users who purchased between May 2019 to October 2019  
• All users in this audie...

**Active players in Canada (lookalike)**  
Monetize with recent spenders  
• Over 85% of content payments are for games  
• Users who purchased between May 2019 to October 2019  
• All users in this audie...

**Ready to pay now in Canada**  
All users who can make a payment  
• Users with payment related activity within the last 12 months

**Highest spenders in Indonesia (lookalike)**  
Top 1% of the highest value payers  
• Top payers form the basis for this powerful lookalike audience  
• Over 80% users made in-app payments  
• Whales in this regio...

**Active players in Indonesia**  
Monetize with recent spenders  
• Includes Top Spenders  
• All users in this audience are active purchasers  
• Over 80% users made in-app payments  
• Over 85% o...

**Active players in Oman**  
Monetize with recent spenders  
• Includes Top Spenders  
• Over 80% users made in-app payments

**Ready to pay now in Oman**  
All paying and pay capable users  
• Users with payment related activity within the last 12 months

# Go to market strategy

## 1. Efficient

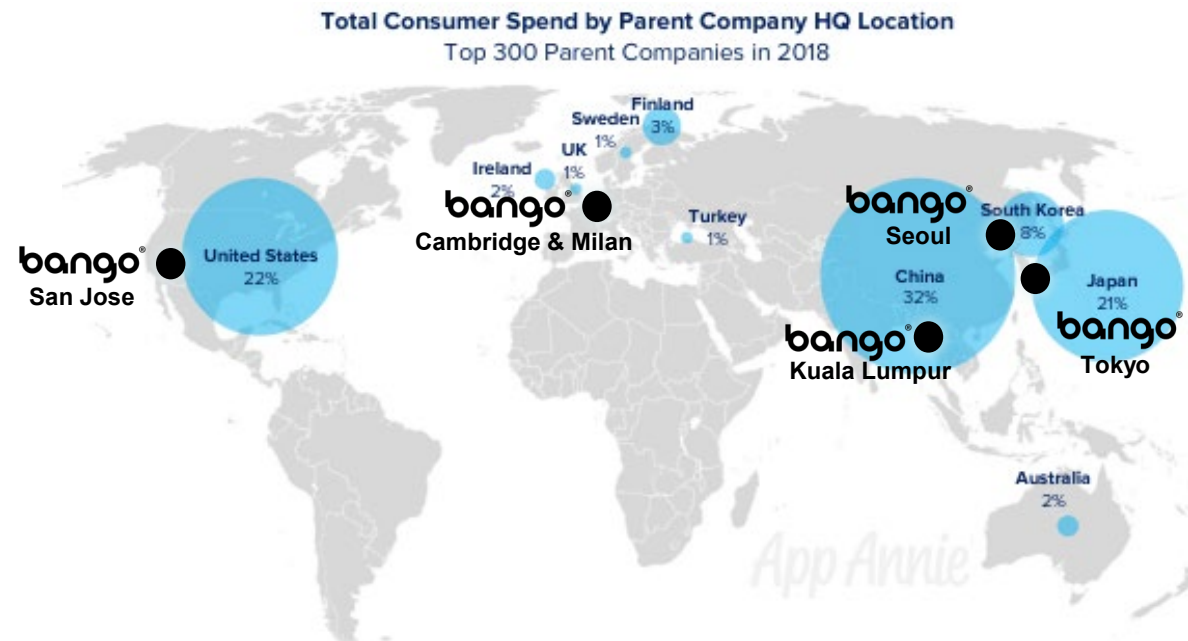
- Automated production of audiences
- One app developer can buy audiences across many countries
- Any audience can be sold many times to multiple developers

## 2. Scalable

- Marketing focused where app developers are concentrated
- Sales made online via Bango Marketplace
- Platform does heavy lifting
- Data sources beyond DCB transactions enabled by Audiens tech



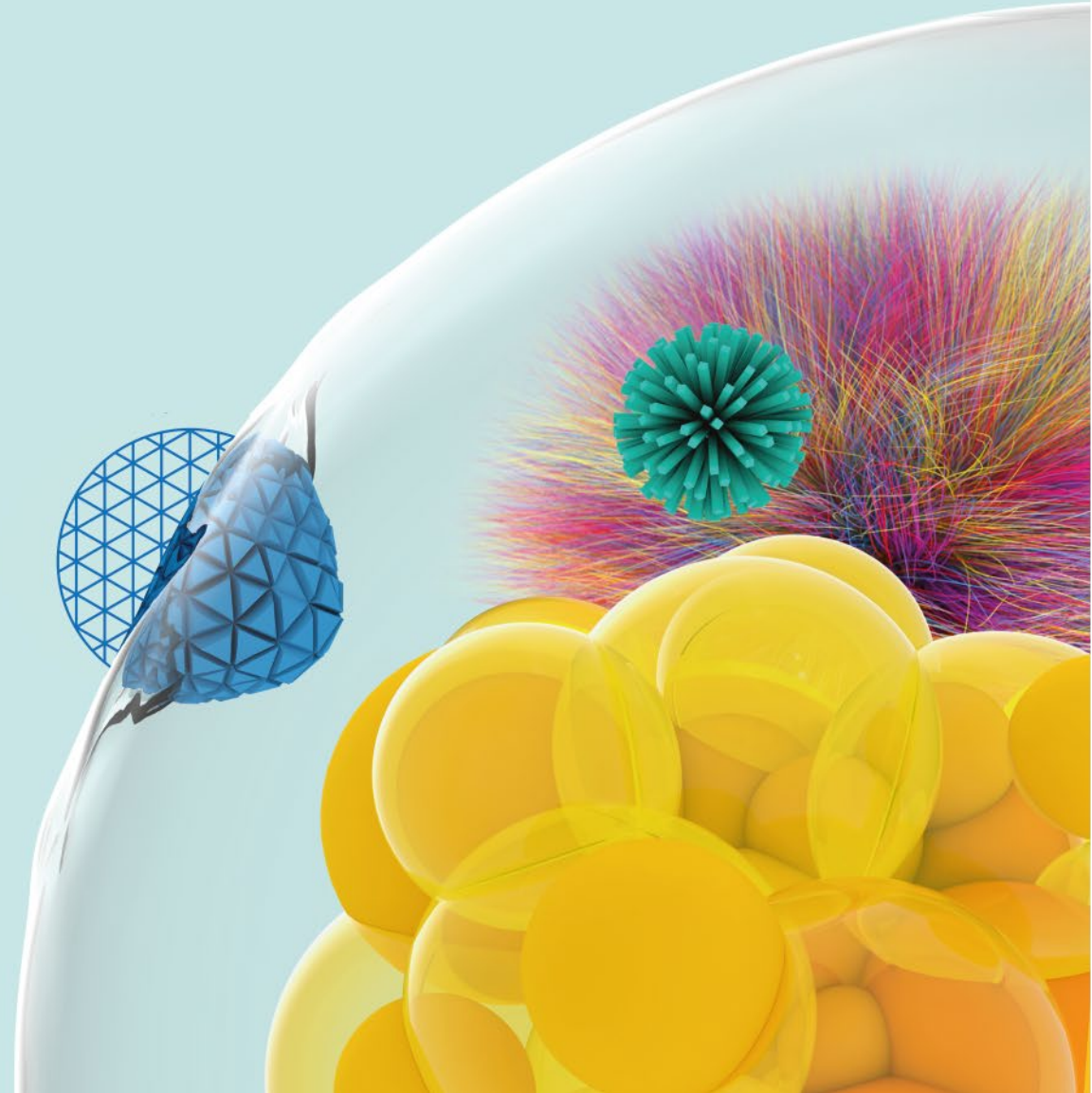
# App developer location by revenue



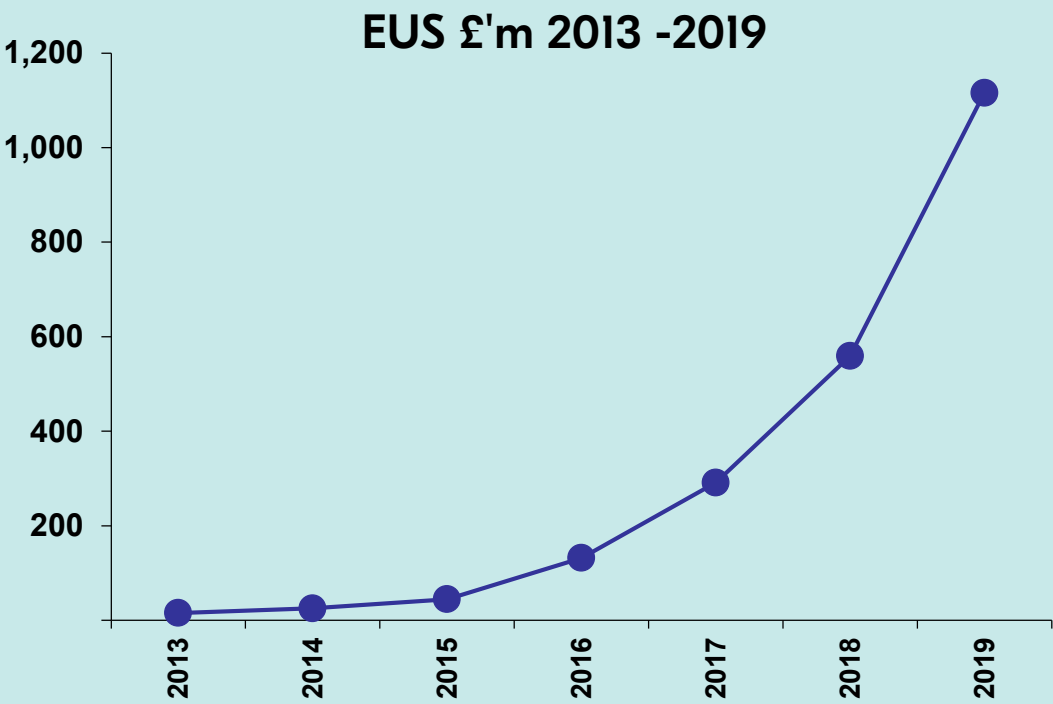


# Gaining momentum

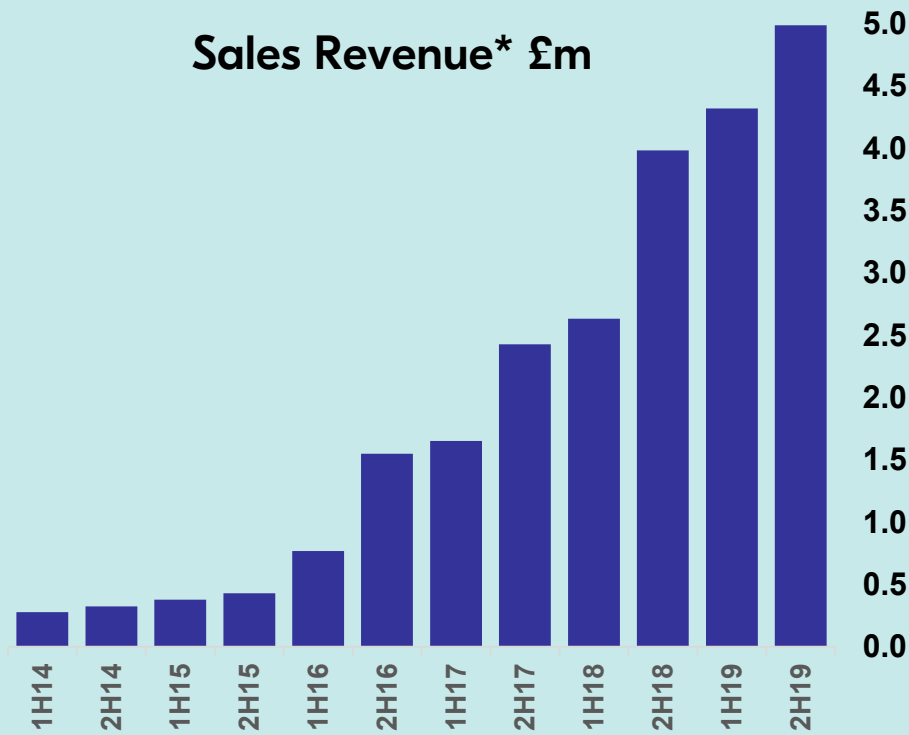
Paul Larbey, CEO



# A strategy driving results



EUS doubled AGAIN to £1.1Bn  
5 years of 100% growth



2019 Revenue £9.3M  
Growth of over 40%

\* ex BB = excluding Revenue from Facebook, Blackberry, Payfortit — retired 2015  
Numbers based on 2019 Trading Update

# Drivers of exponential growth

More  
users



X

More  
routes



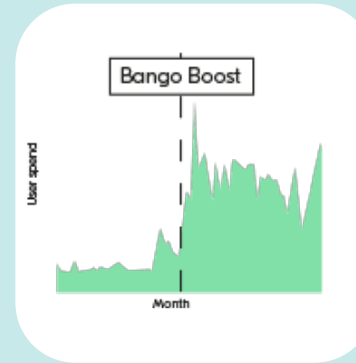
X

More  
merchants



X

More  
insights

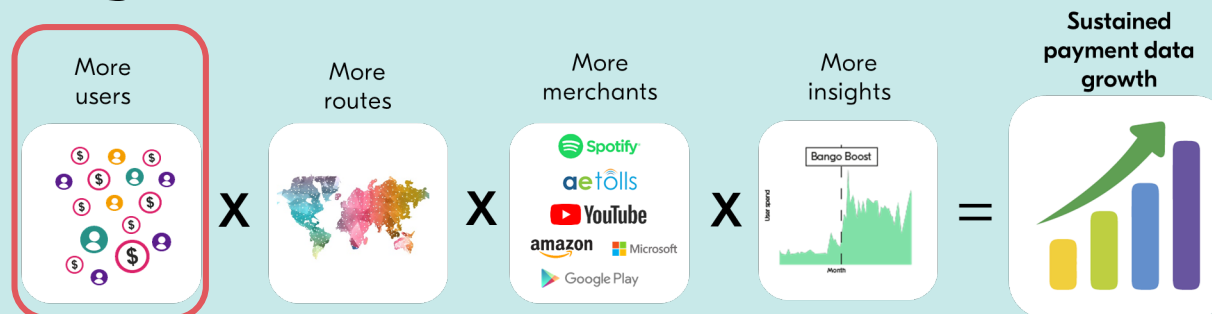


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Sustained  
payment data  
growth



## Drivers of exponential growth – More users



70% growth in unique users paying via DCB in last 12 months

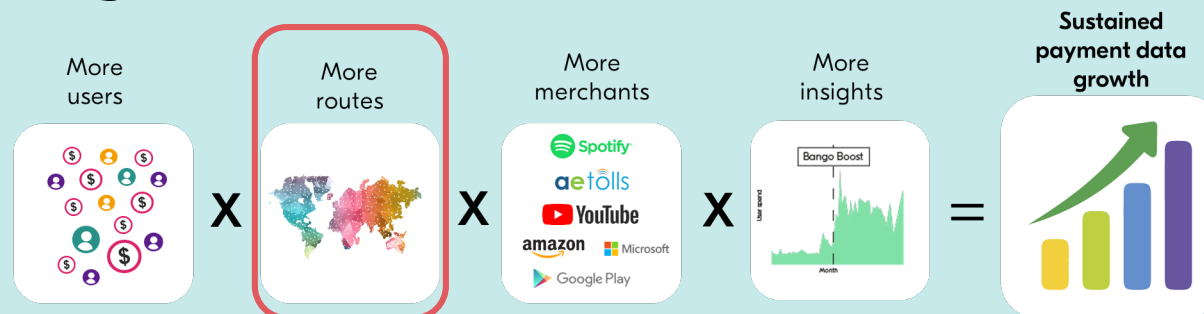


New platform technology allows 3Bn pre-paid subscribers to take advantage of subscription bundling



New Bango Boost technology to increase customer acquisition and conversion through targeted audience marketing – launch in 2020

## Drivers of exponential growth – More routes



New routes launched globally from Morocco to Myanmar



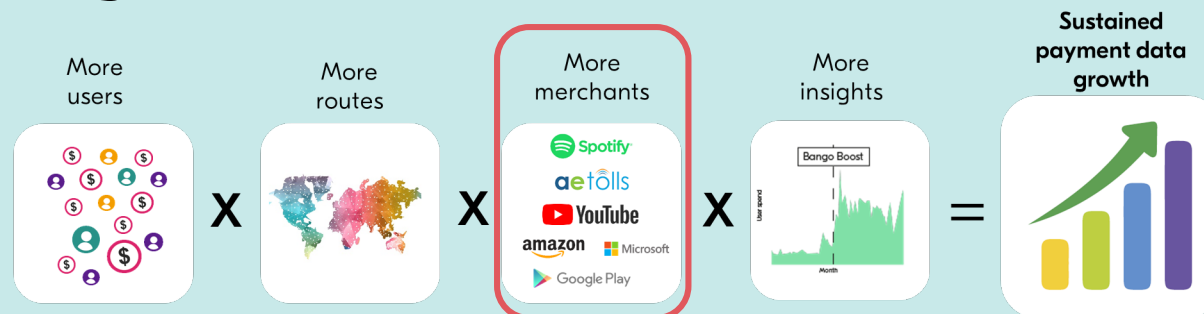
Moved beyond mobile operators to fixed, wireline and PayTV providers



Beyond service providers with merchants bundling other merchant services and new retail stores launching bundled subscriptions in 2020



## Drivers of exponential growth – More merchants



Added major merchants including Spotify and YouTube TV

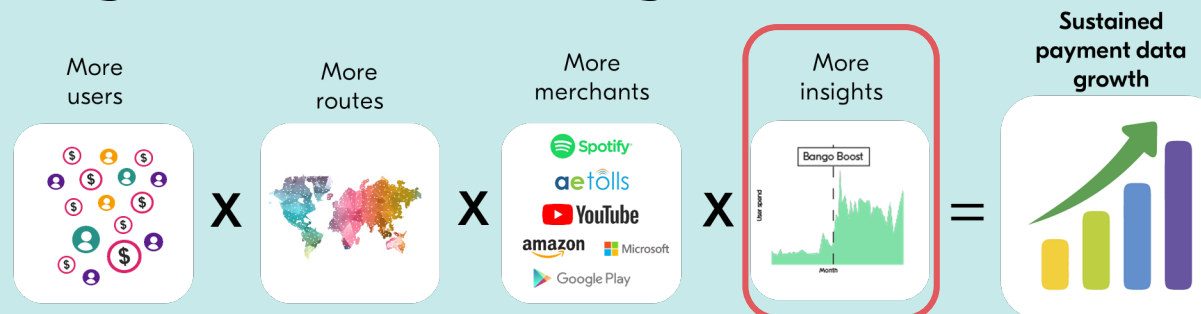


Beyond online commerce with DCB for toll roads with AE Tolls



5G stimulating increasing demand for streaming game services

# Drivers of exponential growth – More insights



**Bango Boost recommendations of over £100M EUS in 2020**



**Bango insights provide a 15% increase in subscription conversions**



**Data insights now allow merchants to maximize subscription renewals**

# All resulting in sustained payment data growth

More  
users



X

More  
routes



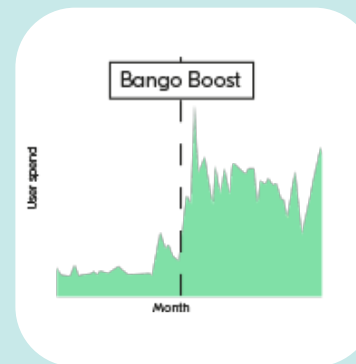
X

More  
merchants



X

More  
insights



=

Sustained  
payment data  
growth



## Growth in monetizing data

- 5x growth in app developers engaged in Bango Marketplace in Q4
- App developers are seeing 3-9x increase in conversion to paying users
- Resulting in repeat deals
- Most popular audiences are North America, South Korea and the Middle East



## Sustained payment data growth



## How our partners view Bango



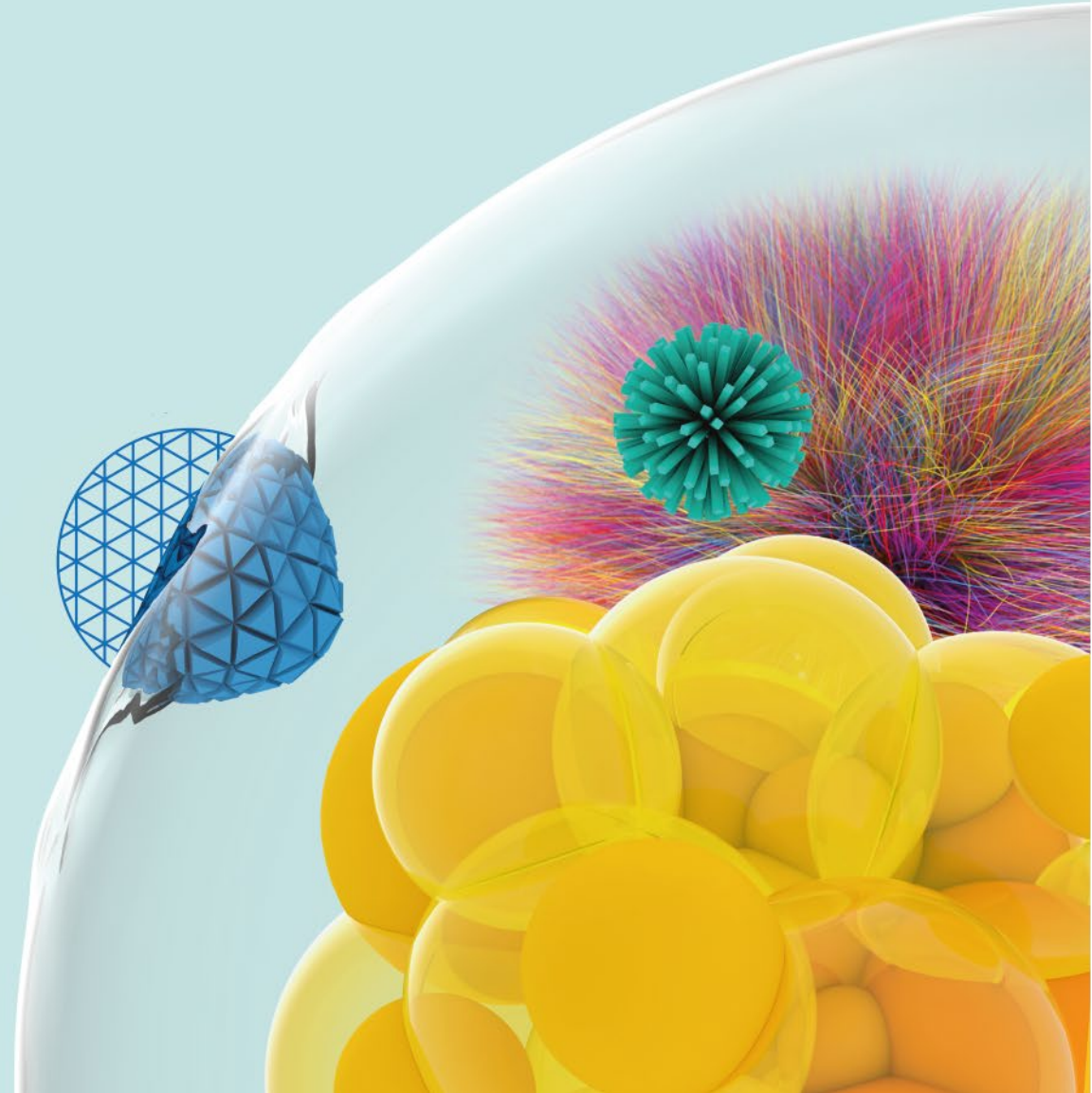
Ibrahim Gedeon  
Chief Technology Officer



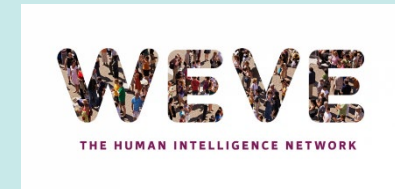


# The Bango opportunity

Nancy Cruickshank, NED

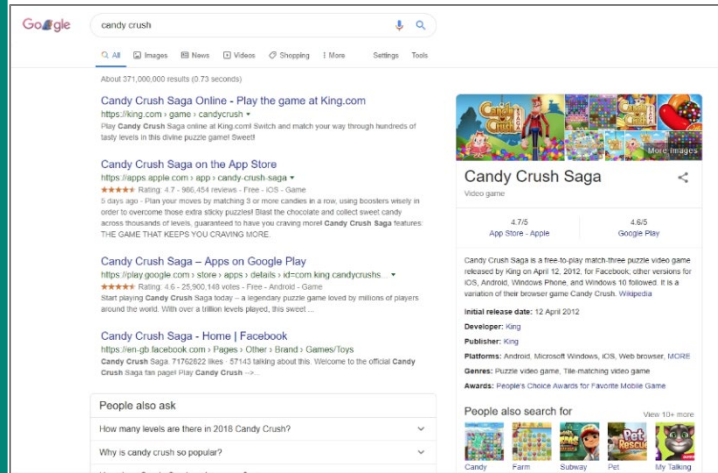


# Nancy Cruickshank



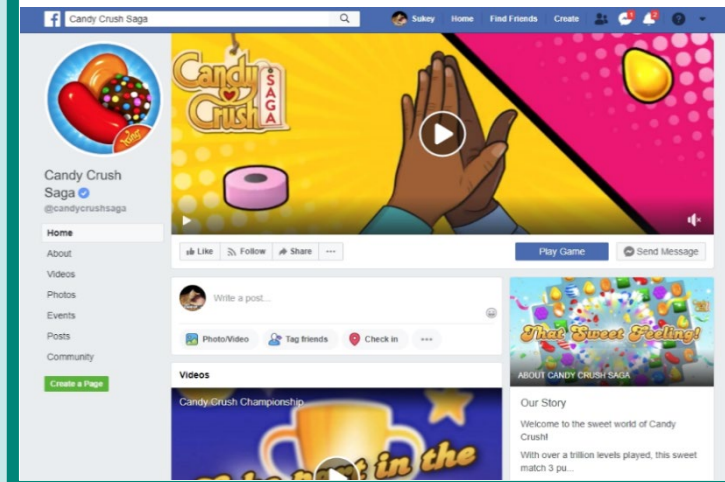
# Bango has a compelling business idea with great potential

## Search



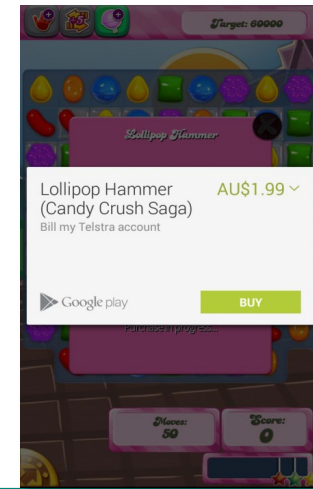
Market based on  
what people search for

## Like



Market based on  
what people like

## Pay



Market based on  
what people pay for



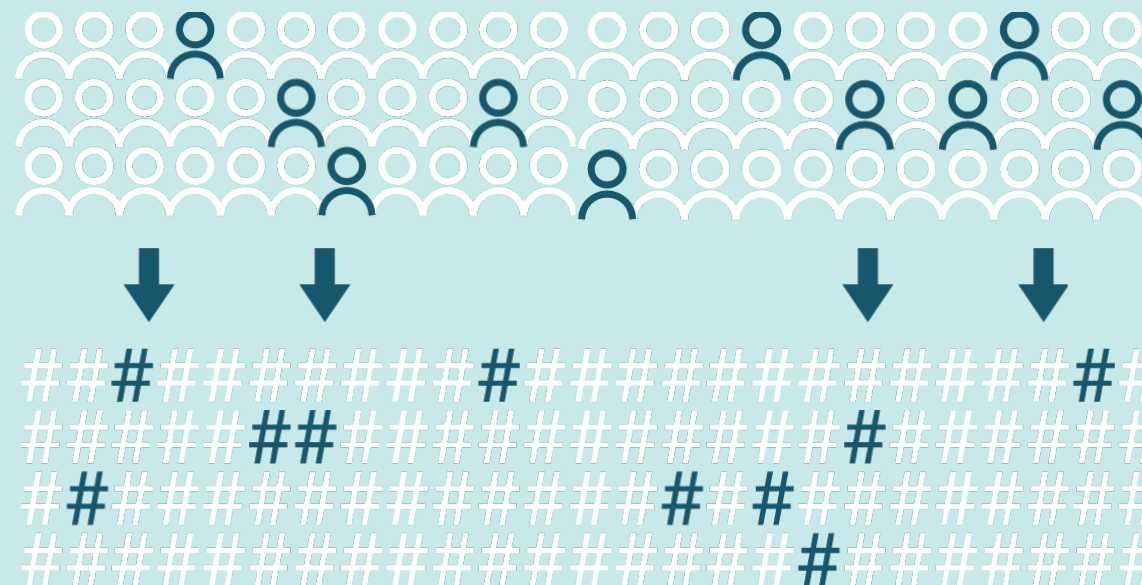
# The value of data

- Tesla gathers data as its cars drive, enabling a better future for its drivers
- Using data to drive business success
  - Better driving experience
  - Understanding journeys
  - Improving self drive software
  - Preventing accidents
- New revenue streams for Tesla
  - Road condition information
  - Weather, environment, pollution



# The importance of safe monetization

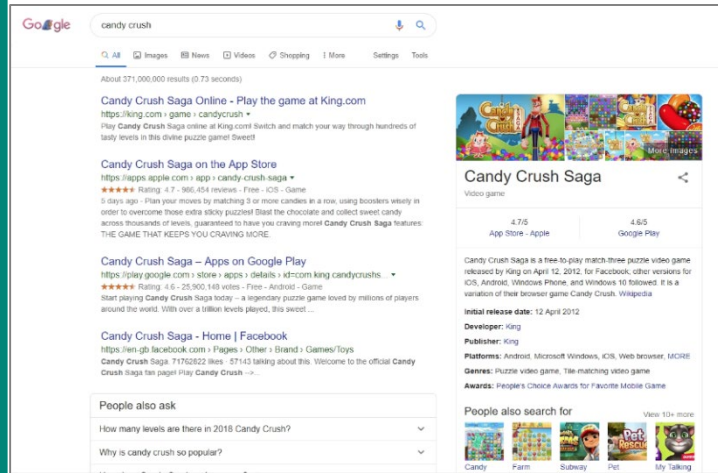
- Bango has designed for privacy
- Bango does not sell any data
- Bango Audiences contain anonymous users
- Bango uses double consent
  - Data provider
  - Data enabler
- Bango is a trusted partner





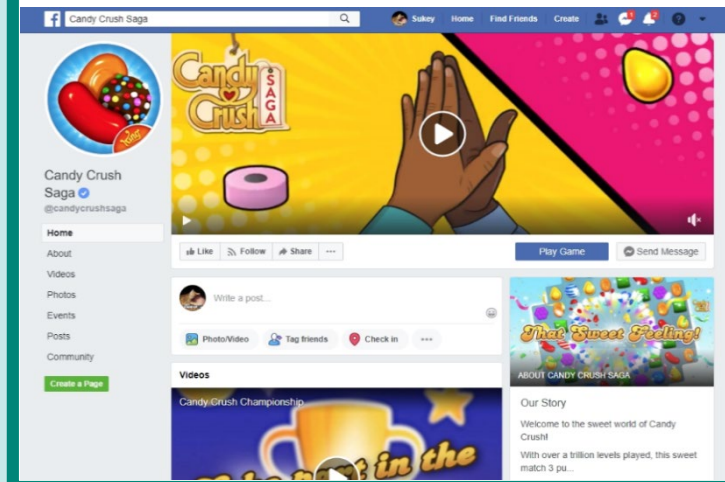
# A compelling business idea with great potential

## Search



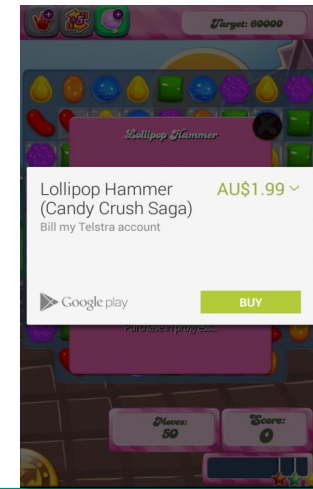
Market based on  
what people search for

## Like



Market based on  
what people like

## Pay bango®

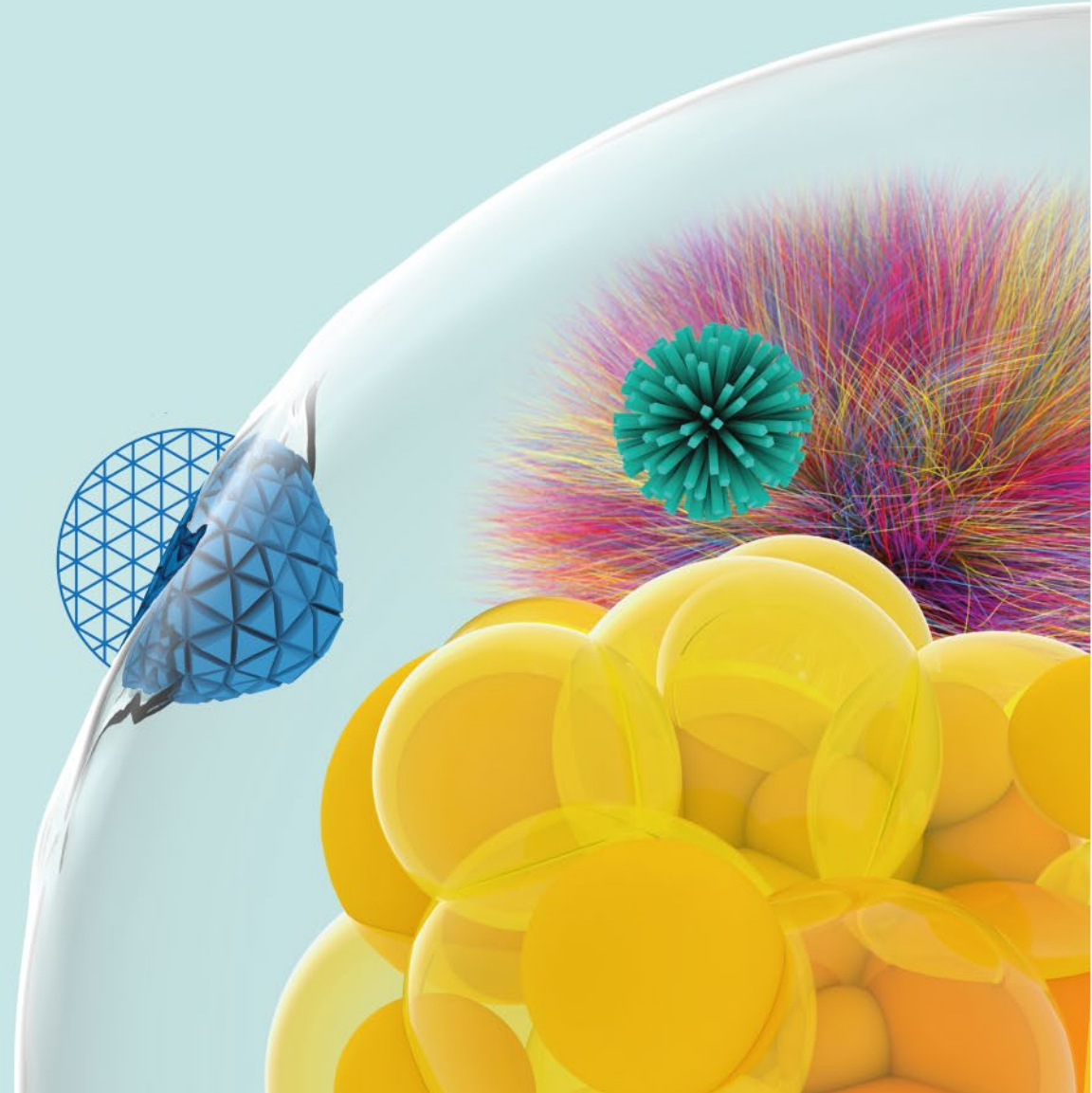


Market based on  
what people pay for



# Staying ahead

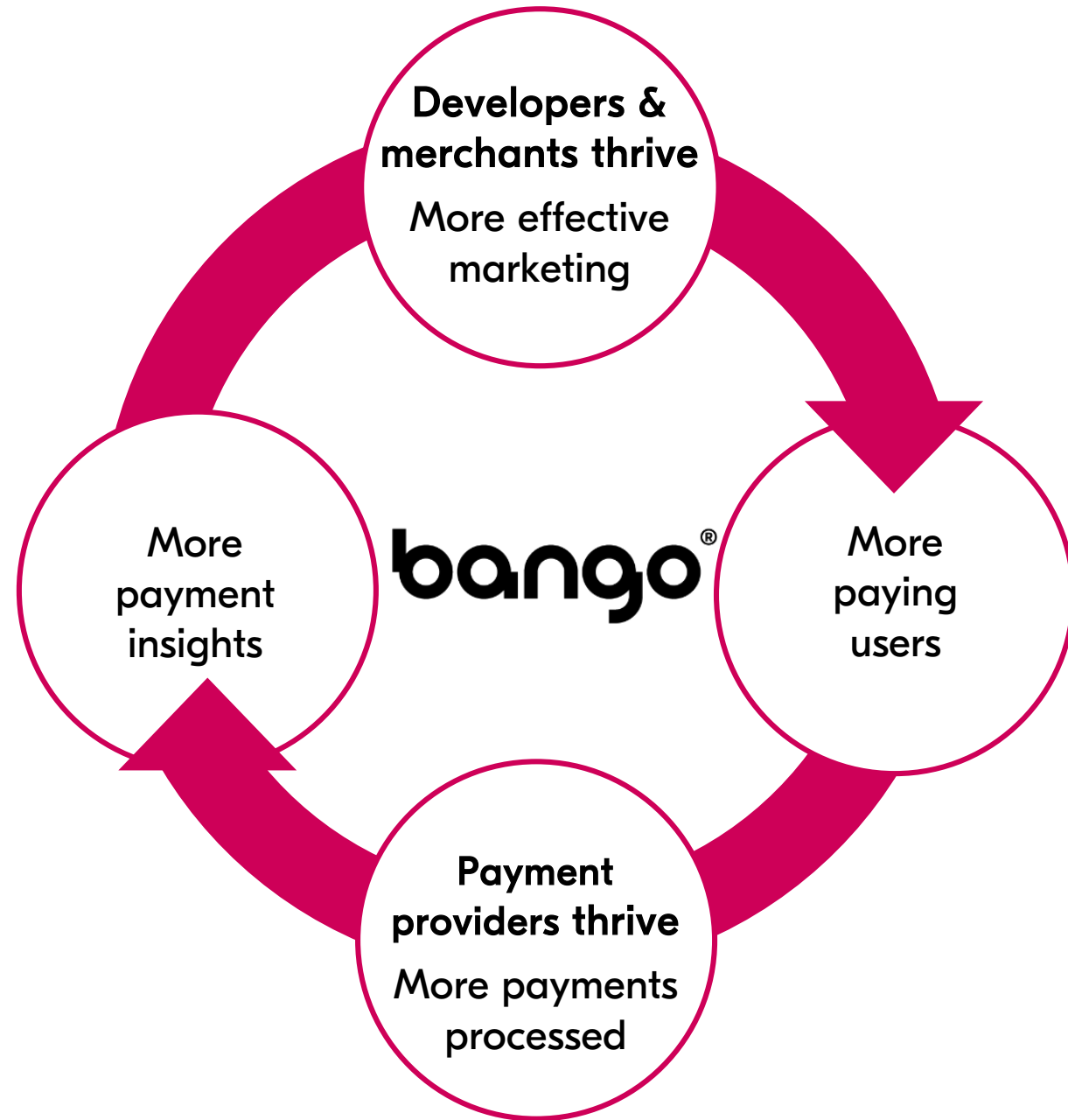
Ray Anderson, Executive Chair





## Growing the thriving Bango ecosystem

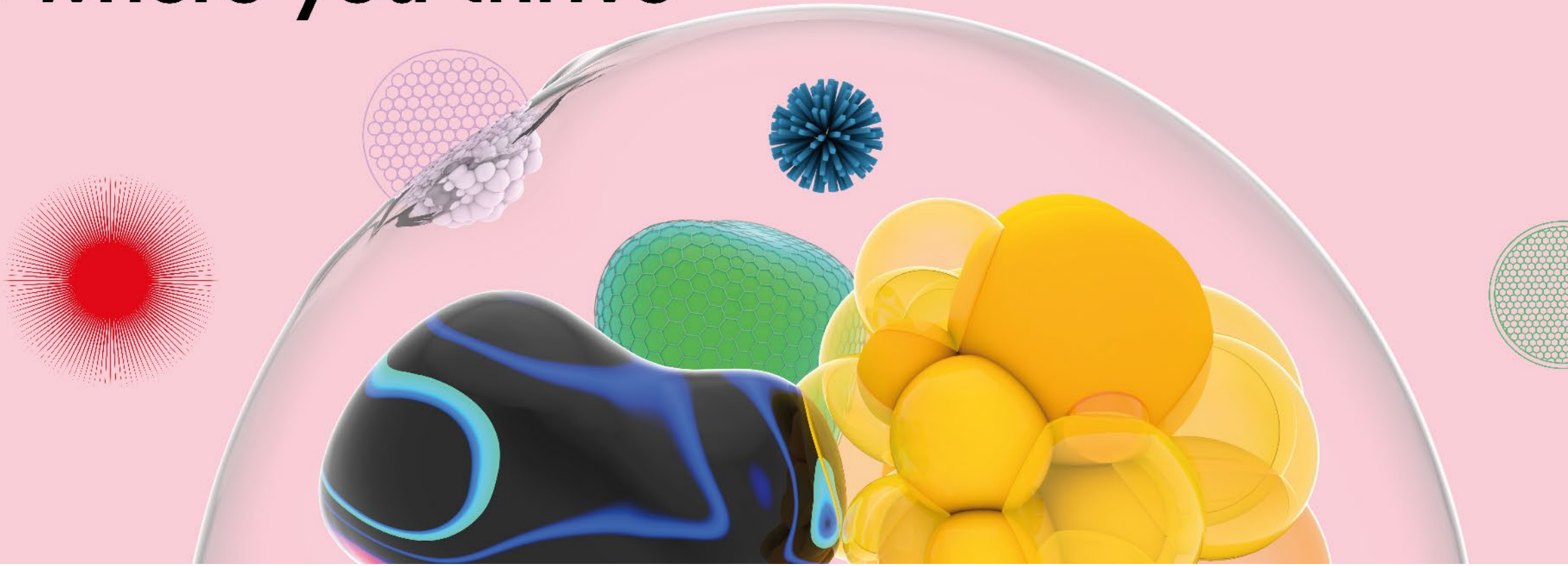
- The Strategy is delivering results
- People want to join the Bango circle
  - Payment providers beyond DCB
  - Data providers
- The market opportunity is growing
  - Physical product marketing
  - Large agencies



# **bango<sup>®</sup>**

## **Be where you thrive**

[www.bango.com](http://www.bango.com)



# Q&A

