

Bango plc

Placing and Introduction to AIM

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

**bango**<sup>®</sup>

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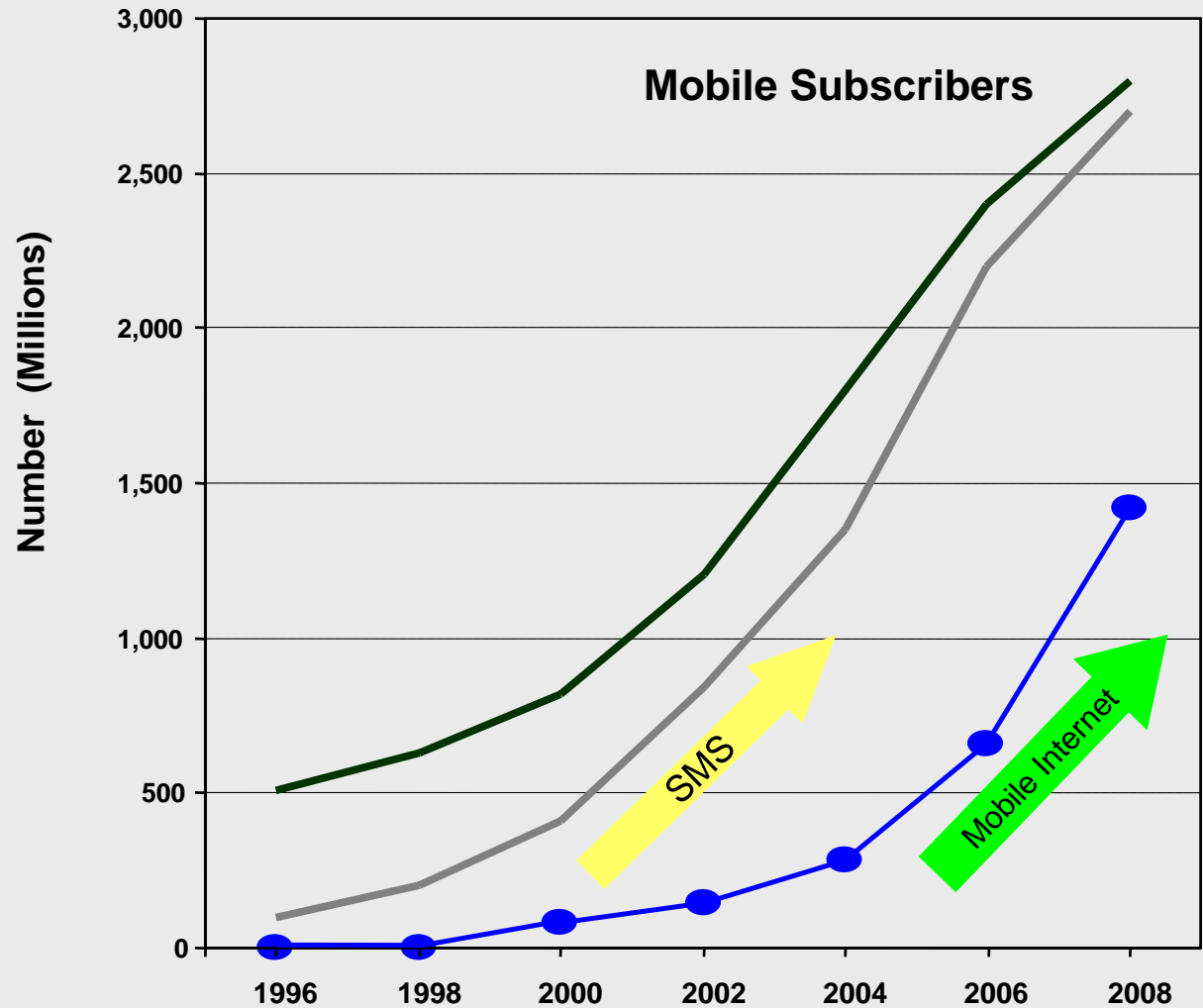
# Experienced and Successful Team

- **Ray Anderson**, Co-founder & CEO
  - Founder of Torch Computers, GUI software sold to Next Inc. in 1986
  - Founder of GUI company IXI, sold to SCO in 1993
  - Repositioned SCO as industry standard, 10x increase in shareholder value
- **Anil Malhotra**, Co-founder & VP Marketing
  - VP Alliances & Sales at IXI – deals with Sun, IBM, NEC, NCR, HP, Intel, Oracle
  - VP Business Dev. at Games Platform CyberLife – deals with major content brands
- **Peter Saxton**, CFO
  - FD at PayPoint – from start-up to profitably processing £2billion p.a.
  - Financial Controller of Sinclair Research
- **Martin Harris**, VP Sales
  - Sales Director of iii plc – from early though to IPO
  - 10yrs Sun Microsystems, European Sales Management
  - Torch Computers North America General Manager
- **Tim Moss**, CTO
  - Chief Architect, European sports news portal Sportal.com
  - Worked for IBM and Mobile Operator O2

We enable our customers  
to make money using  
the mobile internet

# Rapidly Growing Market

- **Increasing phone connectivity**
  - moment of purchase
  - networks ready
  
- **Better phone technology**
  - screens
  - memory
  - processing
  
- **Increasing promotion of mobile content**
  - MNOs
  - content providers / brands
  - End user demand
  
- **More ways to pay**



Source: IDC, Ovum, Yankee Group

# What Bango Does

Businesses with valuable content and services

## On-Portal

Commercial Relationship with each Mobile Operator



## Off-Portal

Promote and engage directly with phone users

Bango



Whole Market

Content Providers of all sizes pay Bango to use its unique “browse & buy” platform, enabling them to offer content and services quickly and easily to consumers through the mobile internet

The Bango Service is open to all, quick and easy to use

Big Brother 6 - the official Big Brother uk website on channel4.com - Microsoft Internet Explorer  
 Address: http://www.channel4.com/bigbrother/news/new

TV Listings E4  
 Text Only T4  
 Site A-Z FilmFour

NEWS FILM HOMES LIFE ENTERTAINMENT HISTORY SCIENCE COMI  
 SPORT CULTURE CARS MONEY BROADBAND LEARNING HEALTH DATI

ANTHONY CRAIG DEREK LESLEY KEMAL MAKOSI **EVICTED MARY** MAXWELL ROBERTO SAM SASKA SCIENCE VAN ESSA

### BIG BROTHER Latest News

**HOME NEWS**  
 Newsletter  
 LATEST VIDEOS  
 LATEST PICTURES  
 NOMINATIONS  
 BB ON YOUR MOBILE  
 PLAY BET WIN  
 BBLB  
 COMMUNITY  
 TOUR OF THE HOUSE

BB on your mobile...

#### BB Comes To Your Mobile

Day 8, 17:00

Stuck up a tree? Trapped in a cupboard? Wherever you are you'll soon be able to catch up on the housemates' shenanigans with all the latest news stories sent straight to your mobile.

Pics of the best and barmiest activities will also be available at the touch of a button. And when it's simply essential to see the action in full flow, video of the latest larks will wing its way to your phone.

As if that wasn't enough we'll even personalise your mobile for you. Want your favourite housemate's mug to travel with you wherever you go? Not a problem with our stunning selection of wallpapers.

To complete the package, your mobile will be able to sing out your love for all things Big Brother with any one of the fabulous ringtones.

So this summer, you and your precious BB need never be parted.

Text the word **MOBILE** to **83188** to receive a link to the service.

For more information check out our **FAQ page** and our **Terms and Conditions**.

#### Day 10

Big Brother is sponsored by:

## TalkTalk

The landline company from **Carphone Warehouse**

Derek	8/1
Anthony	8/1
Science	9/1
Roberto	14/1
Lesley	16/1
Craig	16/1
Any Other	18/1

**CLICK HERE!**

#### VIDEO

Get fantastic video clips or watch live streaming from the House with our Series Pass or 24-Hour Pass

**more >**

#### BB MOBILE

News, vids, pics and ringtones, all on your mobile phone

**more >**

**PLAY BINGO**

The best new music...



# Benefits of the Bango Service

## For Content Providers

- Quickly and easily create a money making mobile internet site
- Increase revenues using pre-integrated billing services (world-wide, multi currency)
- No need to deal with Mobile Network Operators

## For Mobile Operators

- Content Provider promotions get people using their mobiles → more data revenues
- Share of charges billed to mobile phone user
- Radically reduced cost by not dealing with Content Providers



**MDA Award 2004:**  
 “Greatest Contribution to Mobile Data in the last 10 years”

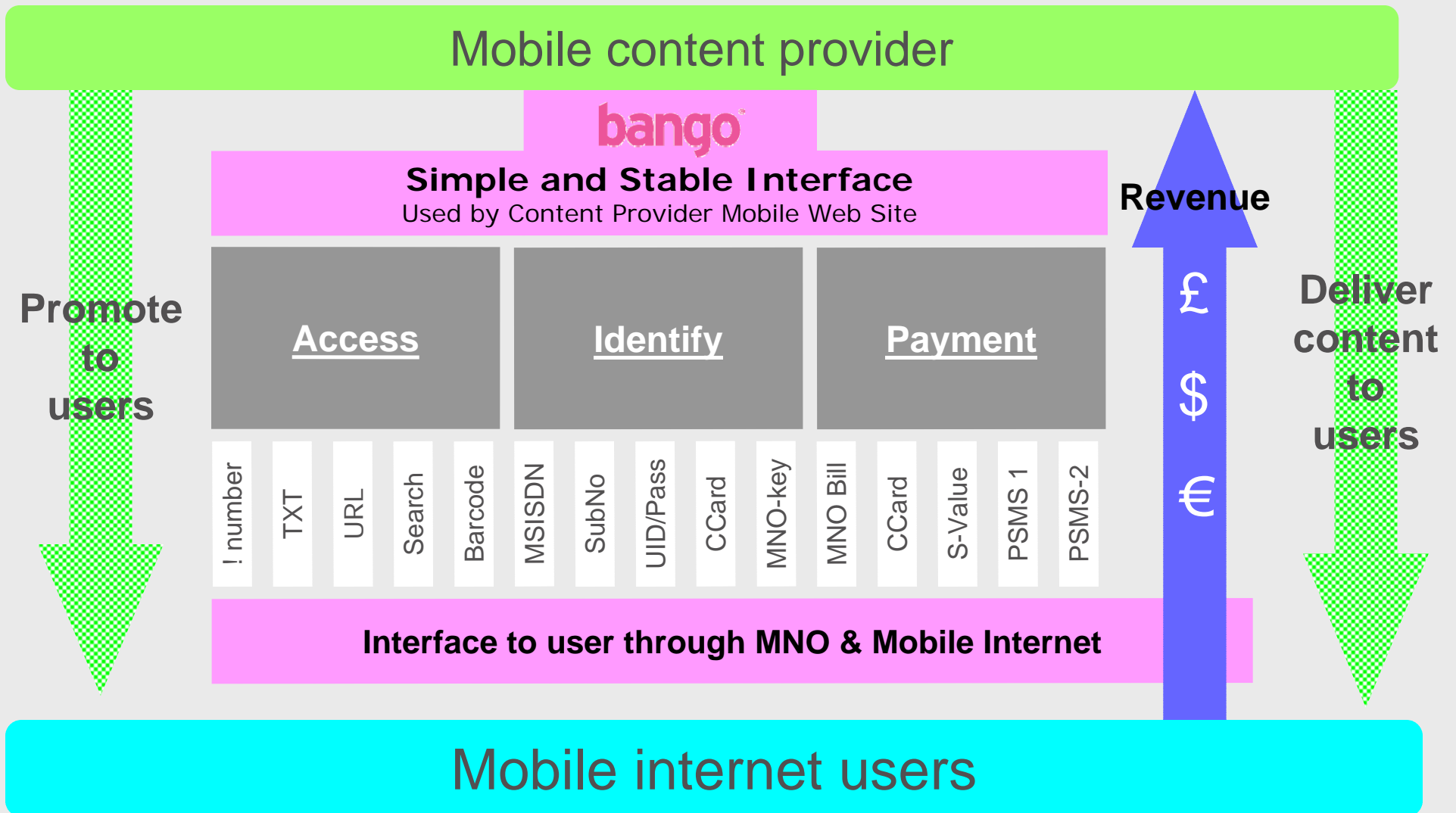
Selected by the  
 Mobile Operator’s  
 Trade Association

1<sup>st</sup> – Bango  
 Runners up:  
 Vodafone live!, T-Mobile t-zones



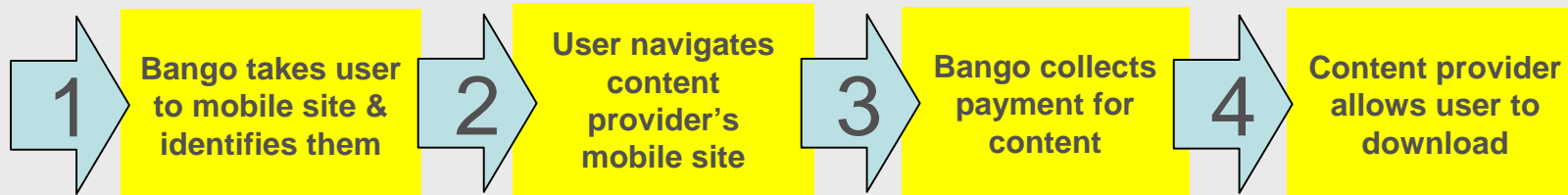
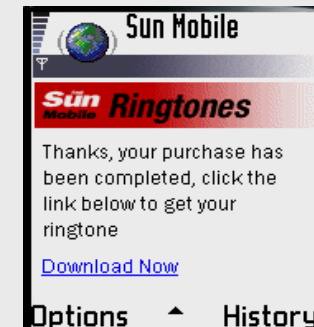
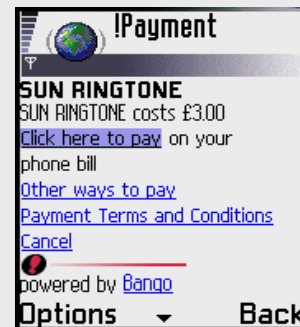


# Unique Bango Technology



# Browse & Buy

- Simplifies selection and purchase
- Only show user content that they can use, so much less support overhead
- Ts&Cs on screen – no subscriptions



# Partnership Model

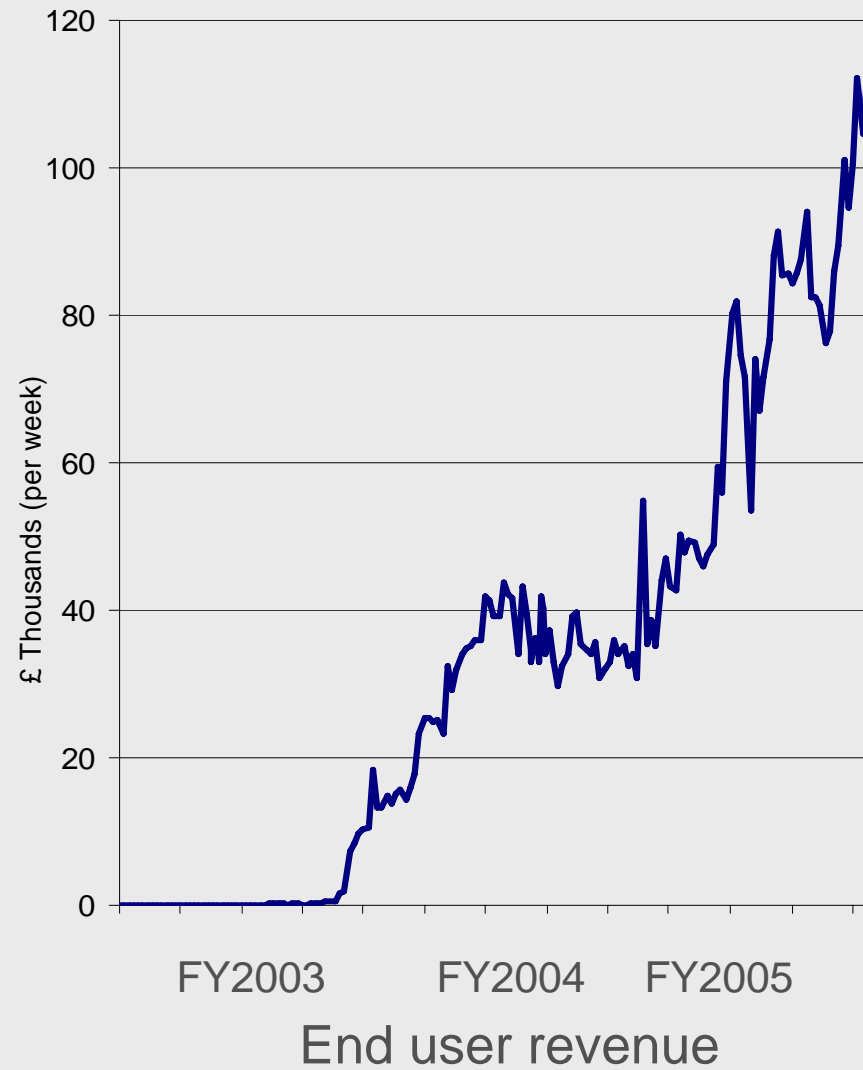
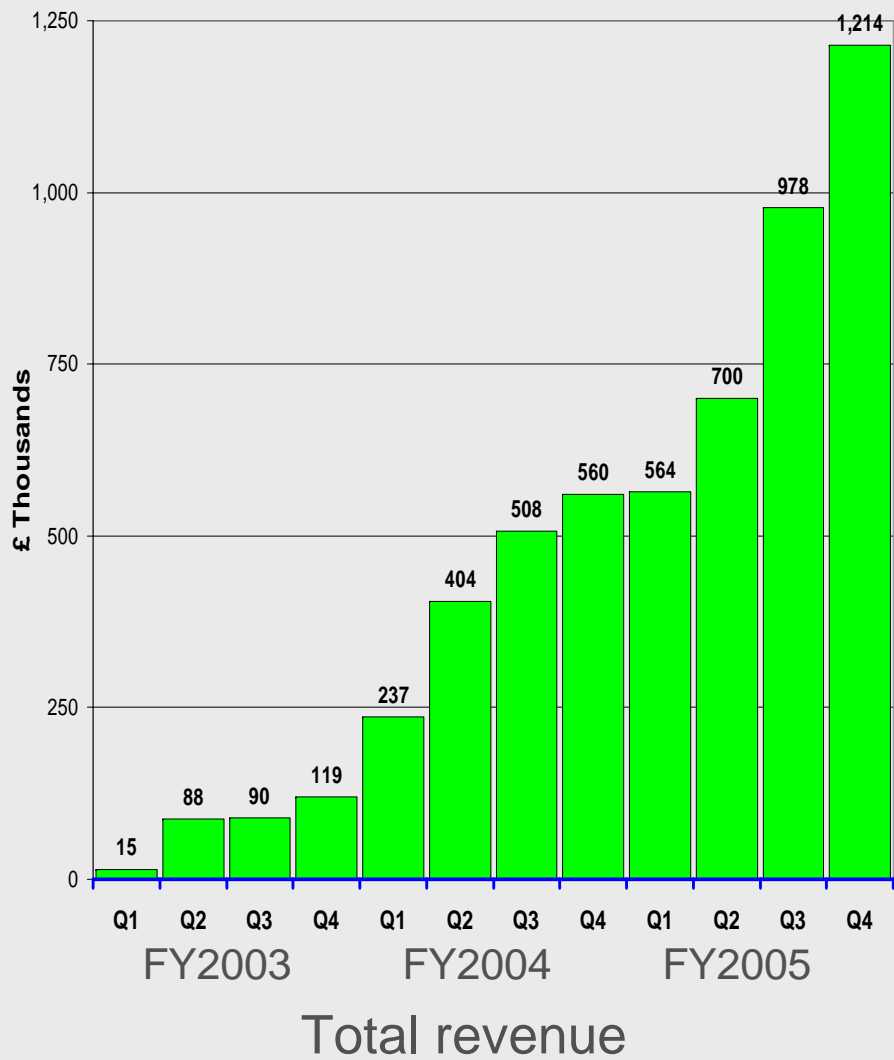
- Sell through partners to expand reach



- Work with a range of billing providers
  - Flexibility of payment method / rapid, easy integration



# Quarterly Momentum



Note: financial data is presented for the years ending 31 March

# The Bango Business Model

## Revenue Streams

## Gross margin

**Content Providers**  
(main focus)

- **Bango Service fees**
  - Paid monthly in advance
  - Additional service options
- **Share of content sales**
  - When Bango provides billing
  - Blended model
    - c.60% to Content Provider
    - c.40% to cover billing costs

- **c.100% margin**
  - Delivered by low cost systems
  - High scalability
- **7-35% margin<sup>(1)</sup>**
  - Bango “resells” content
  - Bango margin dependant on billing method used

**Mobile Operators**

- **Operator Service fees**
  - Safeguarding off-portal experience
  - Helping users reach desired content

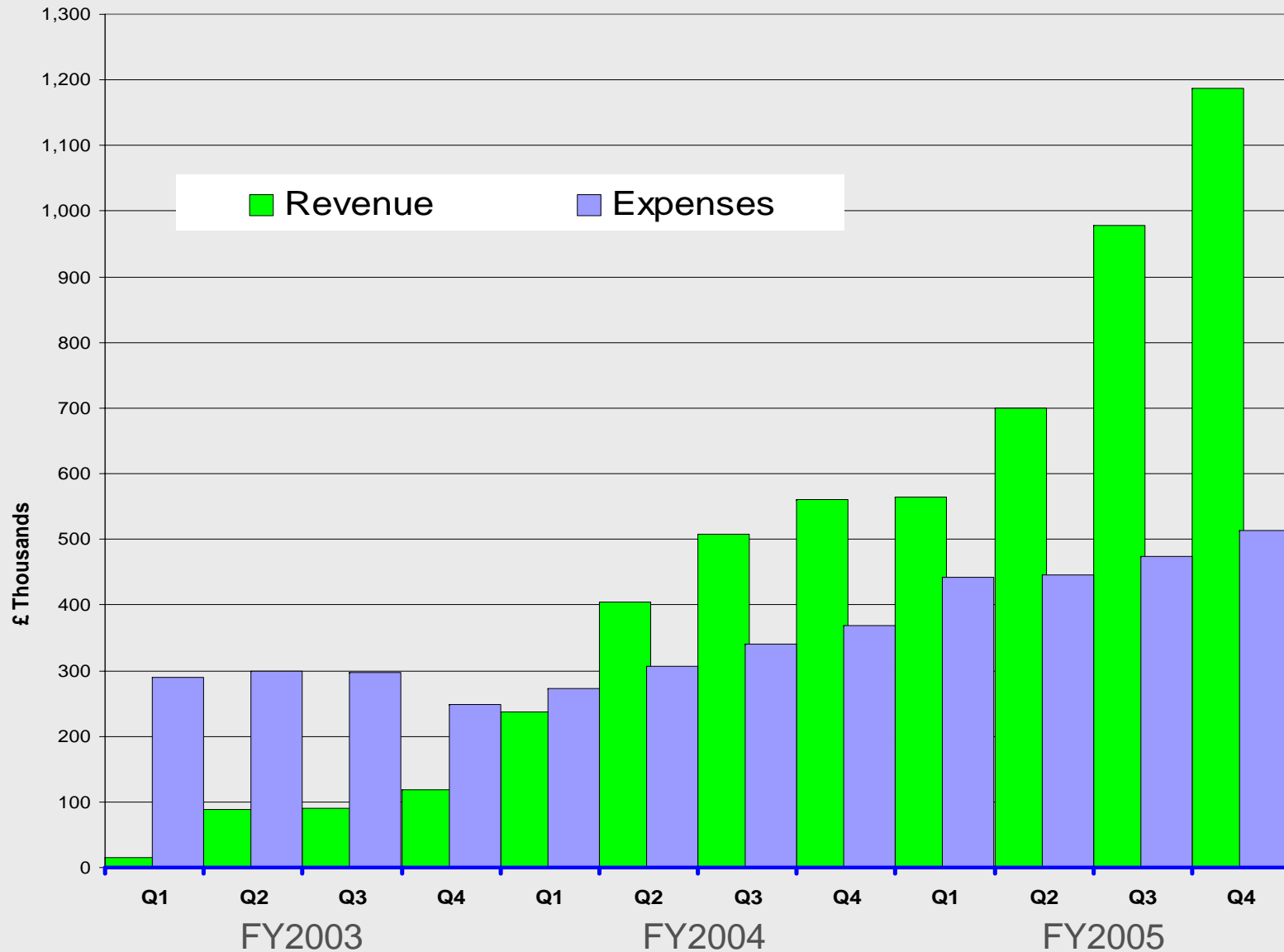
- **Typically 80-90% margin**
  - Leverages Bango technology and tools
  - Sometimes requires outsourced services

<sup>(1)</sup> As a % of the content cost to user

# P&L

£000's FYE 31 March	2003	2004	2005
Total revenues	312	2,029	3,414
<i>% growth on previous year</i>		<i>NM</i>	<i>68%</i>
Total gross profit	275	541	975
<i>% gross margin</i>	<i>88%</i>	<i>27%</i>	<i>29%</i>
Operating expenses			
Sales & marketing	468	449	627
General & administration	640	934	1,264
Total operating expenses	1,108	1,383	1,891
Other operating income	0	0	26
EBITDA	(833)	(842)	(890)
Depreciation	44	34	43
Interest receivable	13	11	15
Earnings before tax	(864)	(865)	(918)
Taxation payable	(43)	(5)	0
Earnings for the year	(821)	(860)	(918)

# Operational Efficiency



Note: financial data is presented for the years ending 31 March

# Balance Sheet

£000's, FYE 31 March	2003	2004	2005
Fixed assets			
Tangible assets	49	69	89
Current assets			
Debtors	284	860	1,048
Cash at bank	348	145	320
Creditors - amounts falling due within one year	198	852	1,211
Net current assets	434	153	157
Total assets less current liabilities	483	222	246
Capital and reserves			
Called up equity share capital	8	10	11
Share premium account	3,875	4,472	5,413
Profit & loss account	(3,400)	(4,260)	(5,178)
Shareholders funds	483	222	246



# Cash Flow Statement

£000's, FYE 31 March	2003	2004	2005
Net cash flow from operating activities	(772)	(915)	(583)
Returns on investment and servicing of financing	13	11	15
	(759)	(904)	(568)
Taxation	0	20	0
Capital expenditure	(6)	(54)	(62)
Financing (net of costs)	424	735	805
Increase/(decrease) in cash	(341)	(203)	175

# Growth Strategy

- **Leverage early global advantage:**
  - Technology deployed world-wide
  - Content Providers in over 20 countries
  - Millions of users in over 100 countries
  - Excellent reputation with Vodafone, Orange, O<sub>2</sub>
  - Multiple language capability
- **Selective geographic expansion**
  - Germany                      Vodafone direct billing, large market
  - Spain                              Telefonica relationship, direct billing mid 2005
  - USA                                Leading Content Providers, large potential market
- **Deploy small Bango sales and tech support teams**
- **Develop local Bango Accredited Partners (resellers)**

# Reasons for IPO

- Fund accelerated growth
- Support geographic roll out
- Strengthen team
- Further development of Bango technology
- Raise corporate profile

# Summary of Bango Opportunity

- Strong, experienced management team
- Massive global opportunity
- Highly scaleable, proven, platform business
- Technology leadership with unique IP
- Key strategic relationships in place in Europe & developing in USA