

Preliminary Results for 12 months to 31st March 2007

The logo for Bango, featuring the word "bango" in a bold, lowercase, sans-serif font. The letter 'b' is a vibrant orange, while the remaining letters 'ango' are a dark blue. A registered trademark symbol (®) is positioned to the upper right of the 'o'.

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www.bango.com

June 2007

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Bango: Quick & easy mobile web



+3,500 others

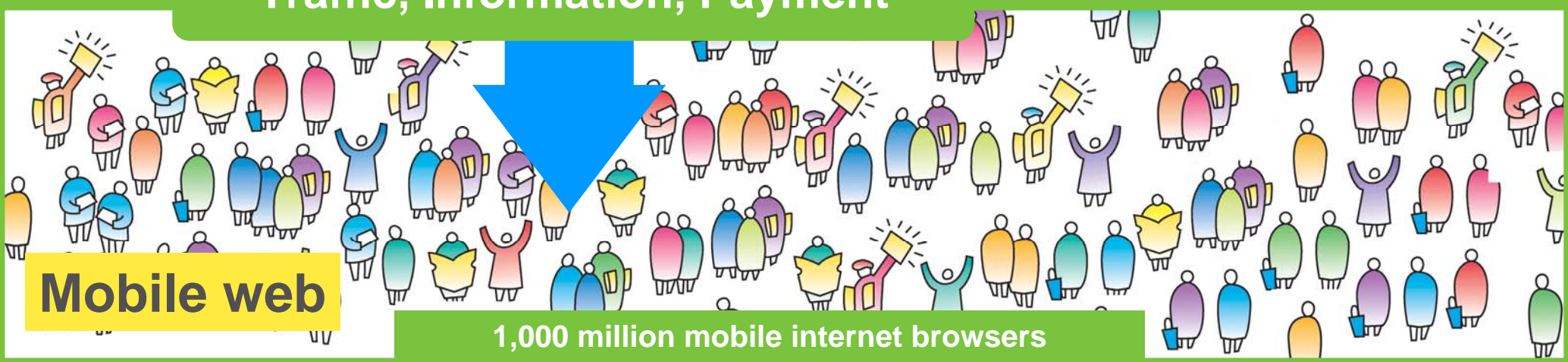


Traffic, Information, Payment



Mobile web

1,000 million mobile internet browsers



FYE Mar 07 Highlights (vs 06)

- Revenues up 38% to £10.43m (£7.53m)
- Content provider revenues up 53% to £1.54m (£1.00m)
- Gross profit up 12% to £2.47m (£2.19m)
- **New customer wins**
MTV, Capcom, Daily Telegraph, FT.com, Agent Provocateur, Jamba, Flycell, Betfred, Yamaha Music, EA mobile, Rascal Flatts, Mediapiazza, Cellcity, Handsonmobile, Carmunity, MOMO and Daily Telegraph
- **Global partnership with Yahoo!**
- **Productive sales operations incl. outside UK**
- **Measures taken to control / focus spend**
- **Moving towards cashflow positive / profitability**

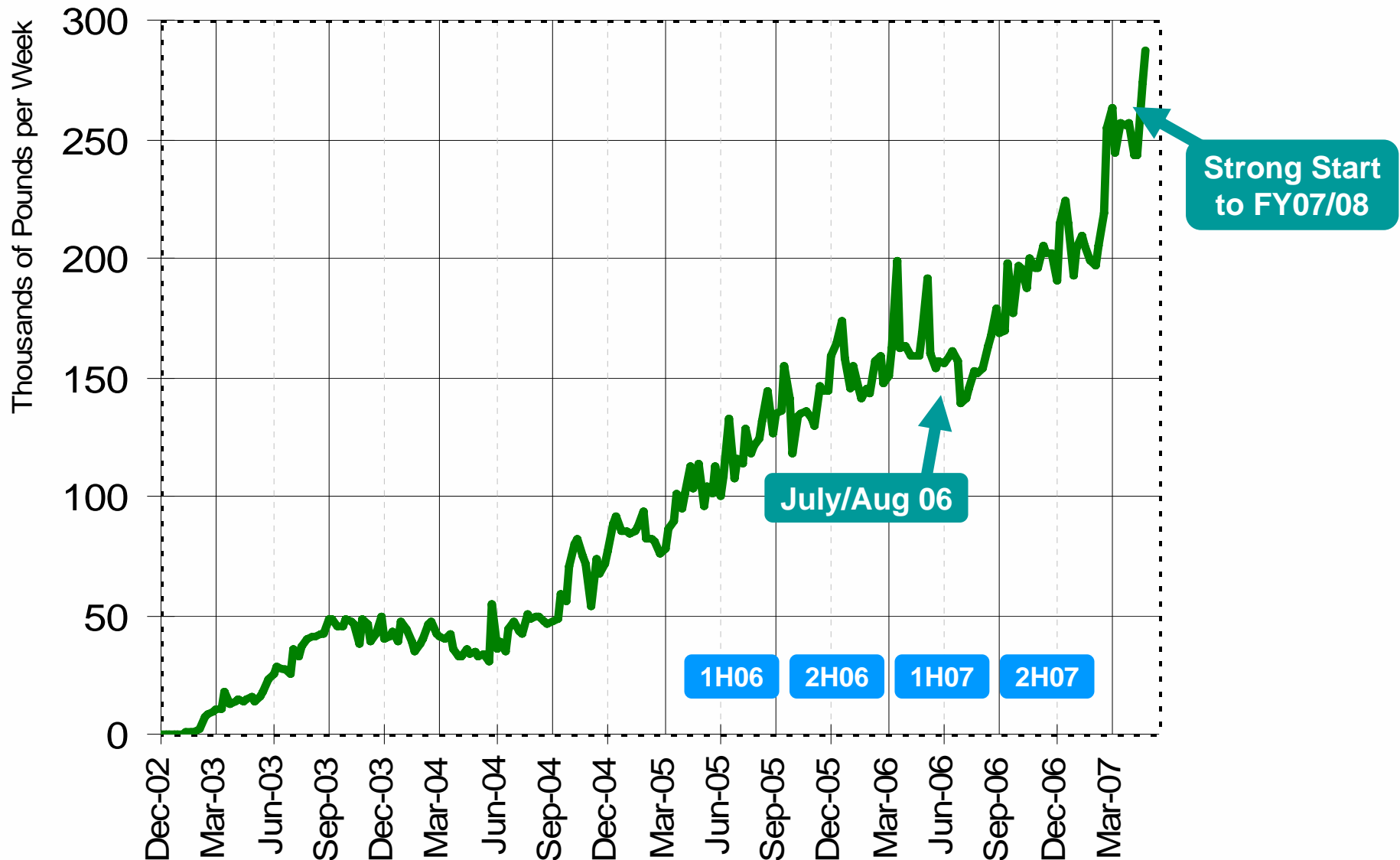
Revenue by geography

Revenue £000's	FYE March 31st 2007				
	FYE Mar2007	FYE Mar2006	Content access fees	Content provider fees	Services to MNOs
United Kingdom	8,473 81%	6,755 90%	7,555 85%	906 59%	12
Rest of EU	741 7%	324 4%	439 5%	282 18%	20
USA & Canada	934 9%	312 4%	686 8%	248 16%	0
Rest of World	280 3%	142 2%	180 2%	100 7%	0
	10,428	7,533	8,860	1,536	32

Sales to Content Providers

- **Direct sales**
 - improving productivity per sales head
- **Partner program** (Integrated & sold by Bango partner)
 - starting to generate sales
- **Web sign-up at Bango.com**
 - ~1,000 “starters” activated March-May 2007
- **Attrition / bad debt among small customers in US**
 - early customers found site build / promo hard in US
- **Reducing customer acquisition cost:**
 - increasing sales productivity
 - sharpening product proposition (pay only, starter, Bango2go)
 - pre-integration of Bango into site creation tools

End user spending



Opex and P&L

£'000's FYE 31 March	2007	2006	Q4 2007	Q3 2007	Q2 2007	Q1 2007	
Operating expenses	5,341	3,670	1,229	1,363	1,517	1,232	
Change in accounting estimate	0	0	0	115	(58)	(57)	re staff bonuses
	<u>5,341</u>	<u>3,670</u>	<u>1,229</u>	<u>1,478</u>	<u>1,459</u>	<u>1,175</u>	
Depreciation	187	76	56	57	40	34	
	<u>5,528</u>	<u>3,746</u>	<u>1,285</u>	<u>1,535</u>	<u>1,499</u>	<u>1,209</u>	
Income statement	2007	2006					
Revenue	10,428	7,532					
Cost of sales	7,962	5,341					
Gross profit	<u>2,466</u>	<u>2,191</u>					
Administrative expenses	5,528	3,746					
Share based payments	402	166					
Operating loss	<u>(3,464)</u>	<u>(1,721)</u>					
Investment income	147	195					
Loss before taxation	<u>(3,317)</u>	<u>(1,526)</u>					
Income tax expense	0	0					
Attributable to equity holders of the Company	<u>(3,317)</u>	<u>(1,526)</u>					

Cash

- £1.93m cash at 31st March 2007
- Cash burn reduced to around £100K/month by year end (from around £300K in mid 2006)
- Drive growth in gross margin and opex control to move to cash positive trading in FY2008
- Significant capex spent on new equipment in 2006 should sustain 5-10X revenue growth

Cashflow & balance sheet

FYE March 31st £000's

Net cash flow from operating activities

Cash flows from investing activities

Cash flows from financing activities

Net (decrease)/increase in cash

FYE March 31st £000's

Non-current assets

Trade and other receivables

Cash and cash equivalents

Total assets

Equity and reserves

Accumulated losses

Total liabilities

	2007	2006
	(2,821)	(1,666)
	(218)	(136)
	(3,039)	(1,802)
	118	6,334
	<u>(2,921)</u>	<u>4,532</u>

	2007	2006
	522	343
	2,423	2,267
	1,931	4,863
	<u>4,876</u>	<u>7,473</u>
	12,512	11,992
	(10,072)	(6,755)
	<u>2,440</u>	<u>5,237</u>
	2,436	2,236
	<u>4,876</u>	<u>7,473</u>

Product development

- New Bango.com deployed
 - Simplifies use and sale of Bango products and services
 - Reduced “learning curve”
- Opened up “web services” access to Bango platform
 - Business partners can leverage the power of Bango from their own site
 - on-demand subscriptions and user information access
- New equipment and software at our data centres
 - Substantially increased traffic levels forecast by certain larger customers
Maintain capacity headroom & reliability.
- Integrated Bango platform with Yahoo! search marketing
 - Makes advertising of mobile content easier and more cost effective
- Applied for third patent in payments field
 - Ongoing protection of intellectual property

Market Conditions

“ By 2007, 40% of the projected \$70 billion global mobile content market will be outside carrier decks. ”

Source: Ovum

- Slowing Factors:

Slow pace of MNO's making changes

Scams & Schemes damage confidence

Bill-shock

SMS Aggregators resist move to web

- Move to “open” continues
- Move to “off-portal” continues

Improving technology

- Handsets more connected
- Connections getting faster
- Data costs coming down
- Music and video handsets

Internet vs messaging

- Big WWW players coming to mobile: Google, Yahoo, Myspace, eBay
- Mobile search & advertising

Summary

- Market opportunity remains large
- Product and technology unique, proven, desirable and scalable
- Increasing pace of customer sign ups
- Reducing customer acquisition costs
- Strategic relationship with Yahoo!

- Transition to profit (cashflow positive) progressing well

- Strong technology & market position gives management confidence: significant value as mobile internet take-up increases

Supplementary

Summary of Bango benefits



- **Connects you to your market:**
 - Gives you revenue generating traffic immediately.
 - Enables investment of your marketing \$ with solid return
 - Harness the power of Yahoo! and Google
 - Leverage traditional print, radio, web, marketing



- **Enables the best user experience:**
 - Personalize and localize the consumer experience
 - Reward loyal customers and make first time offers
 - Reduce customer service costs
 - Protect your rights



- **Maximizes your revenues:**
 - Convert more visits into sales
 - Sell your content to any consumer world-wide
 - Revenue guarantee prevents chargeback's & fraud
 - Higher margins thanks to BillRank™

Unique benefits

- one time integration
- Bango community
- safe choice
- future-proof
- global
- market insight

Bango maximizes revenue

Your mobile website

Aggregators

Premium SMS billing



>13,000,000
user profiles
across
3,000+ sites

Operator Billing

Direct connect to operator



Trusted status
with operators

Alternates

to expand coverage



Bango BillRank™ Technology

Factors:

Operator

User Info.

U/R/G rating

Billing cost

Min margin

Antifraud

Availability

User Pref.

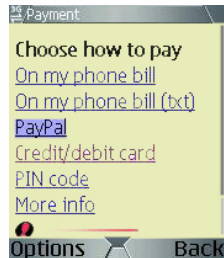
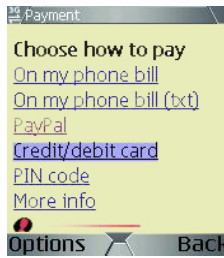
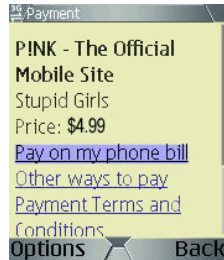
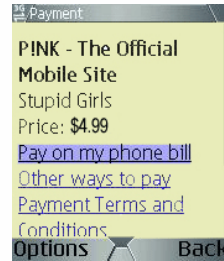


Example payment flows

Choose

Pay

Download

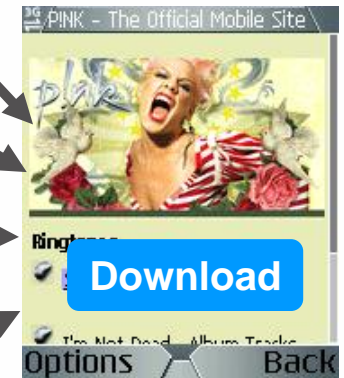


**Direct on-bill
1-click payment**

**Currency and language
auto conversion**

**Credit/debit
card**

PayPal

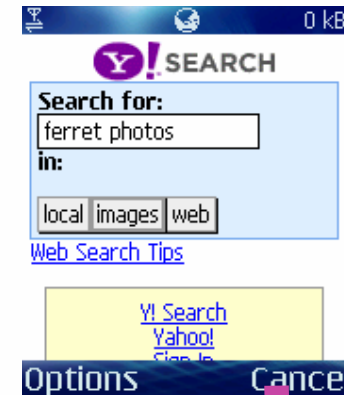
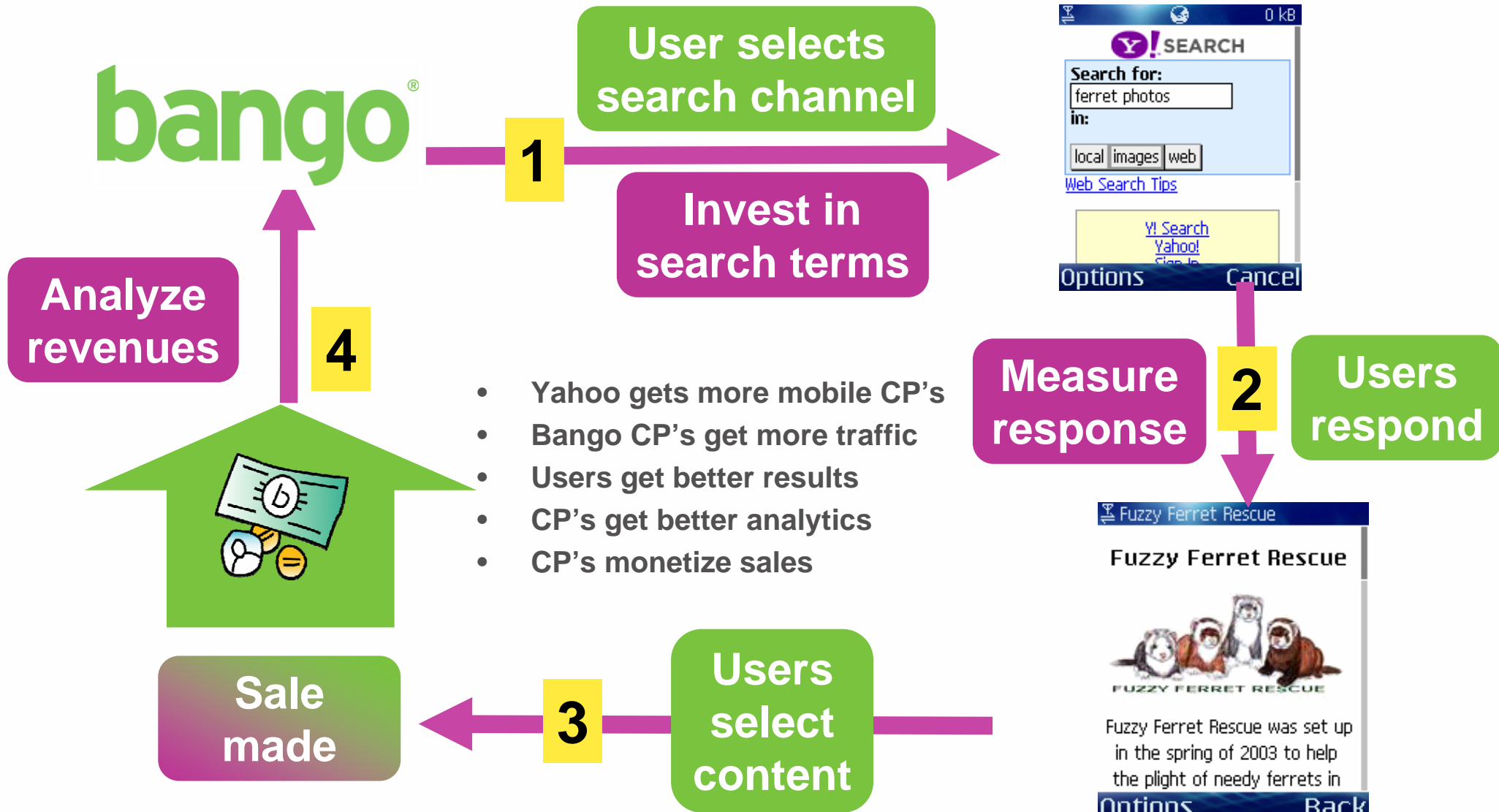


**You customize the
look and feel**

Growth Strategy

- **Leverage early global advantage:**
 - Technology already deployed world-wide
 - Content Providers in over 30 countries
 - Millions of users in over 120 countries
 - Excellent reputation with Vodafone, Orange, Telefonica, Cingular, O₂
 - Multiple language capability
- **Focussed Geographical activity in selected markets**
 - USA Cingular unique relationship. Most Content Providers
 - UK World's most "open" market
 - Spain Telefonica relationship, developed market
- **Country specific Bango sales, marketing and tech support teams**
- **Develop local Bango Accredited Partners (resellers)**

Yahoo! agreement



Bango.com - Microsoft Internet Explorer
 Address: http://bango.com/

Home | Product tour | Technology | Case Studies | About Bango | Partners | Management Tools | Support Center

Choose language: English

You are here: **Home**

Harness the mobile web to drive your business forward

- ▶ **Drive people to your site**
 - Use our promotional tools to drive traffic
 - Leverage mainstream print, TV, radio and web marketing
 - Harness the world's leading search and advertising companies
- ▶ **Identify and understand your visitors**
 - Track multiple marketing campaigns & measure your ROI
 - Understand **your** customers' habits and the market trends
 - Personalize their experience for location and preference
- ▶ **Payment for your valuable content**
 - Sell content to anyone world-wide, now!
 - Get highest payouts in the industry
 - Supports subscriptions or pay per download

Customer Login
 Email:
 Password:
 [Login]

Free Sign Up
 Get Bango Starter Now!

Contact Sales
 USA – +1 866 528 6897
 Europe – +44 (0)8700 340 365

Partners
bango2Go
 Need the best mobile presence, fast? Let Bango take care of everything with our world leading partners.
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bango
 Certified Developer
 Our partners help with all aspects of your mobile strategy. From site design and build to marketing and advertising. All powered using Bango technology.
 ▶ [Find a partner](#)

Free webinar
 The Mobile Web - Leveraging the biggest consumer market in history.
 Listen to this two-part webinar

Case Studies
World Wrestling Entertainment
 This global sports entertainment brand has consumers from more than 40 countries purchasing their content.
MTV
 With Bango, MTV is extending the on-line presence for the European Music Awards and reaching out to millions of users with mobile phones.

How it works
 Take a tour round the Bango Service and see the user experience

Financials explained
 Answers to how much you earn and why Bango is good value for money

Bango Technology
 Take a look under the hood and see how easy it is to integrate with Bango

The user experience?
 See how users access a mobile site and then use Bango's unique browse and buy technology to buy content.

Get your FREE Guide to success
 Find out how to go direct-to-consumer on the mobile web

 Click here

Latest from the Bango news room
 Mobile web use in the US surges ahead with three fold increase in last 12 months
 June 5, 2007