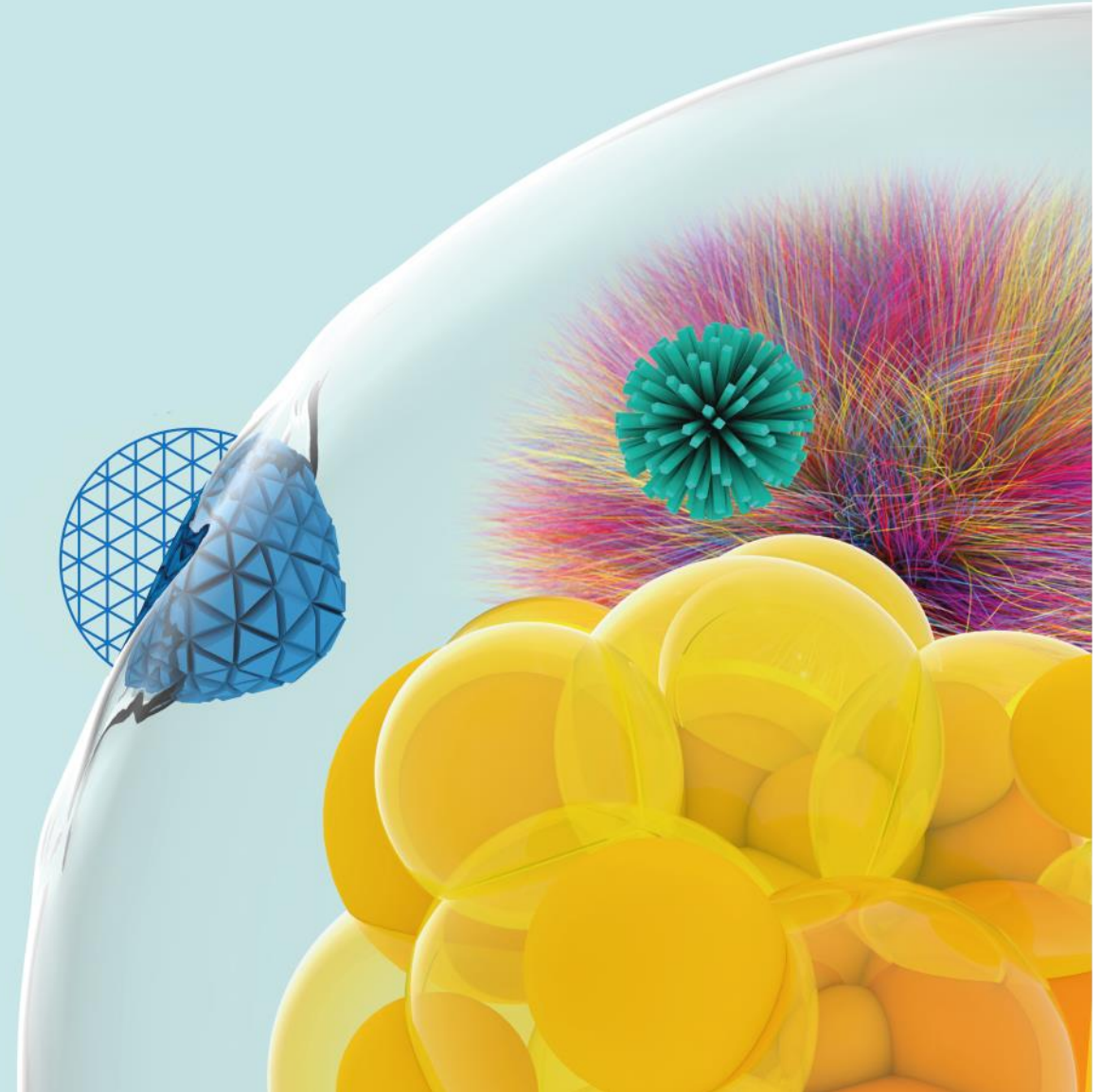


1H21 Results & Outlook

Paul Larbey, CEO

Matt Garner, CFO

Anil Malhotra, Co-founder & CMO



1H21 Highlights



GROWTH Revenue £7.13M EUS £1.30B



PROFITABILITY EBITDA £2.01M Cash £7.14M



SUSTAINABILITY Record employee engagement score



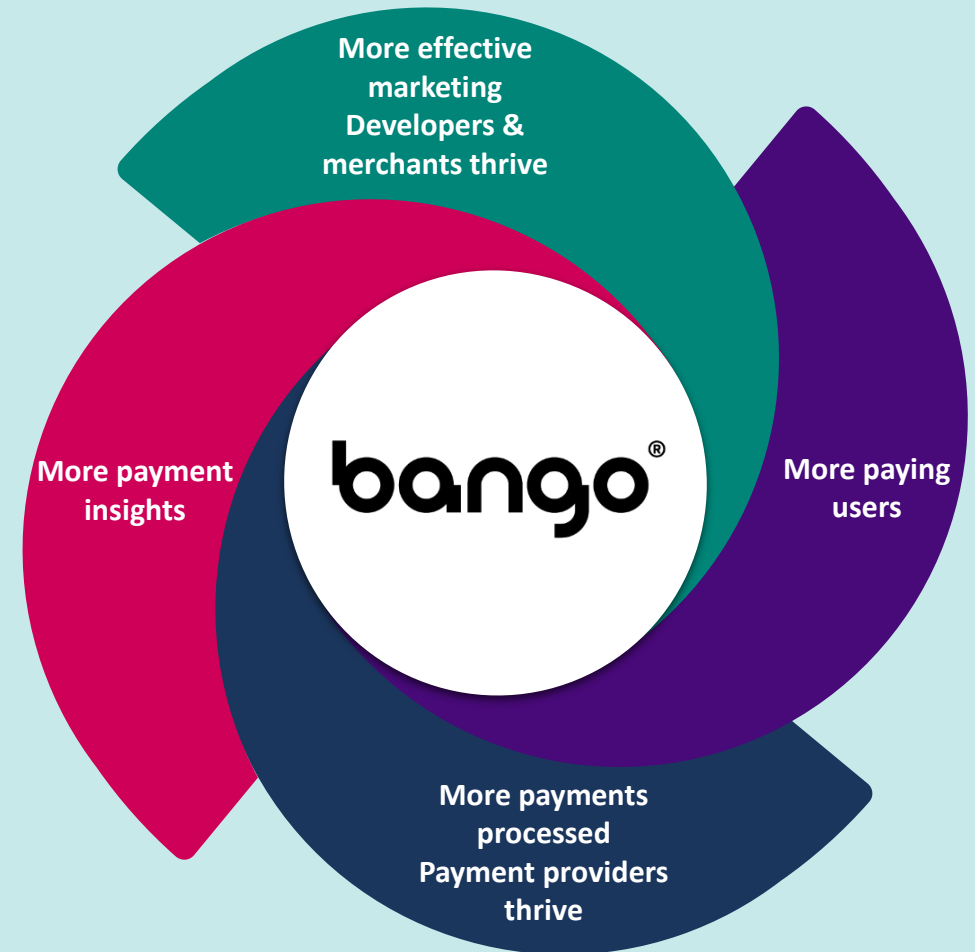
PAYMENTS Accelerating growth driven by subscription platforms



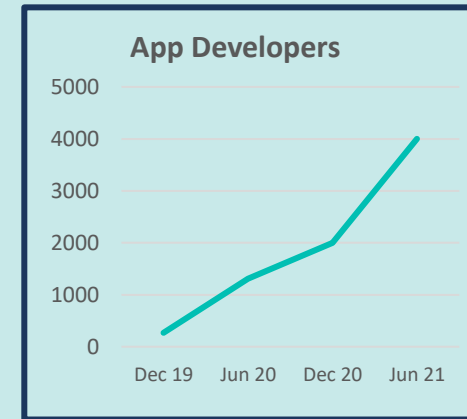
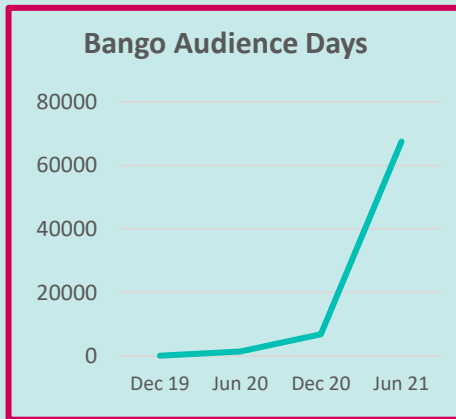
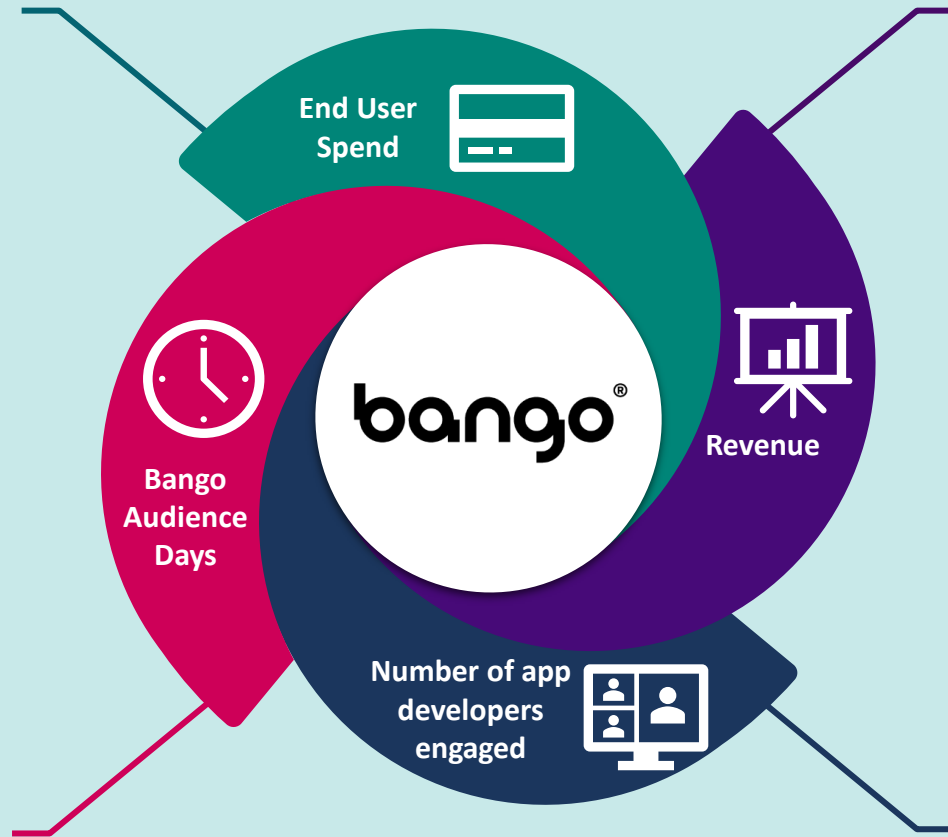
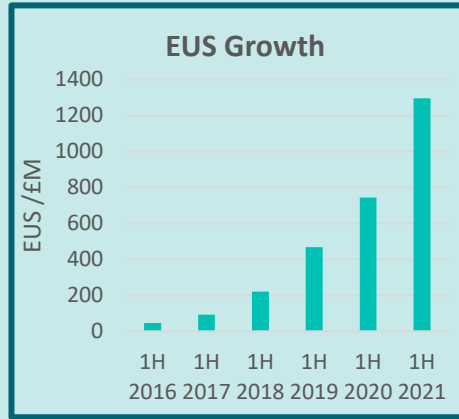
MARKETPLACE 10x growth in Bango Audience days

Bango strategy – the virtuous circle

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

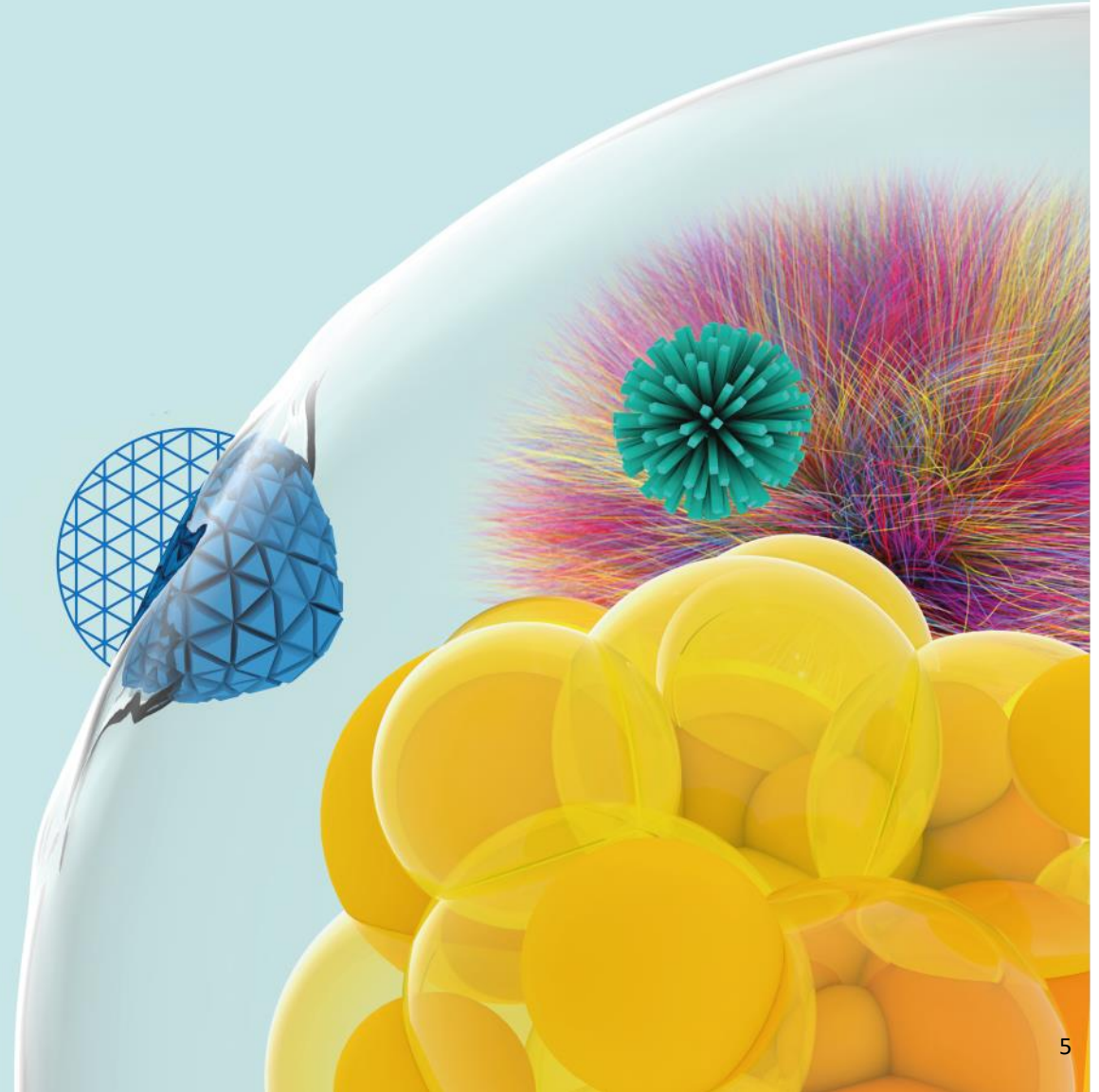


KPIs to track progress



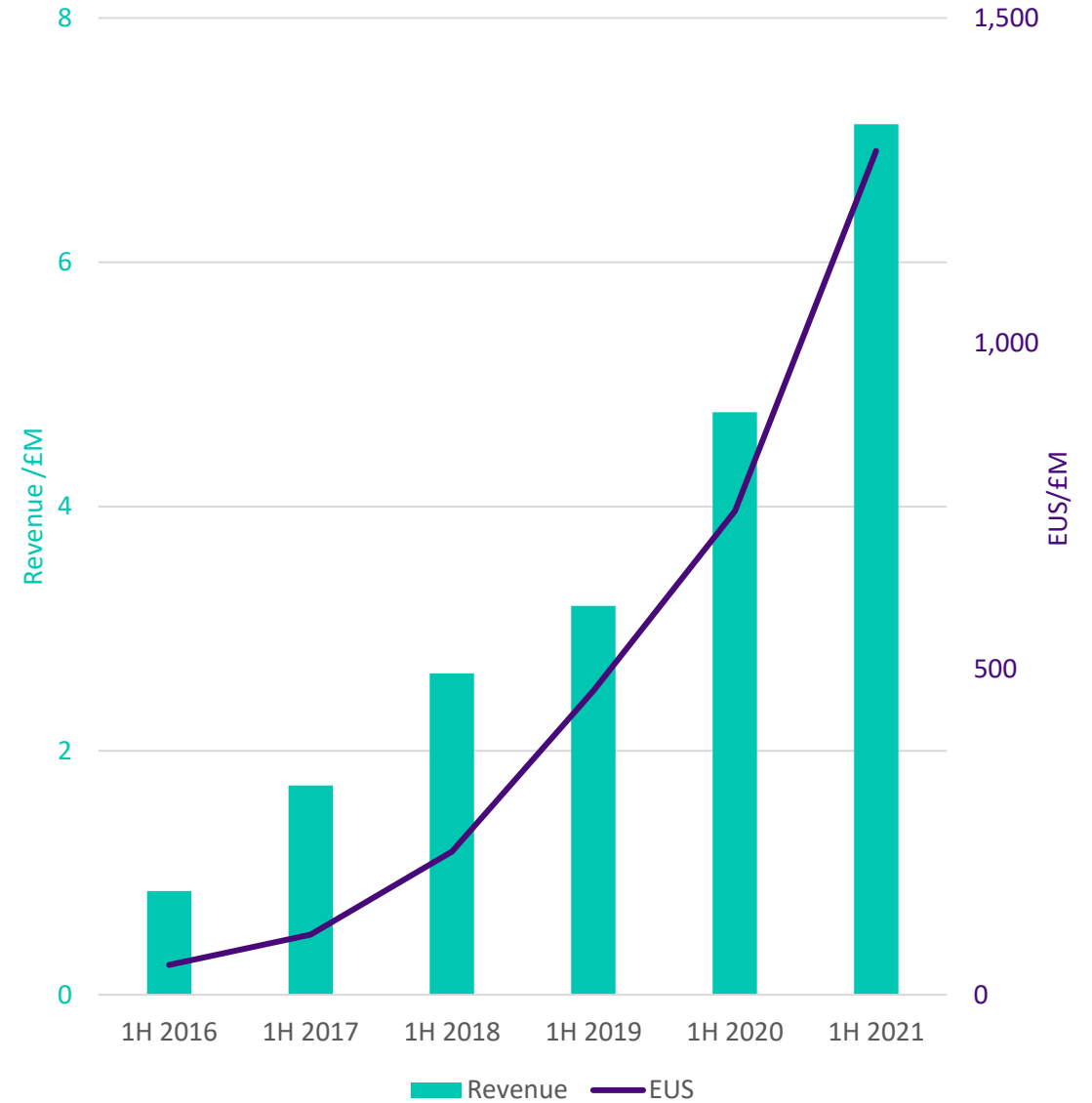
Financial Highlights 1H21

Matt Garner, CFO



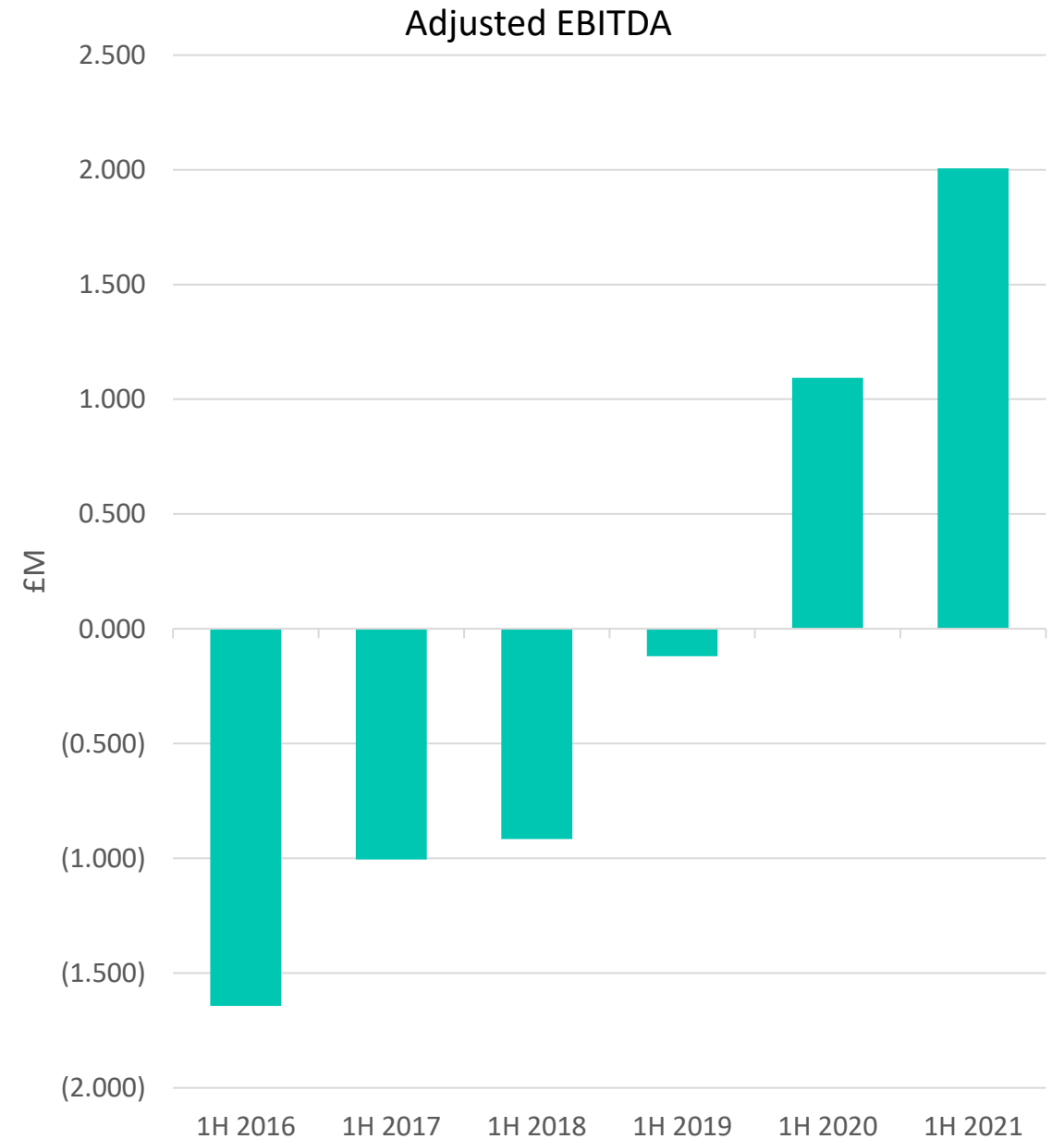
1H21 – Strong top line growth

- 49% Revenue growth
 - £7.13M (1H 2020 : £4.77M)
 - 5 year CAGR 53%
- End User Spend (EUS)
 - £1.30B (1H 2020 : £0.74B)
- Gross margin >95%

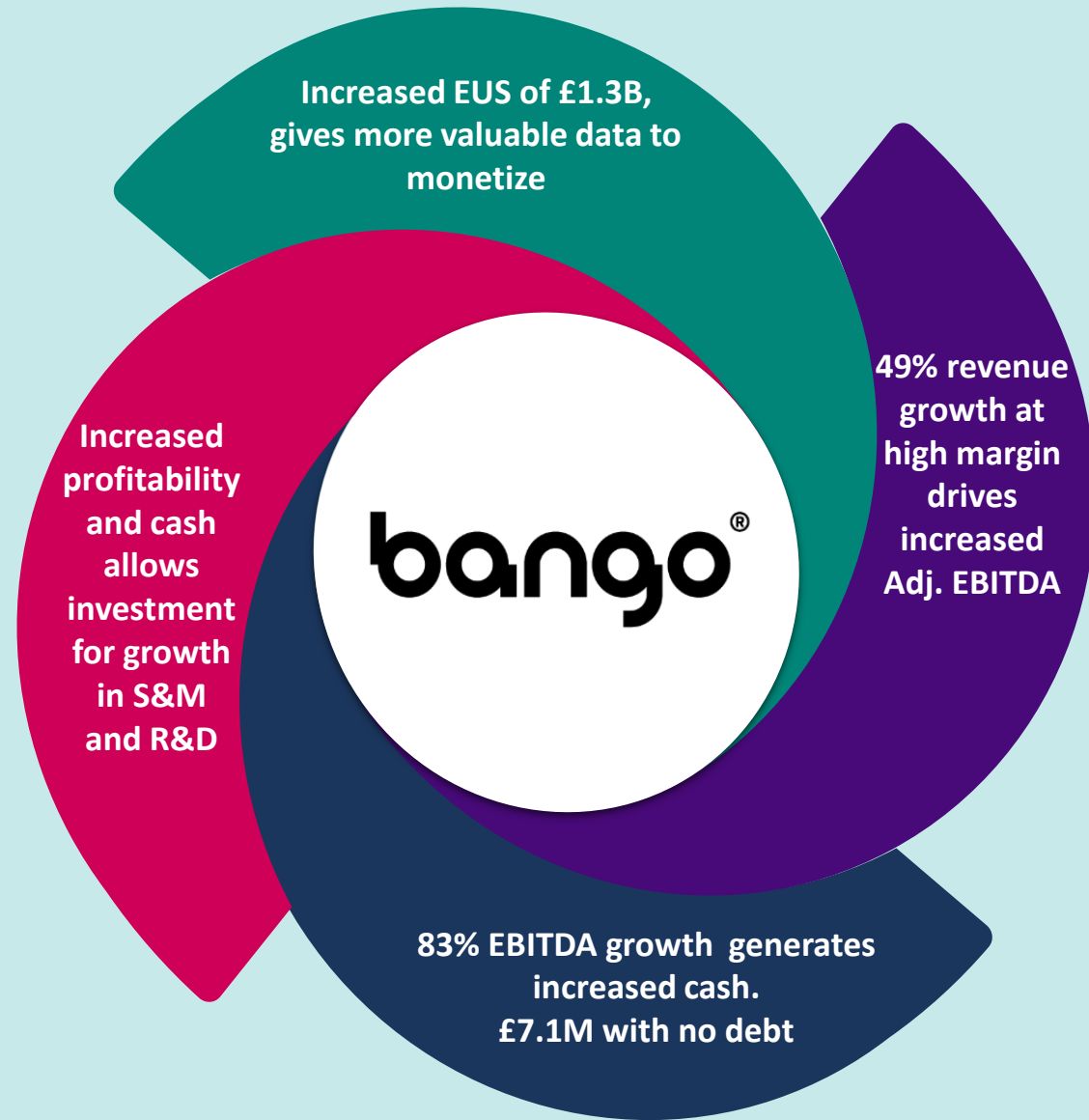


1H21 – Increasing profitability and cash generation

- Operating costs £4.8M in line with investment plan
 - 1H20: £3.6M
- Adjusted EBITDA £2.01M
 - 1H20: £1.09M
- Cash increased by £1.3M from end 2020 to £7.1M

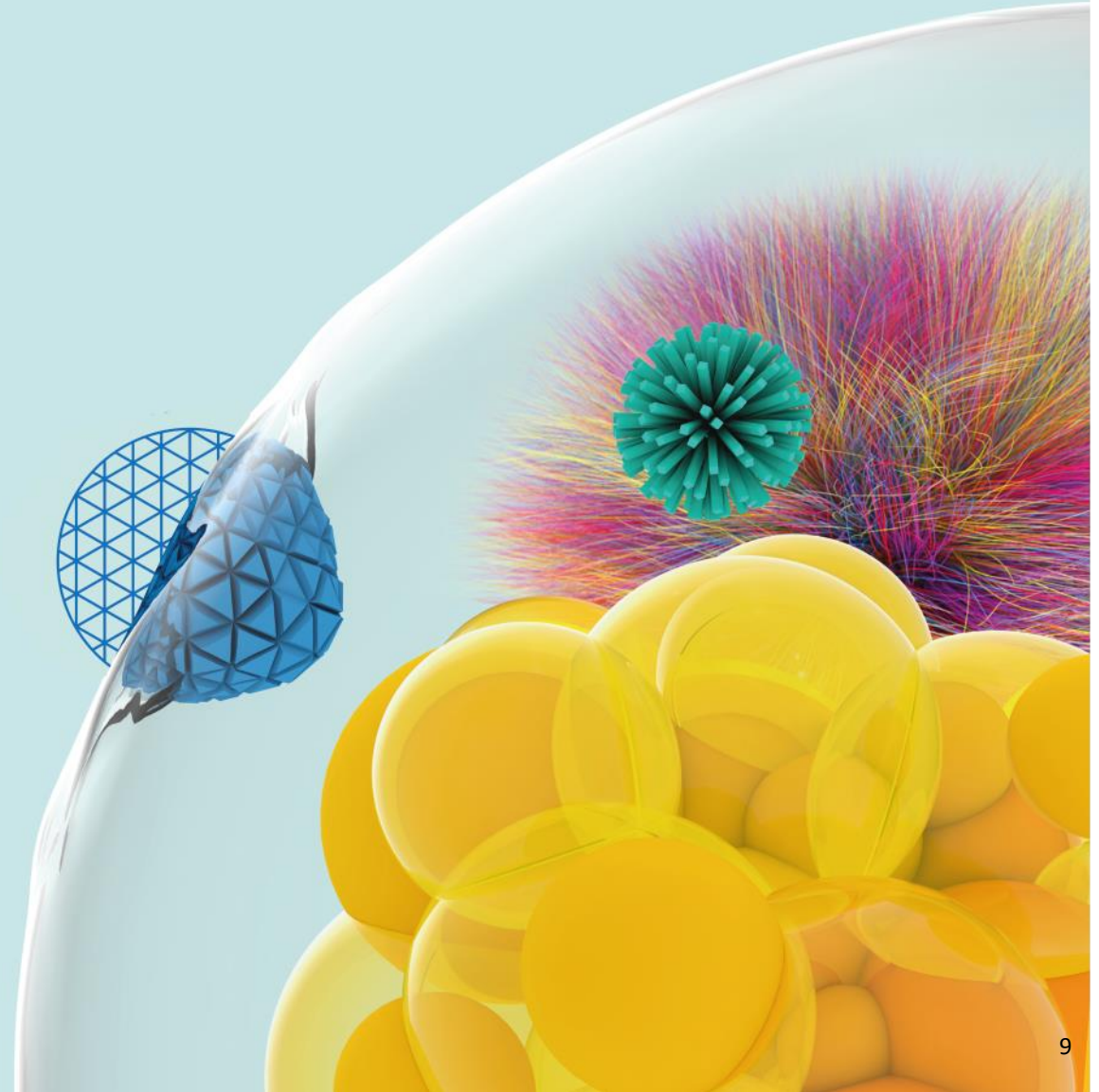


Summary



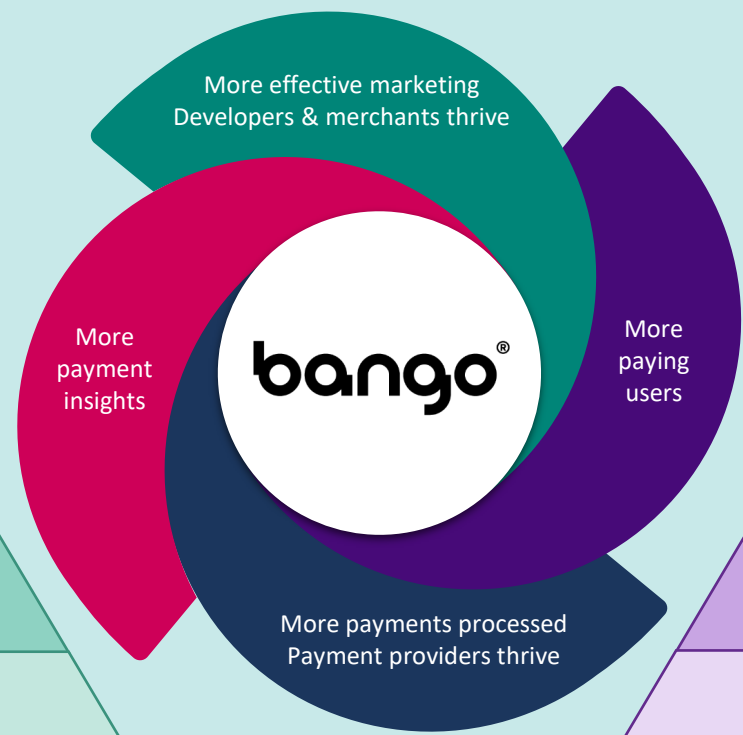
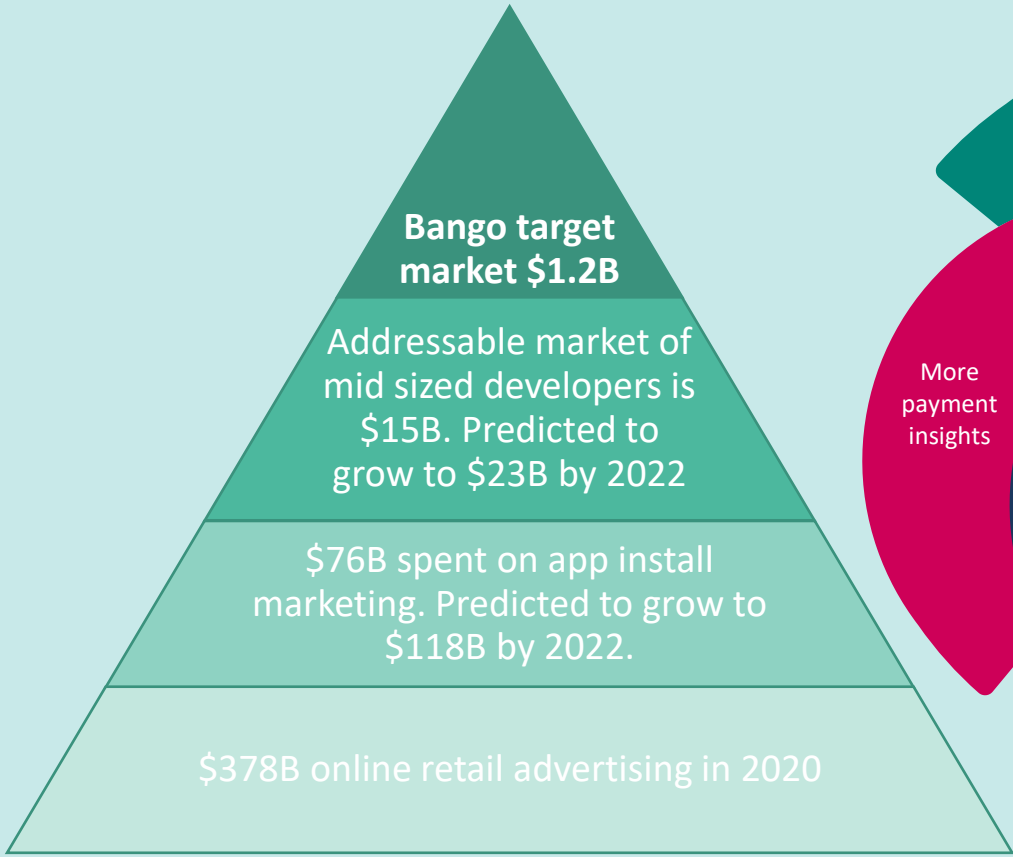
Market Opportunity

Anil Malhotra, Co-founder & CMO

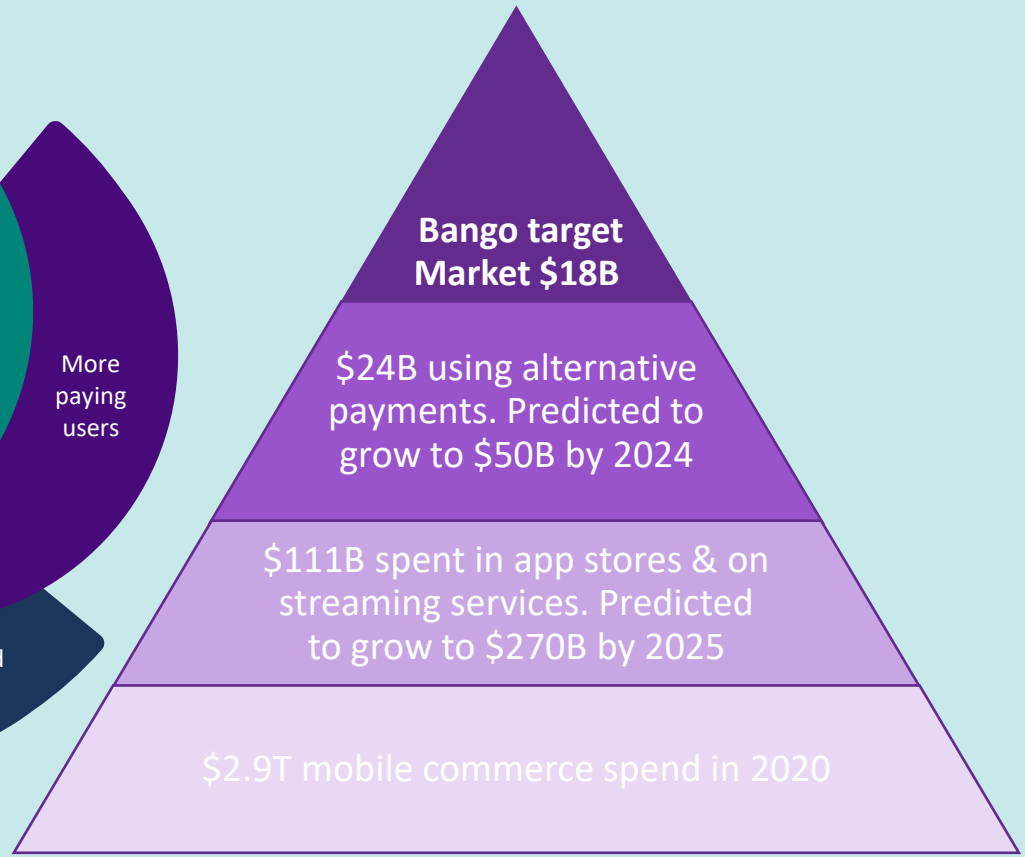


The market opportunity – Bango data is our ‘moat’

Bango Marketplace



Bango Payments



Changing market dynamics provide tailwind

April 21:
Apple restricts use of AD ID data

- App developers require alternative forms of targeting data
- Purchase behavior targeting is highly reliable, operating independently of AD ID data
- Bango Audiences now operating in a market with decreased competition
- Google is set to implement the same AD ID restrictions by early 2022

August 21:
Apple App Store billing changes

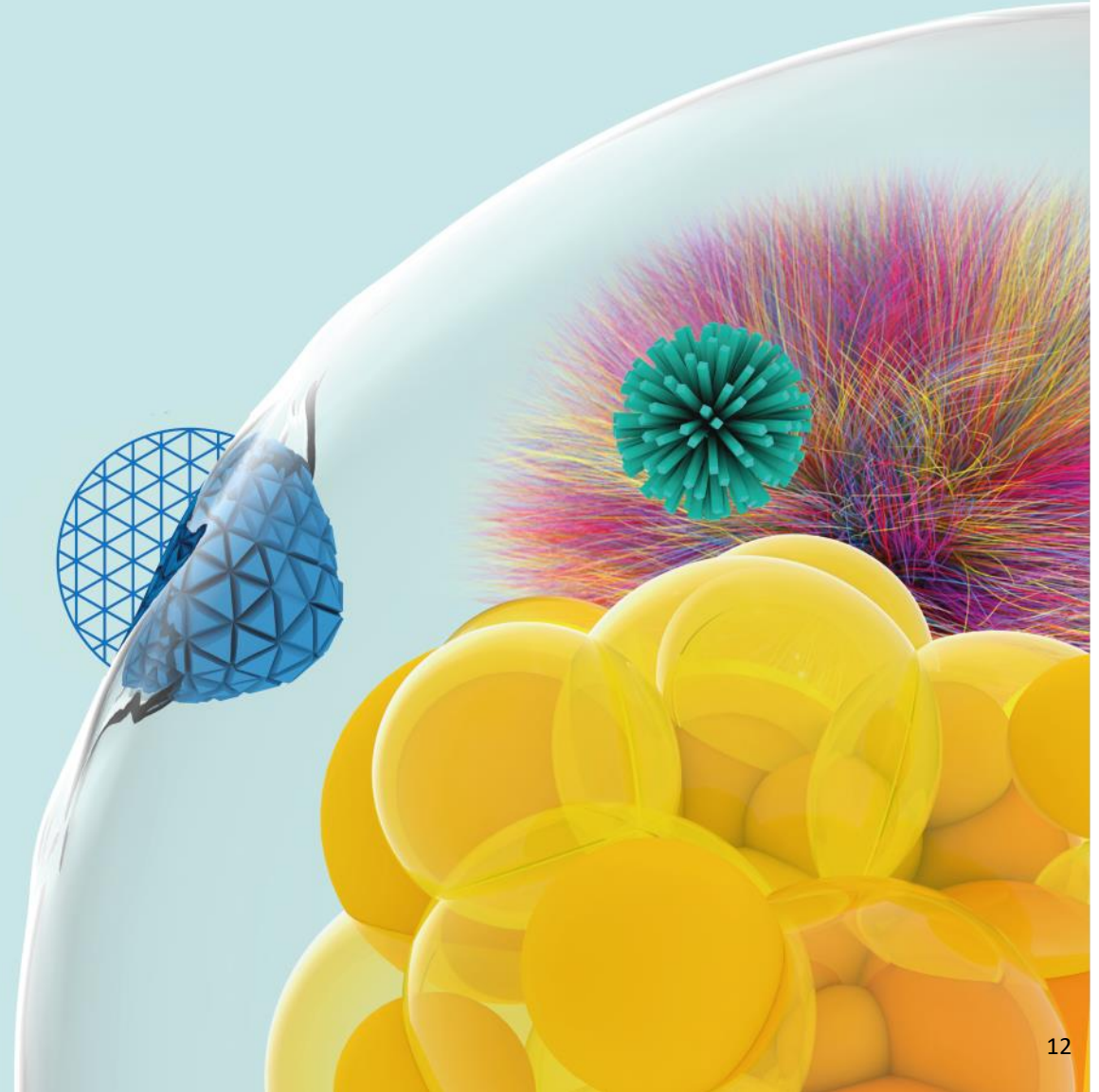
- Apple will now allow app developers to contact users to pay outside of the App Store
- Netflix already does this by directing customers to pay in a browser.
- Developers can take advantage of the Bango Platform, giving access to hundreds of payment routes
- Bango already seeing an increased number of merchants enquiring about direct connections

September 21:
New ruling in South Korea on app store payments

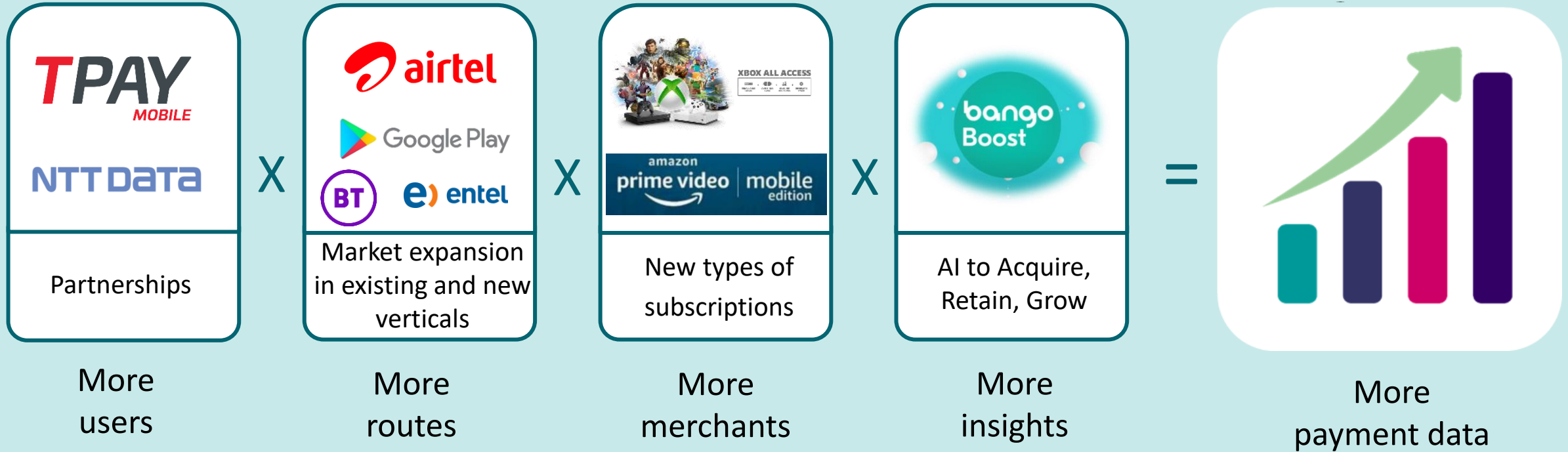
- Ruling bans app store operators from monopolizing payments in South Korea.
- This change sets a significant precedent to governments across the globe.
- Opening up app store payments means app developers can benefit from hundreds of payment routes on the Bango platform.

Operational Highlights 1H21

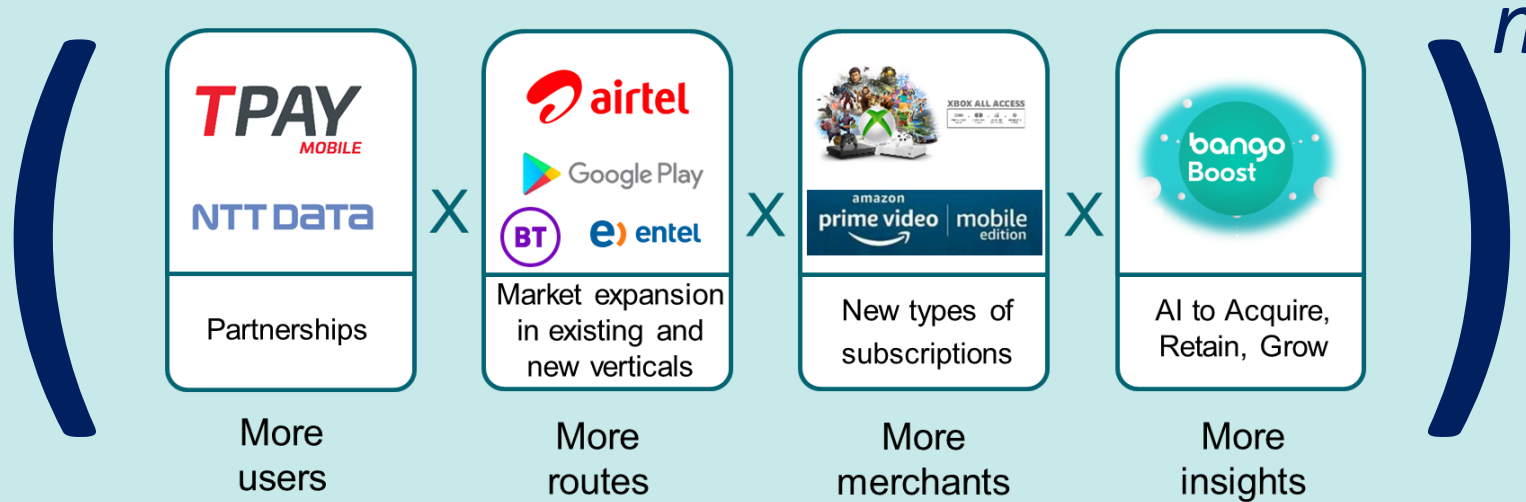
Paul Larbey, CEO



Payments – continued growth



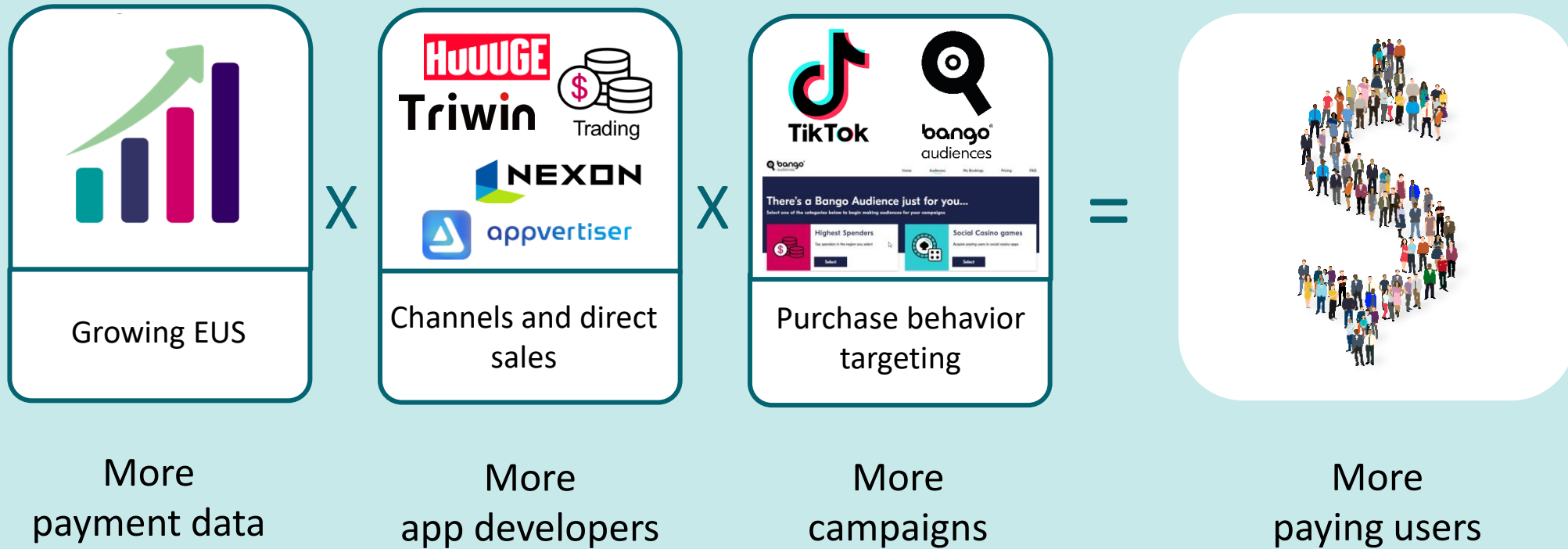
Payments – Power of the platform



where n = Bango platform effect

- Increasingly Bango is becoming the default platform for 3rd party service bundling
- Key wins with industry leaders – BT, Tier 1 North American Telco + others
- Platform has its own virtuous circle
 - Platform drives new merchants, which drives new routes, which become platform deals

Purchase Behavior Targeting accelerating



Bango Marketplace – case studies

Triwin

About: Triwin Games is a fast-growing game publisher, dedicated to publishing online casino games globally.

Goal: Increase the number of high value paying users acquired from Triwin's ad campaigns for social casino games, including Cash Blitz and Tycoon Casino.

Solution: Triwin ran a campaign using Bango Audiences. Compared to the campaigns using Triwin's own audiences, the campaign targeted with Bango Audiences achieved:



- 50% higher return on advertising spend
- 2x higher average revenue per user
- 5x higher conversion rate

bango[®]



About: NEXON produces, develops & operates online games and virtual worlds. Nexon has 50+ live games on multiple platforms, available in 190+ countries.

Goal: Quickly acquire paying users for new game, COUNTER: SIDE reaching users who like role playing games.

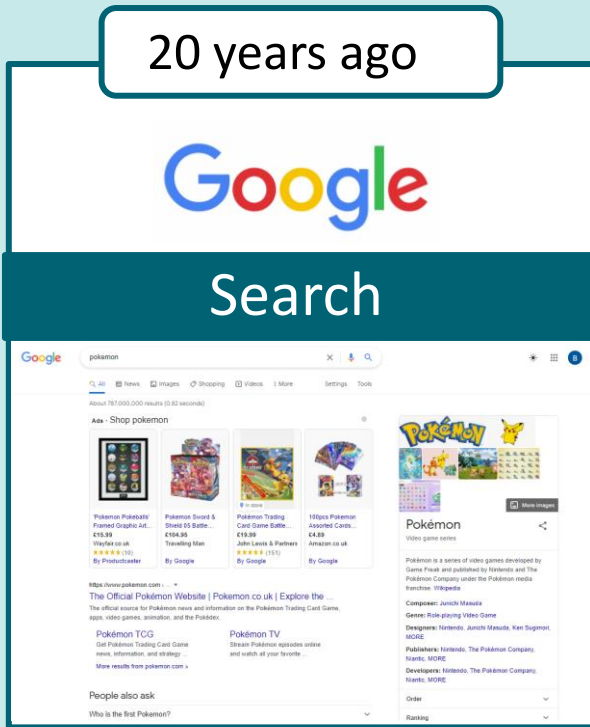
Solution: NEXON used a Bango Audience to target ads to payers in similar RPG apps. Compared targeting with Facebook's 'Interest Audience' for the RPG genre, this 4-week Bango Audience campaign achieved:



- 3.9X higher return on advertising spend
- 3.6X higher average revenue per user
- 2.8X higher conversion rate

The technology behind every payment choice

20 years ago



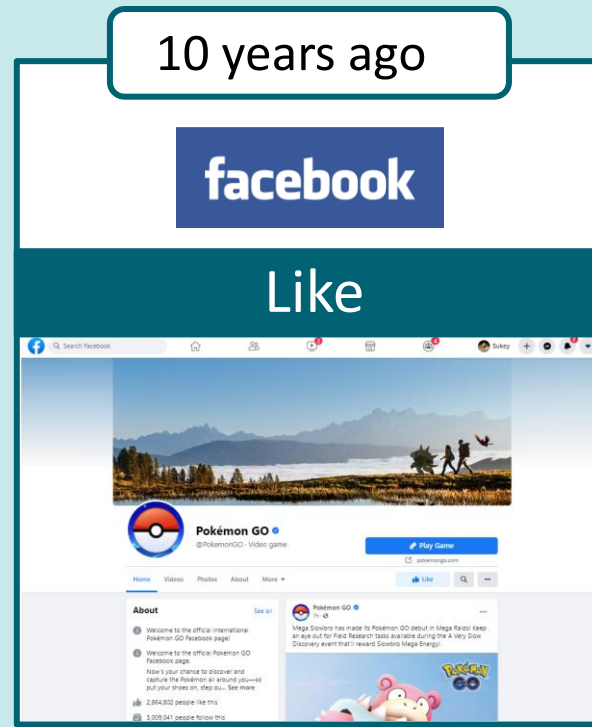
Google

Search

A screenshot of a Google search for 'pokemon' from 20 years ago. The search results show various Pokemon products like 'Pokemon Pokéballs', 'Pokemon Trading Card Game', and 'Pokemon TCG'. The interface is cluttered with many search results and navigation options.

Target based on what people look for

10 years ago



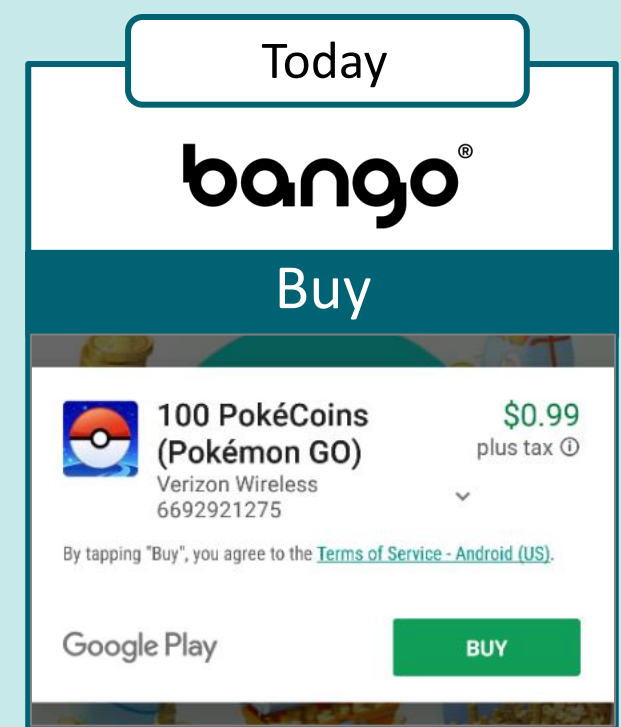
facebook

Like

A screenshot of a Facebook post for 'Pokemon GO' from 10 years ago. The post features a scenic landscape image and a 'Like' button. The interface is clean and focused on social interaction.

Target based on what people say they like

Today



bango®

Buy

100 PokéCoins (Pokémon GO) \$0.99 plus tax ⓘ

Verizon Wireless 6692921275

By tapping "Buy", you agree to the [Terms of Service - Android \(US\)](#).

Google Play BUY

A screenshot of a Bango payment interface for purchasing '100 PokéCoins (Pokémon GO)'. The interface is clean and modern, with a prominent green 'BUY' button. It includes the Bango logo, product details, price, and a 'Google Play' logo.

Target based on what people pay for

Thank you

