

Strategy Day

24 January 2018



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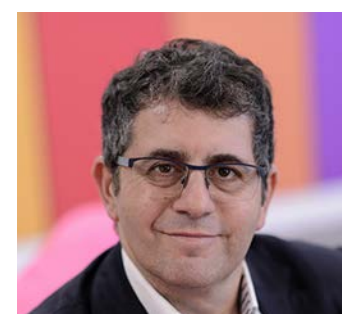
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Anil Malhotra
Chief Marketing Officer



Gianluca D'Agostino
Non-Executive Director

Agenda

- | | |
|---|---------------|
| 1. Recap of the Bango Platform strategy | Ray Anderson |
| 2. The data opportunity and Audiens | Marko Maras |
| 3. First use in retail – Report from Japan | Andy Suzuki |
| 4. The Bango Platform for resale and bundling | Anil Malhotra |
| 5. Staying ahead of the market | Ray Anderson |
| 6. Q&A | |

Session 1: Strategy recap

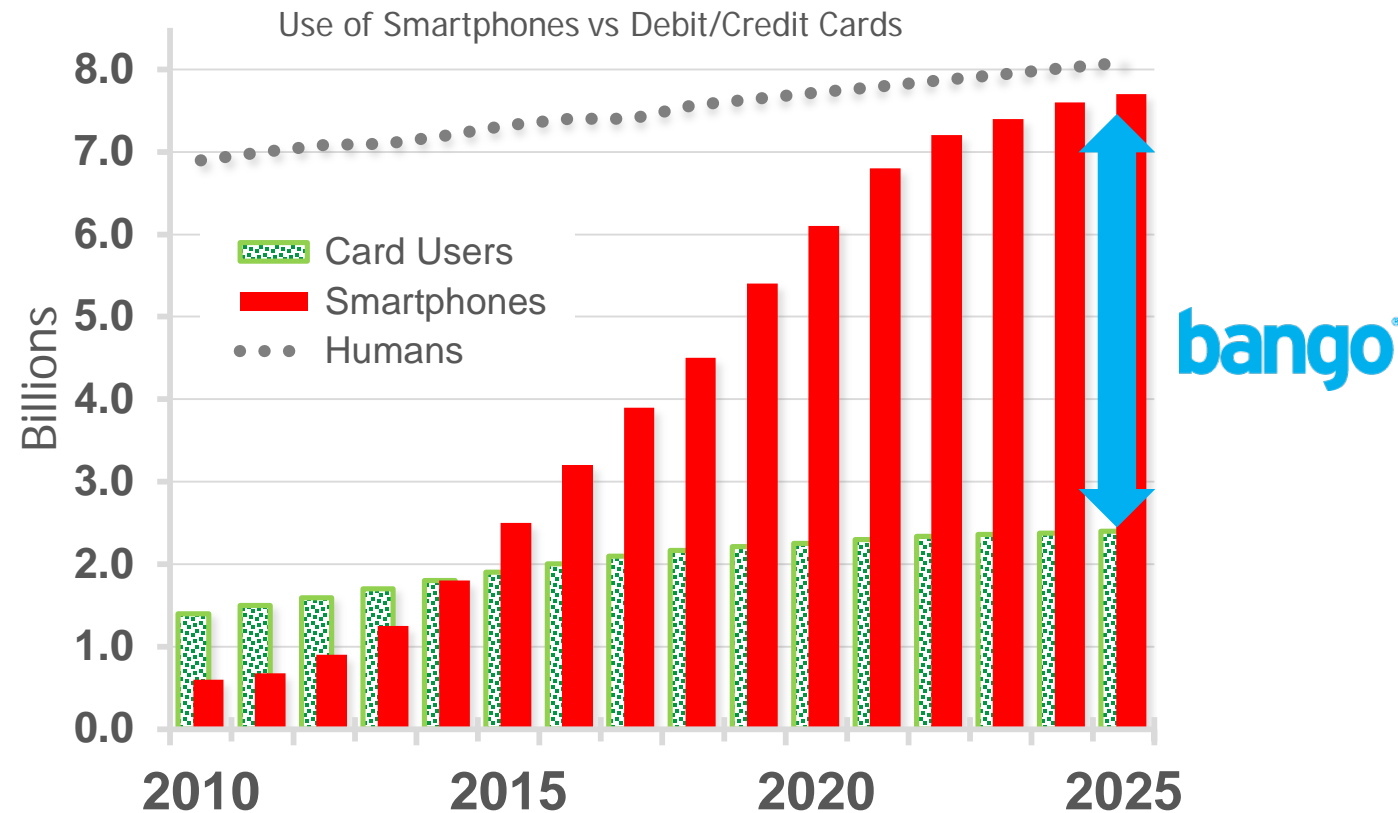
Ray Anderson, Chief Executive Officer

Summary

1. Bango is driving mobile commerce with radical new technology
2. The Bango strategy continues to deliver
3. The Bango Platform is now delivering for three types of commerce
 - Digital goods
 - Retail
 - Resale and bundling
4. Bango is building on the financially transformative 2017

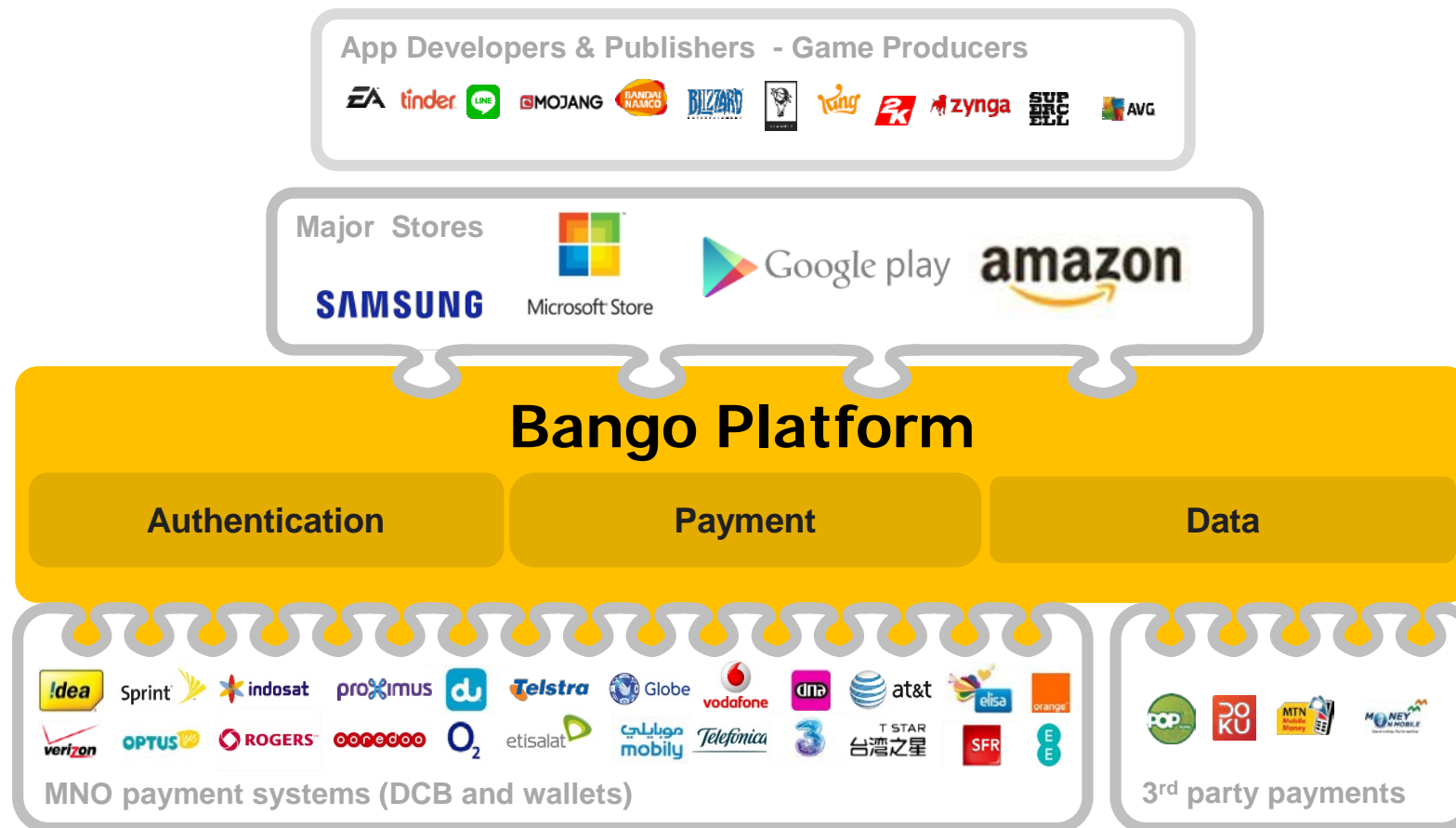
The market opportunity

1. Smartphones take online commerce to 7 billion humans
2. 1st generation payment methods are not keeping pace and are decoupled from devices
3. DCB and stored value wallets fill the gap and link to devices
4. Huge opportunity to accelerate sales through technology:
 - new payments
 - new data

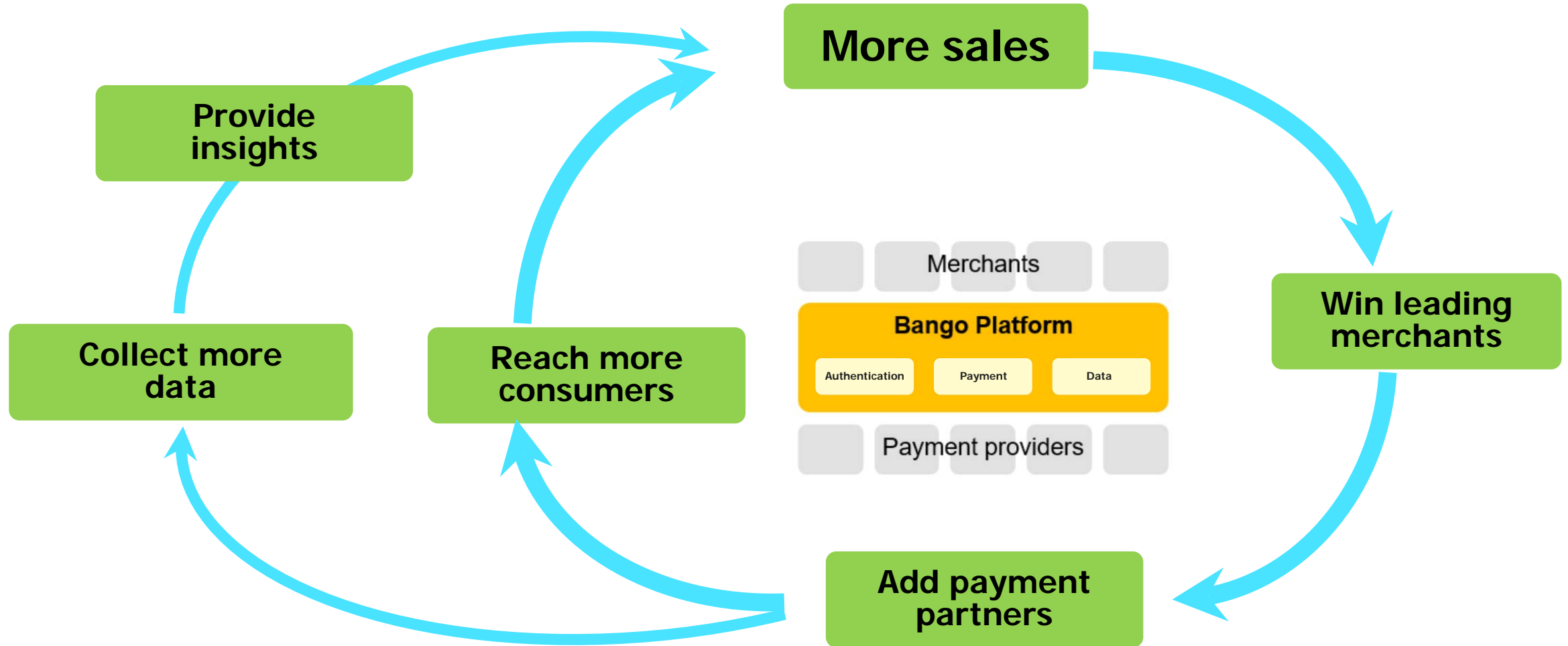


Sources: Ericsson, Geohive, Statista

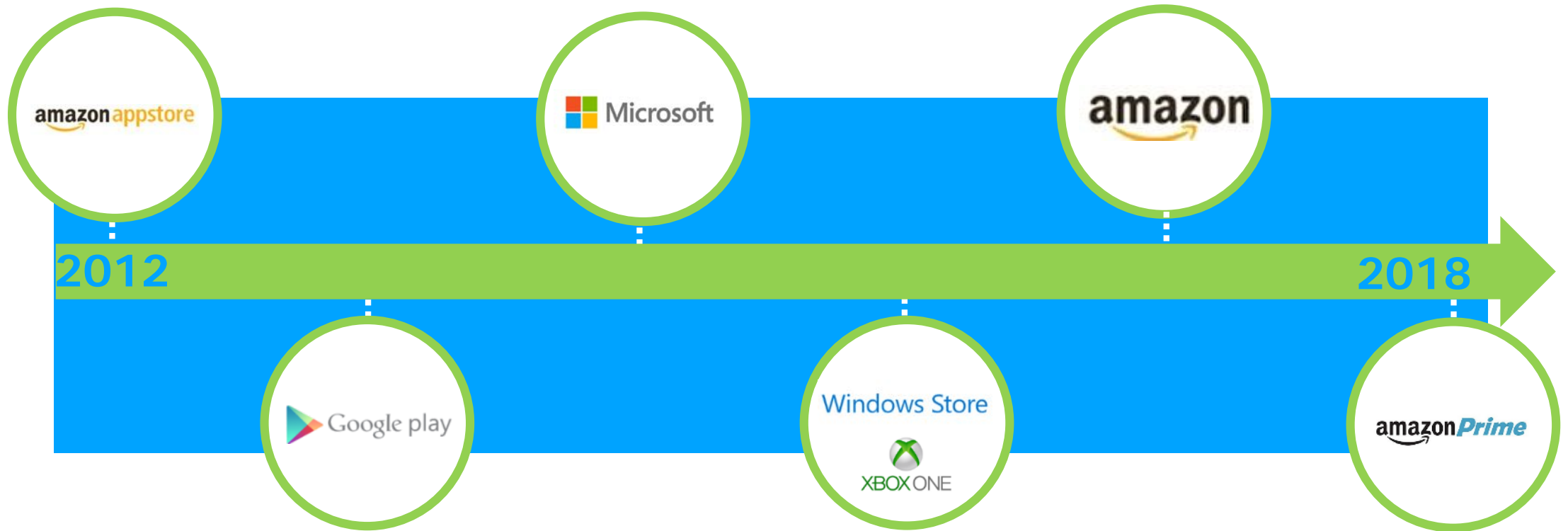
The Bango Platform is the solution



The Bango Platform strategy



Bango is winning leaders to the Bango Platform



"Bango offers a sophisticated platform for launching, managing and growing carrier billing"

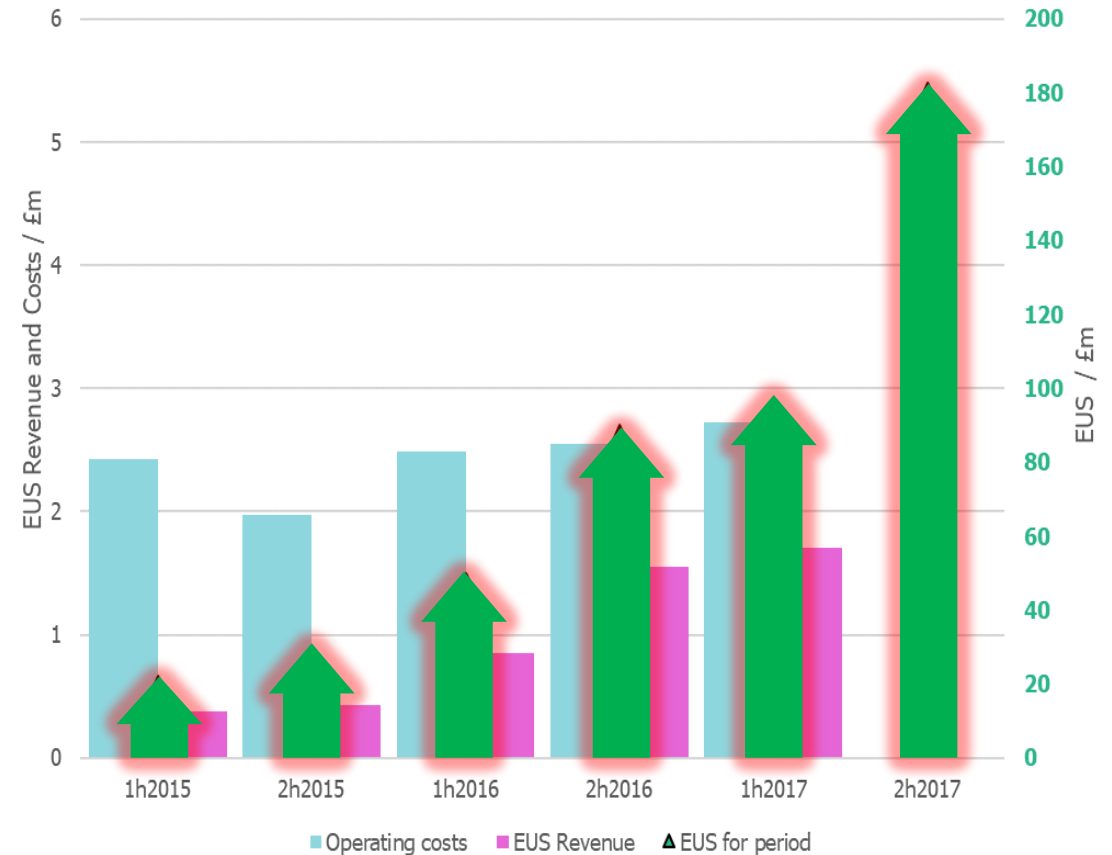


More payment partners activated with the Bango Platform

1. Many new live routes during 2017 – many more to come
 - LATAM
 - Europe
 - Asia
 - Africa
2. Airtel bundling route in India
3. KDDI Au wallet in Japan
4. 9mobile wallet for Google Play in Nigeria

Bango is driving sales success

1. Doubling of EUS for the third year running
2. First Xbox Direct Carrier Billing for Microsoft
3. Three Google Play routes upgraded to Bango Platform
4. First Netflix launch in Mexico
5. Amazon Prime Video in India
6. Amazon DCB Retail launch into Japan



Upgrading to the Bango Platform from a direct integration

... immediate benefits

MORE REVENUES

Over 34%
increase in
spend

34% 

MORE SALES

Over 20%
increase in
successful
payments

20% 

MORE USERS

Over 27%
increase in
unique users

27% 

More data – Bango Boost – better marketing

...plus post launch growth with Bango Boost

MORE REVENUES

Up to 80%
increase in
spend

80% 

MORE SALES

Over 15%
increase in
successful
payments

15% 

MORE HIGH SPENDERS

Over 30% more
high spending
customers

30% 

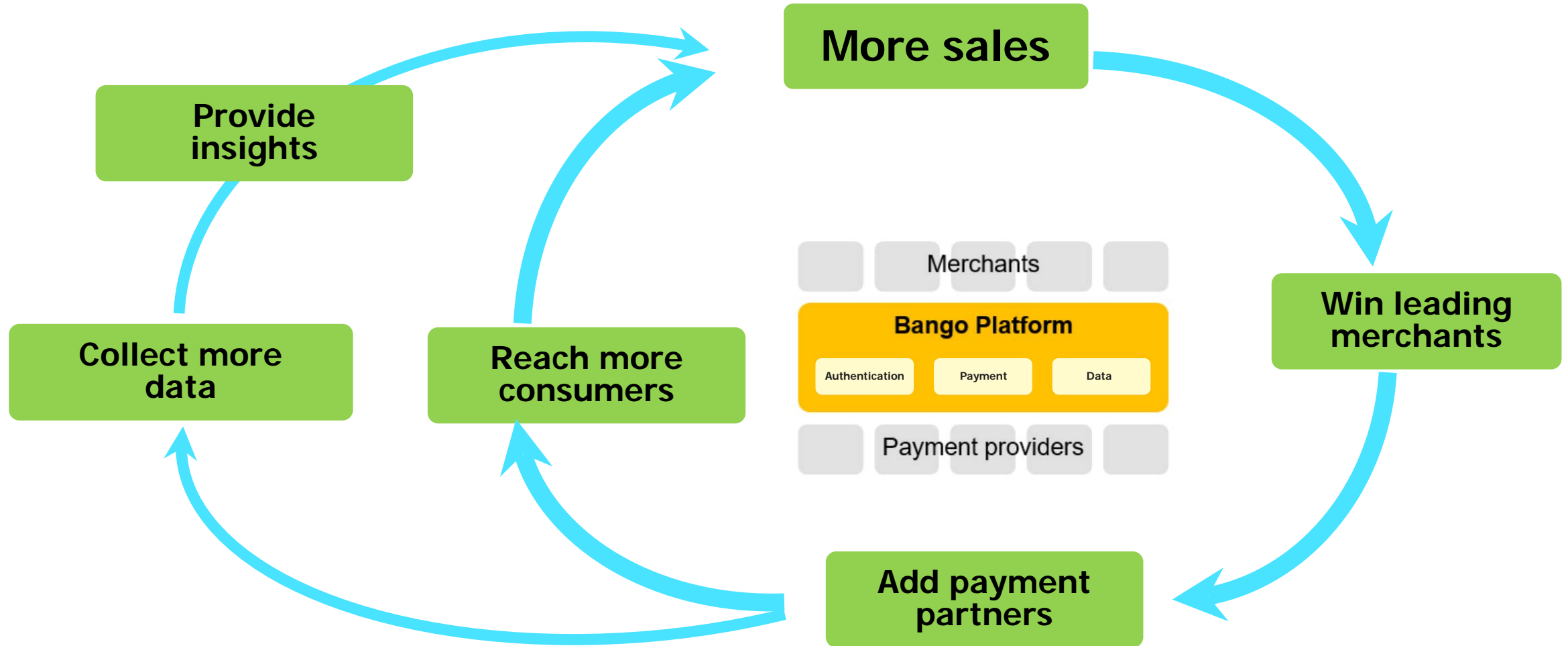
More sales by unleashing developer marketing spend



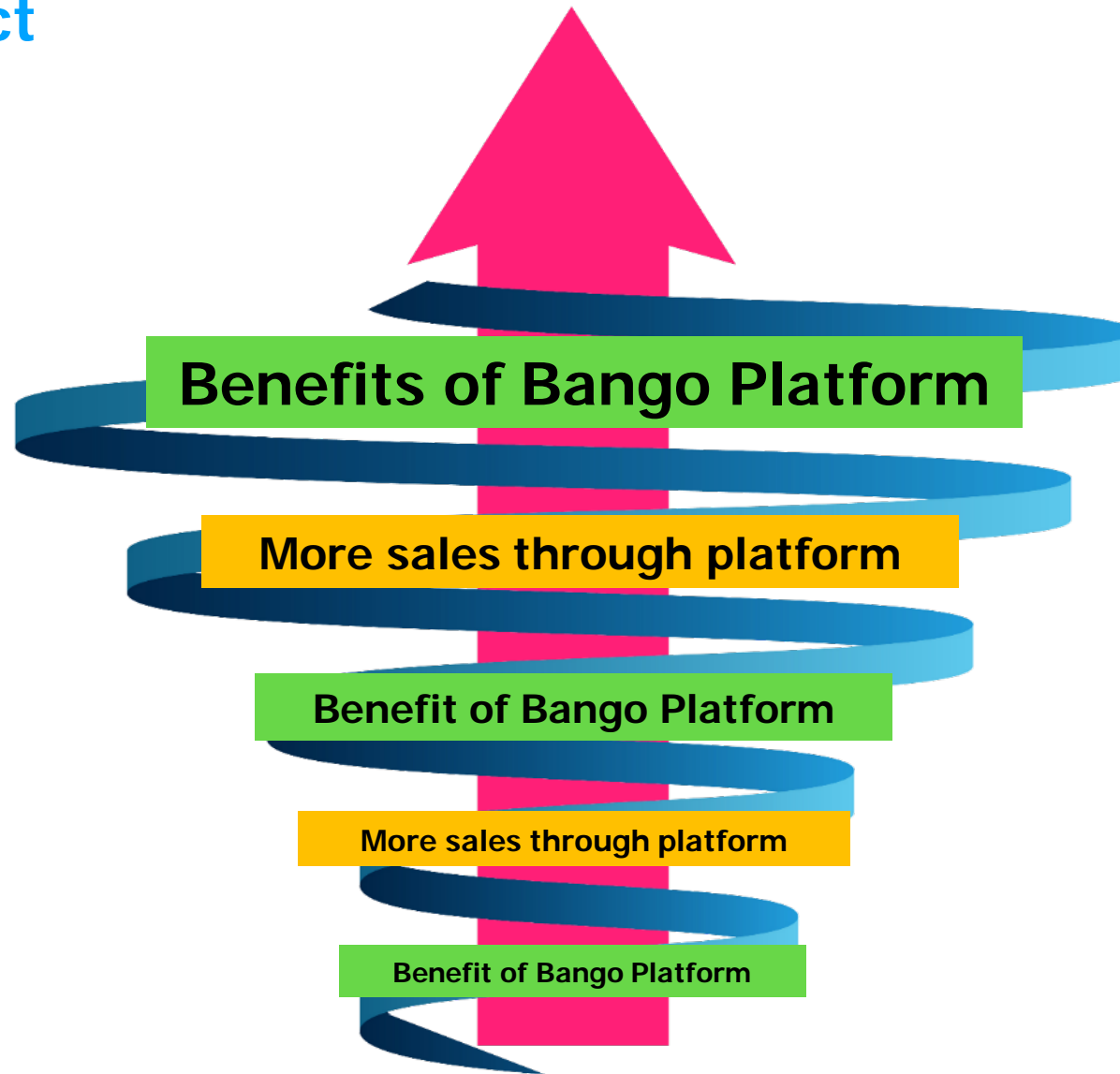
Case study results:

- Increased monthly marketing revenue
- Increased average daily spend
- Increased sales through Google Play

The Bango Platform strategy



The tornado effect



Bango Platform momentum

Platform building is a team sport

- As more adopt the Bango Platform, the more powerful the Bango Platform becomes for all

Enabling an open ecosystem

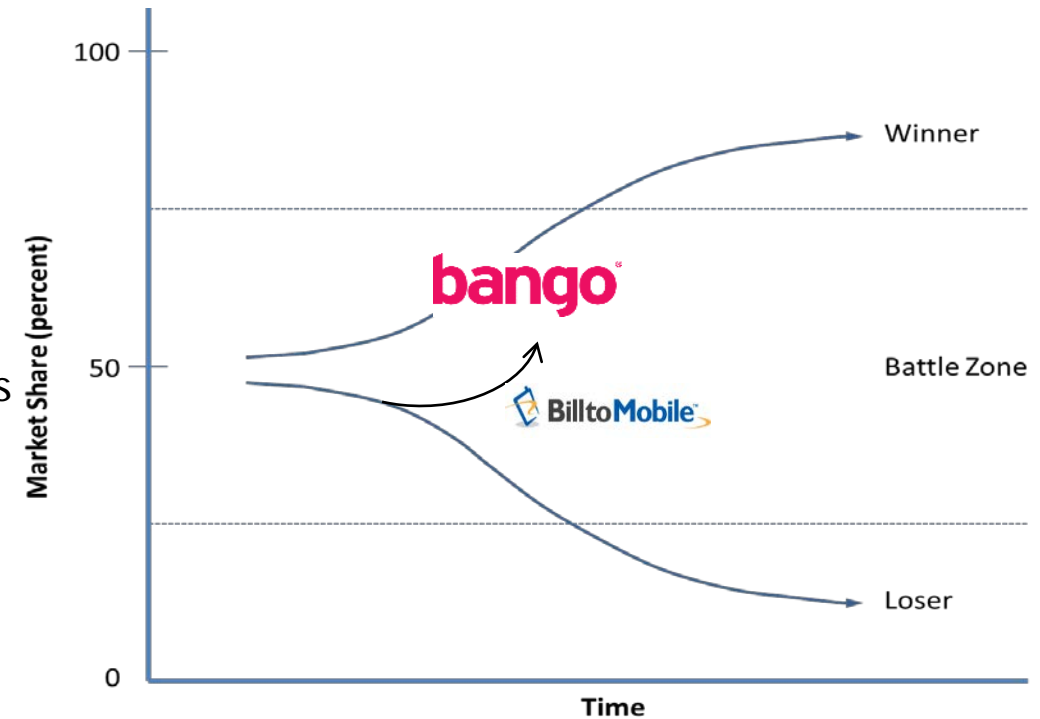
- Bango provides and develops the core technology and open API, and is open to supporting complementary businesses and products

Building alliances

- Market acceptance takes time and resources not achieved alone. Most standards come from start-ups that are adopted by goliaths

Cost vs. Price

- Winning platforms deliver value but keep costs down to enable scale. Bango has a lean and focussed business model to gain adoption



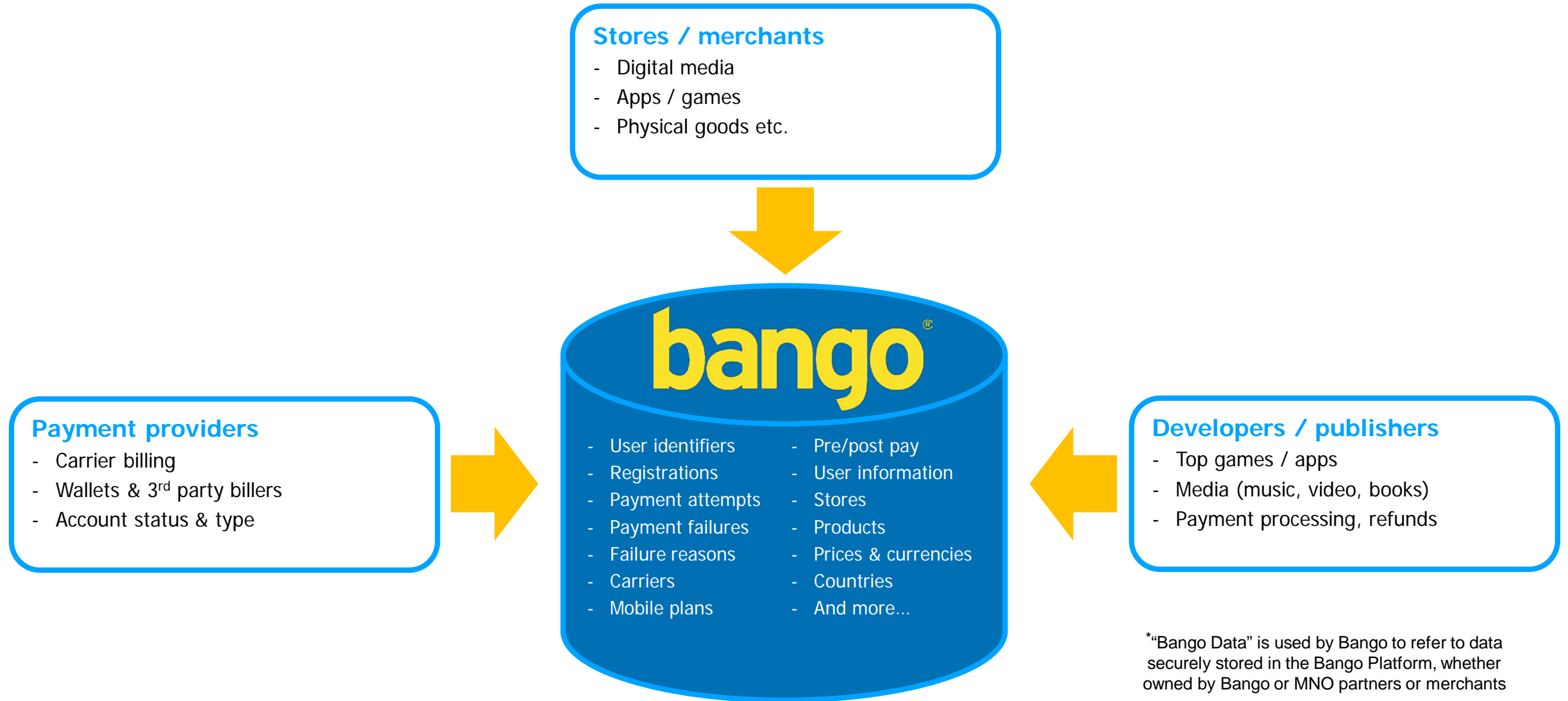
Examples of successful platforms:



Session 2: The data opportunity

Ray Anderson and Marko Maras, CEO Audiens SRL

The Bango Platform generates huge amounts of data



Data is increasingly valuable



23 Jan 2017: Bango acquires Audiens SRL

Audiens technology

- Cloud based customer data platform (CDP) that collects, organizes and analyzes data and builds customized audience segments to make available to advertisers
- Strong commercial partnerships and key integrations
- Direct synergy with Bango Platform and huge opportunities for mobile operators

Audiens commercial success with data sales

- FY2017 - €0.24m GP; 100% YoY growth and breakeven in 2018

Consideration

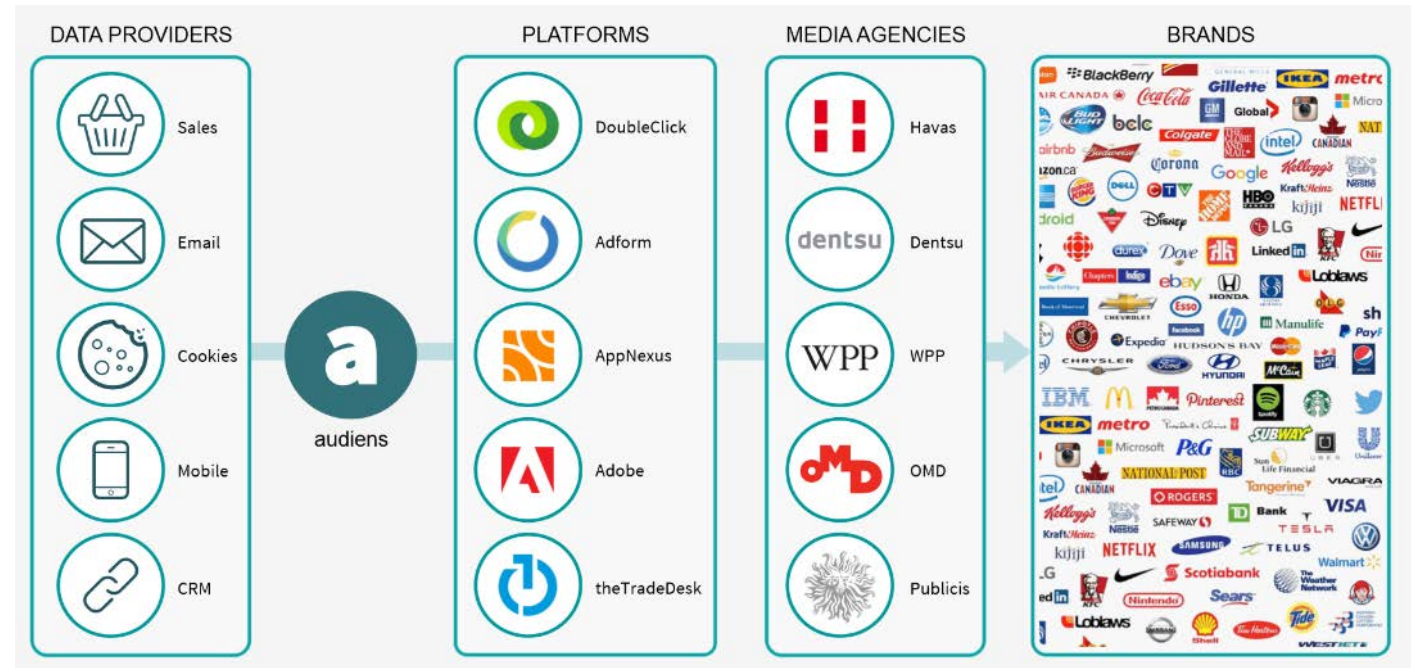
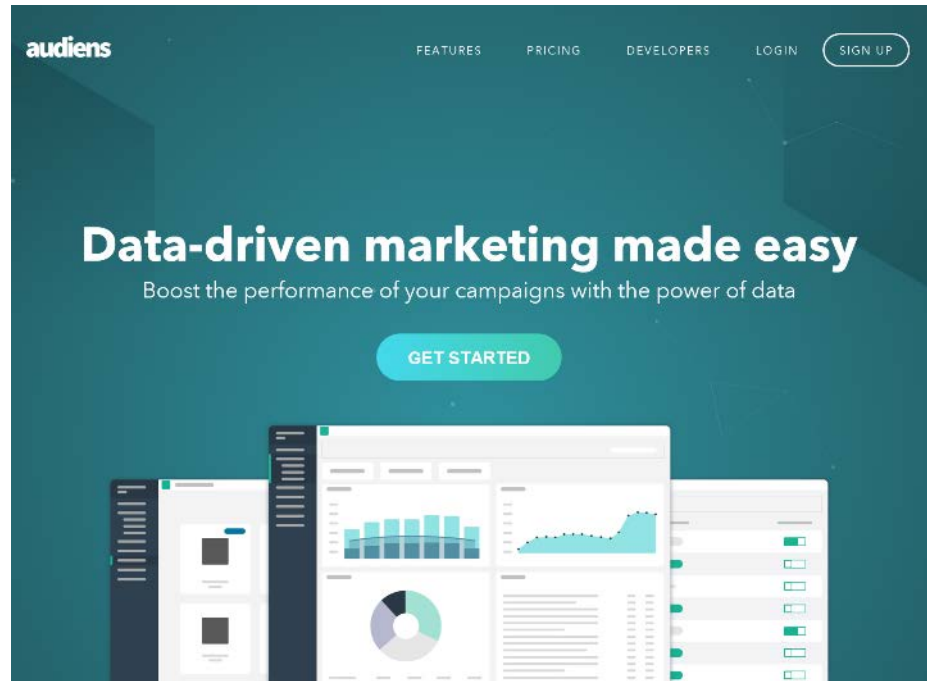
- Cash cost approx. £2.8m - 530,000 Bango shares and 750,000 warrants at placing price
- Plan to invest approx. £1m to increase technology synergies

Marko Maras, CEO Audiens SRL

- 15 years experience in the developing enterprise class mobile/web platforms ranging from video streaming to mobile payments
- Founder of Onebip and DCB pioneer in Europe. Led the development teams and built relationships with leading merchants such as EA, Gameforge and Disney



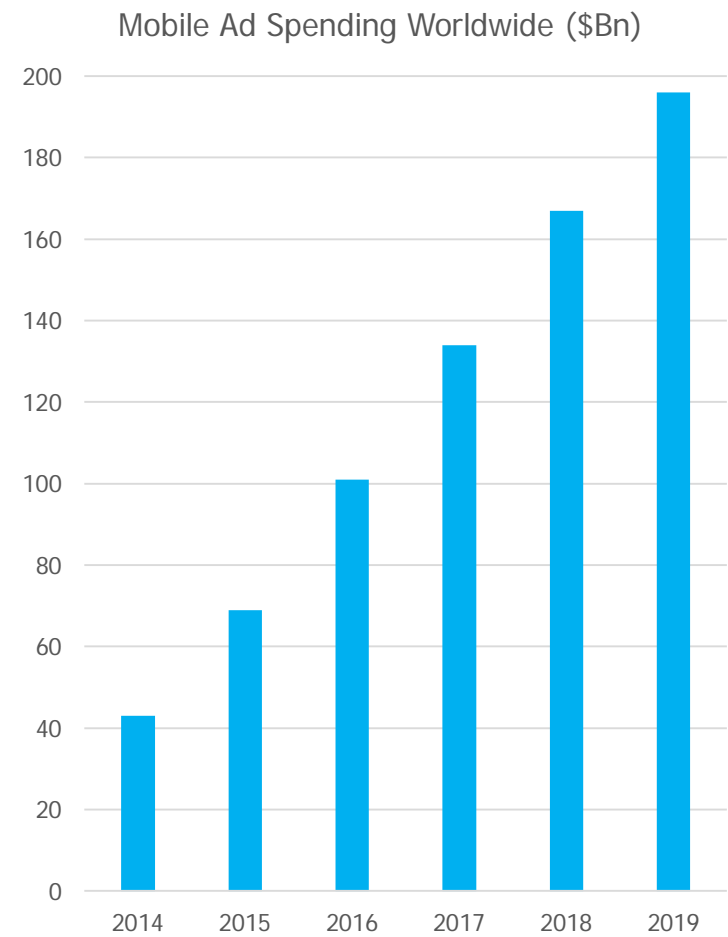
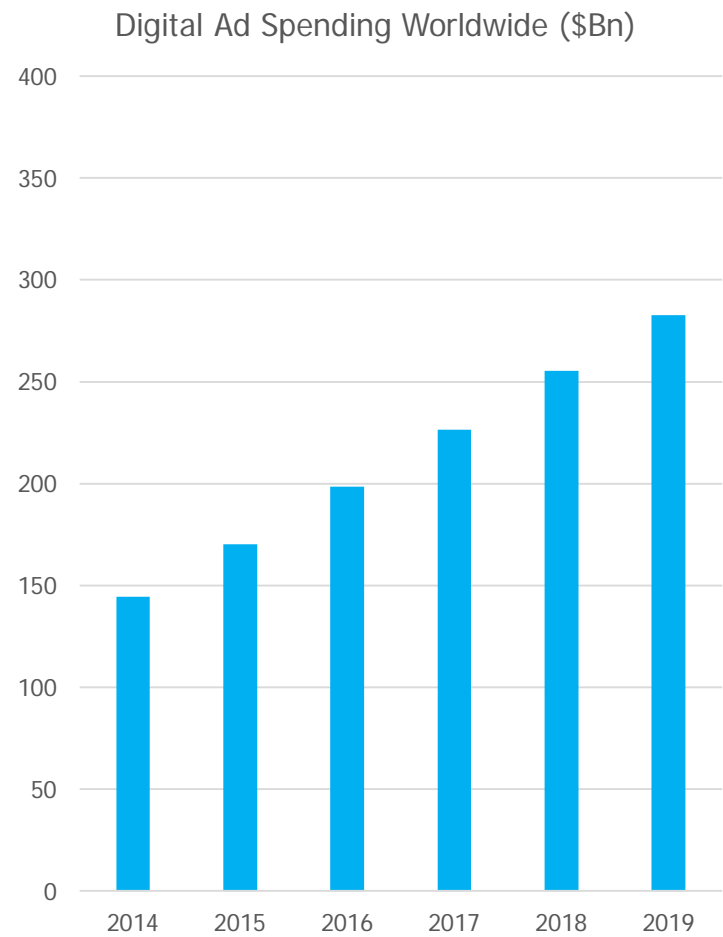
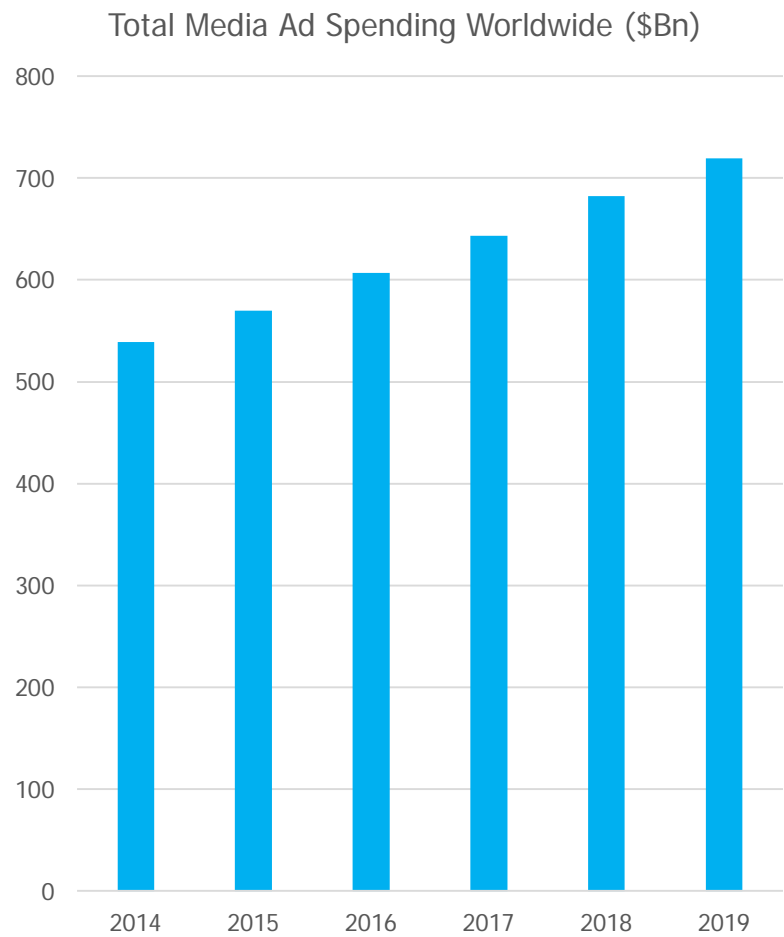
Audiens – Customer data platform (CDP)



Customer Data Platform as a Service

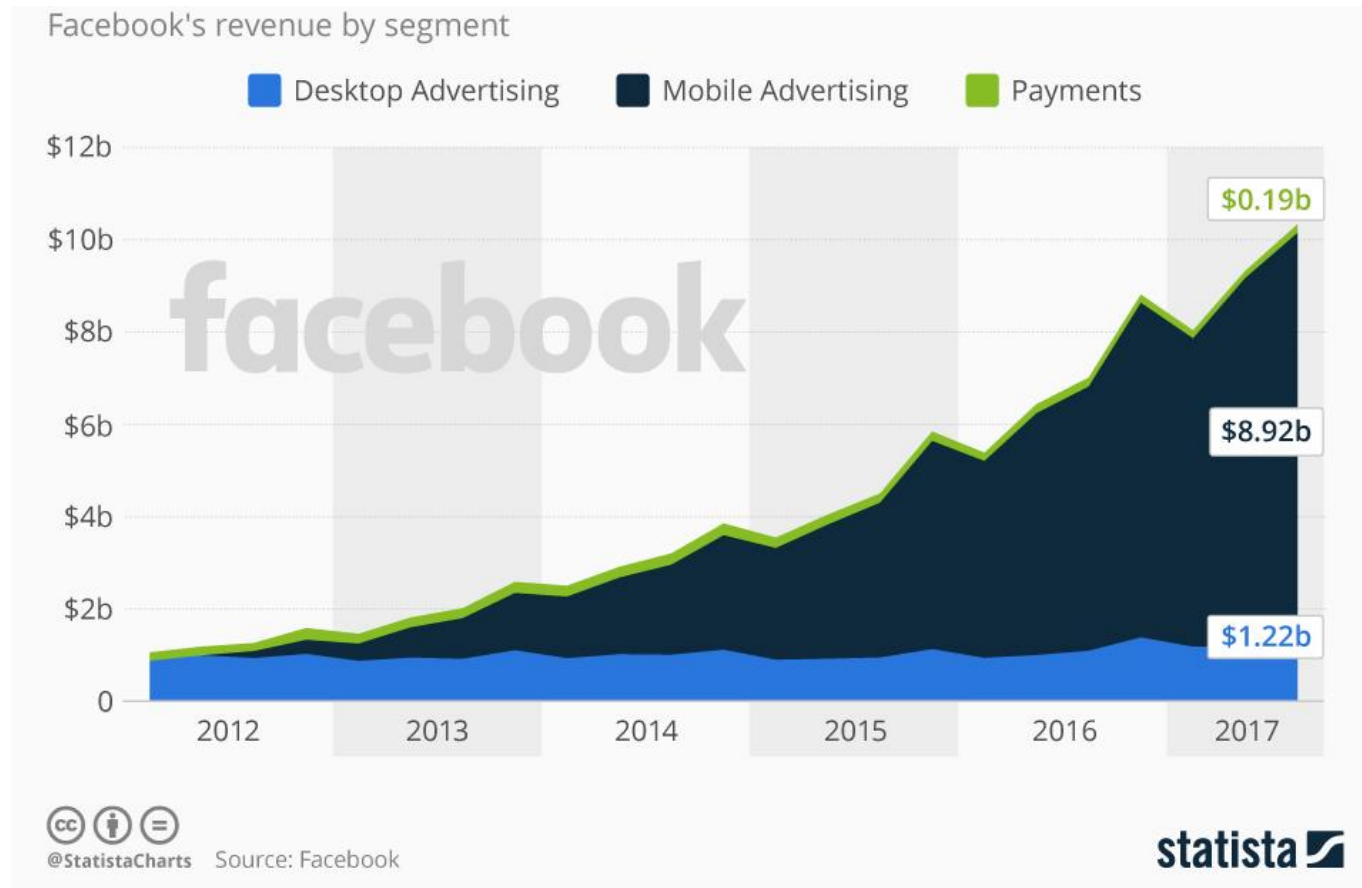
Collect, organize, activate and analyze your data with Audiens

Advertising is shifting to mobile



Source: eMarketer, September 2015

Shift towards mobile



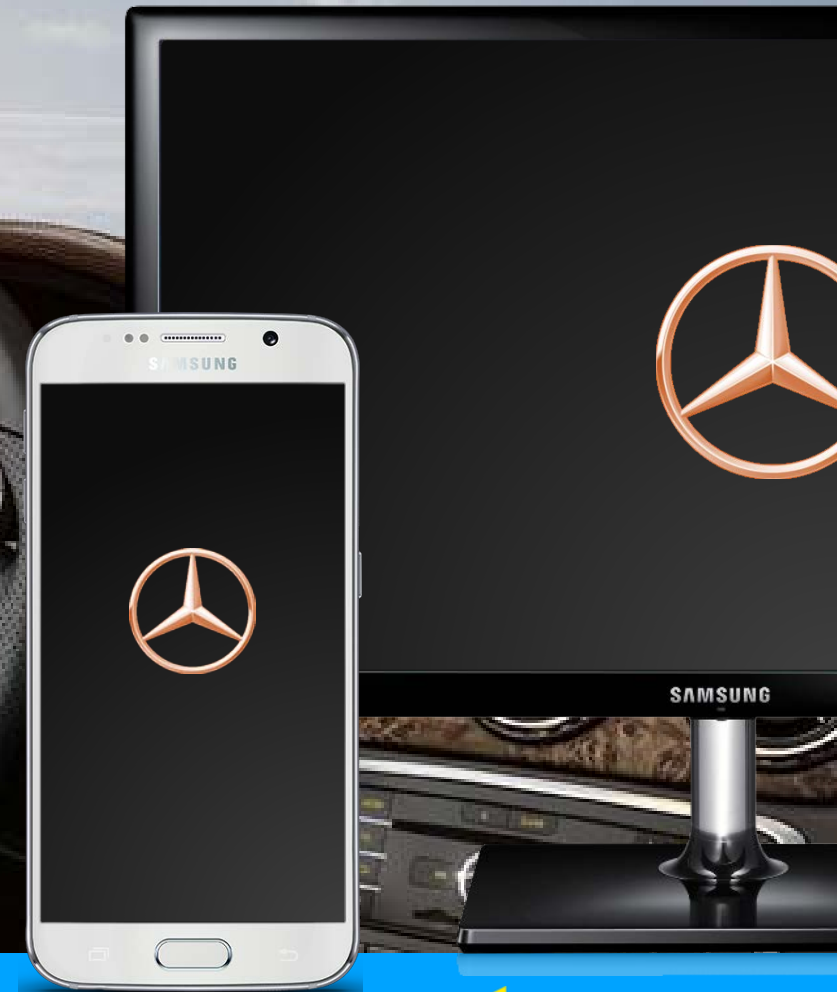
"People are spending about a quarter of their time on mobile, and yet it only accounts for around 12% of spending.....That's out of kilter and it has to change." - Martin Sorrell, CEO at WPP, 2017

Audiens case study

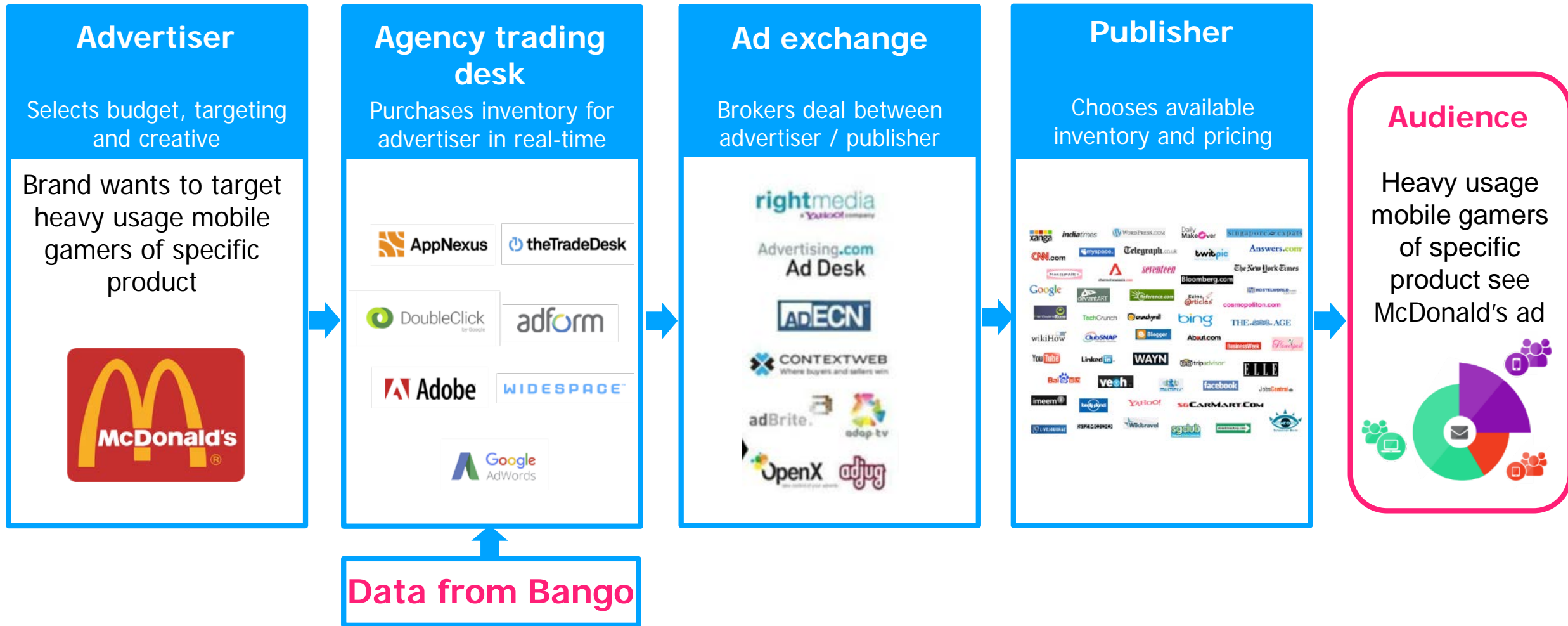
BRAND: Mercedes

PARTNER: Vivaki

PLATFORM: Adform



Where the Bango data model fits



Session 3: First use in online retail

Atsuhisa (Andy) Suzuki - CEO Bango KK, RVP Asia

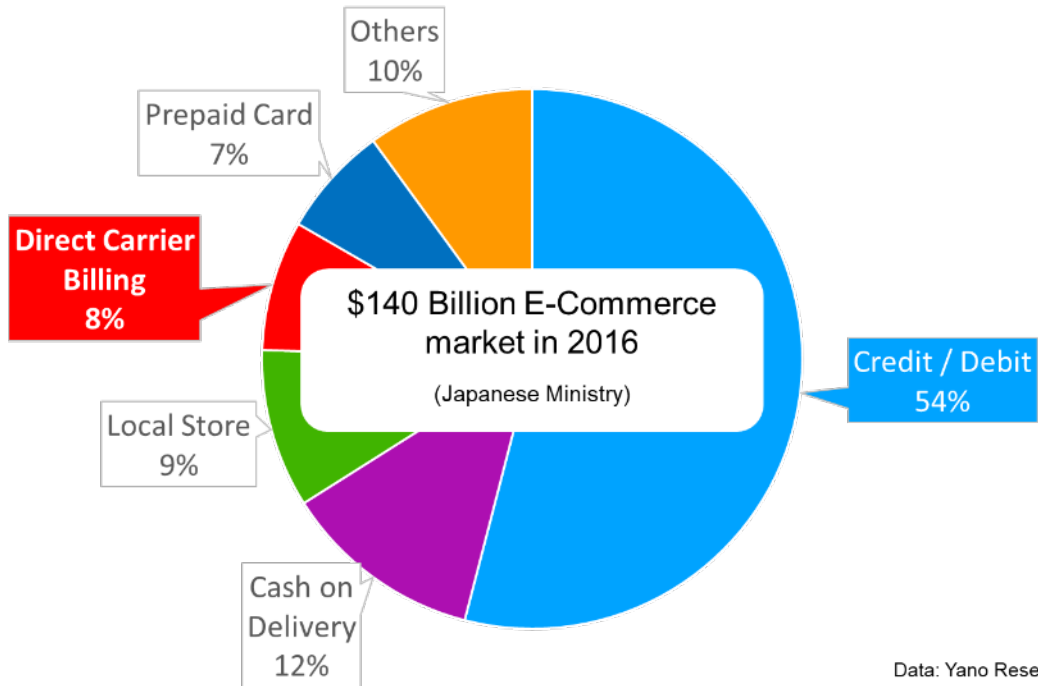
Atsuhisa (Andy) Suzuki - CEO Bango KK, RVP Asia

- 25 years of experience developing technology companies in partnership with Japanese customers
- Executive roles for Tomen Corporation, IXI KK, OKI Electric, Huawei (Japan) and in the Japanese Ministry of International Trade and Industry (MITI)



Direct Carrier Billing for retail in Japan

Broad range of alternative payment methods widely used in Japan



Over 145 million subscribers across top three operators



Amazon's third-largest market after the United States and Germany. Amazon's sales in Japan of \$10.7 billion for 2016



Expansion to physical goods



- 1 Choose your product
- 2 Choose how to pay (if not 1-click)
- 3 Check delivery details
- 4 Order is confirmed

amazon.co.jp

Bango Platform can handle retail complexities



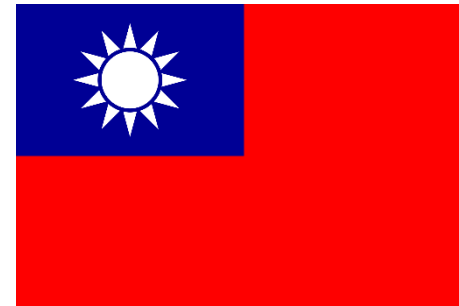
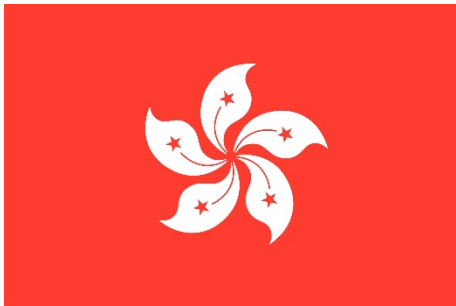
Physical is more complex than digital



...where next for retail?

Markets with similar profiles:

1. Highly connected - high internet usage
2. Mobile centric - mobile is primary device for internet access
3. High disposable income
4. High Average Spend Per User (ARPU)



Session 4: Resale and bundling

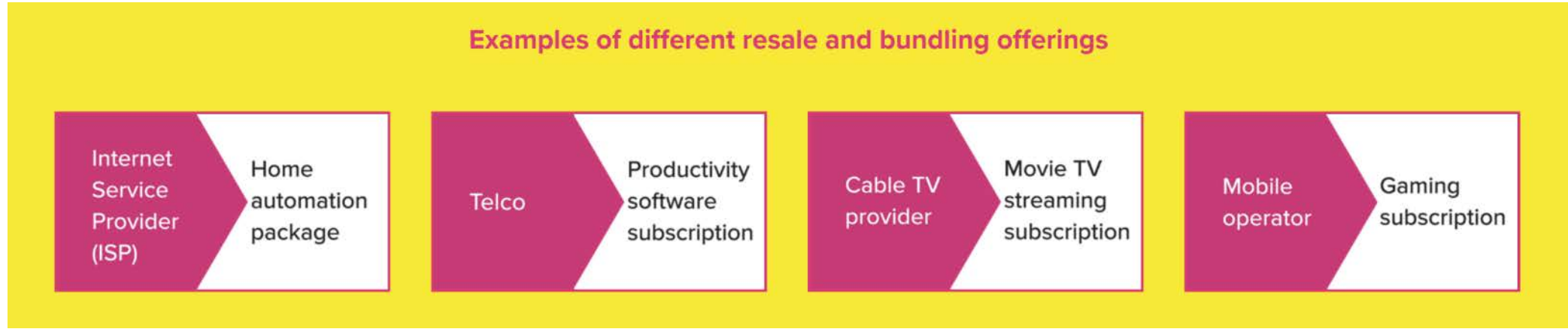
Anil Malhotra – Chief Marketing Officer

Anil Malhotra – Chief Marketing Officer

- Extensive experience creating successful partnerships between fast moving technology innovators and major market players
- Developed Bango relationships with world leading merchants and content providers
- Key operator relationships, marketing and business development



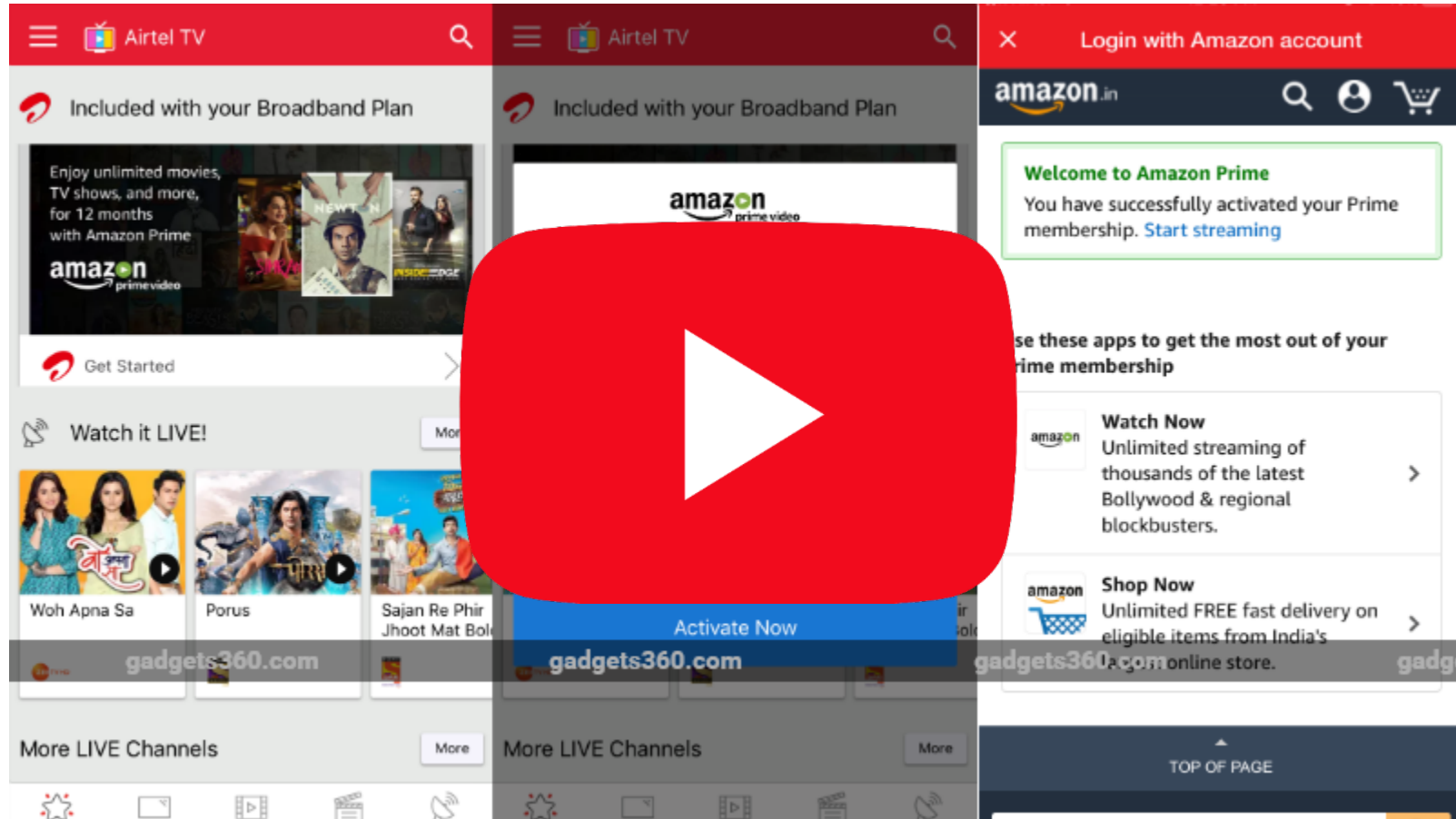
What is resale and bundling?



The Bango Platform simplifies and enriches the reselling and bundling of:

- Video and music services
- Home security and automation
- Book and magazine subscriptions
- Gaming or e-sports
- Cloud services
- Many more market leading products and services

How Amazon-Airtel works



Airtel has over 280m subscribers

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Airtel is Offering Free Amazon Prime Subscription to Its Users, Here's How You Can Claim It

Gadgets 360 Staff, 12 January 2018


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HIGHLIGHTS

- The offer is available to postpaid users on plans of Rs. 499 and above
- V-Fiber users on Rs. 1,000 or higher value plan will also get the offer
- Existing Prime users will have to wait for ongoing subscription to expire

Airtel is providing its postpaid and V-Fiber broadband customers a free 1-year subscription of Amazon Prime service on downloading the **Airtel TV** app. The promotion was previously available to only a few users, but has now been rolled out to all eligible customers. This promotional offer will not only provide users with yet another platform on which to watch movies and TV shows, but also help **Airtel** compete with **Jio** and its assorted movie streaming and live TV apps. It comes soon after the country's biggest telecom operator made the Airtel TV app free for subscribers till June 2018.

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Airtel Offering Free Amazon Prime Subscription To Its Postpaid Users | How To Claim / Activate

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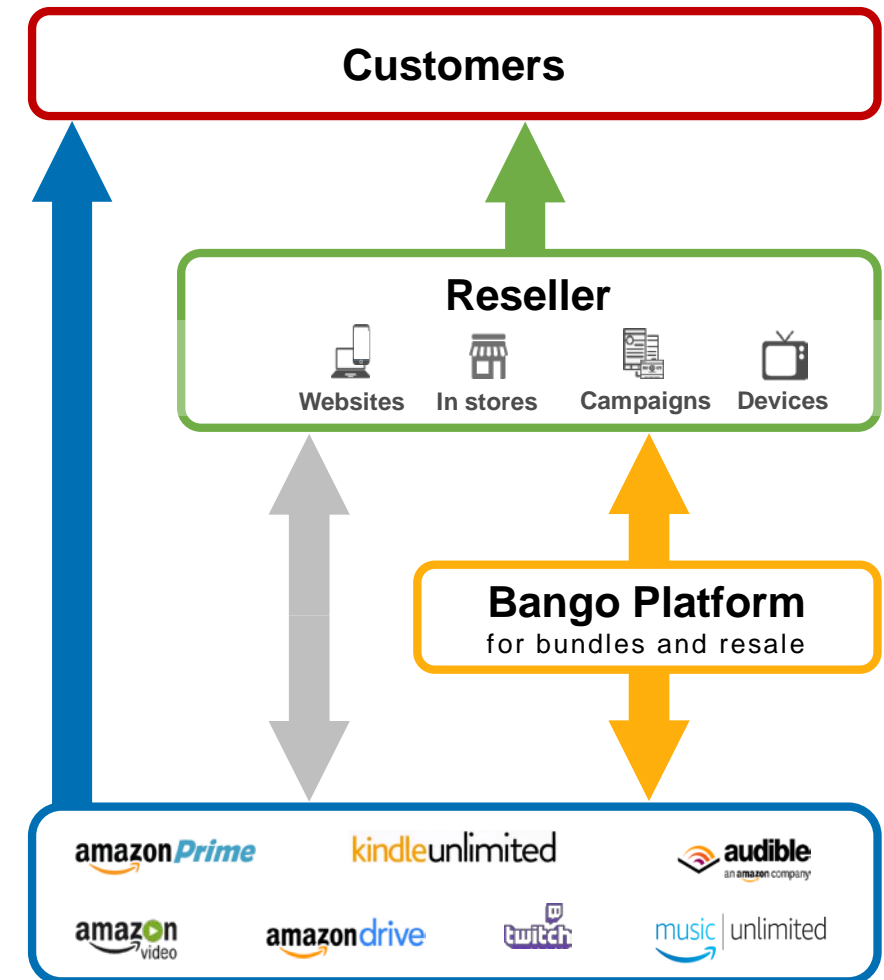
Airtel दे रहा FREE 1 साल का amazonPrime Subscription अभी Active 2:29 Cool Tech 1.2K views

How to Get Amazon Prime Membership for Free in 2018

What Bango technology does

Expansion of platform capabilities provides resale and bundling technology to Amazon

- ✓ Subscription models and one-time licensing capabilities
- ✓ Full synchronization of product license entitlement
- ✓ Support for product license activation, cancellation and revocation
- ✓ Feeds database of pay-capable users who can “click-to-buy”
- ✓ Collects payment after free period is completed



Business model for resale

- Bango receives fees for transactions processed through the platform
- Includes transactions that generate a charge and those activating bundles
- Merchants measure success by customers and value
- EUS for a bundled product is the “street price” of the standalone product

Too early to predict volume ramp but will be a significant generator of new revenue

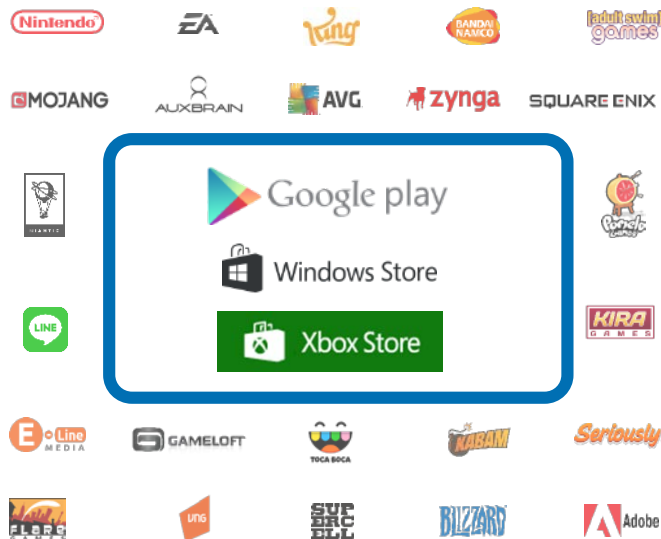
Session 5: Staying ahead in the market

Ray Anderson, CEO

Bango Platform - digital, retail, resale and bundling

Customers buy directly from app store or in-app

Apps, in-app content, latest movie rentals, buy-to-keep music etc.



Customers buy directly from retailer store

Physical goods

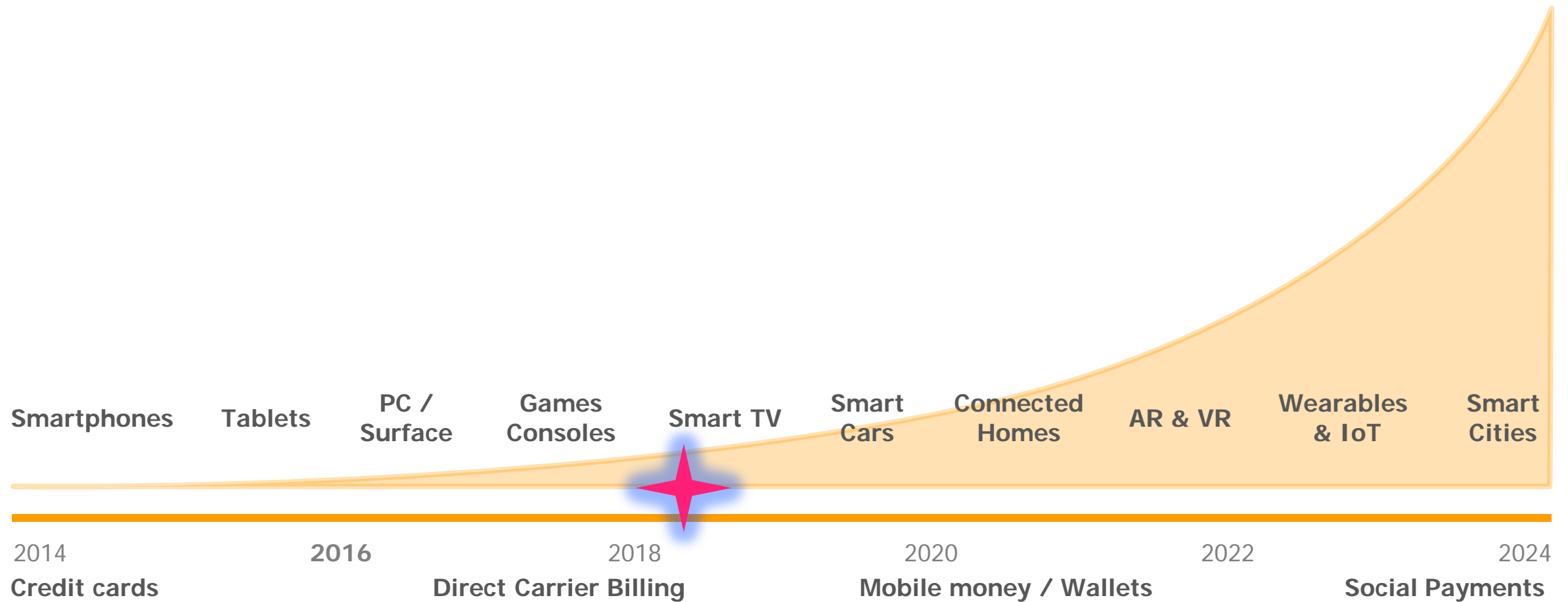


Customers buy *indirectly* via resellers product or service

Movie or music subscriptions, product license bundles etc.

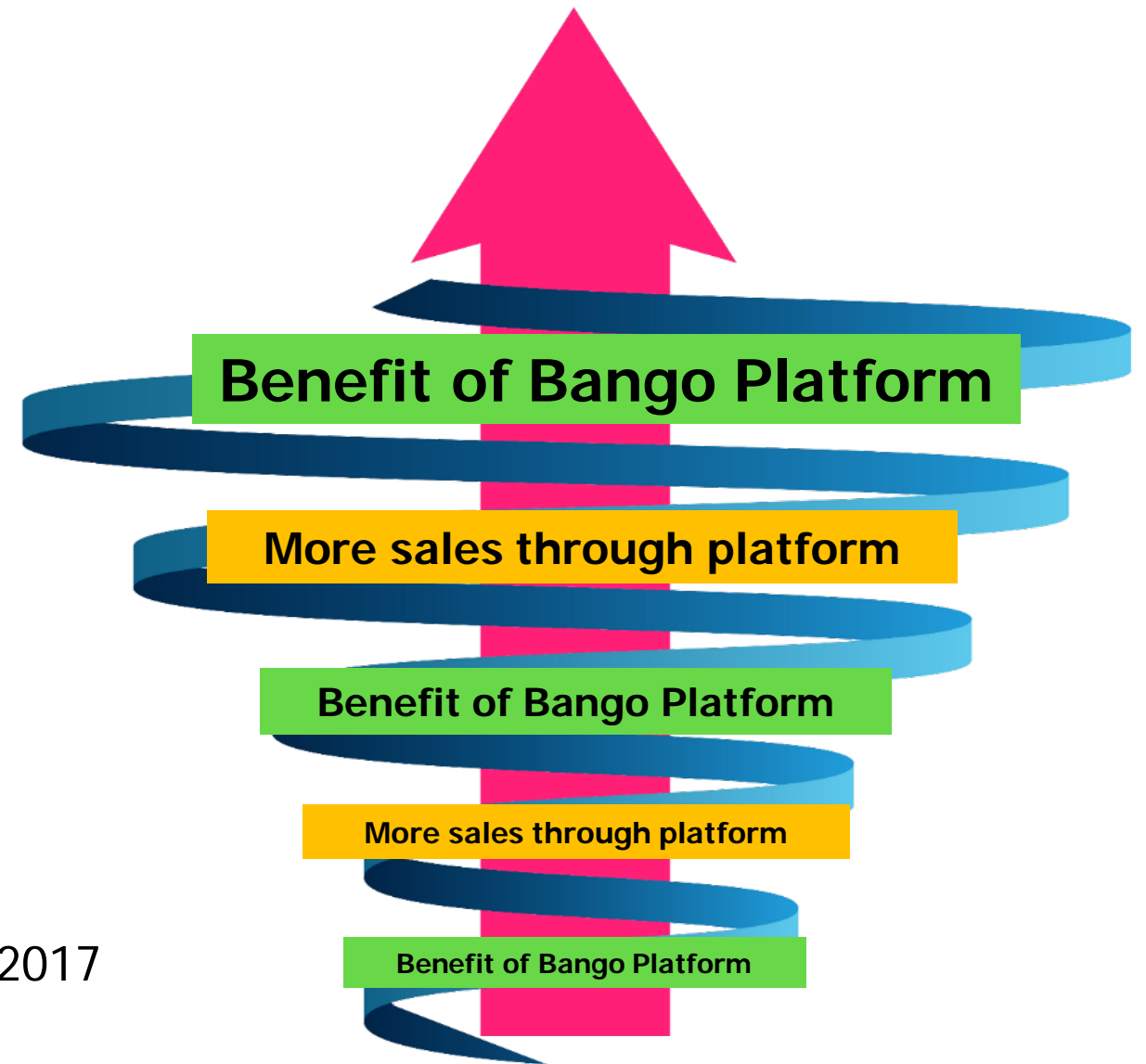


The opportunity is bigger than smartphones



Summary

1. Driving mobile commerce
2. The Bango strategy continues to deliver
3. Proven value for the industry leaders
 - Digital goods
 - Retail
 - Resale and bundling
4. Building on the financially transformative FY2017



Q&A