

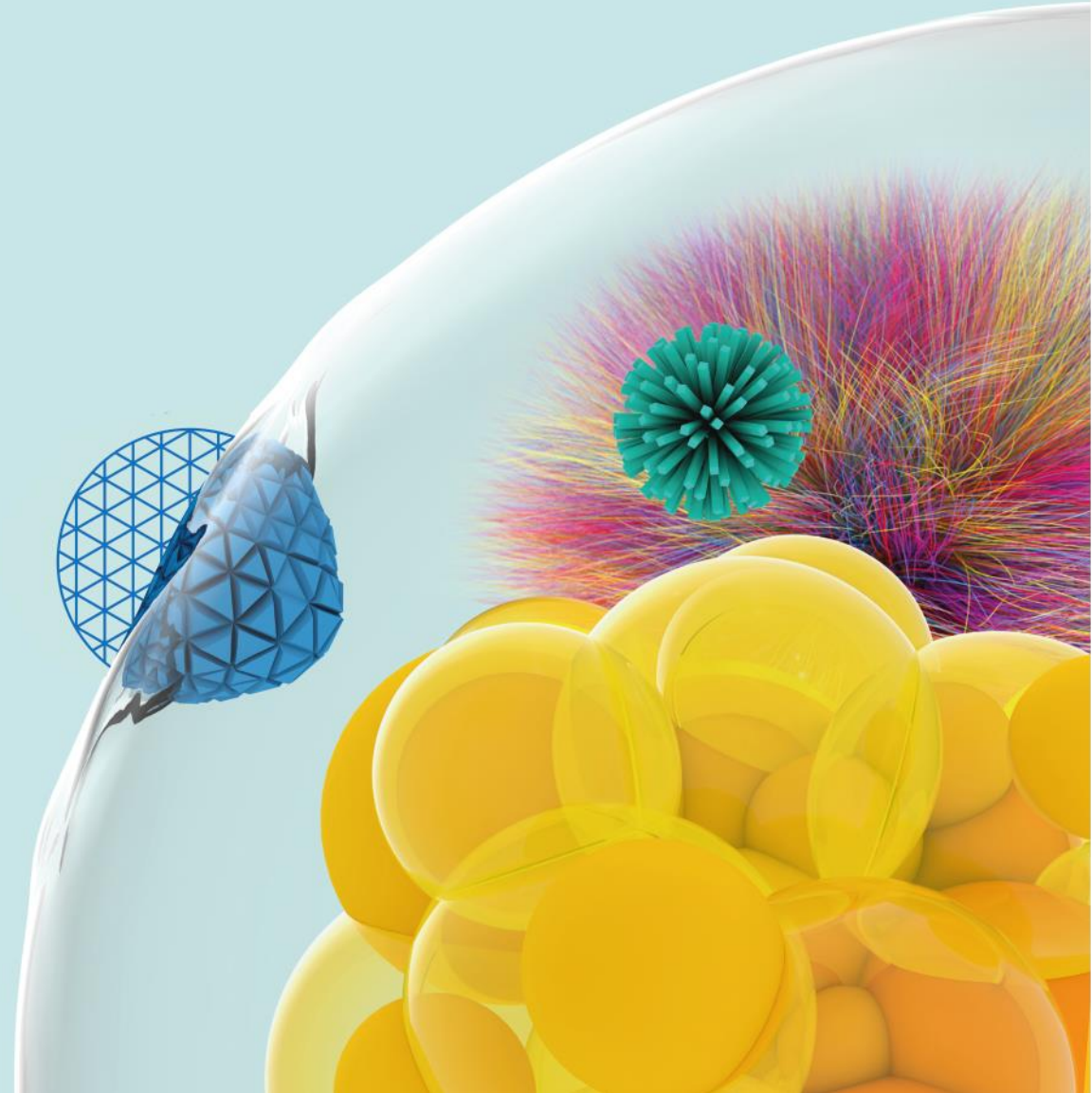


FY21 Results

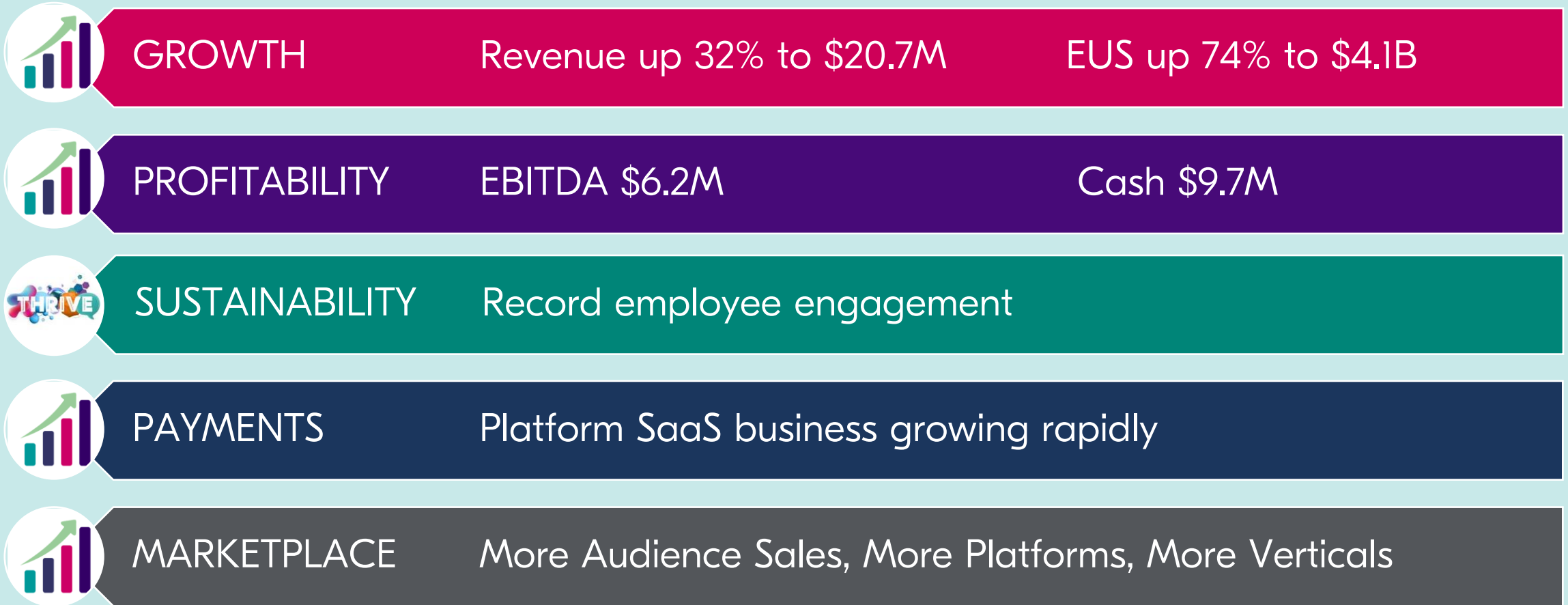
Paul Larbey, CEO

Matt Garner, CFO

Anil Malhotra, Co-founder & CMO



FY21 Highlights

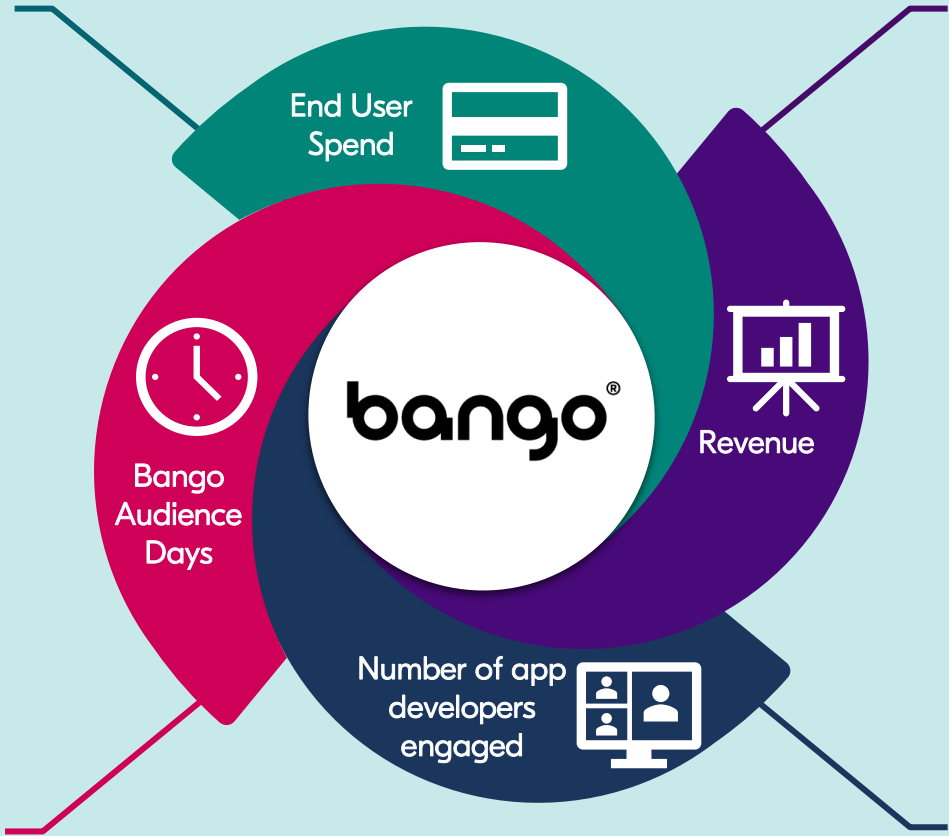
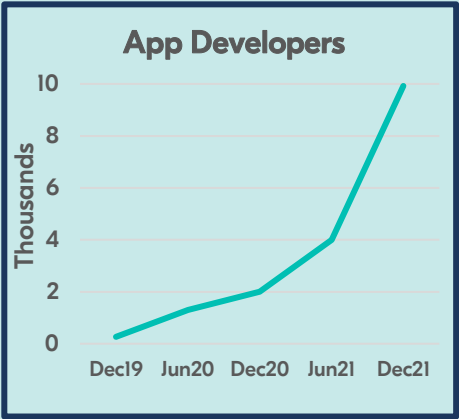
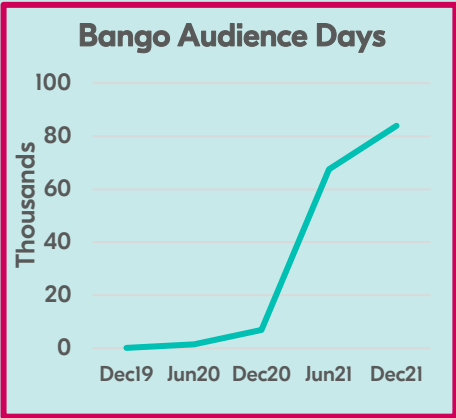
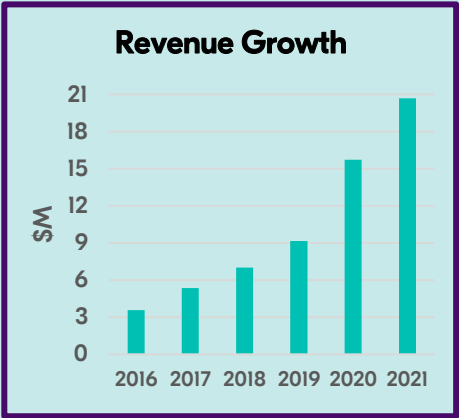
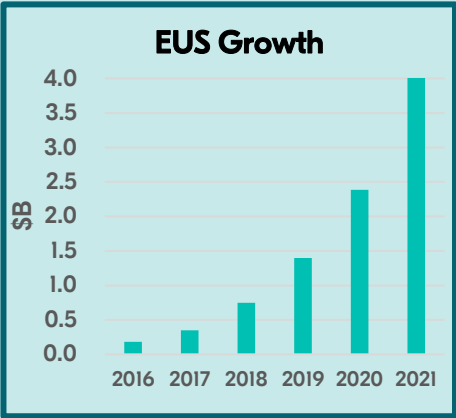


Bango strategy – the virtuous circle

- Bango Payments – driving transaction volumes through the platform generating masses of data.
- Bango Marketplace/Audiences – 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

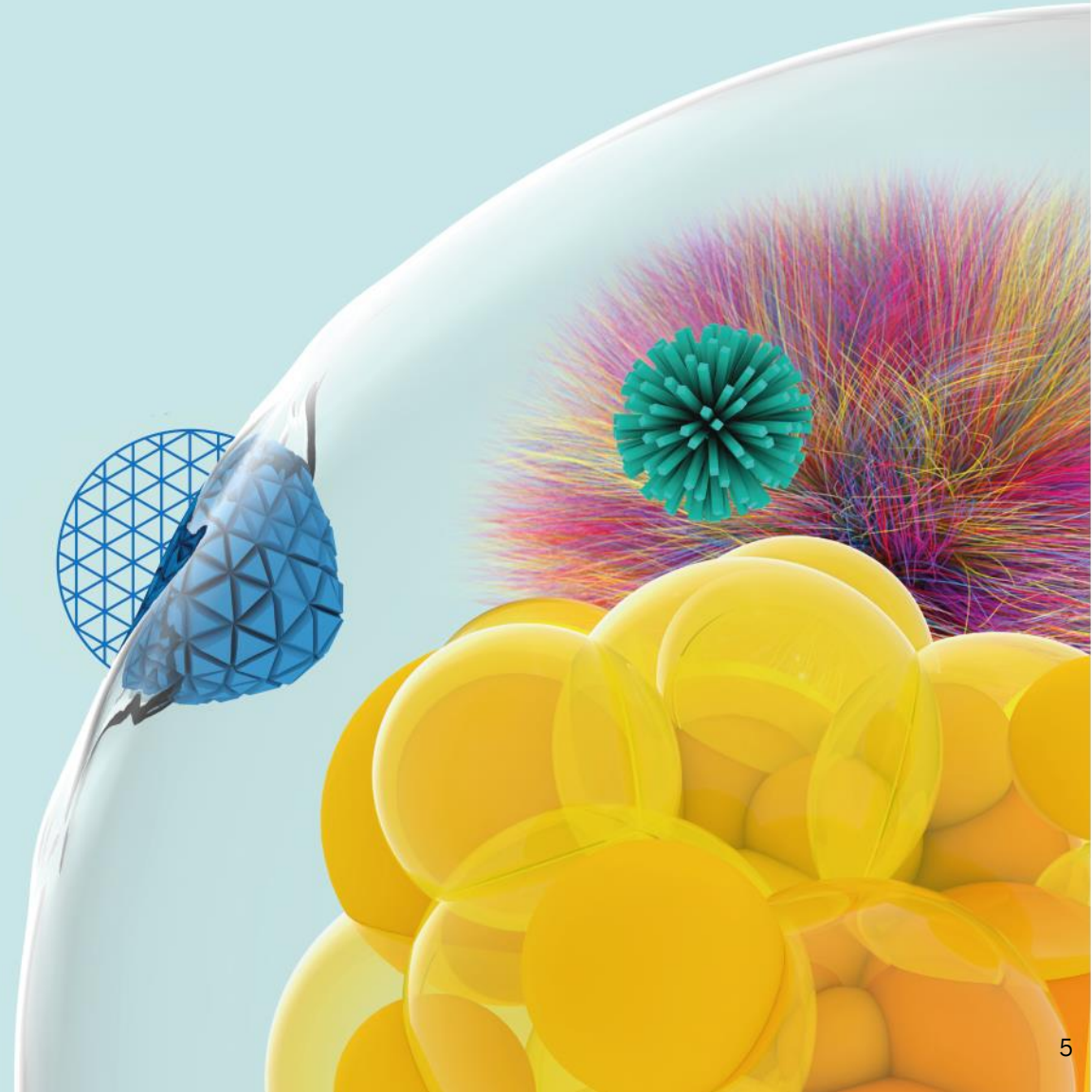


2021 KPIs



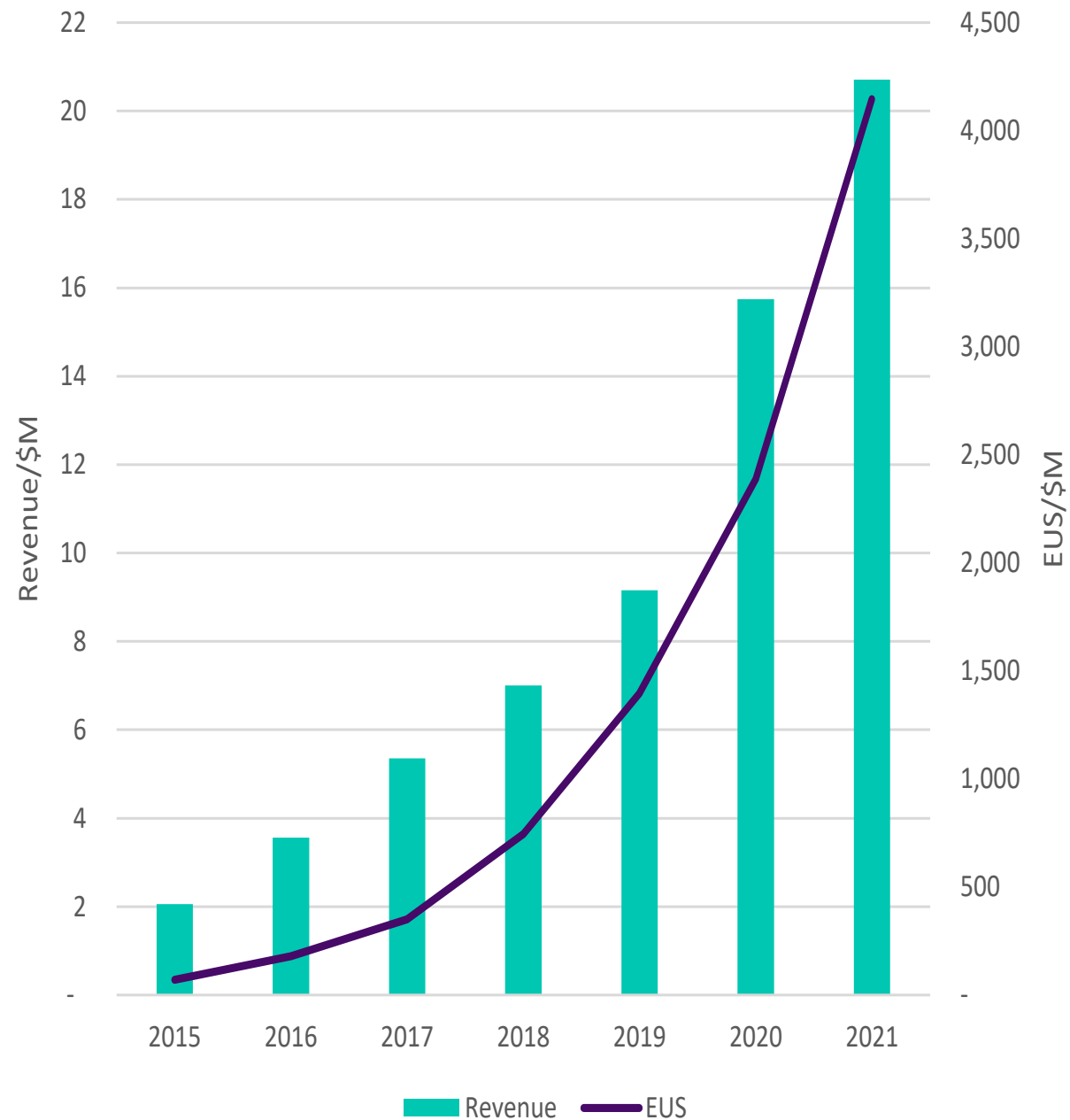
Financial Highlights FY21

Matt Garner, CFO



FY21 – Continued revenue growth

- 32% Revenue growth on 2020
 - \$20.7M (2020 : \$15.7M)
 - 6 year CAGR 47%
- End User Spend (EUS) up 74%
 - \$4.1B (2020 : \$2.4B)
- Maintained high Gross Margin >94%



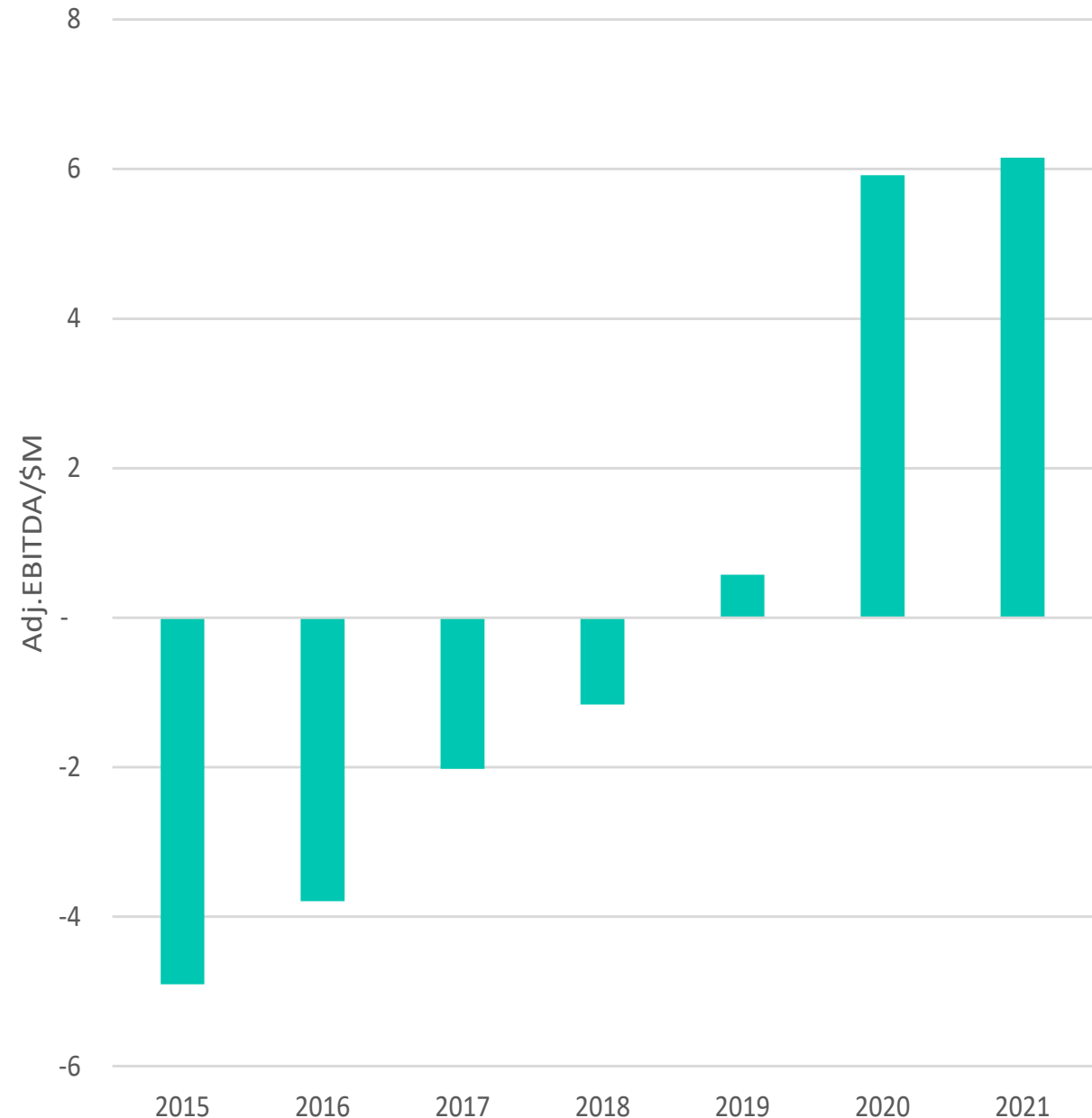
FY21 – Investment for growth and increasing profitability and cash

- Adjusted EBITDA¹ \$6.18M
 - 2020: \$5.99M
- Operating costs² \$13.3M in line with investment plan
 - 2020: \$9.3M
- Cash³ increased by \$1.7M from end 2020 to \$9.7M
 - 2020: \$8.0M

1. Earnings before interest, tax, depreciation, amortization and share based payment charge

2. Excl. depreciation, amortization and share based payment

3. Cash, cash equivalents and cash held as short term investments



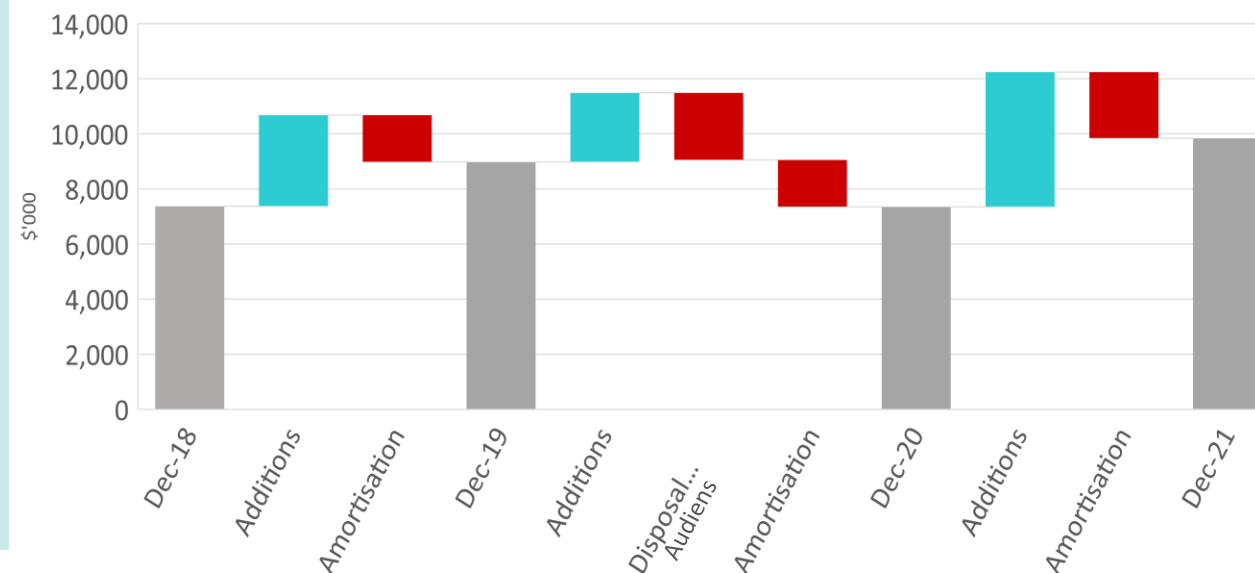
Expenses & Investment

- Administration expenses up \$5.2M to \$19M reflecting increased investment in R&D and S&M
- Internally developed intangibles show our continued investment into the strength of our products and platform.

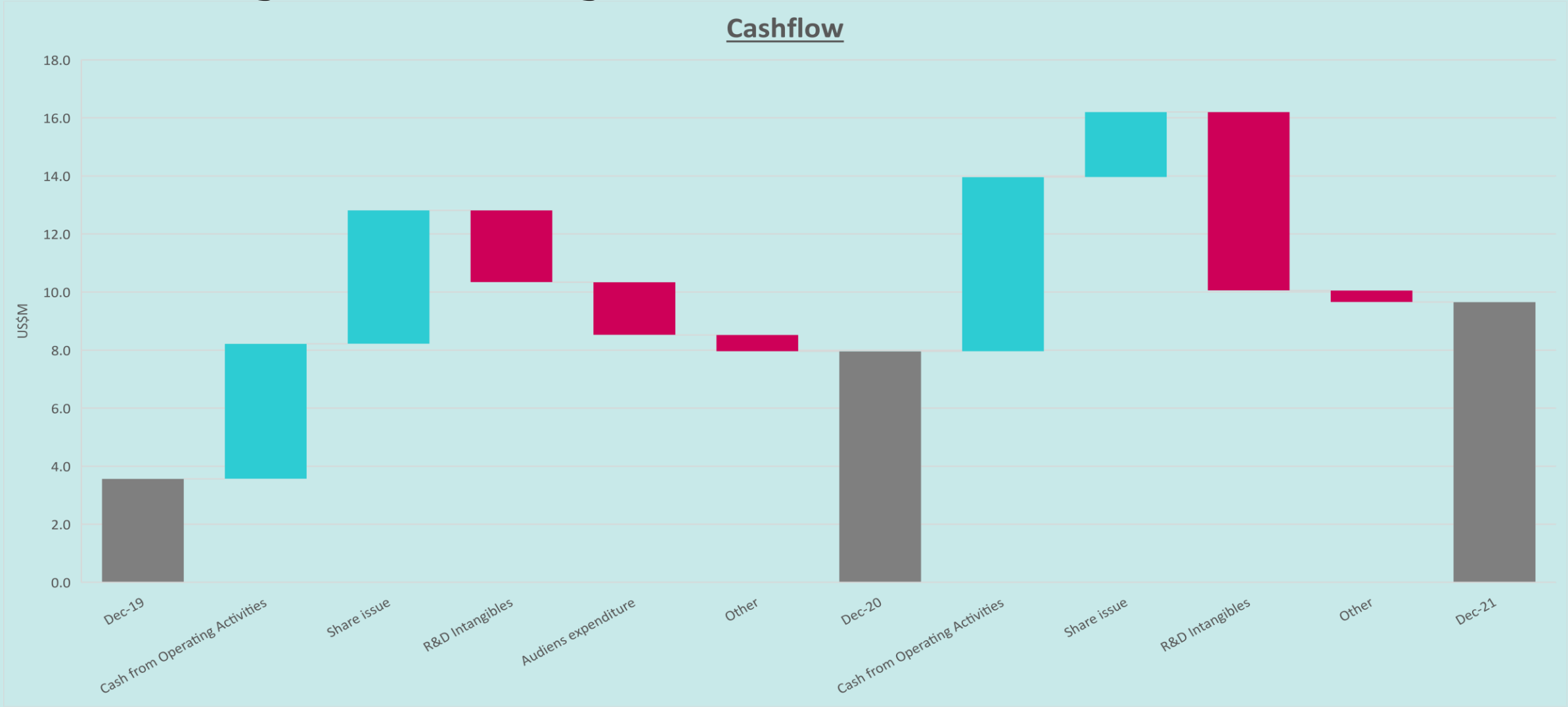
Other Admin Expenses



Intangibles - Internal Development



2021 – Cash generated to fuel growth



Multiyear Income Statement (restated in USD)

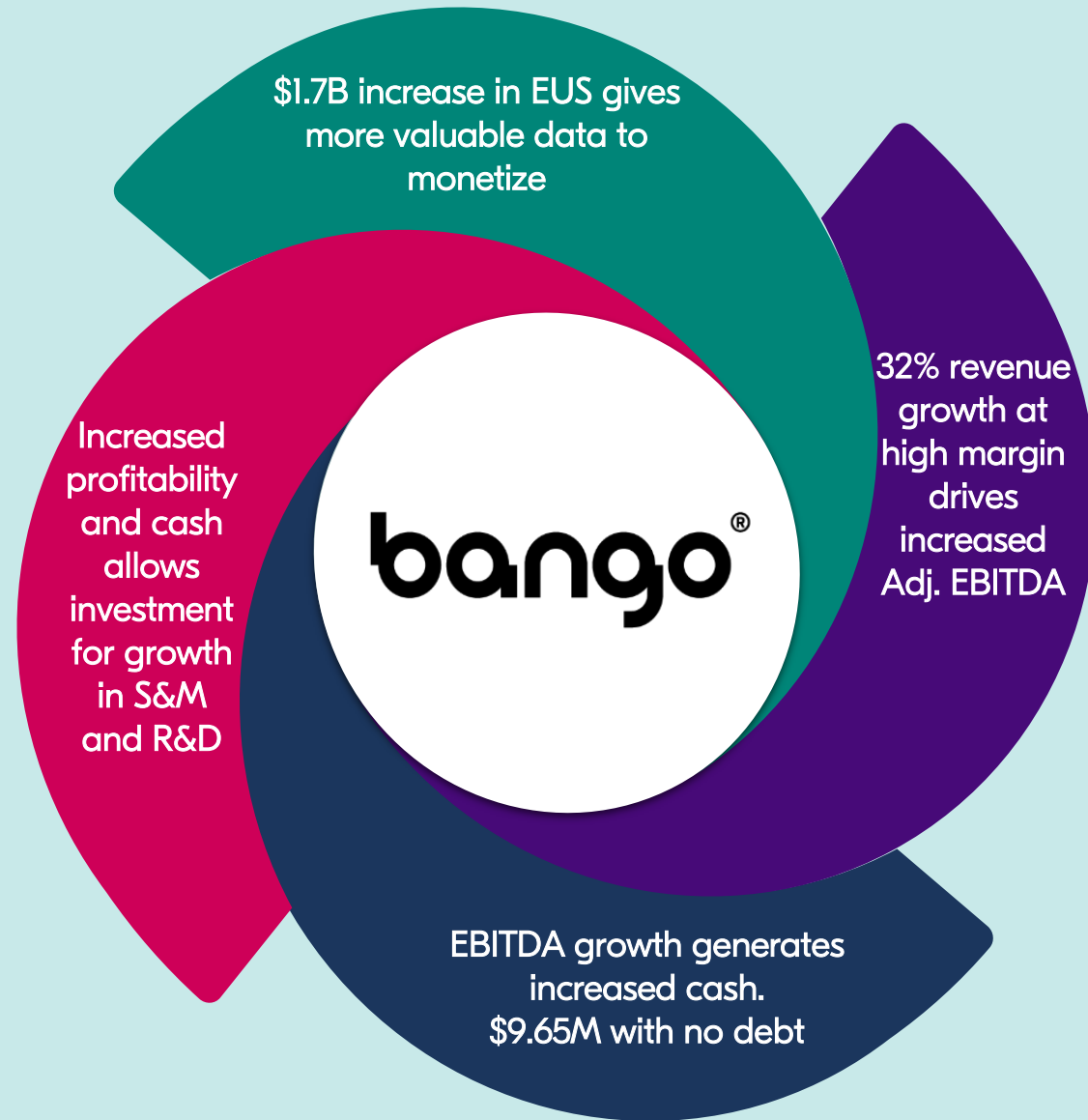
Year ended 31 December (\$'000)	2017	2018	2019	2020	2021	
Revenue	5,350	8,836	11,888	15,743	20,704	<i>Single revenue stream</i>
Gross Profit	5,347	7,773	10,083	15,296	19,473	<i>Influenced by product mix. Payments >95%, Audiences >75%</i>
Gross Profit Margin	99.9%	88.0%	84.8%	97.2%	94.1%	
Administrative expenses	(10,362)	(12,468)	(13,558)	(13,715)	(18,928)	<i>Increased investment in 2021 for future growth</i>
Adjusted EBITDA	(2,021)	(1,157)	572	5,989	6,178	<i>EBITDA less share based payment & exceptional charges.</i>
Profit/(Loss) before Associate	(4,427)	(3,822)	(2,983)	2,375	2,523	<i>Measure of Bango Platform profitability</i>
Associate Loss	-	-	-	4,232**	(2,081)	<i>Share of NewDeep JV Loss (40%) and Audiens sale</i>
Profit/(Loss) for the Financial Year	(4,427)	(3,822)	(2,983)	5,930	442	<i>Gain in 2020 from creation of JV (disposal)</i>
Cash*	6,545	4,868	3,565	7,958	9,651	<i>Only includes Bango cash. No debt.</i>



* Including cash equivalents and cash in short term investments

** Includes \$4,909k profit from discontinued operations

Summary

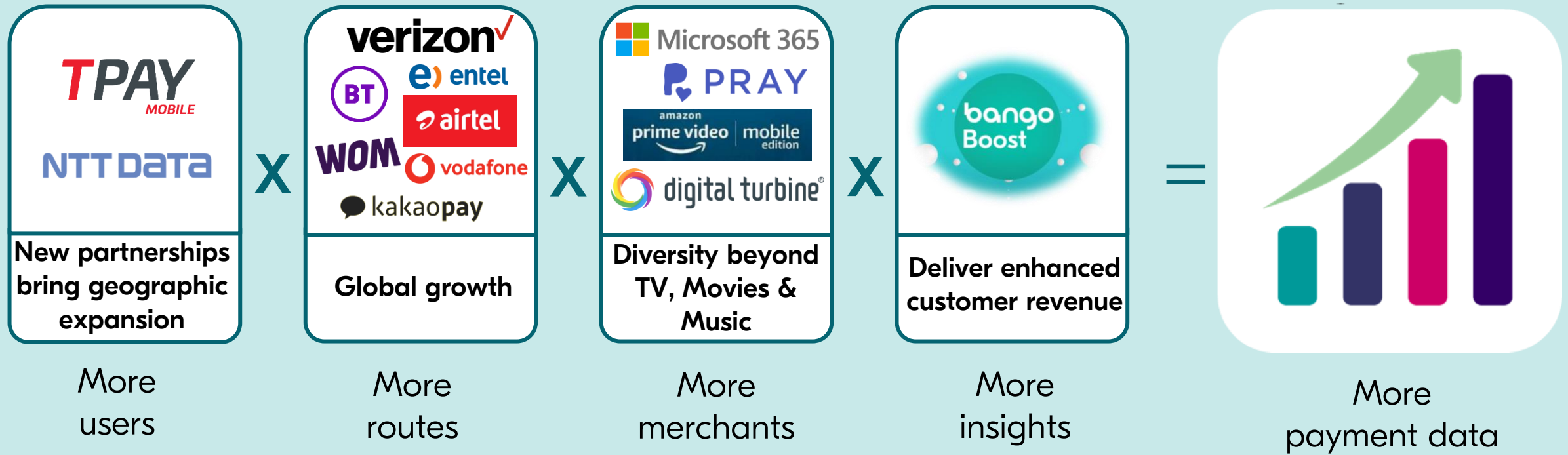


Operational Highlights & Outlook

Paul Larbey, CEO



Payments — continued growth



Bango Payments – Testimonial

Greig Williams

Telco Channel Lead, Microsoft Consumer, UK

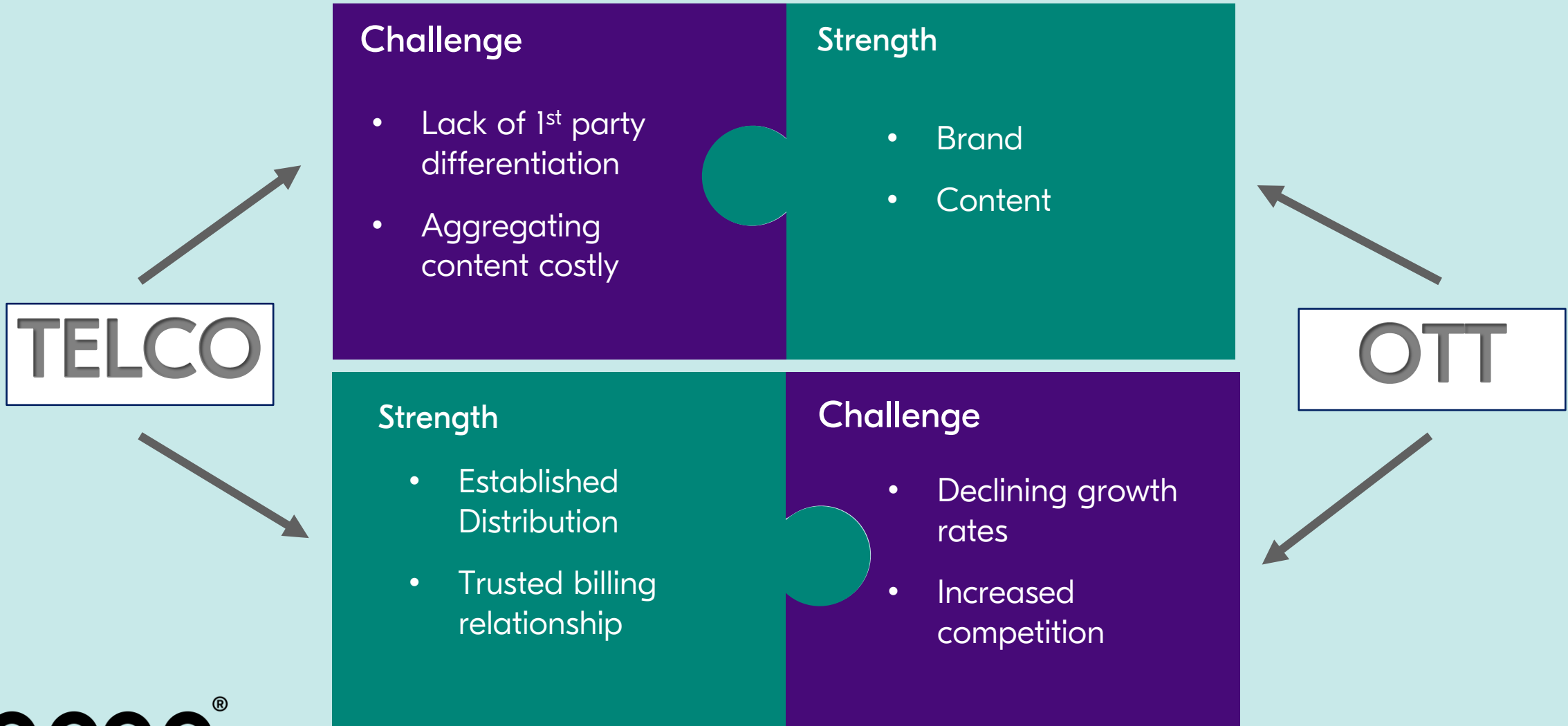
“Microsoft has partnered with Bango to deliver carrier billed payments for a number of years now. Over which time Bango has proven themselves to be agile, secure, and a trusted partner.

Following our decision to make our Game Pass Ultimate subscription available as a bundled offer through Telcos, it was logical to expand our relationship with Bango to resale. So far, we have launched in the UK, Sweden & Netherlands. We look forward to increasing access to Game Pass globally through future launches with Bango.

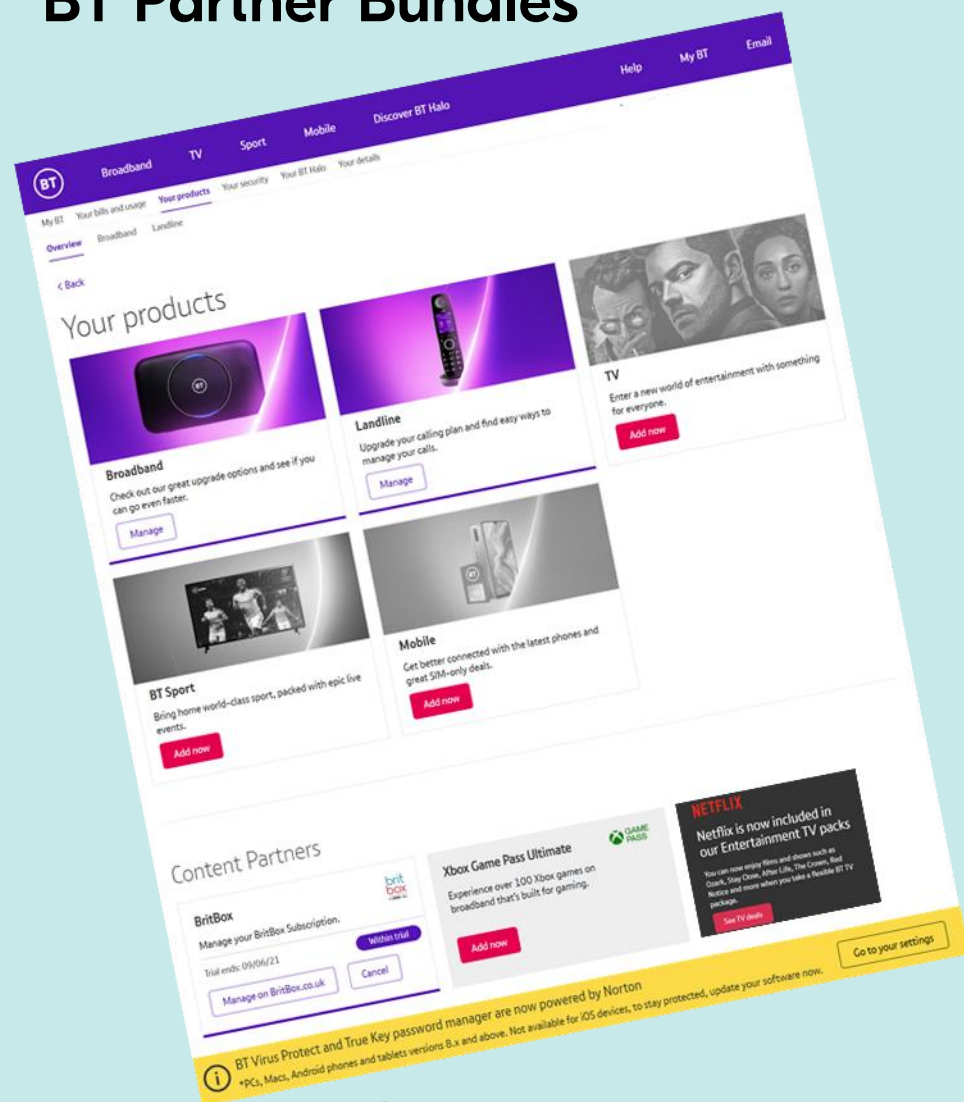
There is potential to work with other partners where Bango already has integrated solutions helping us unlock opportunities through growing the total addressable market. On a worldwide basis, Microsoft and Bango have multiple telecom partners to discuss new business with ”



Opportunities & Challenges



BT Partner Bundles



“We are looking at continuously strengthening our partnership portfolio and make that a core part of the way we go to market. We will increasingly personalize the experience and the subscription.....” **Christian Thrane, MD Marketing BT Consumer**

Source : BT Consumer Business Briefing October 2020

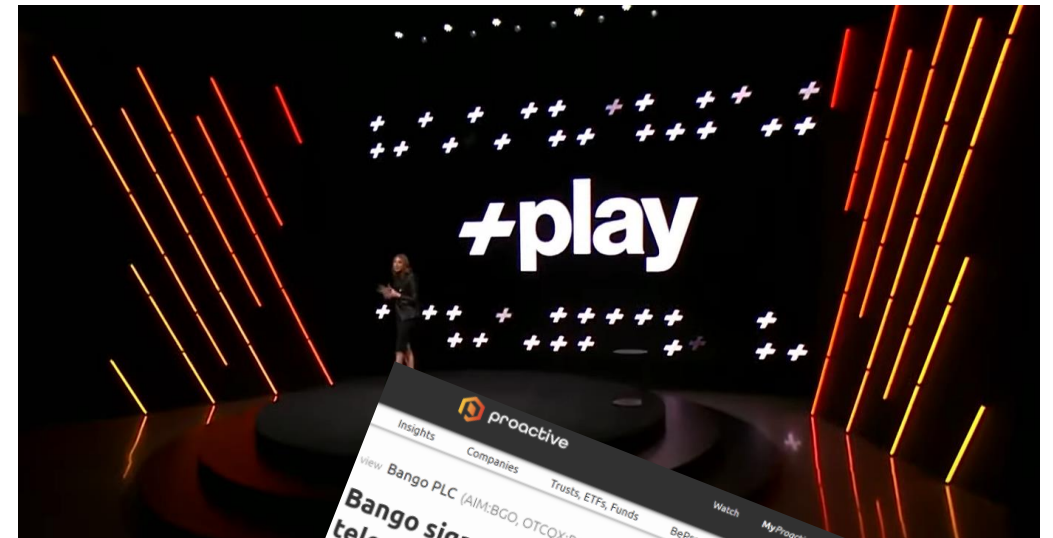
Verizon Investor Day – 3 March 2022

Manon Brouillette, EVP & Group CEO Verizon Consumer

“There is a subscription management pain point with the number of digital services that consumers engage with”

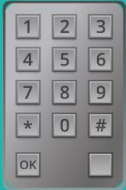
“+play is a ground breaking platform ...to allow customers to seamlessly discover, purchase, manage some of their favourite subscriptions entertainment, audio, gaming, fitness, lifestyle and more all in one place.”

“...choice of content and digital services all managed in one place. With this choice we plan to significantly increase the number of subscriptions customer purchase through Verizon by 2025. This will generate a new revenue stream and will help further increase the loyalty of our customer base.”





TELCO



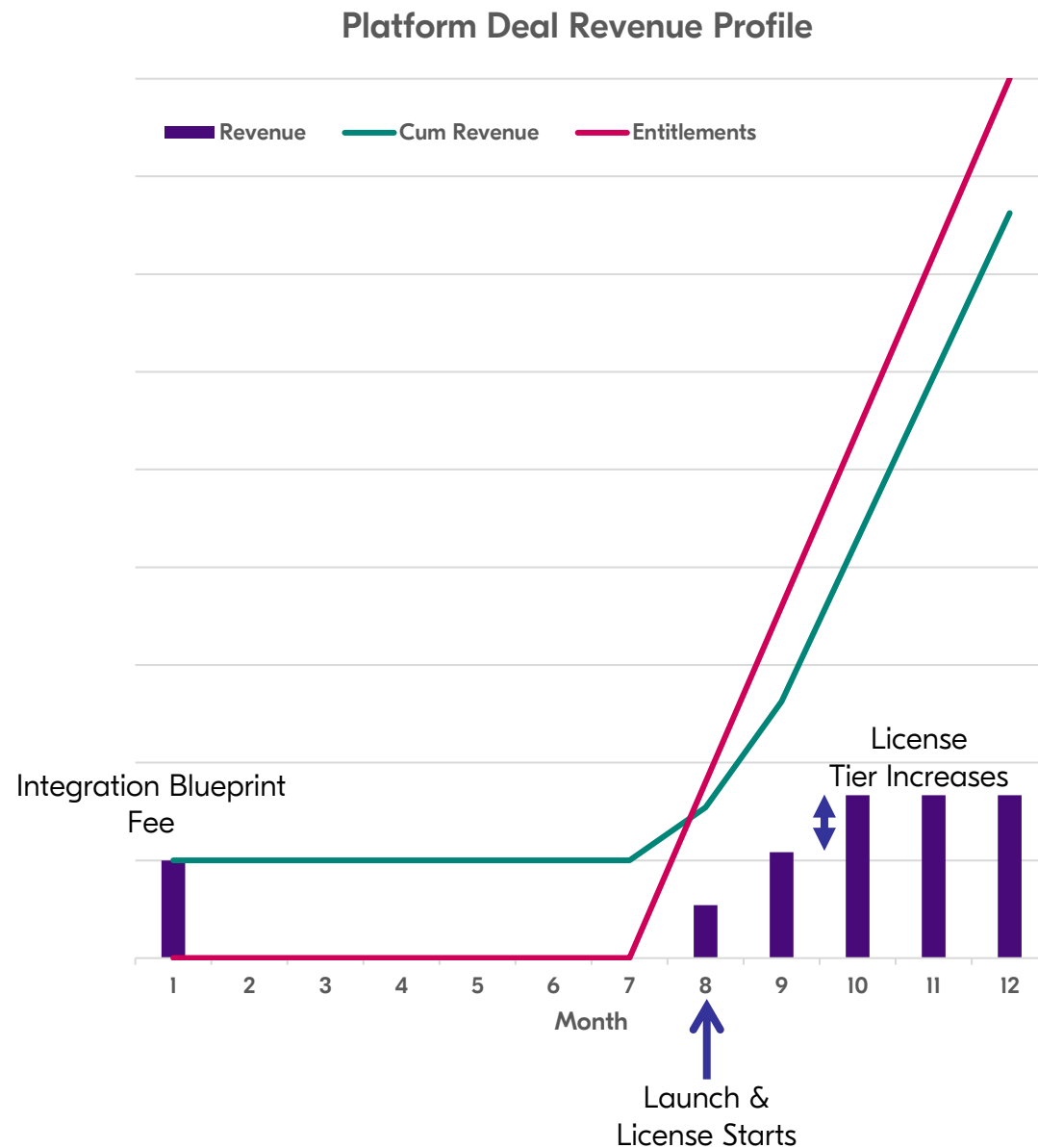
bango®

PUSH

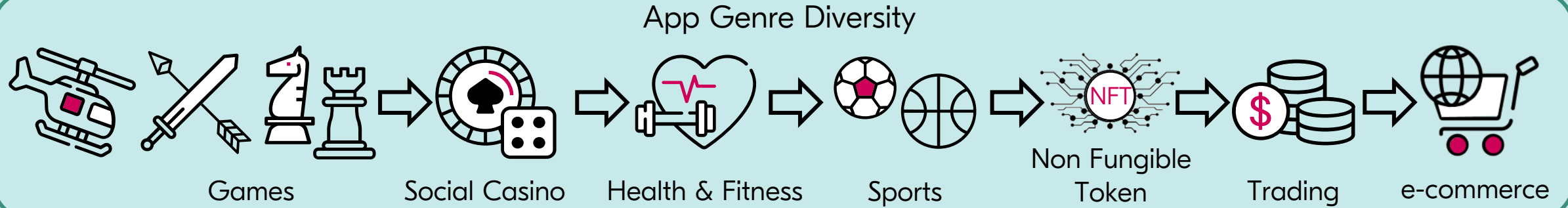
bango®

Bango Provides the Vending Machine

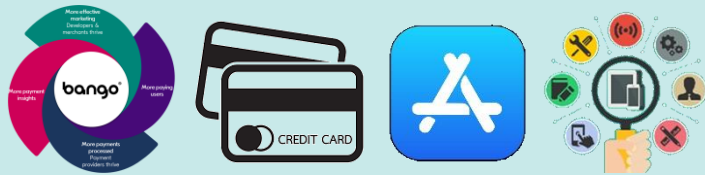
- Operator designs the look, layout and user interface
- Operator and Bango can “stock” the vending machine
- Revenue Model
 - Integration Blueprint Fee
 - Fee to connect to a platform, set-up, configuration etc .
 - Monthly license fee
 - Based on number of entitlements
 - Monthly maintenance fee
 - % of license fee



Data Monetization Growth



Data Diversity



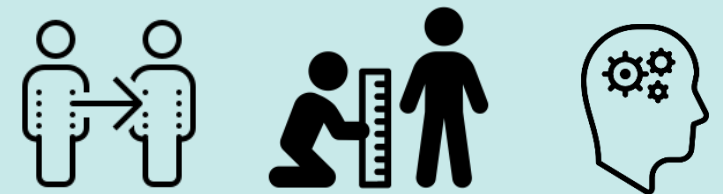
Bango Marketplace is the choice for companies looking to monetize data

Platform Diversity



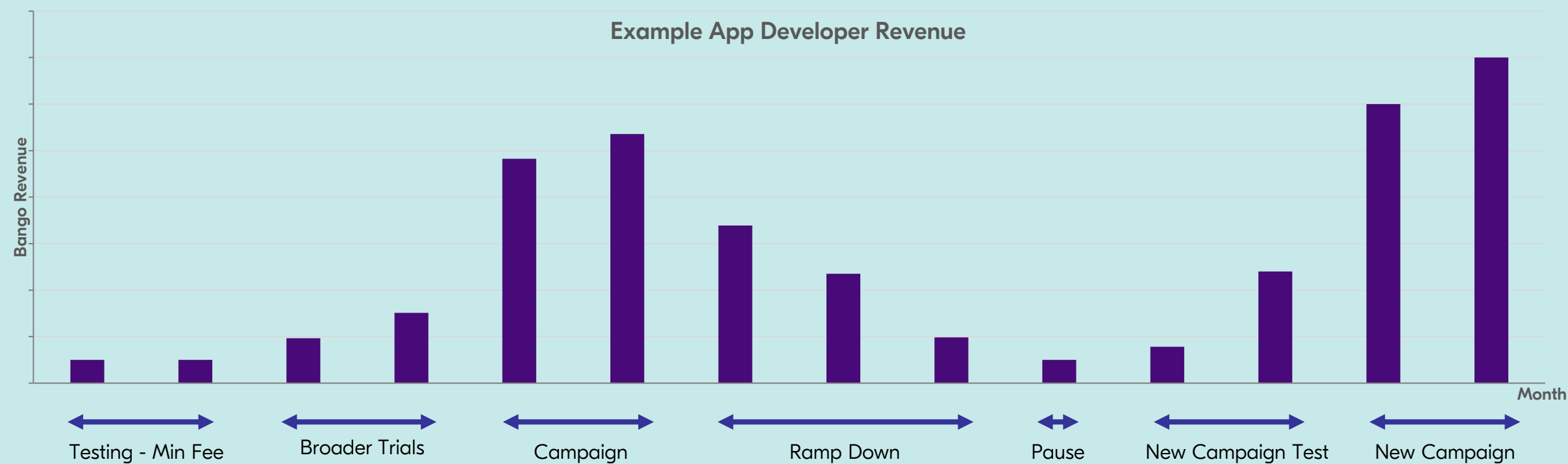
Works on any platform that can accept custom audiences

Data Accuracy



Tailored Audiences per developer.
Data science to extend Audiences

App Developer Marketing Campaigns



Bango Marketplace – case studies



About: Upland is a metaverse that sits on top of the real world, allowing users to buy, sell and trade virtual properties that are mapped to actual addresses.

Goal: Increase the install to payer conversion of high lifetime value users from their global UA campaigns.

Solution: Upland used a selection of Bango Audiences to target their Facebook ads to users that recently paid in similar apps, including crypto and trading apps.



- 95% higher return on advertising spend
- 37% cost per acquisition
- 34% decrease in cost per unique purchaser



About: Manta Comics is a webcomic app published by RIDI Corporation, South Korea's leading content platform.

Goal: Manta wanted to increase the number of paying subscribers acquired from their TikTok and Facebook campaigns that target the US market.

Solution: Manta applied custom Bango Audiences to their Facebook and Tik Tok ads, focusing on users in the US with a history of making Webtoon, interactive story game and streaming subscription payments.



- 13% lower CPA
- 30% higher post-install conversion rate

THE APP-OCALYPSE

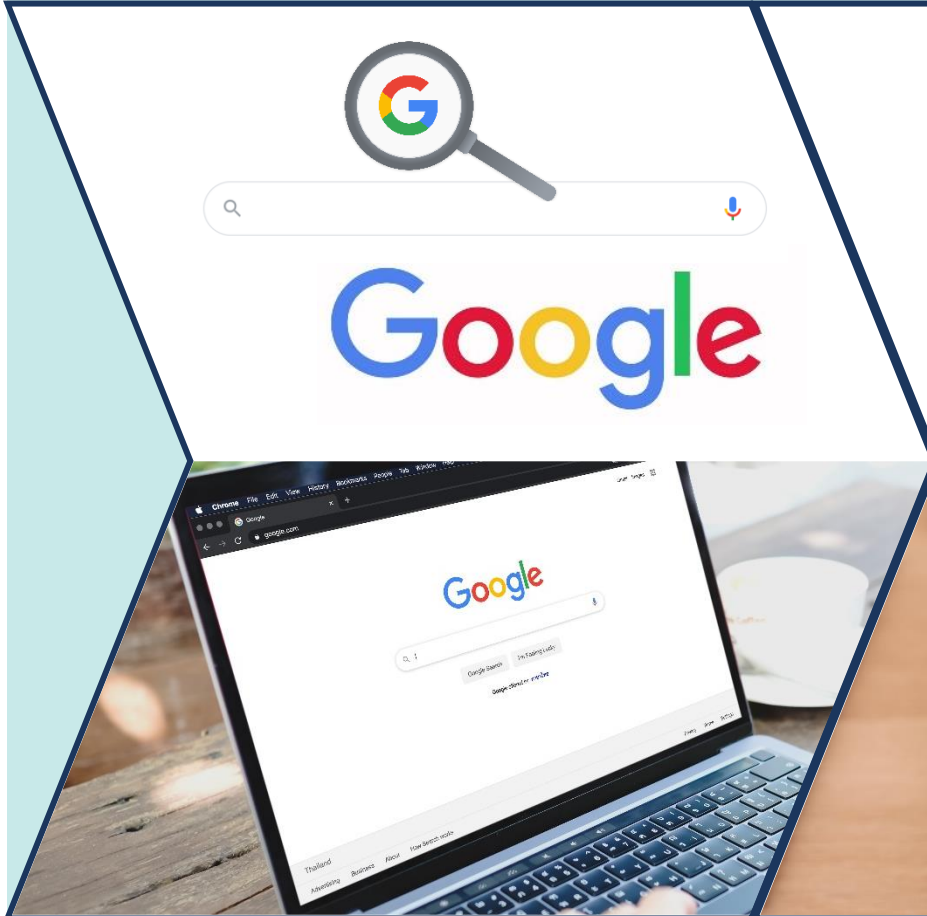


bango



20 years ago

Target based on what people
look for



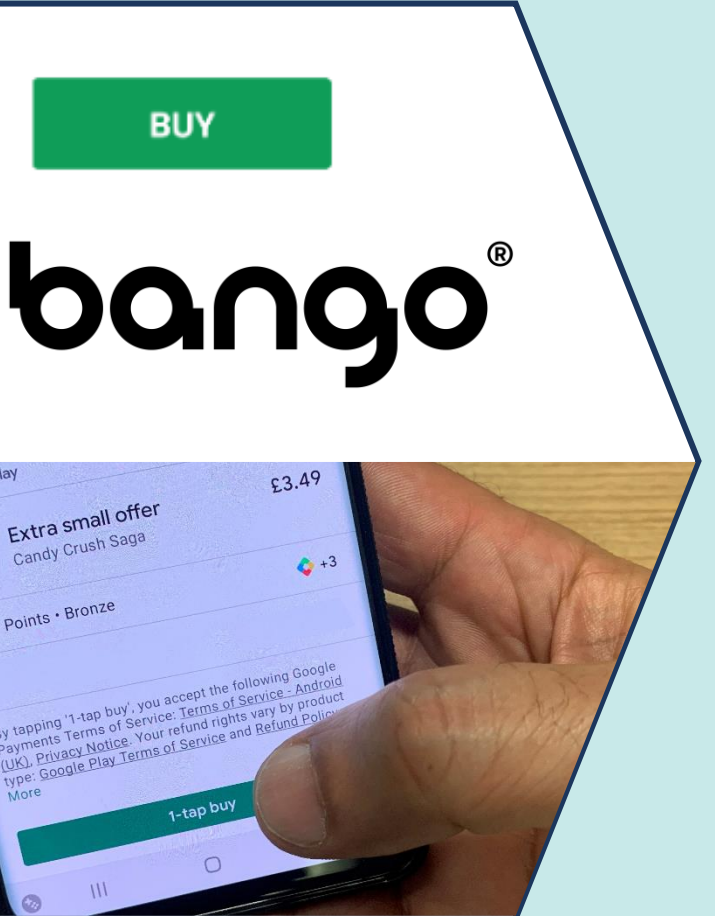
10 years ago

Target based on what people
say they like



Today

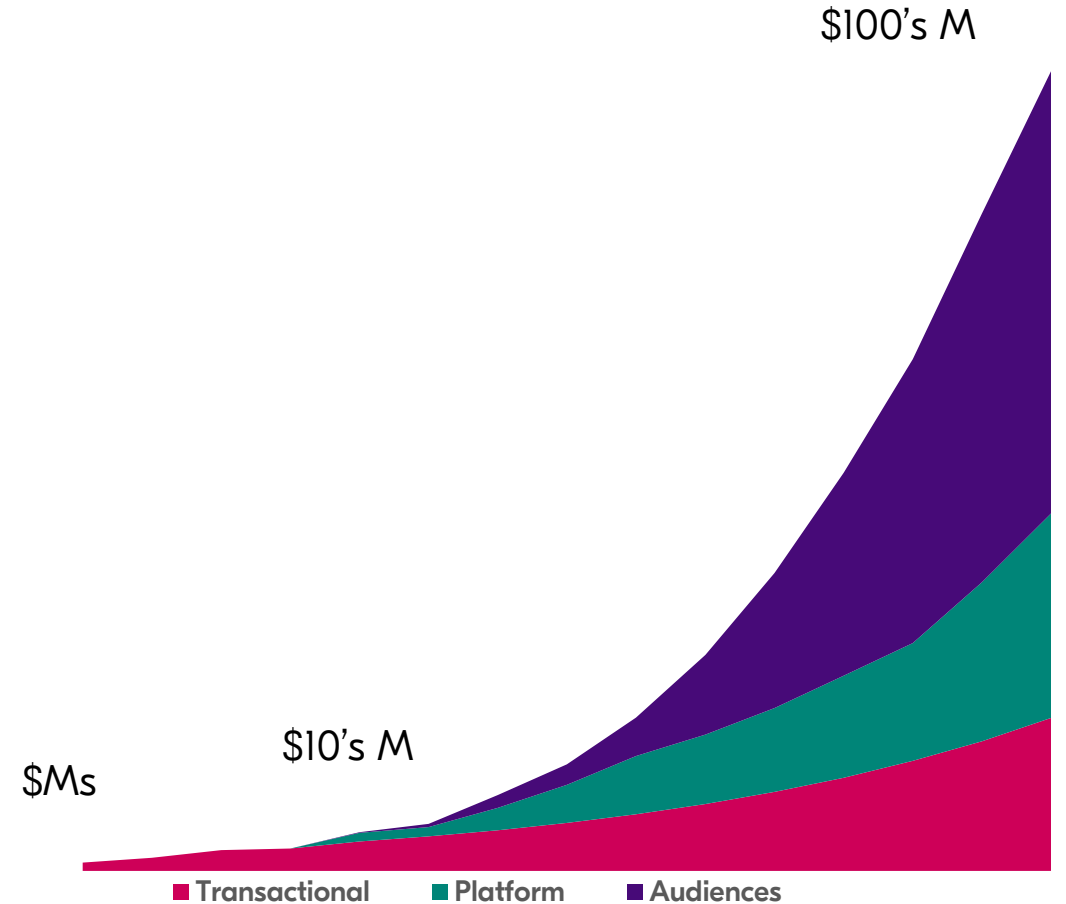
Target based on what people
pay for



bango[®]

Outlook

- **Transactional business**
 - More merchants and more operators
 - Out of app store billing market developing
- **Platform business**
 - Meaningful recurring (ARR) in 2022
 - Strong pipeline
- **Bango Audiences**
 - Core gaming business continues to grow on Facebook and new platforms (e.g. TikTok)
 - Diversification into retail brand apps has massive potential



Thank you

