

AIM
(BGO.L)

OTCQX
(BGOPF)

Bango technology brings together content providers with telcos to create the world's biggest subscriptions bundling marketplace, giving consumers the content they want, in the way they want it.

The world's largest content providers, including Amazon, Google and Microsoft trust Bango technology to reach subscribers everywhere.



Powering 4 of the top 6 largest companies by market cap

3 of top 5 US telcos use Bango Digital Vending Machine®

Top 7 largest SVOD services in US by market share bundle via DVM™

- ✓ Amazon's biggest partner for bundling and resale
- ✓ Exclusive telco payments partner for Amazon Japan retail store

- ✓ Powering the world's two largest subscription super bundling stores (Verizon +play and Optus SubHub)
- ✓ Launched first Telco bundled Microsoft 365 subscriptions

- ✓ Launched first Telco bundled Xbox cloud gaming subscriptions in Europe
- ✓ Launched first carrier billing and operator wallet for Google Play in Africa

Industry leader

Global footprint

Primary target markets:
Subscription content providers & Telecommunications companies

Customer footprint: 50+ countries

Content provider partners: 100+

Telco partners: 125+

Offices: 6 (USA, UK, Japan, Korea, Italy, Germany)

Employees: 238 (June 24)

Vision:
Where people subscribe

Purpose:
Powering choice and control for subscribers

Values:



Why we exist

Payments

Alternative payments: Powering payment methods including Direct Carrier Billing (DCB) and mobile wallets for leaders including Amazon, Google & Microsoft. Over 70+ Google DCB routes live, including exclusive provider of DCB for Amazon in Japan.

Business model: Transactional revenue - % of End User Spend going through the platform.

Measures: Profit margin & revenue growth rate.

bango®

Digital Vending Machine® (DVM™)



Subscription bundling: The DVM™ is a white-label SaaS subscriptions bundling hub used by over 80 leading telcos to get to market fast with a standardized commercial, technical and operational model.

Business model: Recurring DVM™ multi-year license fee that scales with number of managed subscriptions plus initial one-off integration set up fee.

Measures: Annual recurring revenue & net revenue retention.

Divisional structure

Super Bundling with Bango gives content providers instant access to a ready-made distribution, marketing and billing network through telco subscription hubs and other consumer channels around the world.

Primary markets

Telcos - Drivers & challenges:
\$600BN opportunity driven by need to increase revenue and consumer relevance, reduce churn.

Subscription content providers - Drivers & challenges:
Opportunity driven by need to acquire millions more users with subscription bundles, reducing acquisition cost, increasing lifetime value.

Strong foundations

Strong foundations

- ✓ Market leader in growing subscriptions economy
- ✓ ARR model provides predictable revenue
- ✓ Payments business funds growth investment





Powerful technology

- ✓ Over 100 leading content providers
- ✓ Decreasing time to revenue
- ✓ Optimizing consumer experience & targeting

Strong growth

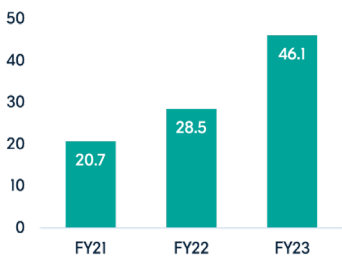
- ✓ DVM™ revenue accelerating YoY
- ✓ Net Retention Rate at 168%
- ✓ The worlds largest companies rely on Bango

Growth strategy

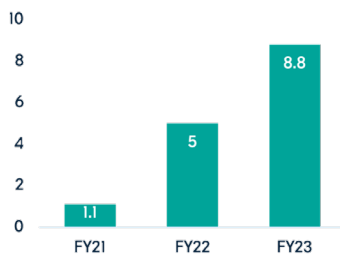
EXPAND 	Lead the bundling of subscription services through telco channels	ENHANCE 	Use data to differentiate Bango and monetize content providers
EXPLORE 	Identify new bundling opportunities outside telcos	EXTRACT 	Manage the transactional business for cash and profit

Financial highlights

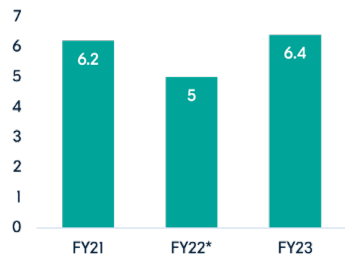
Total revenue (\$M)



Annual Recurring Revenue (\$M)



EBITDA (\$M)



* Acquired DOCOMO Digital

Key industry accolades



King's Awards for Enterprise 2023 International Trade winner



AIM Awards 2022 Diversity Champion Award



Business Weekly Awards 2022 Quoted company of the year



Stream TV Awards 2024 Innovation in User Experience



Science and Technology Awards 2023 CEO of the Year

Essential info

Founded: 1999

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