

# Bango: Growth & Innovation Forum 2017

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# What Bango does



Bango Payment Platform is unique technology built for selling content to mobile users

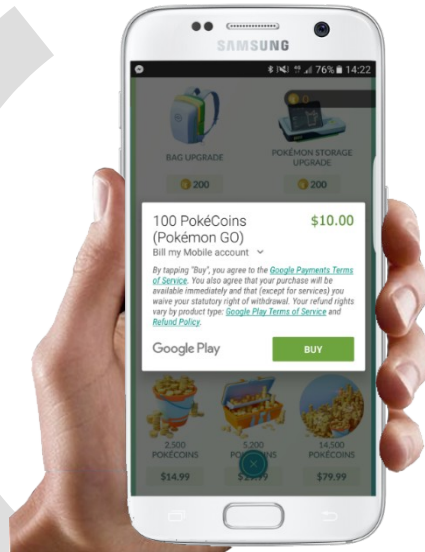
## 1. Bango powers payments for leading app stores



## 2. Bango technology automatically identifies and bills millions of smartphone users



Delivering a simple, smooth, one-click mobile payment experience



## 3. Across hundreds of operator networks and payment providers worldwide



## 4. On any device connected to any operator or Wi-Fi network



1

A major store does a deal with a payment provider



2

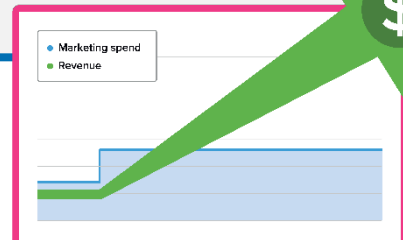
Bango Payment Platform activates the route

\* No integration work is required by the payment provider



3

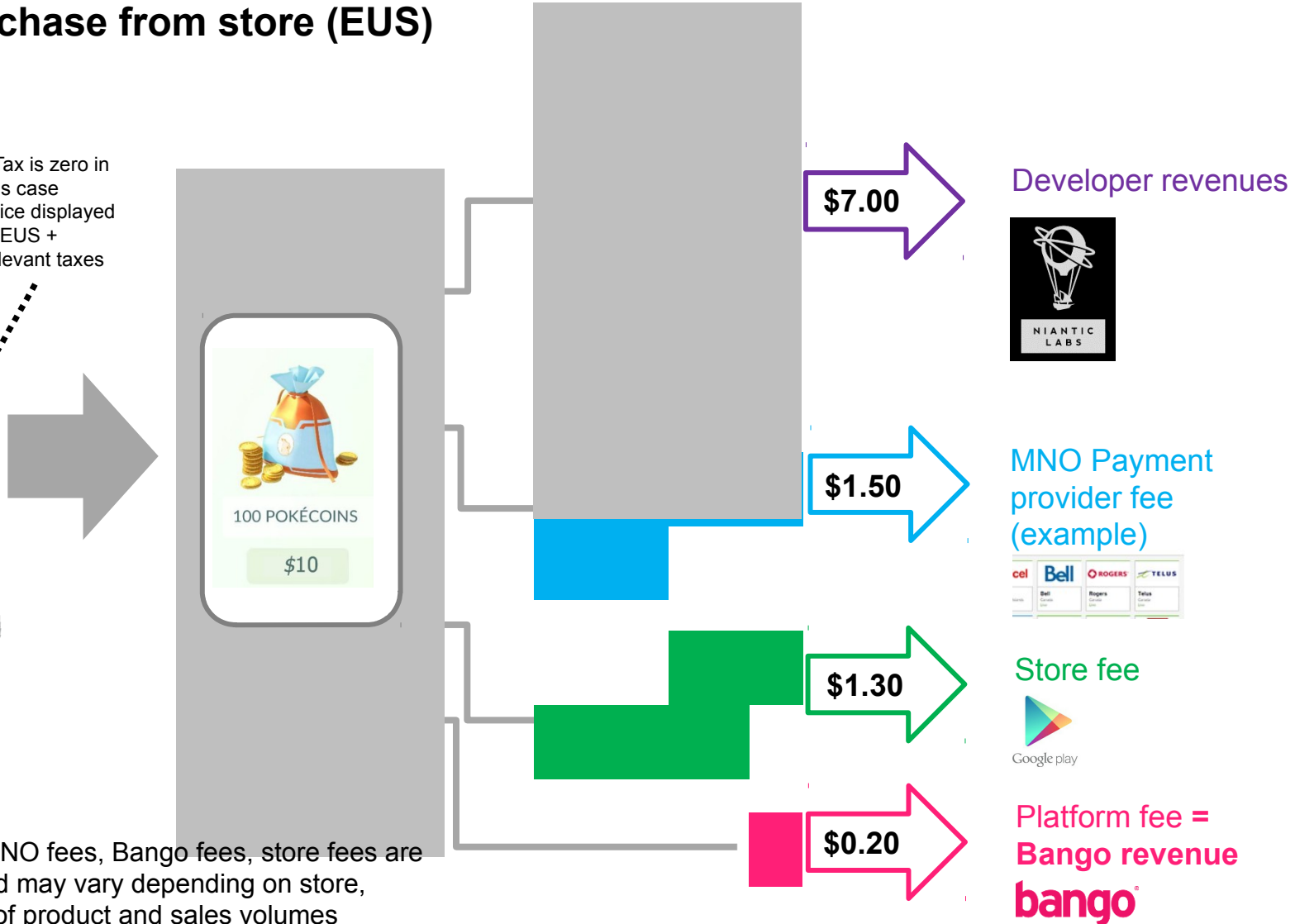
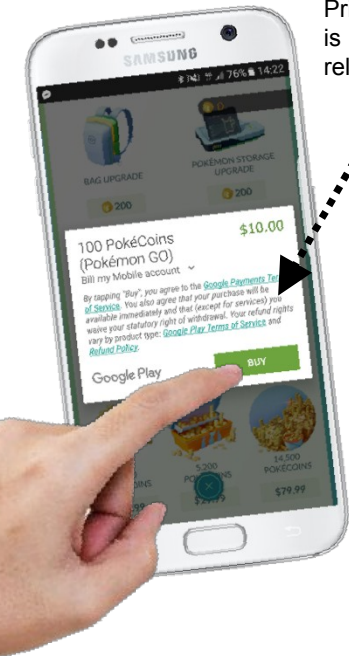
Payment provider and store maximize revenue and customer growth with unique Bango technology



# Who gets what

## \$10.00 purchase from store (EUS)

\* Tax is zero in this case  
Price displayed is EUS + relevant taxes



Higher revenues

Google

amazon

Microsoft

One integration enables  
activations anywhere

Order to cash precision

Importance of alternative  
payments

## **Bango Platform and Bango API – faster to market for payment providers**

- Integrate once with the Bango Payment Platform. DCB ready for Amazon, Google, Samsung, Microsoft and other stores

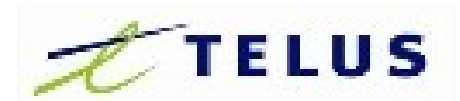
## **Platform capacity – scalability and reliability**

- Proven ability to handle regular and irregular spikes in payment activity to capture all transactions

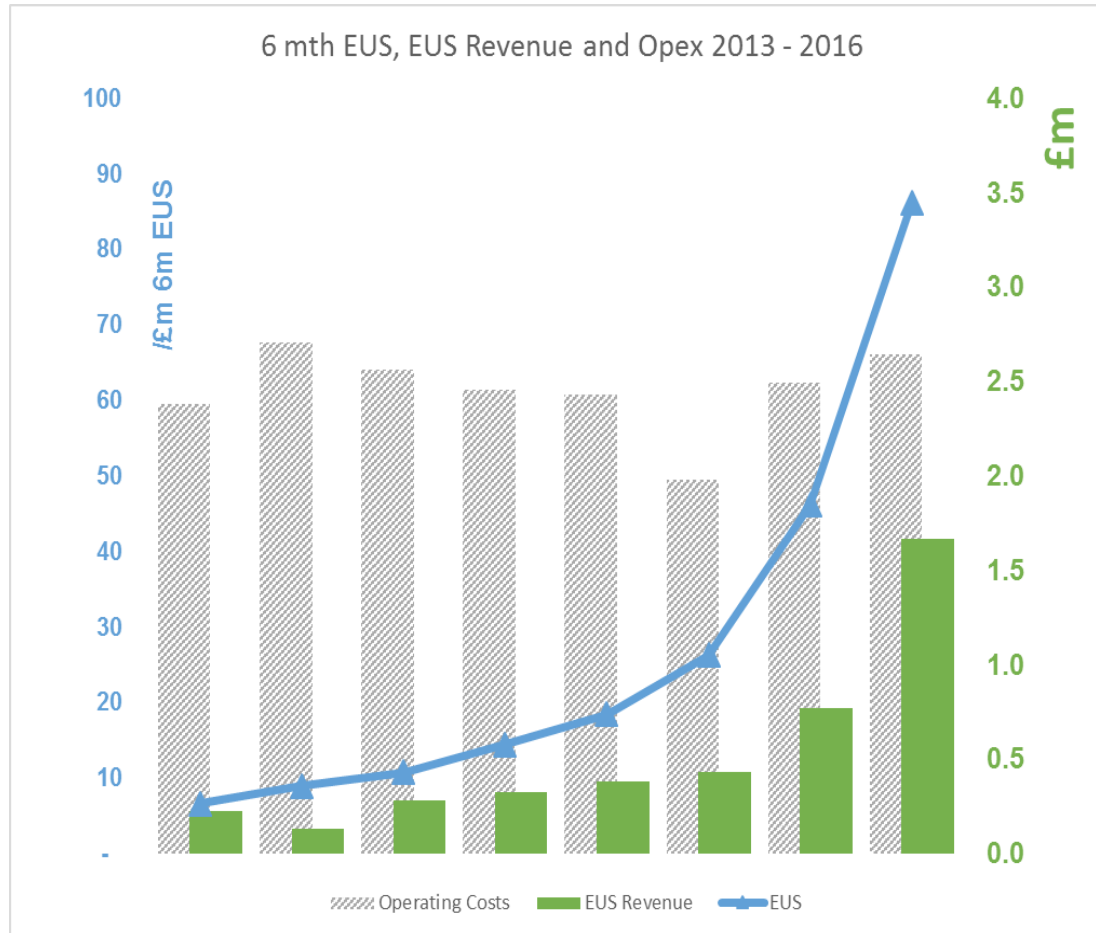
## **Bango Boost – technology and techniques to grow revenue and users**

- Operators gain up to 80% growth in revenue
- Increases number of active DCB customers and spending levels

*“Bango Boost revealed detailed insights about our customers and their unique spending habits. It enabled us to maximize carrier billing revenues and customer experience”*



# How Bango is doing



- Exit run rate Dec 2016 £193m/yr (Dec 2015: £67m/yr)
- EUS for FY2016 £132m (FY2015: £45m)
- Total revenue for FY2016 £2.6m (FY2015: £1.3m)
- Revenue from EUS FY2016 £2.4m (FY2015: £0.8m)

\*Opex costs excluding non recurring items

# Thank you

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The Bango logo, featuring the word "bango" in a bold, lowercase, sans-serif font. The letter "a" is stylized with a dot above it. A registered trademark symbol (®) is located at the top right of the letter "o".

**bango®**