

Bango Interims for 6 months to 30th September 2007

The Bango logo is rendered in a bold, lowercase, rounded sans-serif font. The letters are a vibrant orange color. A registered trademark symbol (®) is positioned at the top right of the letter 'o'.

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www.bango.com

November 20th 2007

1H08 Operational Highlights

- **Bango on track to capitalize on its unique long term sustainable position**
- **Continued shift towards high margin business**
- **108 Premium Customer wins (H1 FY07 78).**
- **Low end entry strategy working (2,324 signups in period)**
- **253% increase in US/Canada end user spending**

1H08 Financial Highlights

- Revenues up 49% to £6.84m (H1 FY07: £4.60m)
- Operating loss reduced 35% to £0.98m (H1 FY07: £1.5m)
- Opex (pre dep'n & share based payment) reduced 18%
- Cash burn significantly reduced - period end cash £1.82m

Bango: Quick & easy mobile web



Traffic, Information, Payment



Mobile web

1,000 million mobile internet users

Self service, scalable model

www.bango.com

Sell digital content to mobile phone users

Get people paying for your mobile content and services immediately from their mobile phone anywhere in the world. Bango ensures you earn the most money. Simple, mobile web based, one-click payments give you high conversion rates. A choice of different ways to pay means more people buy your content.



[Find out more](#) or [Get started for free](#)

Customer Login

Email

Password [»](#)

Contact Sales

USA – +1 866 528 6897
Europe – +44 (0)8700 340 360

Drive traffic to your mobile site

Bango helps get your site found and gives you the best tools to promote your business.



Get information about your visitors

Build a close relationship with users and track marketing campaigns.



Get up to **\$150** (£100 / €130) worth of Google AdWords
[» Claim your voucher now](#)

» How it works

Take a tour round the Bango Service and see the user experience

» Financials explained

Answers to how much you earn and why Bango is good value for money

» Bango Technology

Take a look under the hood and see how easy it is to integrate with

Are you Payforit compliant?

From **September 1, 2007** UK Payforit will start to become mandatory.

[» Find out more](#)

Case Studies



World Wrestling Entertainment
This global sports entertainment brand has

Partners

bango2Go

Need the best mobile presence, fast? Let Bango take care of everything with our world leading partners.

[» Learn more](#)

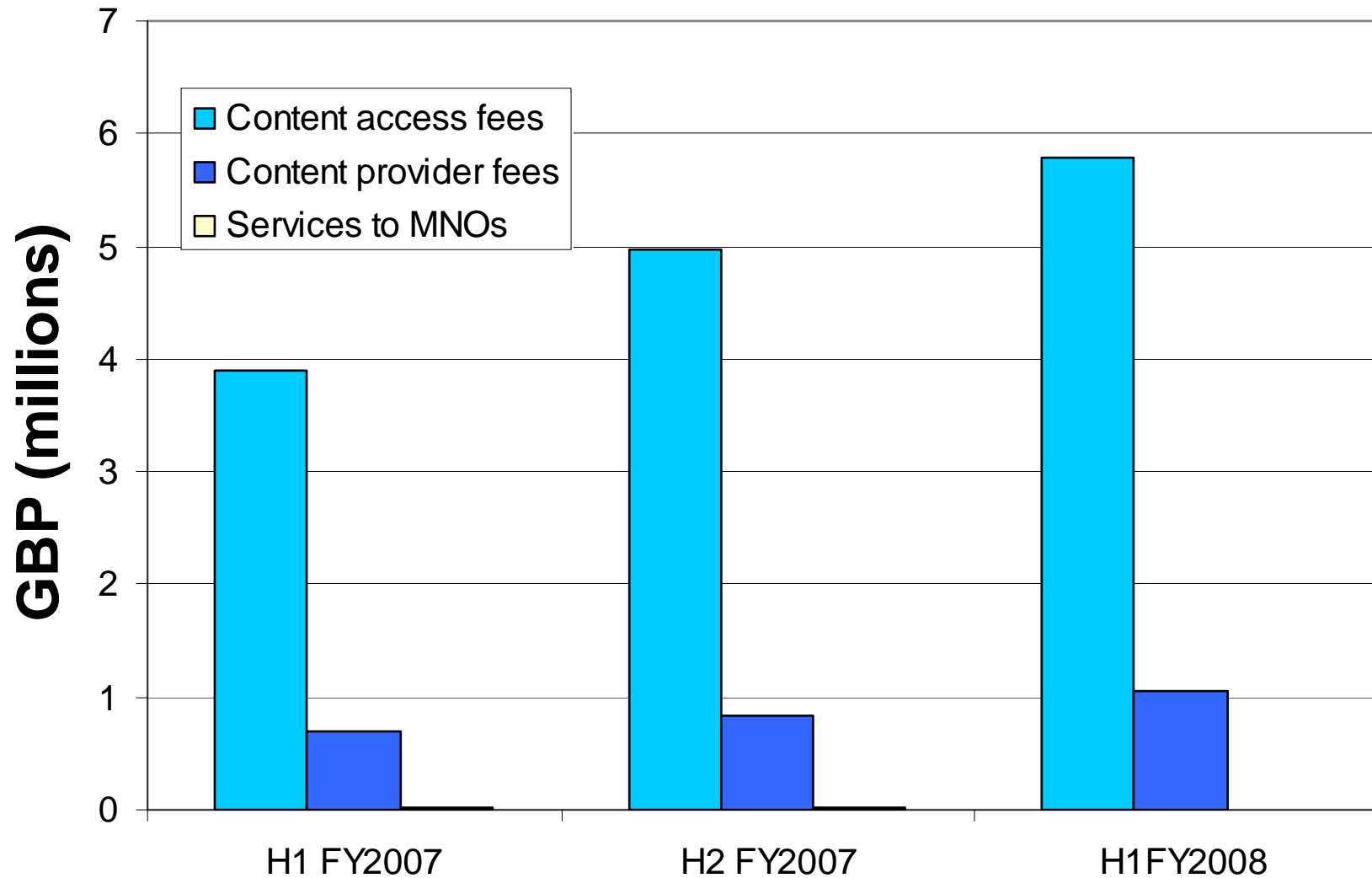


Get a **FREE** guide to Mobile Marketing

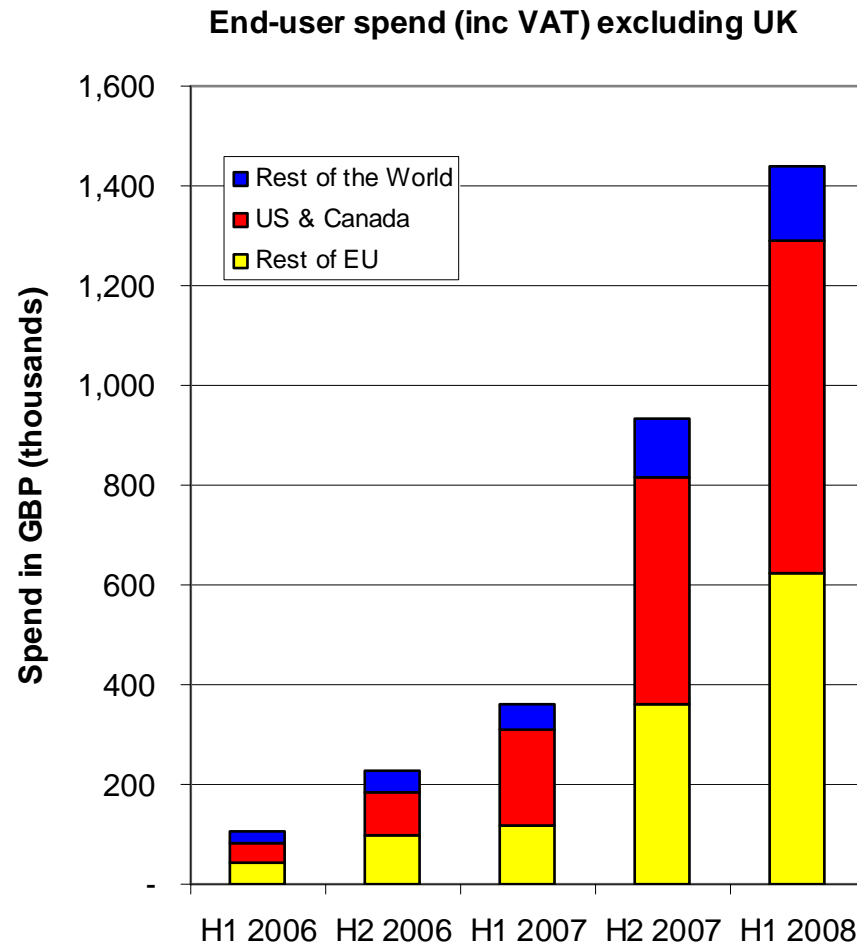
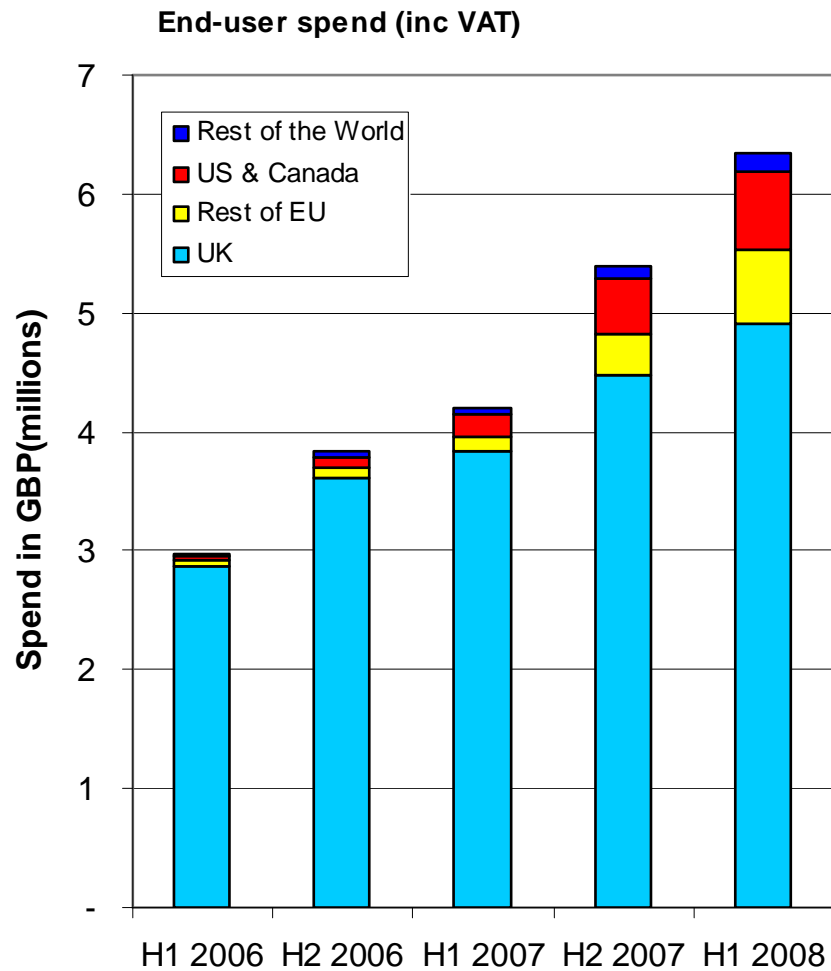
Hints and tips on how to create successful mobile marketing campaigns



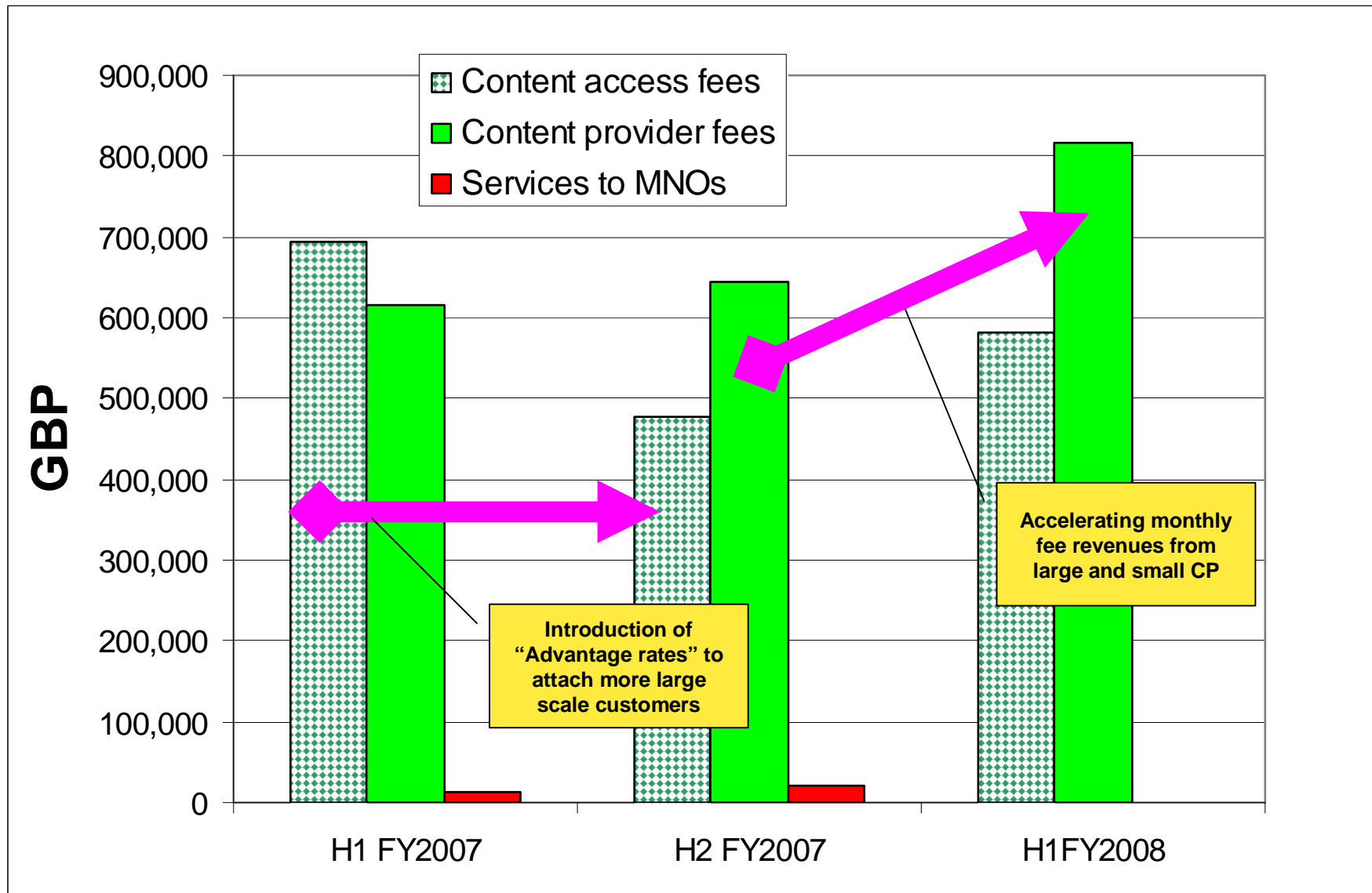
Revenue growing in both key areas



User spend growing fastest in new territories

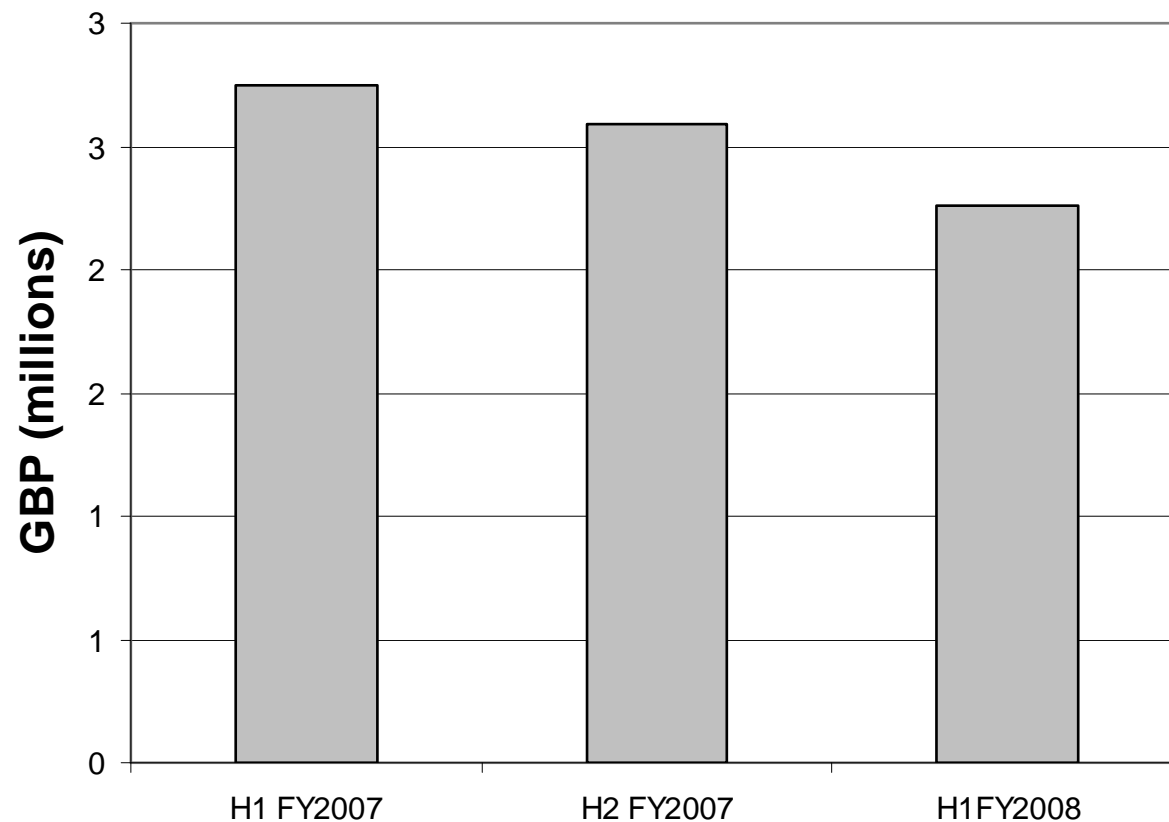


Gross profit mix improving



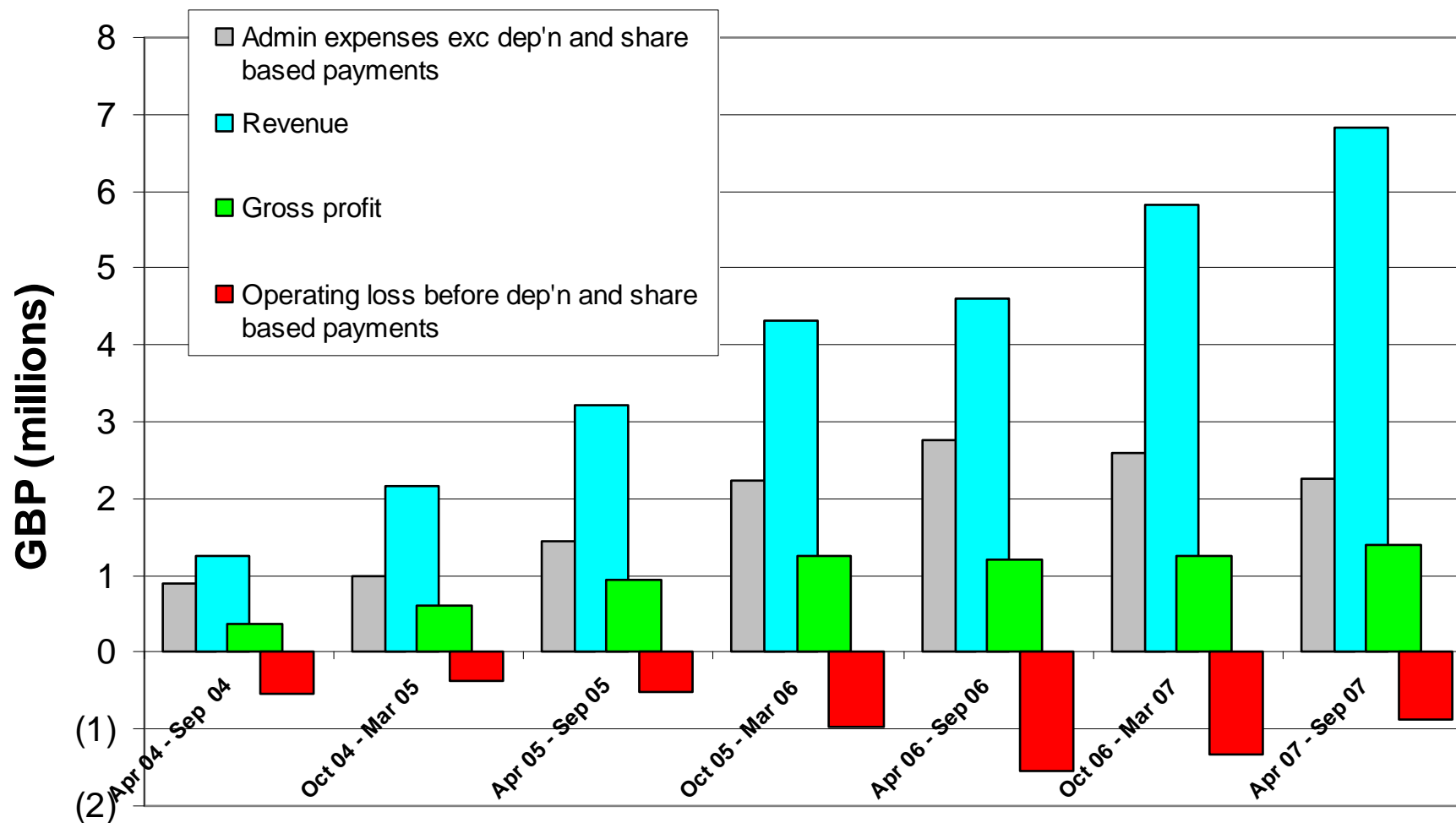
Managing Opex downwards

Operating expenses
(excluding dep'n and share based payments)



Financial progress summary

Revenue, margin, costs & operating loss



Sales to Content Providers up 50%

- **Direct sales motion progressing well**
 - improving productivity per sales head
 - lower entry cost accelerating decision times
- **Partner program (integrated & sold by partner)**
 - starting to generate sales
- **Customer lifetime value program is working**
 - improving economics of mobile web enabling success
 - search marketing improves ROI, site building costs down
 - retention products introduced during the period
 - “webinar” educational program and user forums launched

End user spending up 48%

- **Good progress in the UK**
 - continued shift to web/internet model
 - operators starting to demand “payforit” compliance
 - “flat rate internet” recently introduced by UK MNO’s
- **Encouraging signs in other territories**
 - integration with billing providers in place
 - Google, Yahoo, Jumtap rolling out “off-portal” search
- **Margins evolving as expected**
 - Lower margin “advantage program” for large customers
 - higher margins for increasing numbers of small customers

Operating Costs down 16%

- **Sales & Marketing Costs**
 - improving productivity per sales head
 - low cost starter package sign-ups developing flow of sales leads
 - “I love mobile web” initiative generating leverage
- **System Costs Stable- Operational leverage**
 - current technology platform can process 4 to 8 times
 - current revenues and traffic with low cost expansion thereafter
- **R&D costs stable:**
 - improving product offer
 - improving web sign-up experience
 - sustaining unique IP
- **Scope for some further savings**
 - sales travel and associated costs reducing as proposition matures

Cash

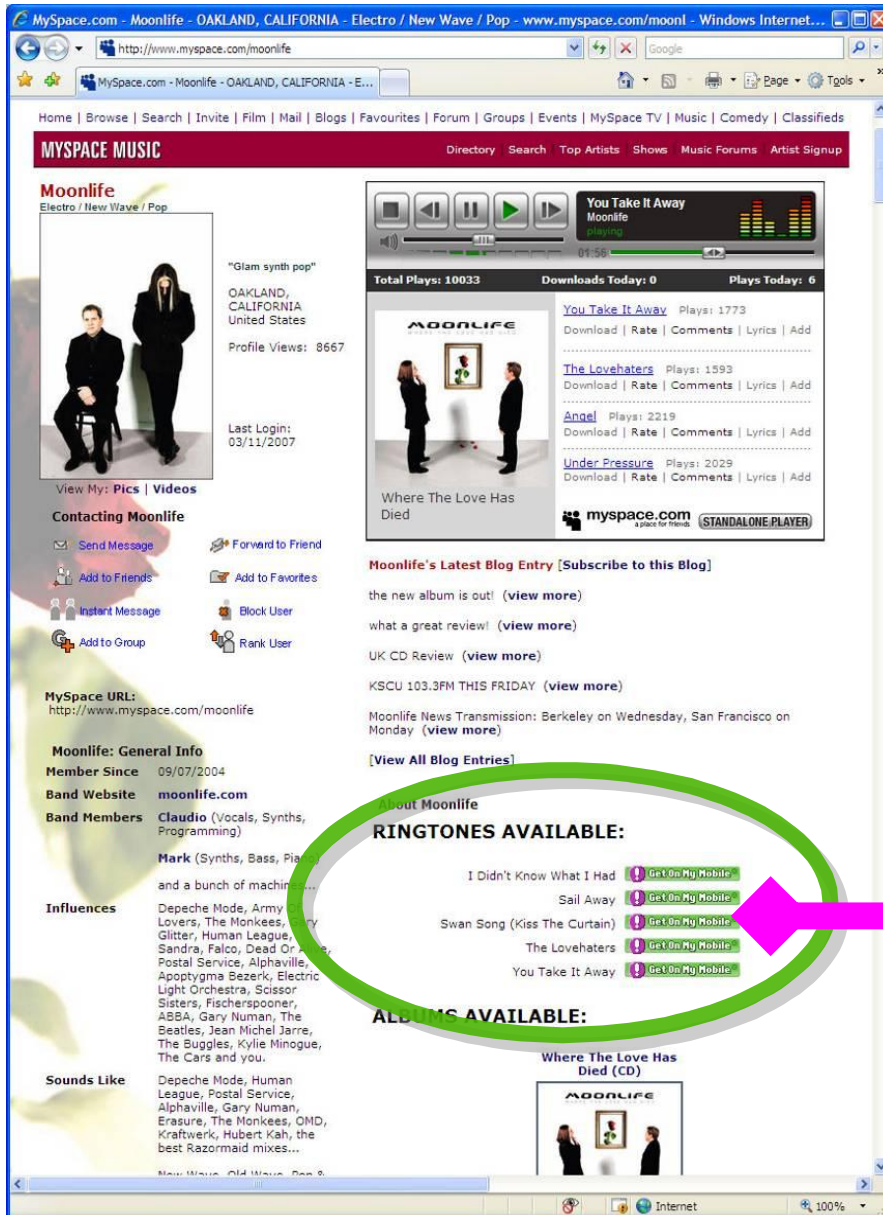
- £1.82m cash at 30th Sept 2007 (vs £1.93m at 31st March 07)
- Improvements in cash management / cash flows during the period
- Some improvements may unwind in H2
- The Company is reducing cash burn to below £100k (pcm) meaning that the transition to a positive cash flow position and profitability is progressing well

Product development

- **New line-up of low-end products released:**
 - Focus USA, Focus UK, Focus ES
 - Mobile web beginner
 - Bango Button (Nov 2007) and Bango Media
- **Continued innovation in payment products**
 - Business partners can leverage the power of Bango from their own site
 - on-demand subscriptions and user information access
- **Enhancements to analytics products**
 - Substantially increased traffic levels forecast by certain larger customers maintain capacity headroom & reliability.
- **Considerable work on traffic products (not yet launched)**
 - Projects with Yahoo, Google, Jumtap for search

New Bango Button for social networks

Millions of Myspace, Facebook, Flickr, Bebo and other webpage owners can now quickly and easily add free or premium mobile content to their PC web pages



Market conditions favourable

Slowing Factors

- Slow pace of MNOs making changes
- Scams & Schemes damage confidence
- Bill-shock
- SMS Aggregators resist move to web

General Trends

- Move to “open” continues
- Move to “off-portal” continues

Improving technology

- Connections getting faster
- Data costs coming down
- Music and video handsets
- Apple iPhone trailblazing

Internet companies driving “open”

- Google, Yahoo, Apple
- Mobile search & advertising

Summary

- Market opportunity remains large
- Product and technology unique, proven, desirable and scalable
- Increasing pace of customer sign ups
- Reducing customer acquisition costs
- Strategic relationships with Yahoo! and others developing well
- Strong technology & market position gives management confidence of significant value as mobile web takes off