

Bango 1h2018 results presentation

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Business highlights

Payment business

- New Amazon Prime billing integration, live in the USA, Europe and Asia
- New customer Pandora, a \$1.3Bn music streaming service, chose the Bango Platform for mobile operator launch in USA
- Added new Google Play routes in Africa and South America
- Upgrade pipeline now covers EUS well in excess of \$4Bn/yr

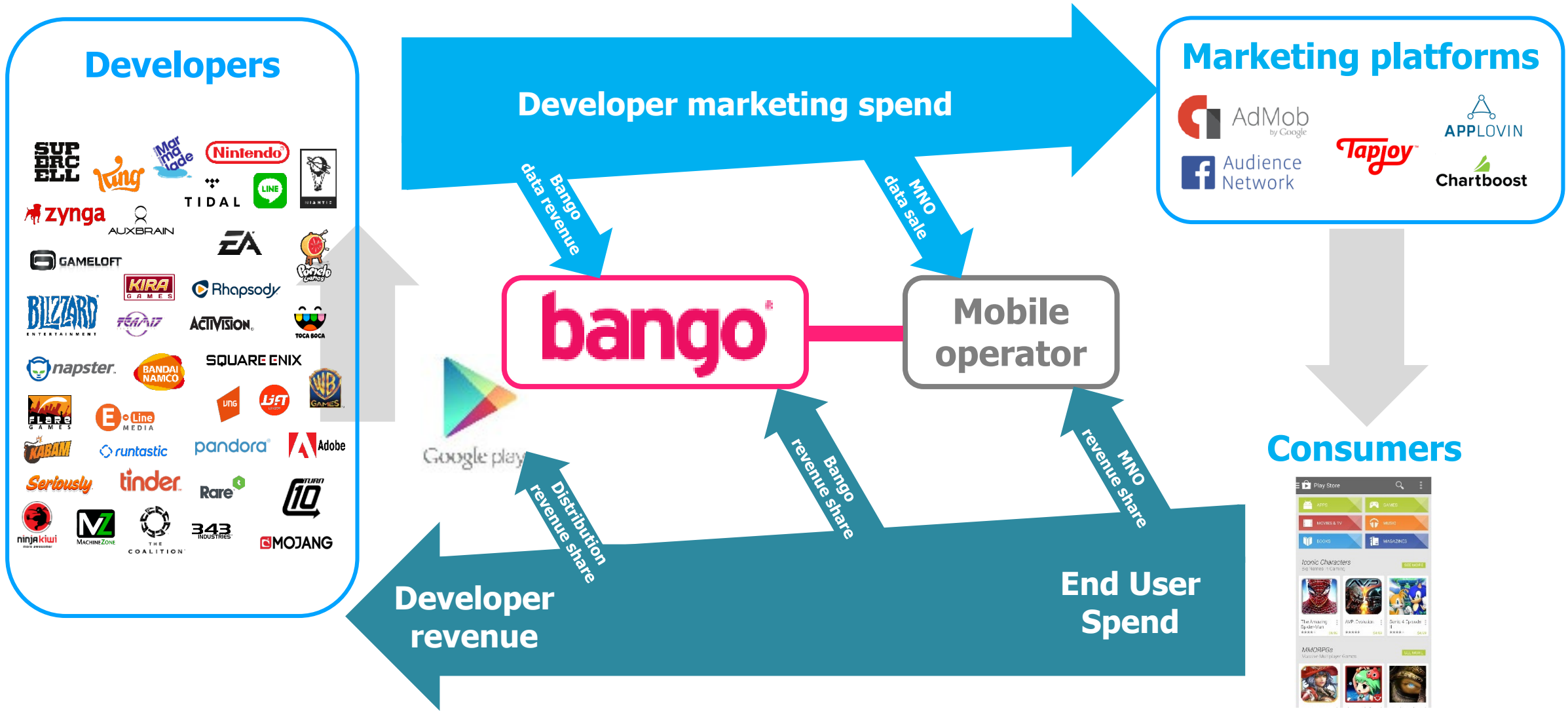
Data business

- Acquired Audiens SRL. Accelerates Bango data monetization capability by 12 months by adding Intellectual Property, expertise and commercial agreements
- Google Play developers using Bango Platform to increase marketing activity with MNOs

Financial review 1h2018

Rachel Elias-Jones, CFO

Bango business model



Audiens Customer Data Platform (CDP) revenue model

Data owners use Audiens to segment and monetize their data across all digital advertising channels.

SaaS model

- Retain data for own use
- Monthly license fee to Audiens
- No cost of sales

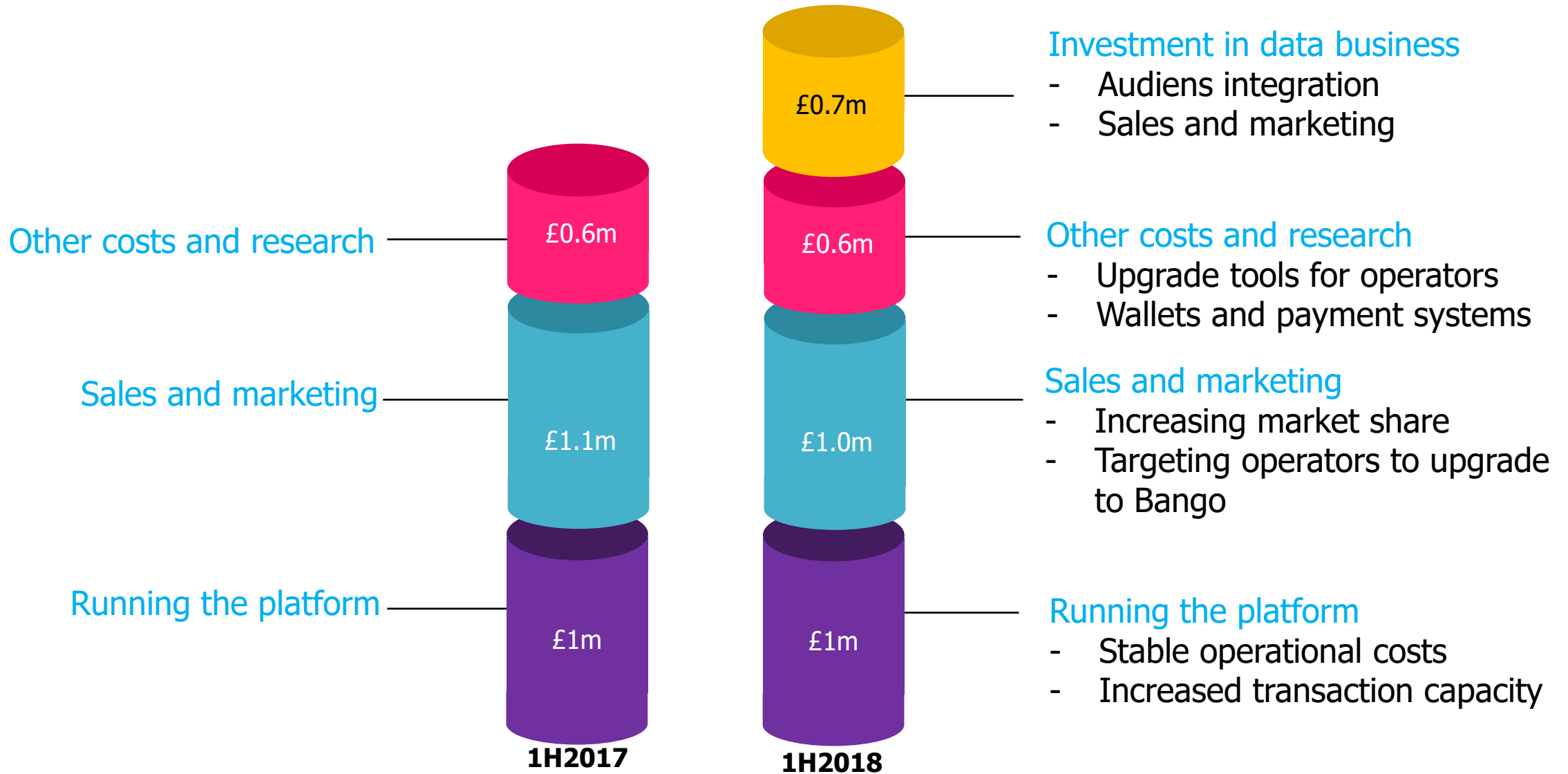
Data reselling model

- Sell data to third parties through Audiens for revenue share
- Audiens retains a revenue share based on volume
- Cost of sales (typically 30-70%)

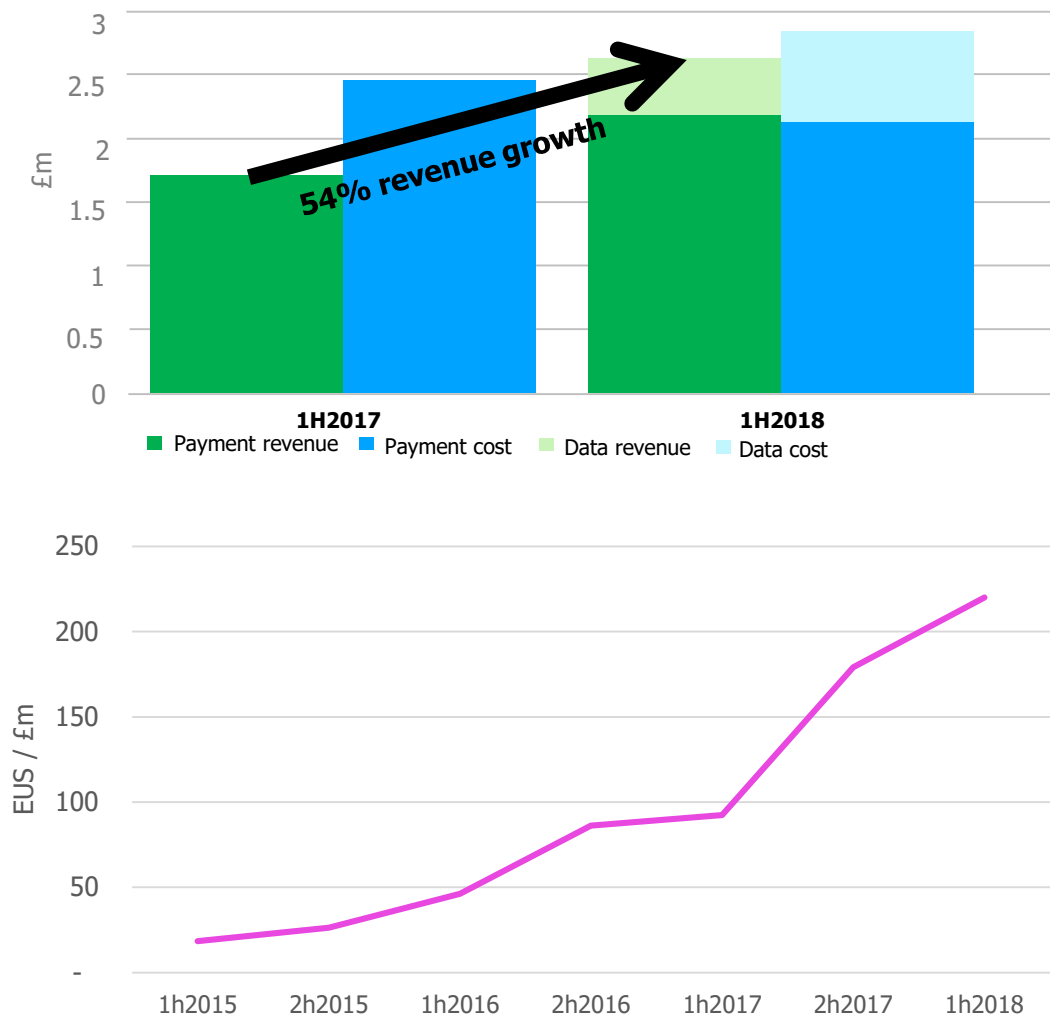
Financial highlights

	1h2017	1h2018	
	Unaudited	Unaudited	
	£m	£m	
End User Spend	92.31	219.96	⇒ 138% growth
Sources of revenue			
Payment	1.71	2.22	
Data	0.00	0.42	
Total revenue	1.71	2.64	⇒ 54% growth
Operating costs	(2.72)	(3.30)	⇒ In-line with forecasts
Loss after tax	(1.75)	(1.92)	
Cash	5.56	5.88	⇒ Sufficient to reach profitability

Operational costs £3.3m (1h2017: £2.7m)



EUS and path to profitability



- Growth in EUS
 - 1h2018: £219.96m (1h2017: £92.31m)
- Renegotiated key contracts with selected customers:
 - accelerate EUS growth
 - drive more revenue in FY2019
- Bango Platform EBITDA breakeven
- Bango data revenue growing
 - More revenue opportunities in future
- Upgrading major Google Play routes to Bango Platform

Business review and outlook

Ray Anderson, CEO and co-founder

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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.

\$20.1Bn
Google Play Revenue
(2017)

Customers buy directly from retailer store

Physical goods

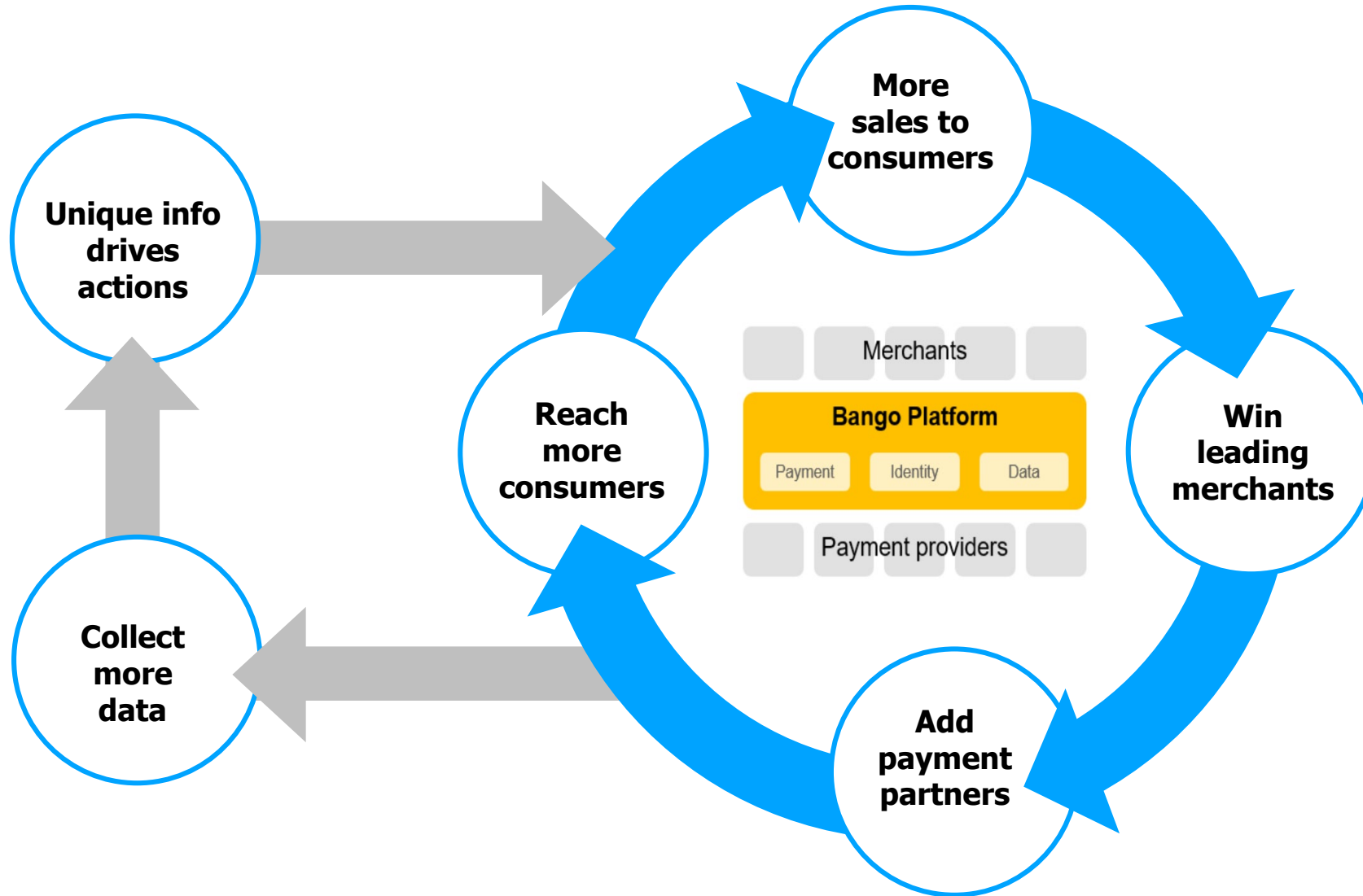
amazon.com

Customers buy *indirectly* via resellers product or service

Movie or music subscriptions, product license bundles etc.

Mobile operators
Energy companies
Broadcasters
ISPs

Drivers of continued high growth



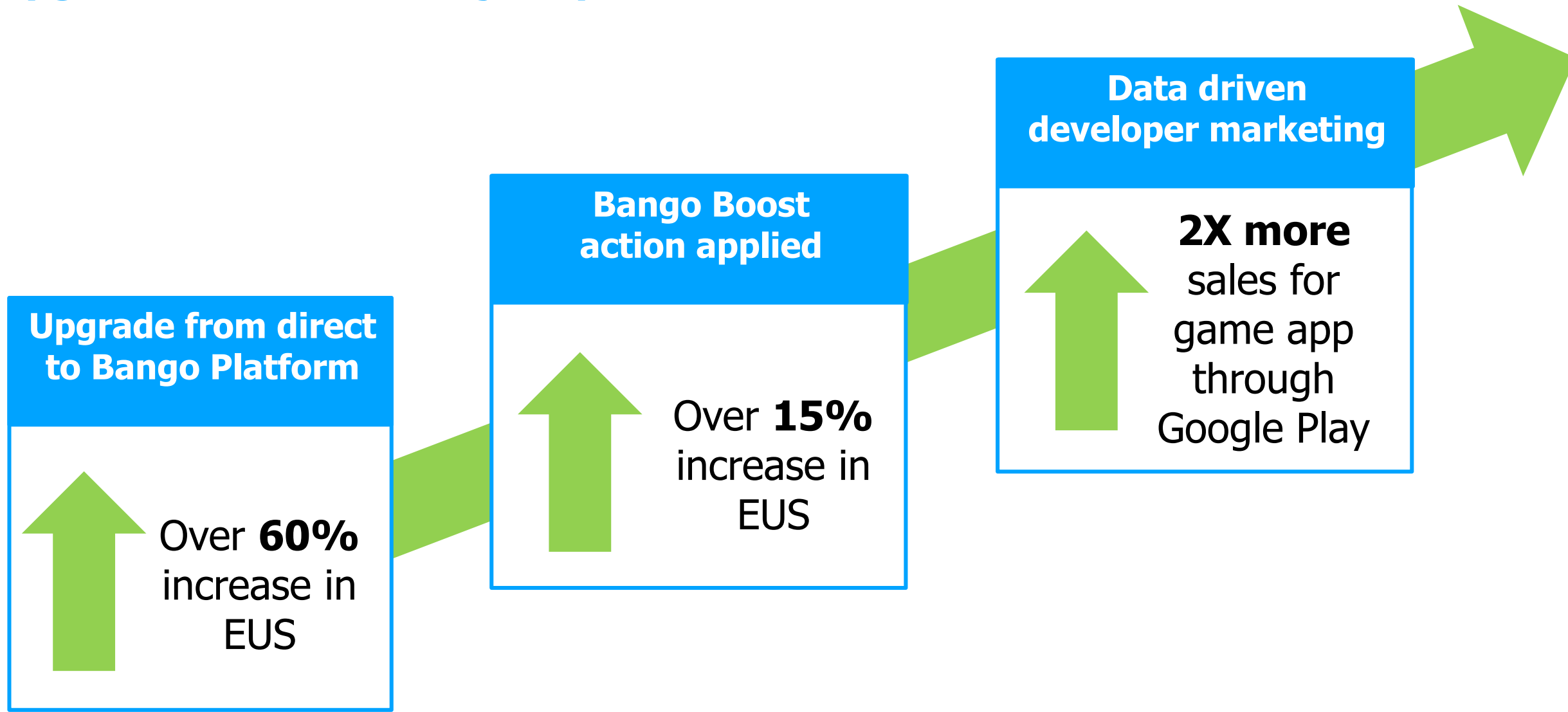
Data business

- Audiens Customer Data Platform
- Bango Unleashed developer marketing
- Bango Boost conversion rate optimization

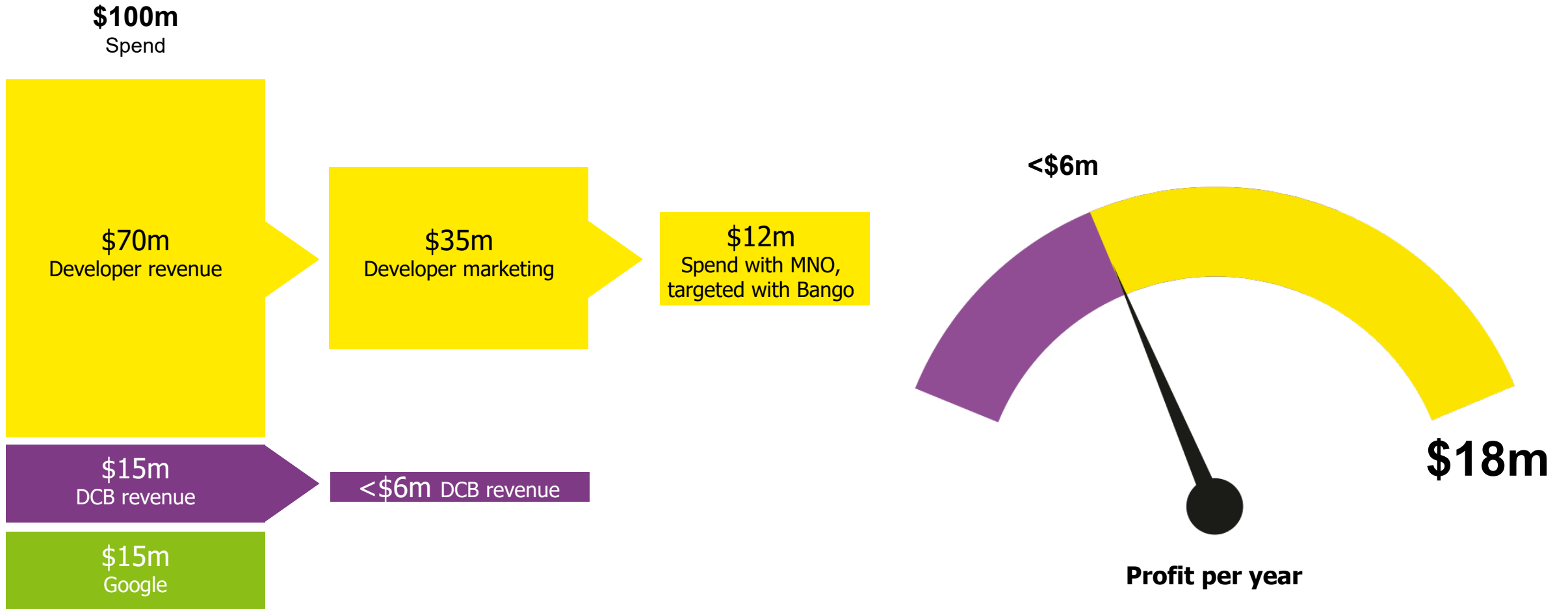
Payment business

- App store upgrades to Bango Platform
- New DCB routes, activating mobile wallets
- Bundle/Resale partnerships drive recurring revenue

Upgrade success on major operator



Upgrade opportunity - New revenue stream for operators



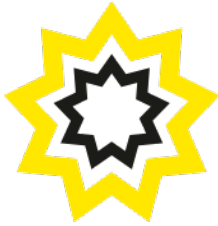
Proven success in new user acquisition and in-app monetization

Google Play karaoke app in Indonesia



Target audience

Top paying users in last 12 months who have not made in app purchases in karaoke app



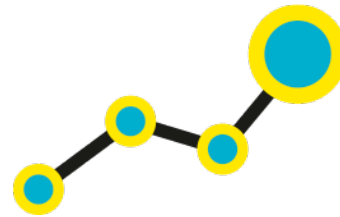
Offer

50% VIP subscription for first month



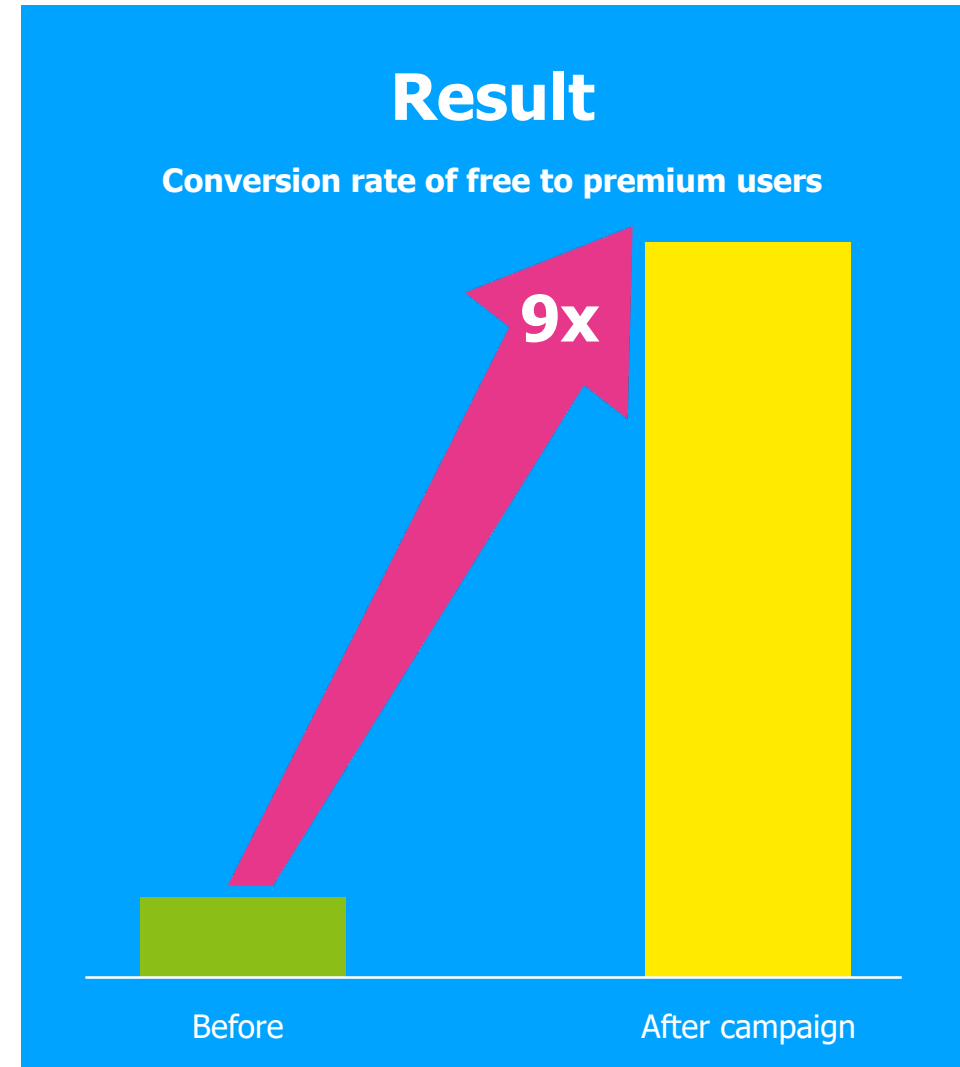
Mechanic

Text message with link to download



Expected outcome

Increase in conversion rate of free to paying users



Audiens CDP – growing data business

Boosting customer performance with the power of data

First party customer data collected by Audiens CDP

Analyzed using Audiens tools

Monetized as required using Audiens channels



Recent customer wins

The "Recent customer wins" section features three logos. At the top is the LeoVegas logo, which includes a lion's head icon and the text "LeoVegas MOBILE GAMING GROUP". Below it is the MORELLATO logo, consisting of a stylized 'M' icon followed by the brand name. At the bottom is the unieuro logo, featuring an orange 'u' icon and the text "unieuro Batte. Forte. Sempre."

Summary and outlook

Payment...

Strong delivery

- EBITDA positive
- Key contracts set to deliver greater EUS and revenue in future
- Continuing stable cost base, with huge capacity

Confident outlook

- Increasing physical and digital sales with Amazon
- Growth in recurring subscription revenues
- \$4bn EUS pipeline of operator upgrades

... data

- Growth of existing data sales model
- New SaaS model gaining customers
- Investment in sales and marketing

- Unique Bango data capabilities will drive operator upgrades
- Expanding Audiens market through Bango global partnerships
- Sufficient cash to continue investment in data business

Q & A

Profit and Loss - Appendix

	1h2017	1h2018	
	Unaudited	Unaudited	
	£m	£m	
End user spend	92.31	219.96	⇒ 138% growth
Total revenue	1.71	2.63	
Operating costs including non-recurring	(2.72)	(3.30)	⇒ In-line with forecasts
Depreciation & Amortization	(0.69)	(0.84)	⇒ In-line with forecasts
Share based payment charge	(0.32)	(0.45)	
Operating Loss	(2.03)	(2.20)	
Income tax and interest	0.28	0.28	
Loss for the financial year	(1.75)	(1.92)	