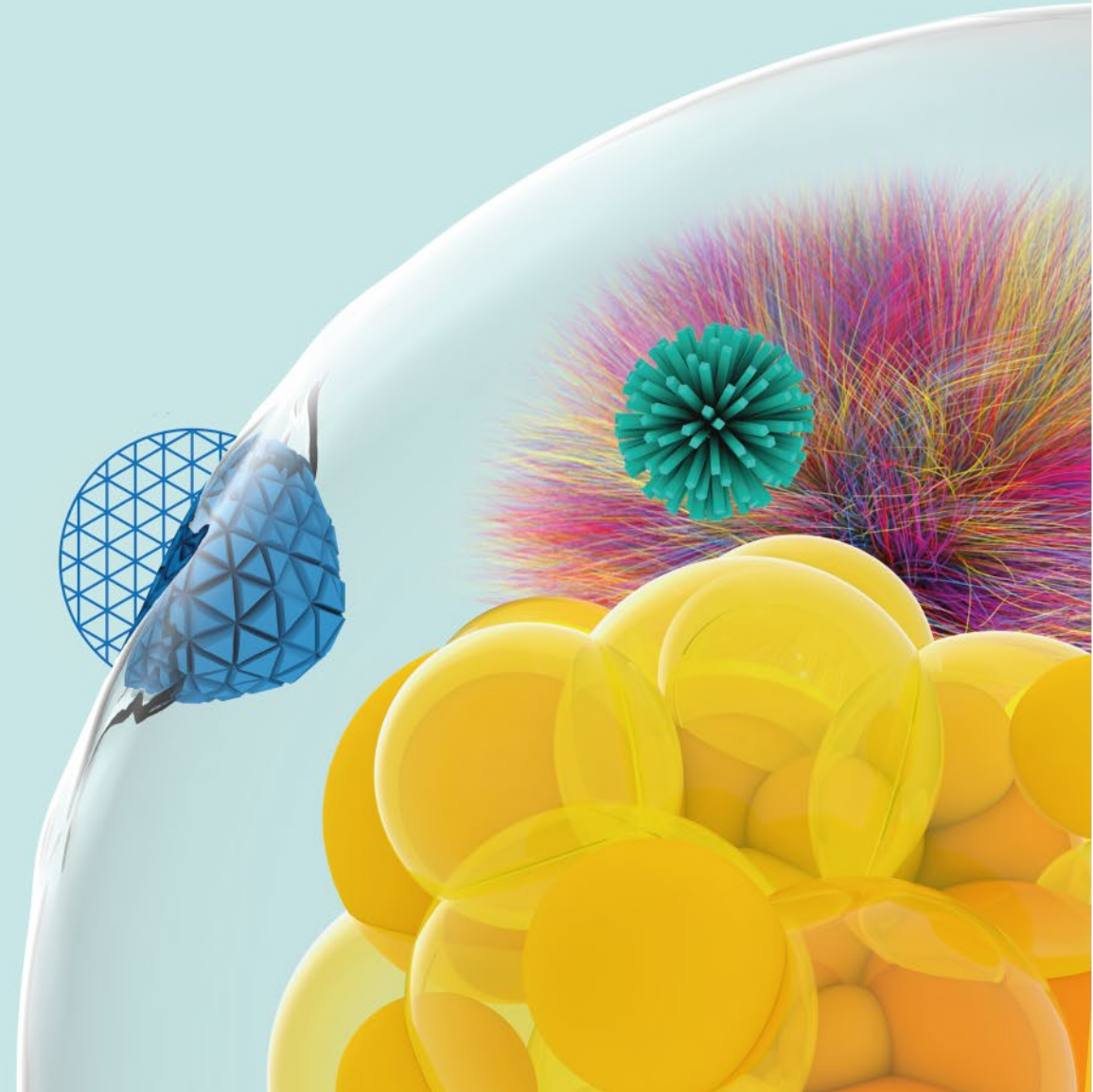


# Bango PLC FY22 Results



# The Bango virtuous circle

Marketing that generates **more purchase activity** produces more data insights, which continuously improves marketing effectiveness

Bango **Audiences** — utilizing payment data to create a marketing tool that makes us indispensable to online merchants



Bango **Payments** — driving transaction volumes through the platform generating **masses of data**.

**Digital Vending Machine** — a new way to acquire subscribers, connecting multiple subscriptions to one consumer bill

The more **payment data** Bango processes, the more effective and **valuable Audiences** becomes.

# Highlights



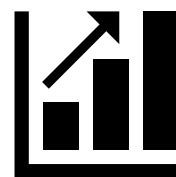
**DVM wins with T-Mobile US,  
Liberty Global & Benefit  
One**



**Acquisition of Docomo  
Digital accelerates growth  
by 2 years**



**Expansion of Bango  
Audience clients from  
gaming to e-commerce**



**38% revenue growth  
5x increase in ARR**

## Building a sustainable business



Winner of awards including 'Diversity Champion' at the AIM awards and 'Quoted Company of the Year' by Business weekly



Record employee engagement score of 83%



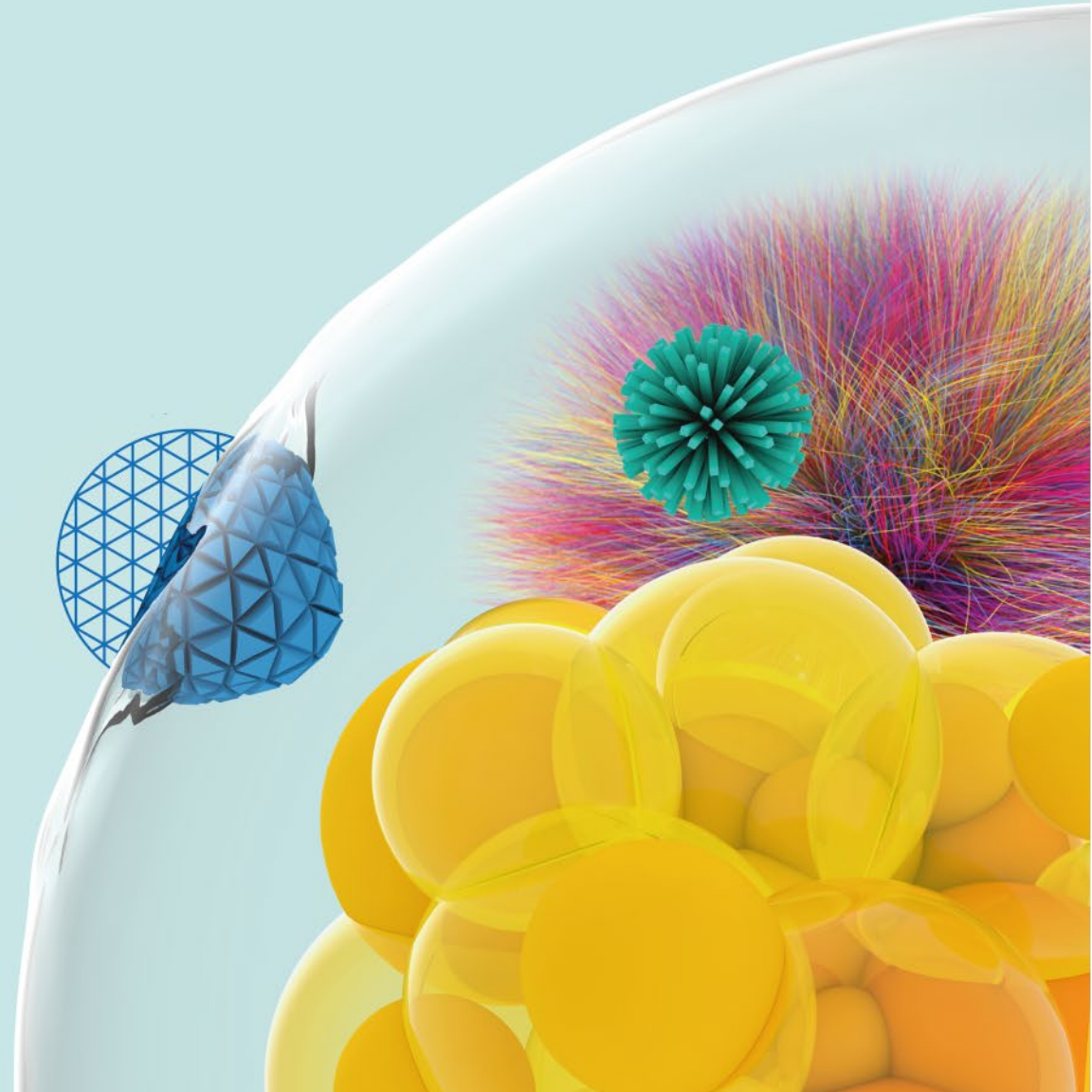
Maintained carbon neutrality in 2022 and submitted commitment to become net zero by 2040



ISO/IEC 27001 Information Security Certified

# FY2022 Financial Review

Matt Garner, CFO



## Strong growth

### End User Spend (EUS):

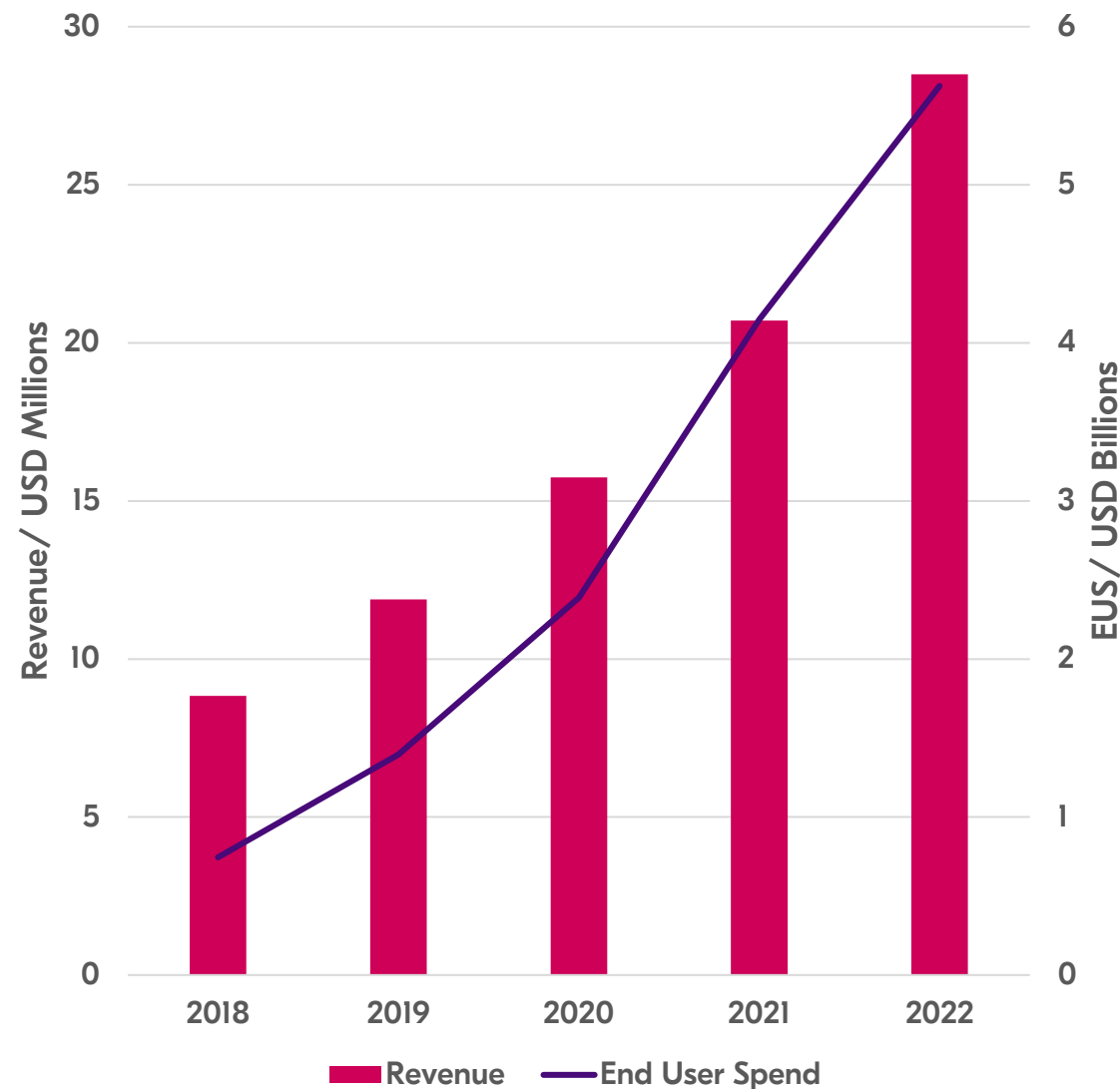
- \$5.6B (FY21: \$4.1B)
- Exit Run Rate (Q4 x 4) = \$8.6B

### Revenue:

- \$28.5M (FY21: \$20.7M)
- 5-year CAGR: 39.7%
- Annual Recurring Revenue \$5.0M (Dec 21: \$1.1M)

### Gross profit margin

- 91% (FY21: 94%)



## Investing for growth

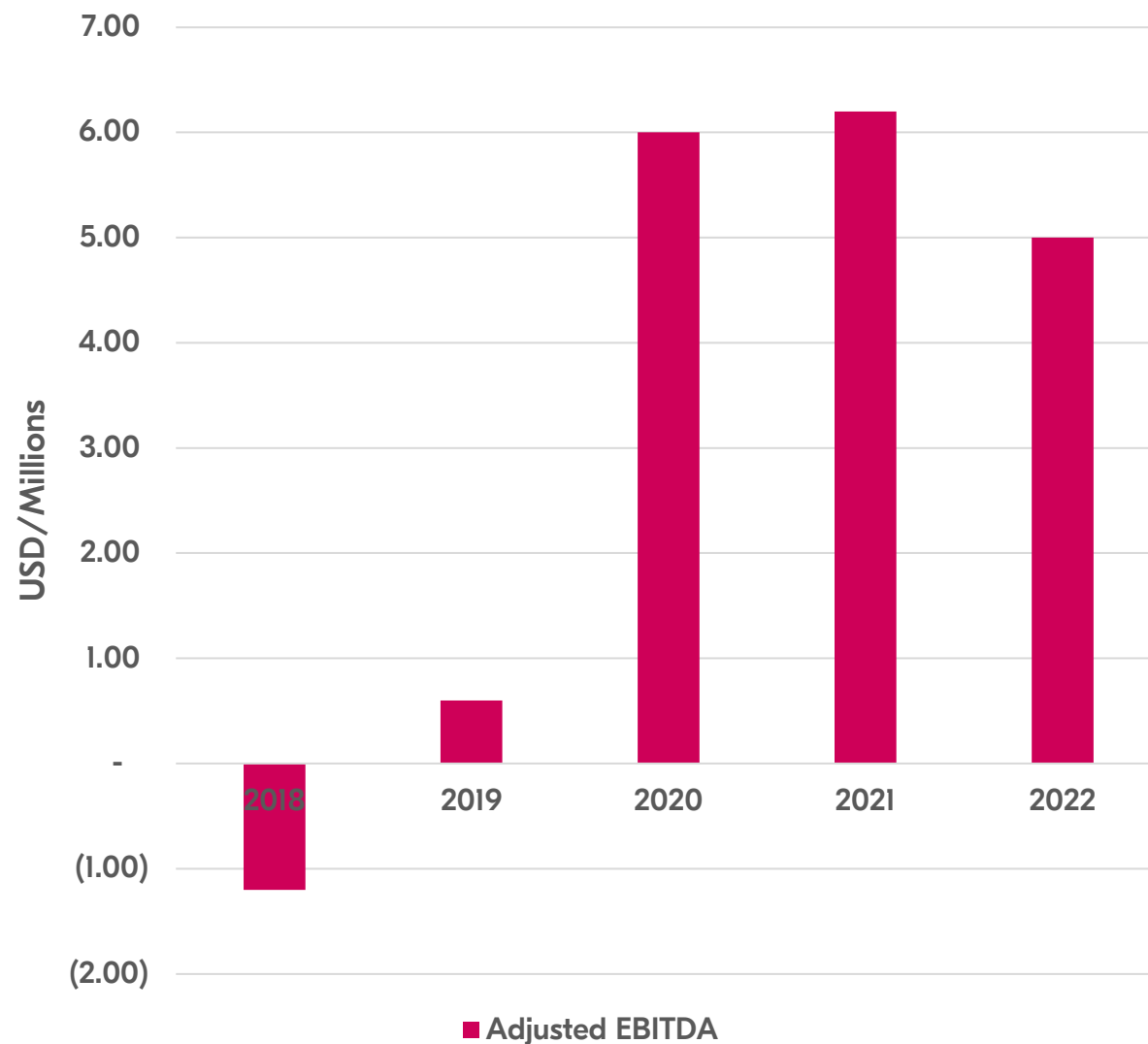
Adjusted EBITDA\*: \$5.0M (FY21: \$6.2M)

Operating costs: \$22.0M (FY21: \$13.3M)

- In line with post acquisition plan and reflecting the continuing investment into developing the Bango platform.

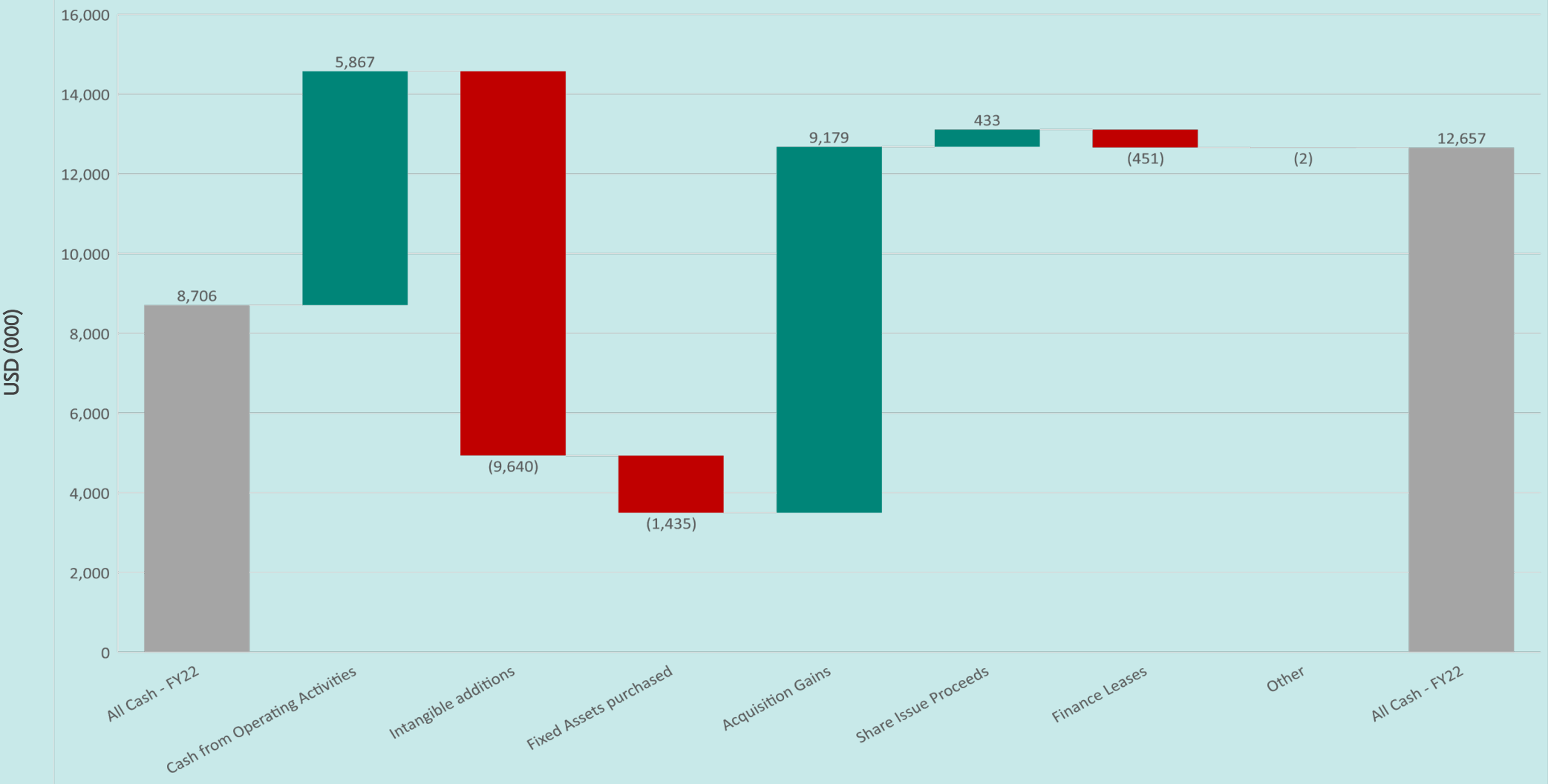
Operating loss: \$3.4M (FY21: \$545k profit)

- Reflects increased costs following the acquisition of DOCOMO Digital through inflated personnel expenses and additional sites/legal entities



*\*Adjusted EBITDA is earnings before interest, tax, depreciation, amortization, share based payment charge, negative goodwill and exceptional items.*

# Cash movements

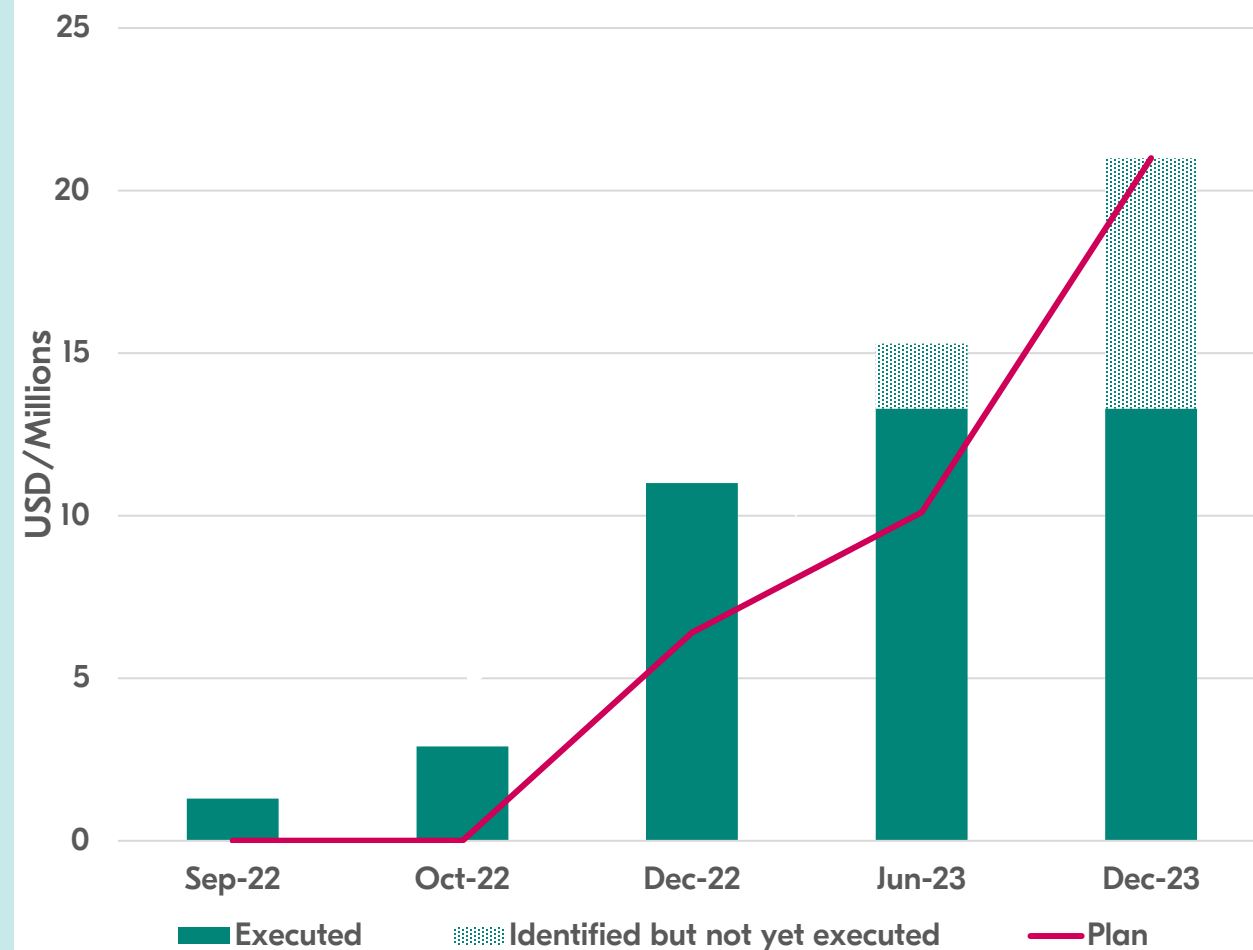




## Acquisition cost synergy update

- Executed \$11.0M of actions in first 4 months delivering 1/3 of total savings
  - Savings from headcount costs, operating costs, reduced entities and fewer offices.
  - On track for forecast cost synergies of \$21M per year by end 2023
- \$30-\$35M of write-offs as previously announced have largely been impaired on acquisition through the provisional Purchase Price Adjustment ('PPA') of the Fair Value.
  - Intangibles — impaired through PPA as DOCOMO Digital software has no long-term, useful life
  - Restructuring — within income statement - only cash element
  - Benefit from negative goodwill recognized on income statement

## Annualized Cost Synergies



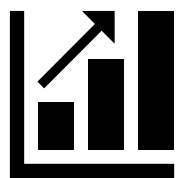
# Income Statement

Year ended 31 December (\$'000)	2017	2018	2019	2020	2021	2022	
Revenue	5,350	8,836	11,888	15,743	20,704	28,490	Single revenue stream
Gross Profit	5,347	7,773	10,083	15,296	19,473	25,819	Influenced by product mix.
Gross Profit Margin	99.9%	88.0%	84.8%	97.2%	94.1%	90.6%	
Administrative expenses	(10,362)	(12,468)	(13,558)	(13,715)	(18,928)	(30,343)	Increased investment in 2022 for future growth
Adjusted EBITDA	(2,021)	(1,157)	572	5,989	6,178	4,951	EBITDA less share based payment & exceptional charges.
Profit/(Loss) before Associate	(4,427)	(3,822)	(2,983)	2,375	2,523	(747)	Reflecting first 4 months of DOCOMO inclusion
Associate Loss	-	-	-	4,232**	(2,081)	(1,393)	Share of NewDeep JV Loss (40%) and Audiens sale
Profit/(Loss) for the Financial Year	(4,427)	(3,822)	(2,983)	5,930	442	(2,140)	Gain in 2020 from creation of JV (disposal)
Cash*	6,545	4,868	3,565	7,958	9,651	12,698	Only includes Bango cash. No debt.



\* Including cash equivalents and cash in short term investments  
 \*\* Includes \$4,909k profit from discontinued operations

# Financial summary



**EBITDA ahead of expectations**



**Strong growth in annual recurring revenue**



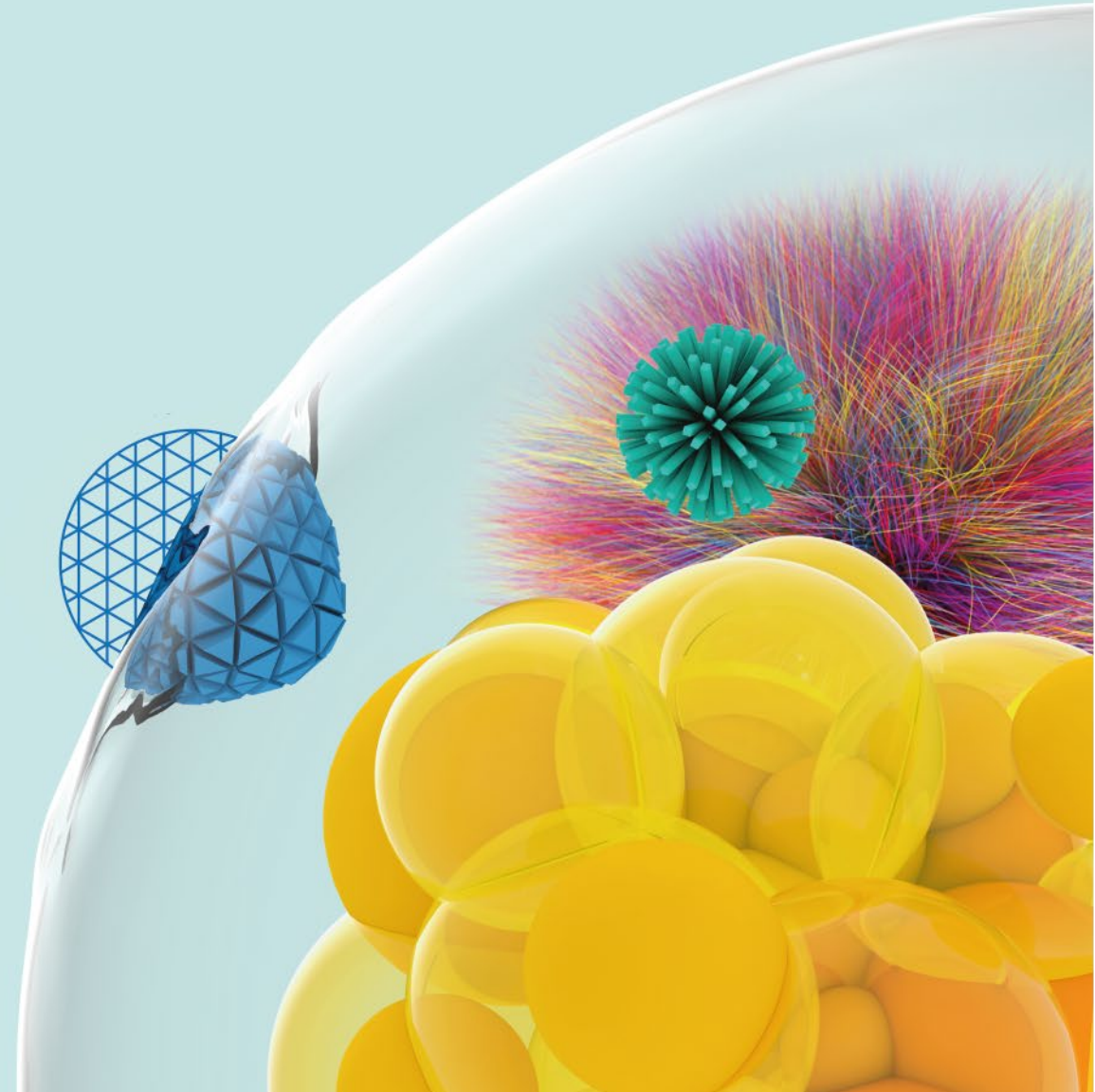
**Strong balance sheet with growing cash position & no debt**



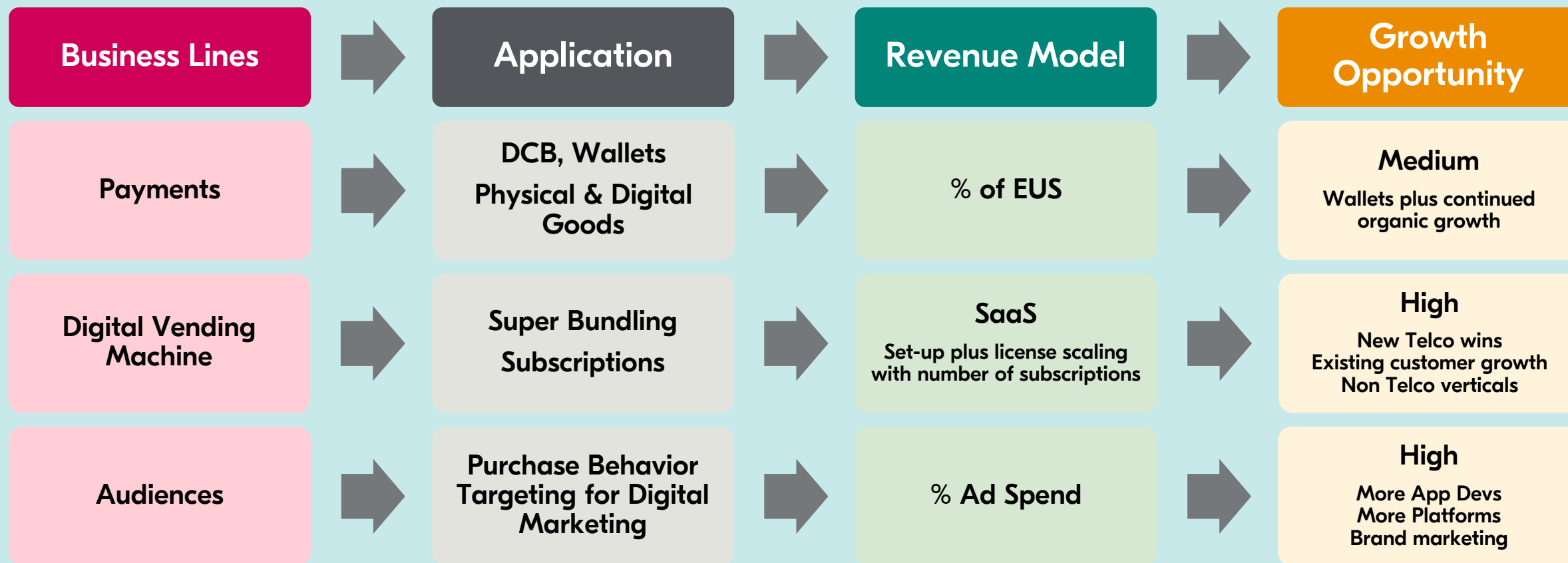
**Acquisition cost synergies ahead of plan**

# Business Review & Outlook

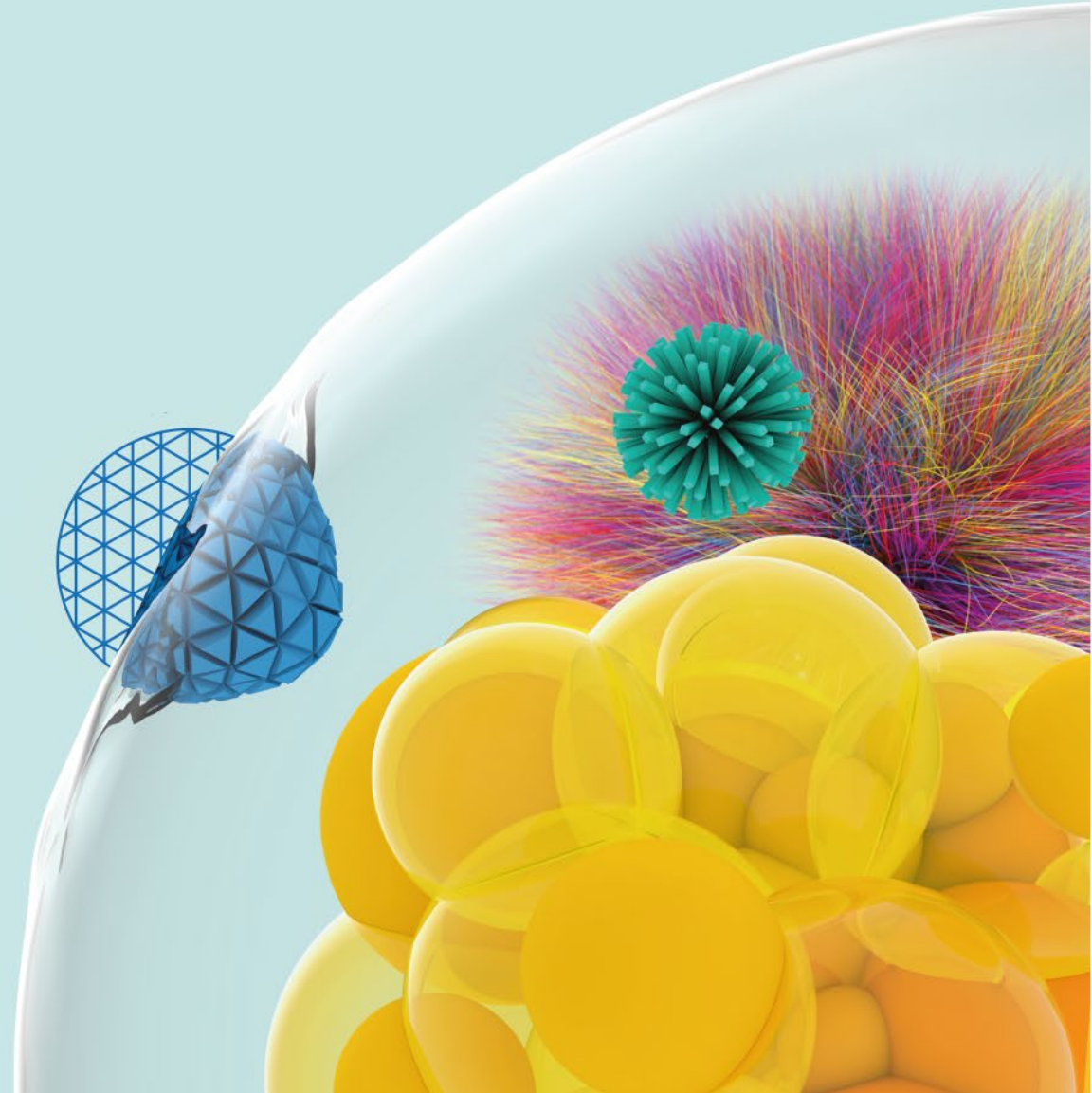
Paul Larbey, CEO



# Methods of monetizing the Bango Platform



# Bango Payments



## 2022 Payments highlights



**Acquired DOCOMO Digital  
adding >100 new customers**



**Signed long term agreement  
with NTT DOCOMO –  
largest operator in world's  
largest DCB market**



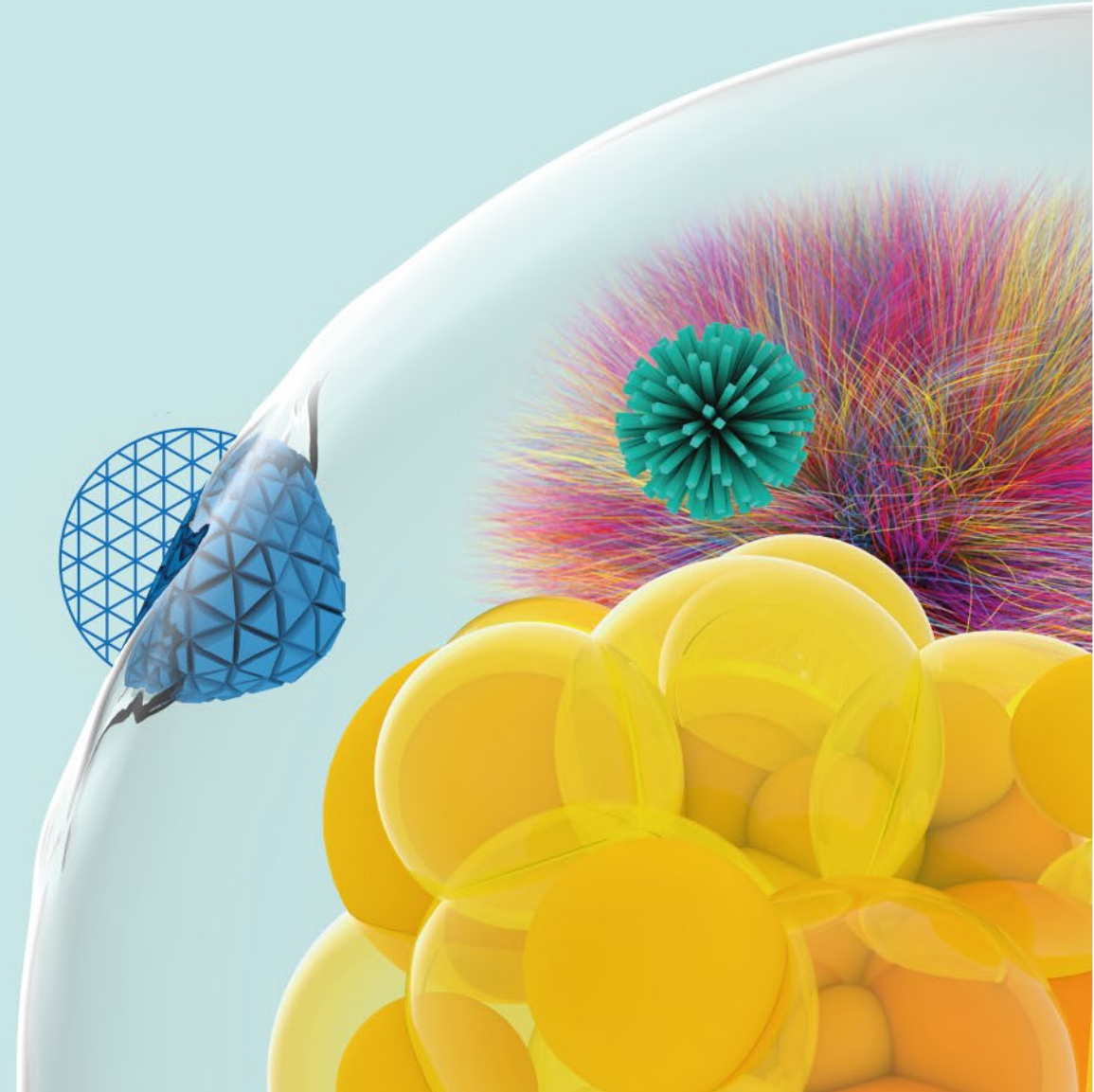
**Agreement with 'Global  
Tech Leader' for App Store  
DCB and bundling**



**DCB expansion with  
Movistar Mexico**



# Digital Vending Machine

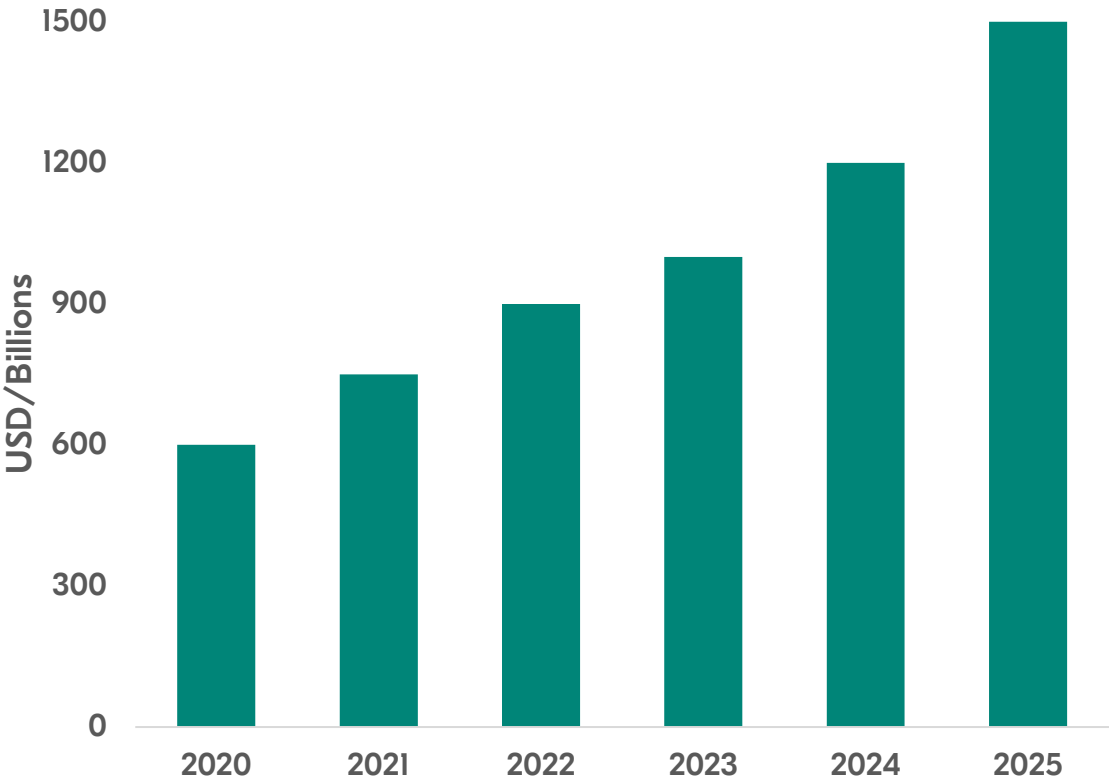




# Growth in the subscription economy



## Digital Subscription Economy Size



## What are consumers saying?

62%

would sign up to more subscription services if they came as a centralized package

78%

of consumers want a single place to manage all their subscriptions

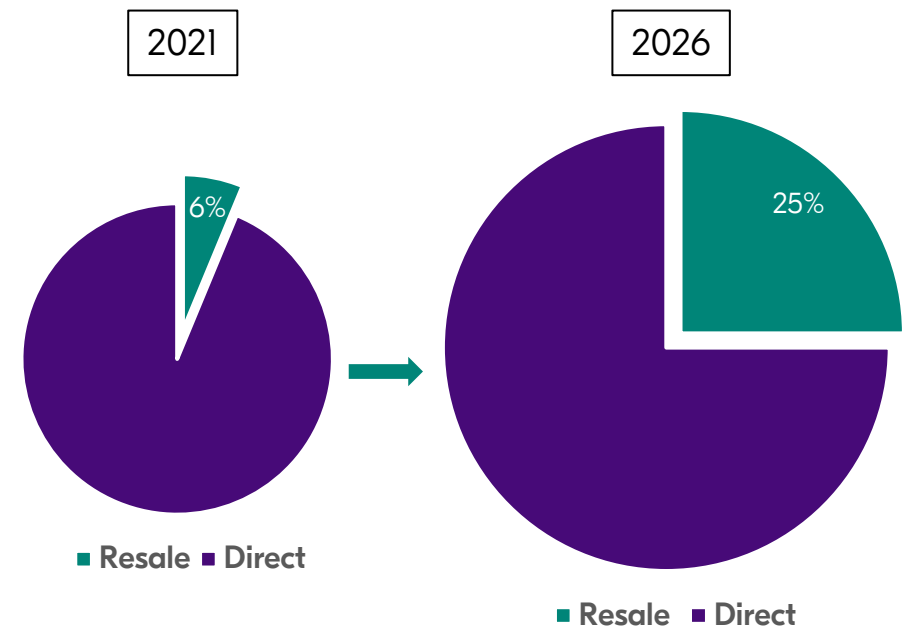
79%

believe they would be more loyal to a company that provided an all in one service for subscriptions

For more detail see <https://bango.com/subscription-wars-the-subscriber-strikes-back/>

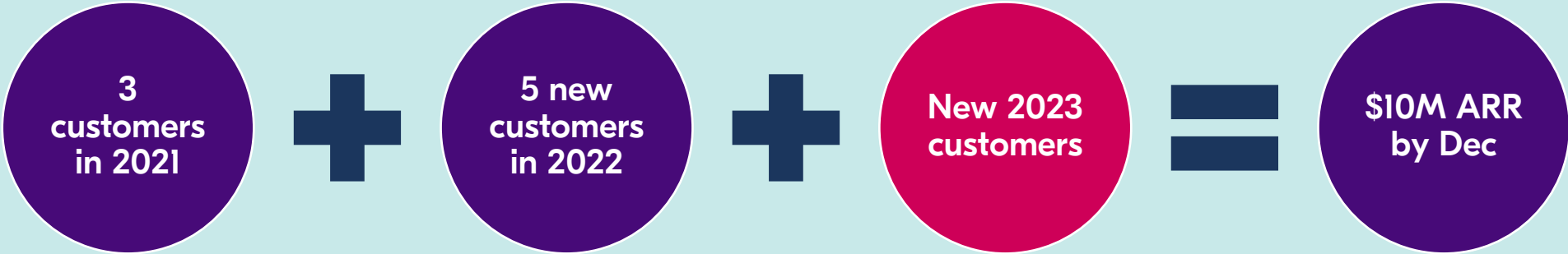


## Growth in channel sales



Source: Omdia, 2022

# Digital vending machine growth

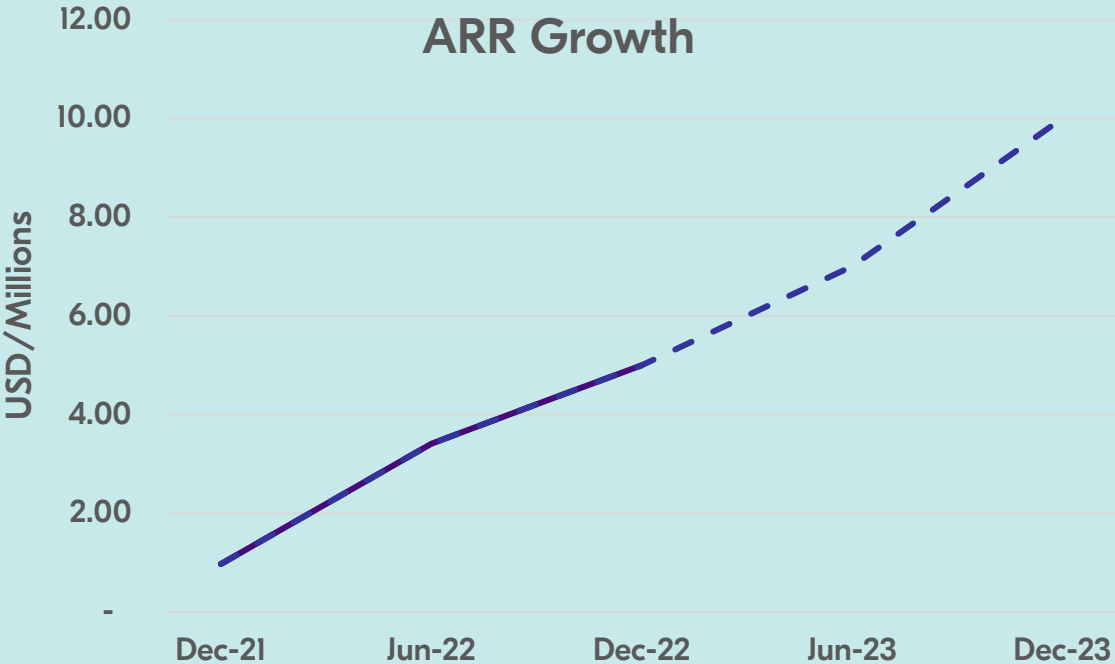


T Mobile  Benefit one

 BT verizon  LIBERTY GLOBAL

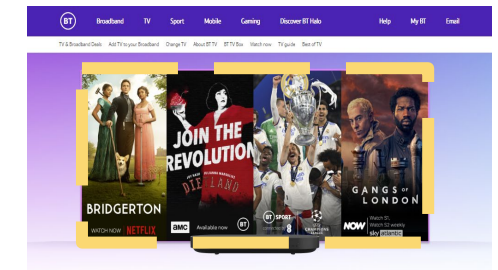
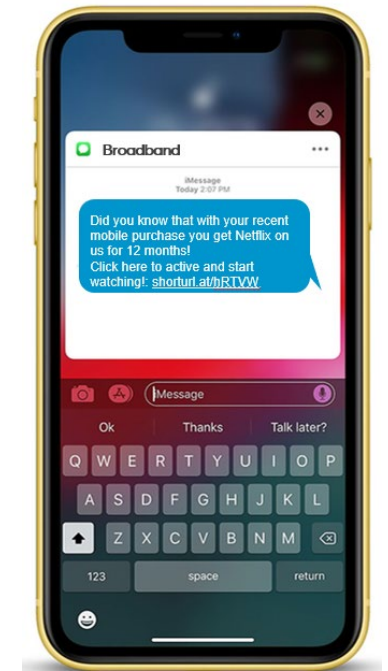
OPTUS e) entel

bango®



# Market leading product

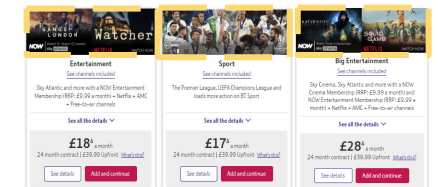
- **Offer management** — Bango advises customers on which offers to show which customers to maximize take up
- **Boost+** - Bango provides customers with unique insights that enable them to increase activation rates and reduce churn
- **Suspend and resume** — allows consumers to temporarily pause subscriptions or scale back to a free tier, increasing flexibility for users. This reduces cancellation rates, improves consumer loyalty and reduces friction for consumers when resuming a previously loved service
- **Asset select** — Bango technology enables payment providers to update promotional graphics for merchant services using 1 standard API



Add TV to your existing broadband package

Add BT TV to your Superfast Fibre broadband package. That includes Netflix, NOW Entertainment, BT Sport and more. Choose the TV package you want and change it later. It's the beauty of BT TV.

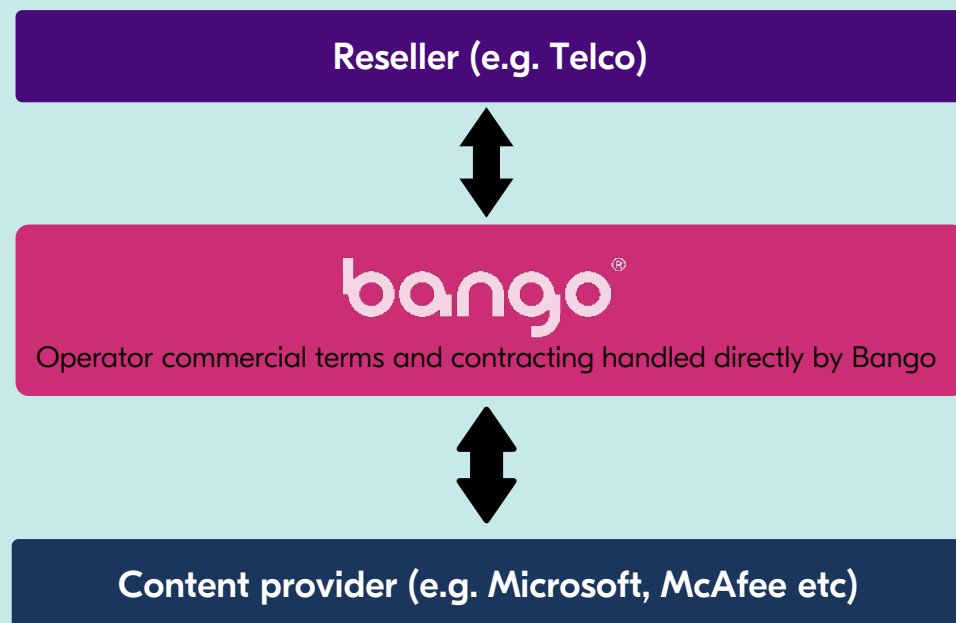
NETFLIX Already have Netflix? NOW Already have NOW?



# Reducing time to revenue

## Pre-stocked vending machine using eDisti

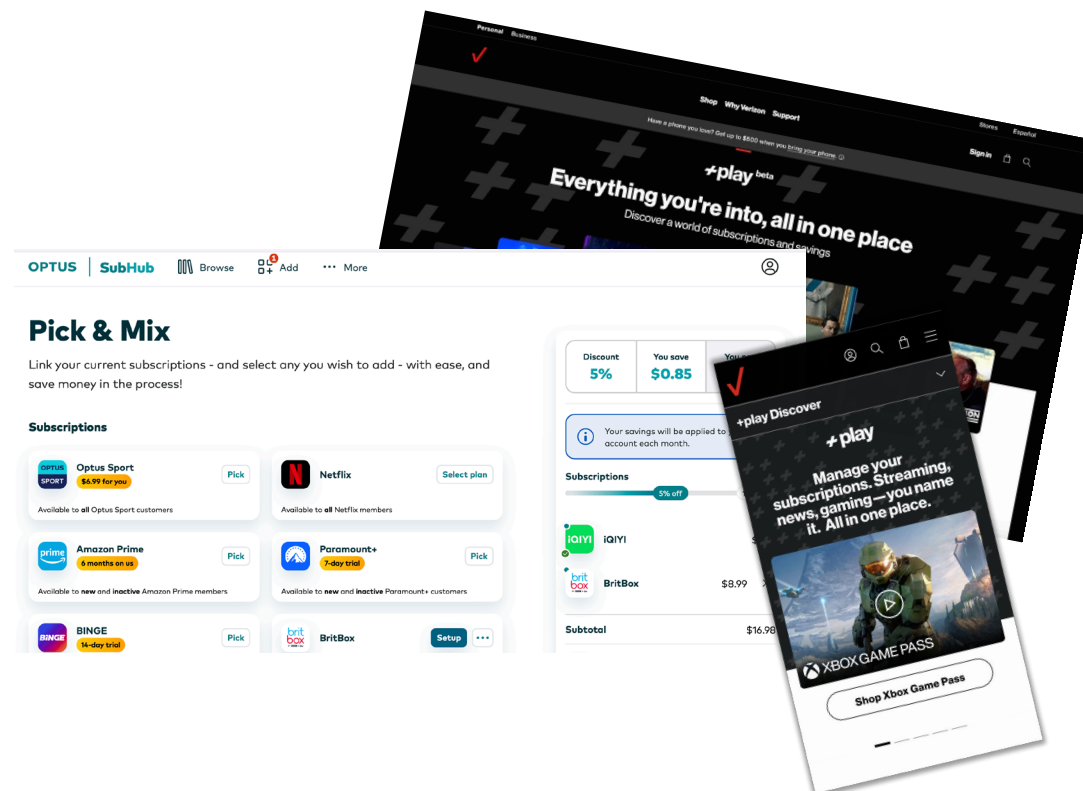
- Reseller (e.g. Telco) buys from Bango and Bango buys from the content provider
- Content provider does not need direct commercial contract with reseller



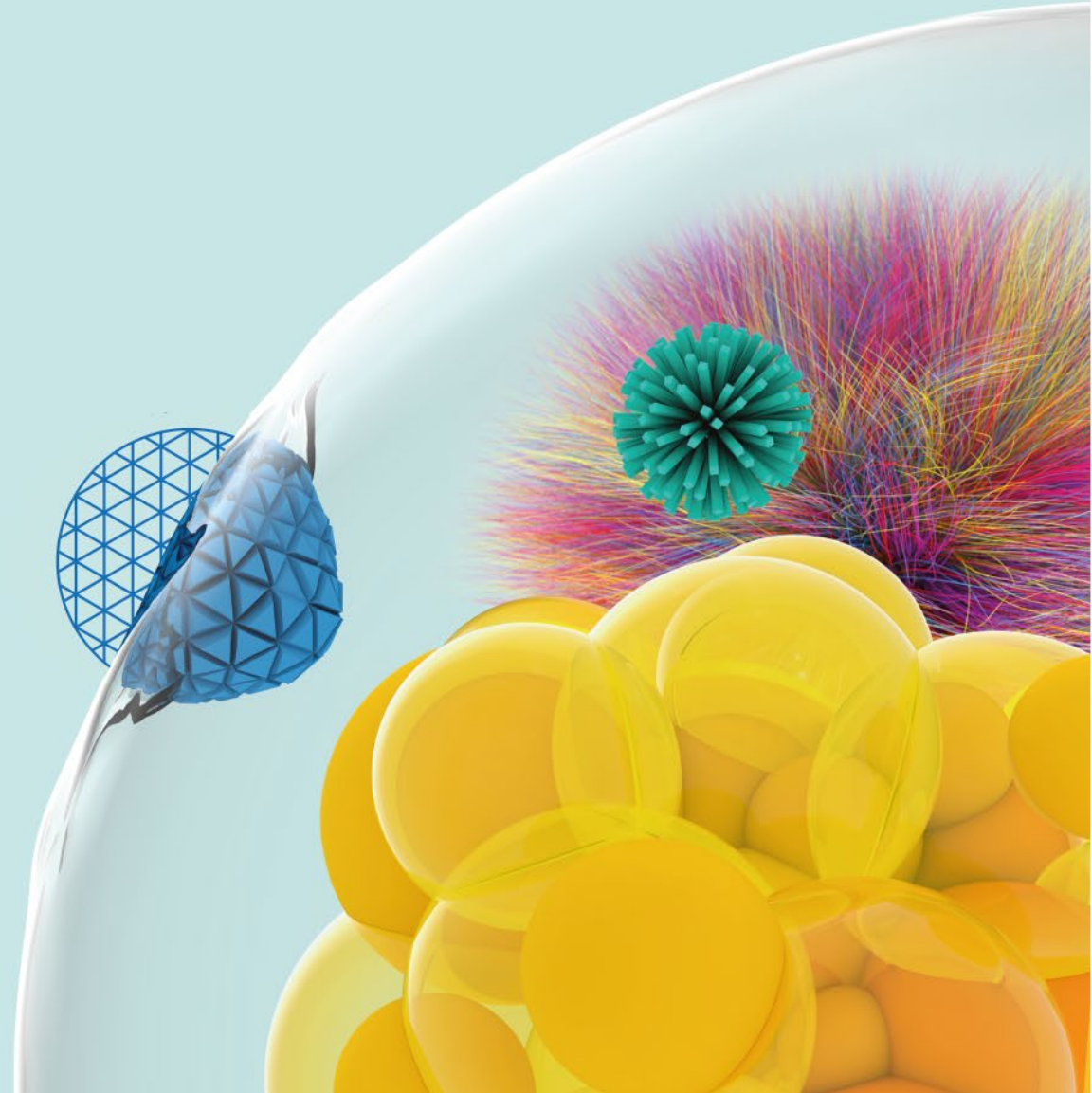
**bango**®

## Complete out of the box Bango solution

- White labelled consumer user interface provided by Bango and rebranded by the operator
- Increases deal size and ARR



# Bango Audiences



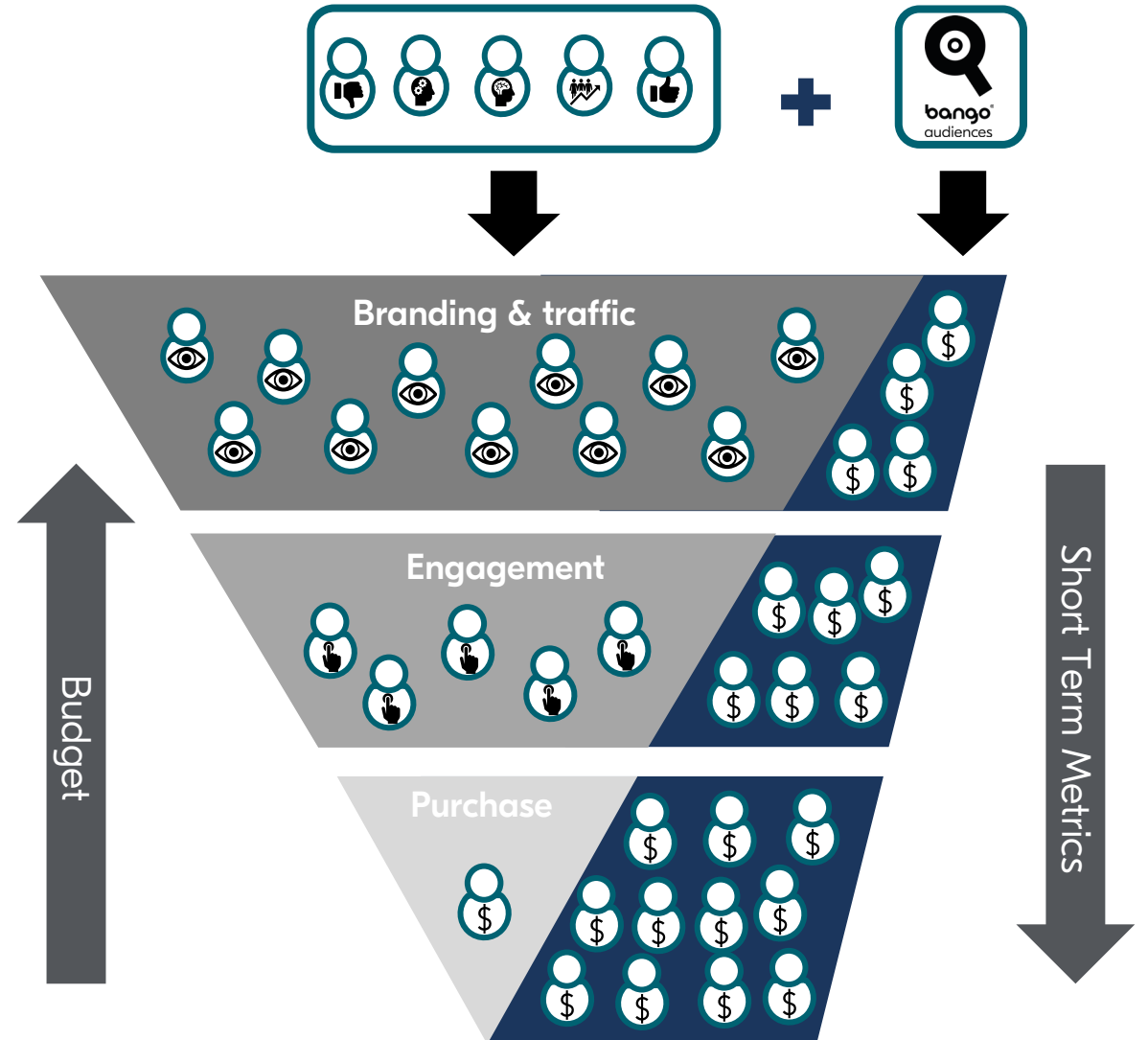
## Continued growth in 2022





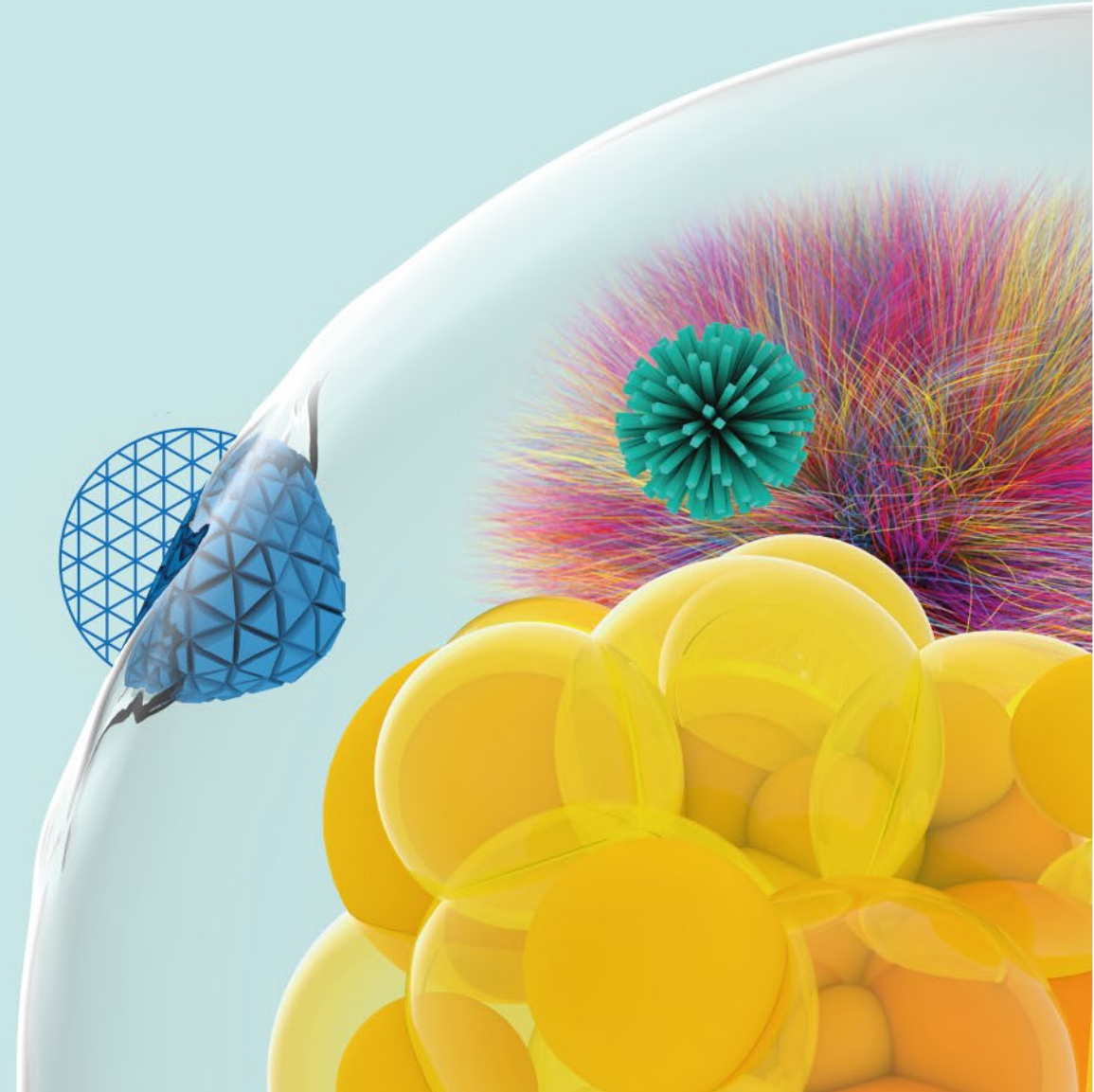
# Climbing the marketing funnel

- App developers focused on driving purchase conversions
  - Aligns well with Bango Audiences data
  - Short term strict measurements (ROAS, ROI etc)
  - Small and short campaigns (smaller budgets)
- Brands using Bango Audiences at the top of the marketing funnel
  - Bigger budgets from longer campaigns
  - Less strict and immediate metrics
  - Agency led campaigns





# Outlook



## Outlook



- Solidified leadership position for DCB and Wallet integration for the world's largest merchants
- Strong pipeline of DVM deals — expected to reach \$10M ARR by Dec 2023
- Continued investment to reduce DVM sales cycle and deployment time
- Increasing number of DVM customers using Bango Audiences
- Bango Audiences growing share of app developer ad spend and expanding into brand marketing higher up the funnel

# Questions?

