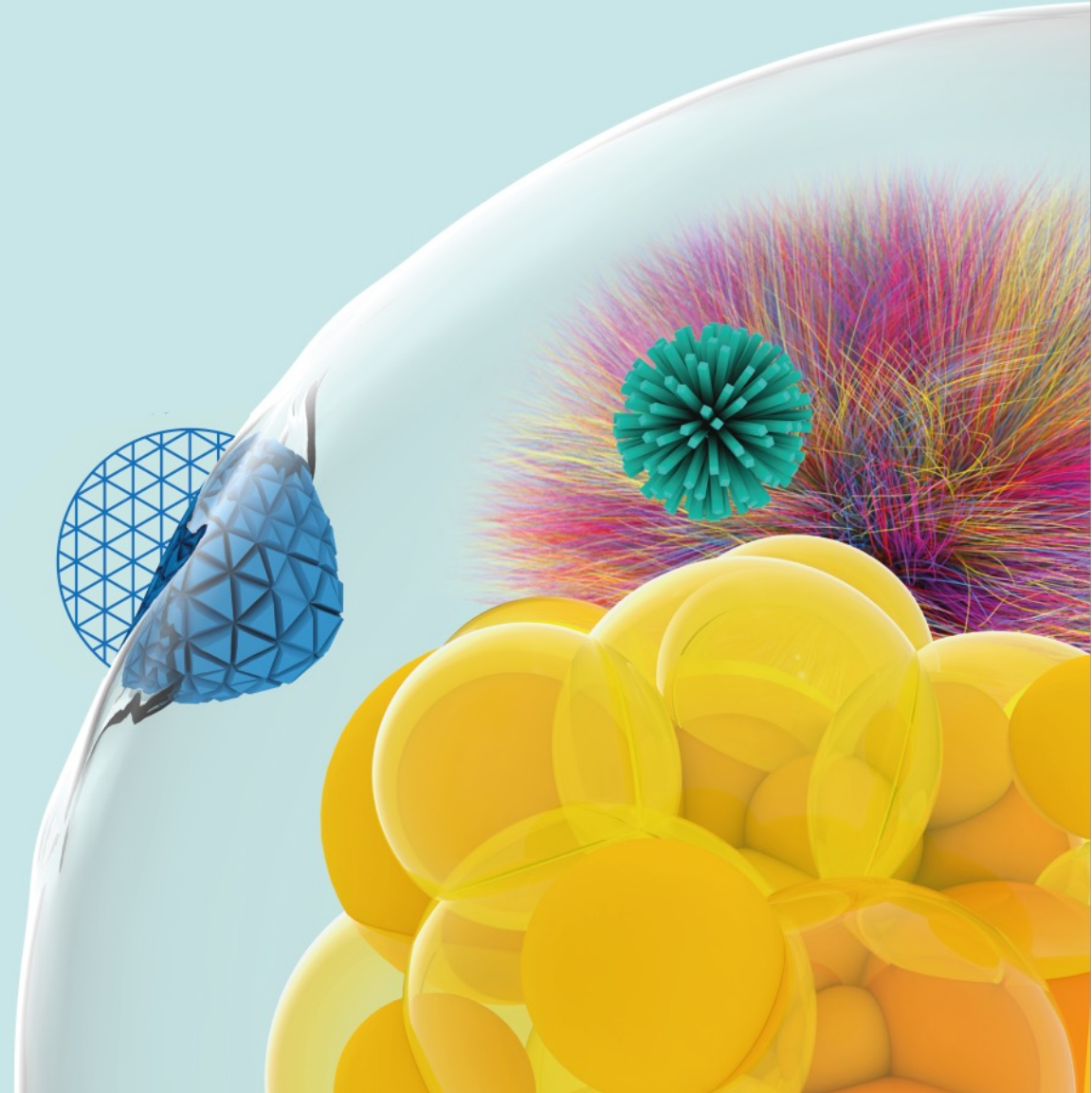


Bango Resale

Introduction to Super Bundling through
the Digital Vending Machine



Subscriptions economy

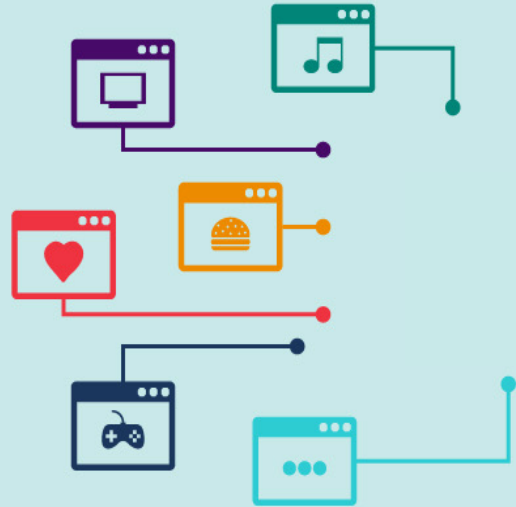
Subscriptions have become big business:

- Digital Marketing Economy is worth **\$1.4TRN**
(Revenues of media and digital content, Statista, 2021)
- **85%** of Americans pay for at least one streaming subscription
(Bango, Nov 2023)
- **22%** of Americans have 9 or more subscriptions
(Parks Associates, 2021)
- OTT Streaming ~ **\$200B**
(PwC)



New trends show leading Telcos entering the market with super subscription bundles

The consumer problem - subscription fatigue



72%
feel there are too
many subscriptions



35%
don't know how much
they spend on subscriptions



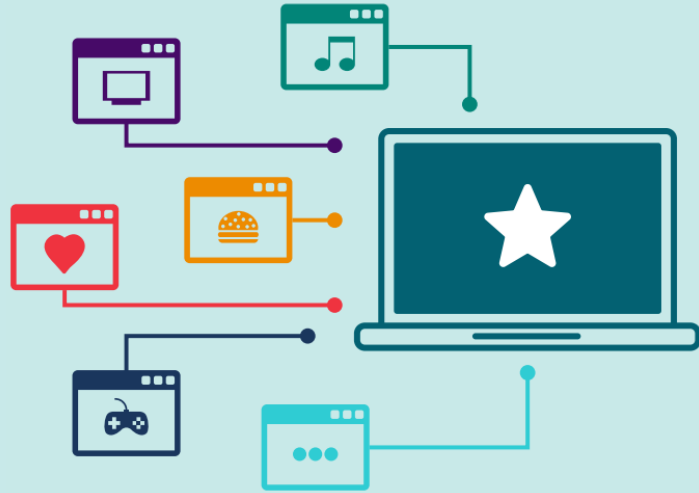
33%
pay for an app they
don't use

Bango Survey, 2,500 participants (Nov 22)

bango[®]

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The consumer opportunity - super bundling



78%

of subscription users
want one single
platform for all their
subscriptions



77%

of subscribers want to be able
to pay multiple subscriptions
via one monthly bill

Consumers want one monthly bill for their subscriptions managed through one single platform

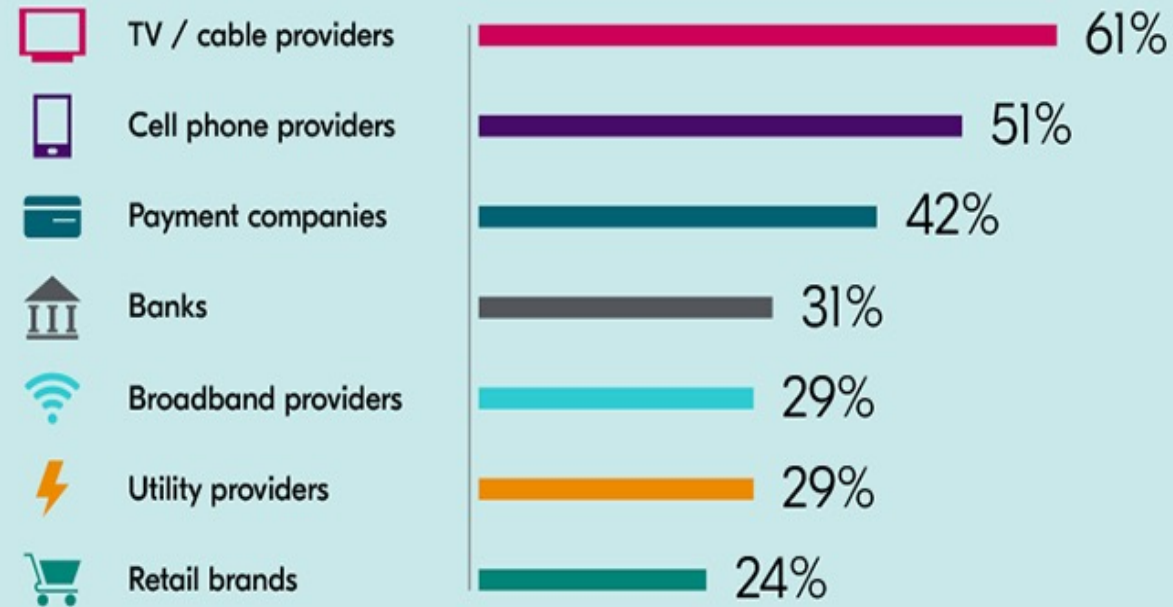
Bango Survey, 2,500 participants (Nov 22)

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The telcos opportunity – Super Bundling

Consumers want Telco's to provide subscription bundling



Bango Survey, 2,500 participants (Nov 22)



The telcos opportunity – Super Bundling



79%

of subscribers would be more loyal to a brand that provided this service



57%

would leave their current TV/broadband/mobile provider if this service became available elsewhere



63%

of subscribers would sign up to more subscription services



70%

of subscribers would spend more time using subscription services

Providing this service creates huge benefits:

- Consumers will switch to the Telco provider that offers subscription bundling
- Consumers want one platform and one payment for their subscriptions
- Consumer will be more loyal to a Telco that offered subscription bundling

Bango Survey, 2,500 participants (Nov 22)



Benefits of Super Bundling for telcos

Customer Acquisition

Attract new customers, provide more value and capitalize on new subscriptions through Super Bundling

Customer Retention

Super Bundling helps Telcos retain more customers with a comprehensive and customizable subscription bundling solution that increases satisfaction and loyalty

Upsell (ARPU+)

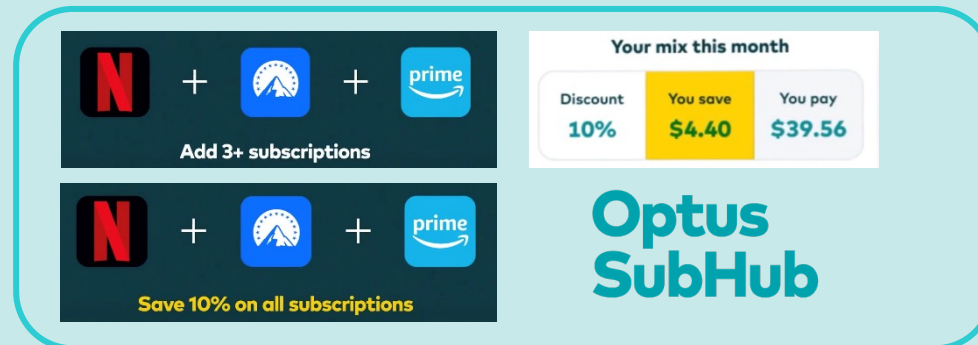
Super Bundling enables upsell opportunities that meet the specific needs of individual customers, increasing revenue and customer engagement

Innovation

Telcos/resellers gain a competitive edge and stay relevant by providing a reason for customers to interact frequently

Super Bundling in 2023 - latest trends

- Full portfolio — reach all customer segments
 - OTT - Sports, Fitness & Health, Gaming, Mindfulness, Food Delivery, Transport, Home Security
 - Digital Goods — M365, McAfee, Xbox Game Pass
- Consumer incentives and promotions
 - Buy 2 get 5% off, Buy 3 get 10% off
- Addressable market beyond own subscriber base



The graphic illustrates a subscription bundle promotion. It features two rows of subscription icons: Netflix (N), Optus (mountain logo), and Amazon Prime. The top row is labeled 'Add 3+ subscriptions'. The bottom row is labeled 'Save 10% on all subscriptions'. To the right, a table titled 'Your mix this month' shows a 10% discount, resulting in a savings of \$4.40 and a final payment of \$39.56. The Optus SubHub logo is prominently displayed at the bottom.

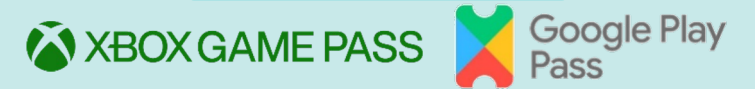
Your mix this month		
Discount	You save	You pay
10%	\$4.40	\$39.56

Optus SubHub

Entertainment



Gaming



Sport

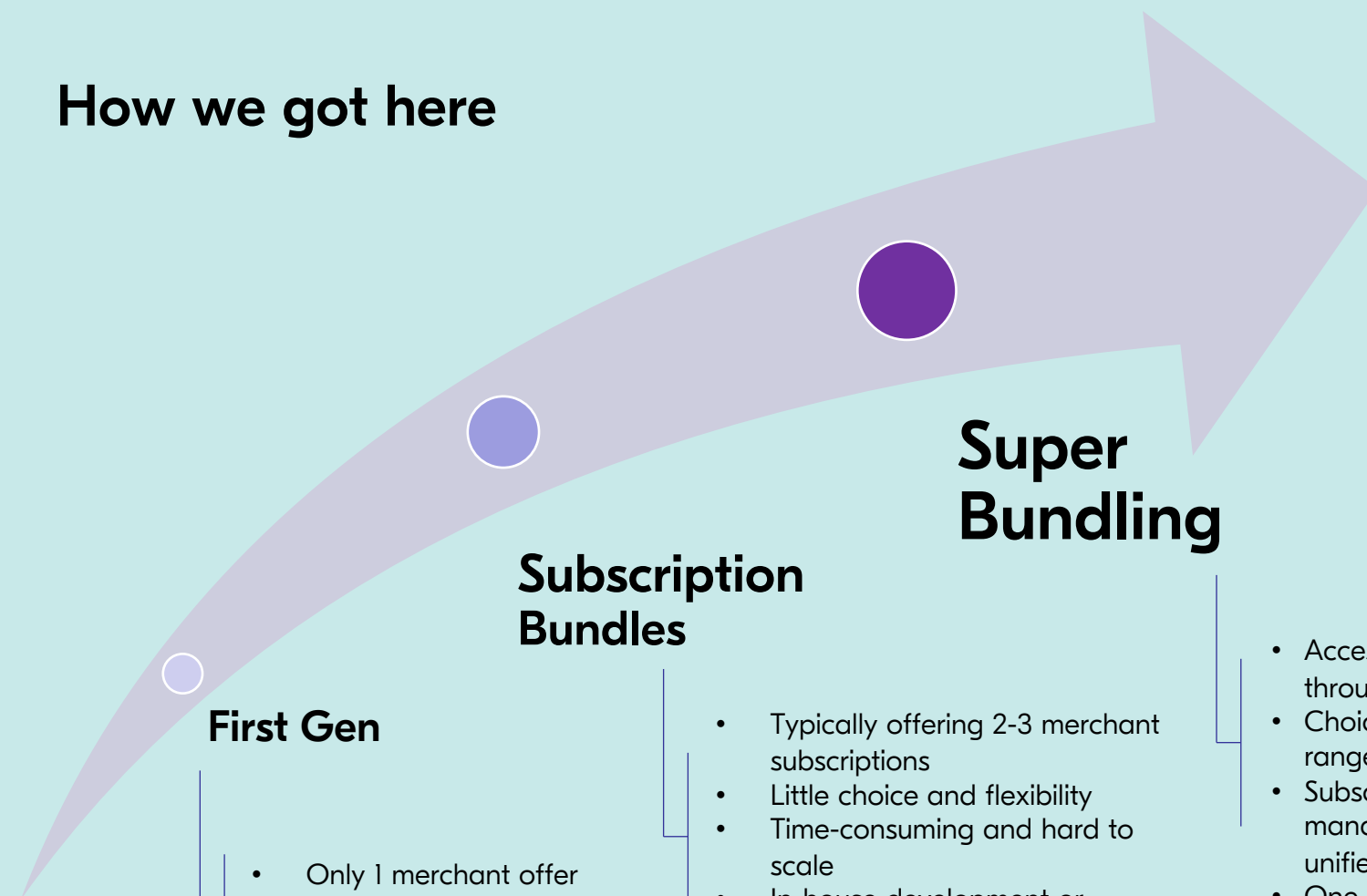


Lifestyle



verizon + play

How we got here



First Gen

- Only 1 merchant offer
- Low/no integration with first party services
- Poor customer experience
- Limited impact

Subscription Bundles

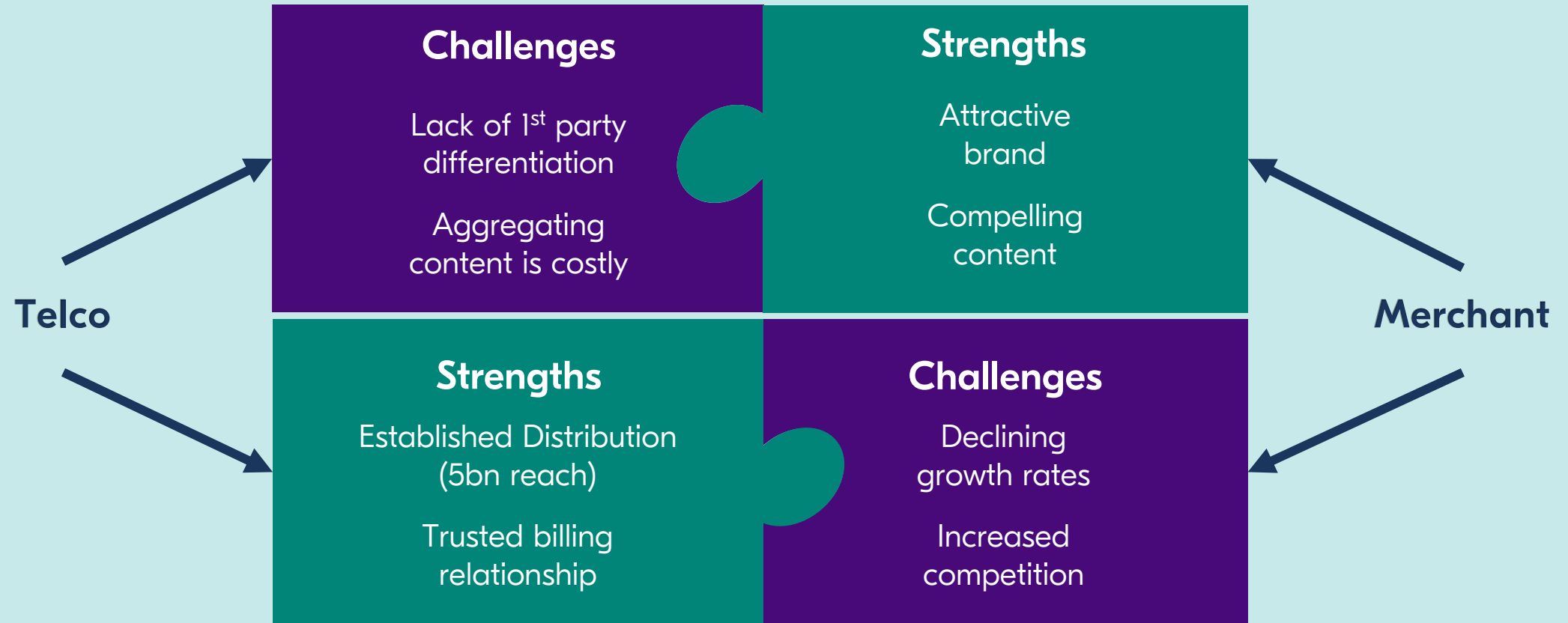
- Typically offering 2-3 merchant subscriptions
- Little choice and flexibility
- Time-consuming and hard to scale
- In-house development or outsourced tech shop to build custom solution
- Limited bundling options
- Low stickiness

Super Bundling

- Access to multiple merchants through a subscriptions hub
- Choice and Flexibility supports wide range of consumer profiles
- Subscriptions hub — easier to manage digital products through unified consumer experience
- One platform and monthly payment for all products and services
- Sophisticated offer management, campaign management
- Quick to add new merchants



Telcos *and* merchants benefit from Super Bundling



Telcos and OTTs are highly complementary. Working together, they acquire more customers and reduce churn

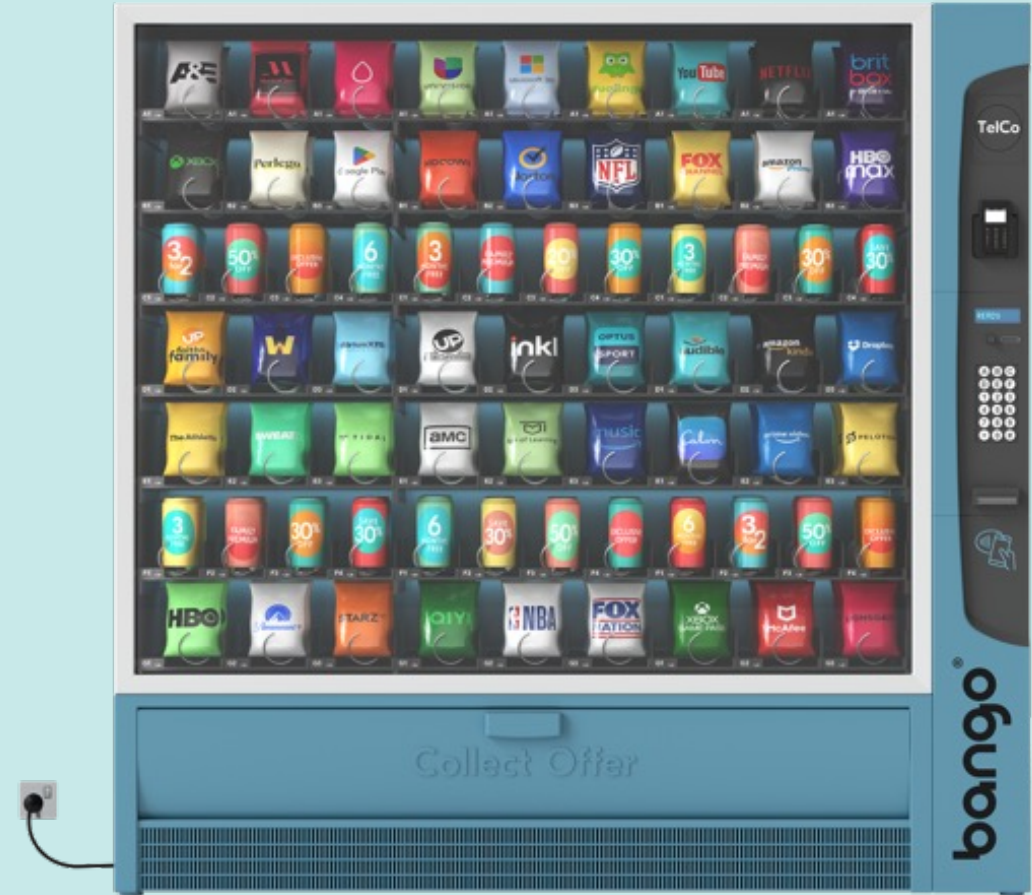
Bango Resale



Connect once and access an ecosystem of over 150 partners

Bango Resale - Digital Vending Machine

- Like a Digital Vending Machine (DVM), Bango Resale provides all core requirements to deliver Super Bundling offers
- Resellers (e.g. telcos) brand the DVM, choose what products to offer, connect charge-to-bill, then deploy
- The digital vending machine is deployed online, in-app, in-store...everywhere that customers are
- Super-fast time to market through standardized tech
- Easy to add new merchants, create new product bundles and offers



Inside the Digital Vending Machine – standardizing key components

The best products in one place

Be at the heart of your customers' subscription world — all the best products, bundles and promotional offers, in one place, on one bill.

Eligibility & Entitlements

Identify and manage each customers entitlement to use a products or service.

Suspend & Resume

Pause product entitlements when payments fail, customer objectives are not met, or simply to take a vacation.

Subscriptions & Plan Management

Manage customer subscription payment schedules and transitions between multiple offer phases.

Connect Once

All partners connect once to deliver any product offer through any customer channel - no more 1-to-1 connections or costly integrations to scale fast.

Billing and Payments

Bango supports billing-on-behalf-of for frictionless use of existing trusted payment methods. Seamlessly transition from free promo to paid using charge-to-bill, wallets or card-on-file to ensure subscribers can quickly and safely pay.

Offer Management

Differentiate by creatively stocking the DVM with top 1st & 3rd party products and services. Provide the best targeted offers — combining free periods, discounts and multi-product combos.

Boost+

Segment prospects, active and lost customers, target communications that drive signup and use or recover lost opportunities. Gain insights and benchmarks that drive growth.

Dashboard & Reconciliation

Measure the success of bundled offers through metrics and reports available on the Resale dashboard. Correlate and reconcile payments against product use.



Leading brands are offering Super Bundles through Bango Resale



Why telcos are choosing to use Bango Resale to offer Super Bundles

- Quick and cost effective single API integration to access multiple global merchants
- Access to market leading tech expertise and data insight through Bango
- Speed to market —resource and infrastructure to handle large-scale subscription bundling operations
- Choice and flexibility of various merchant subscription offers
- Powerful tools to optimize marketing performance of offers, conversion rates, upsell and add ons

Verizon +Play

<https://youtu.be/PUSBk3vLnZ8?t=5741>

verizon[✓]



EVP & Group CEO - Verizon Consumer:

- By launching the +Play services powered by Bango, Verizon can achieve several key goals that bring huge value and benefit for their customers:
 - Discover
 - Purchase
 - Manage content and services
- The Bango platform allows Verizon to provide multiple differentiated offerings, tailored packages of content and services that are important to each individual customer
- Like Verizon, Bango helps you to lead your market with targeted customer offers, bringing the same leadership, trust, value and simplicity to your market
- Bango puts you at the centre of your customers subscription revolution

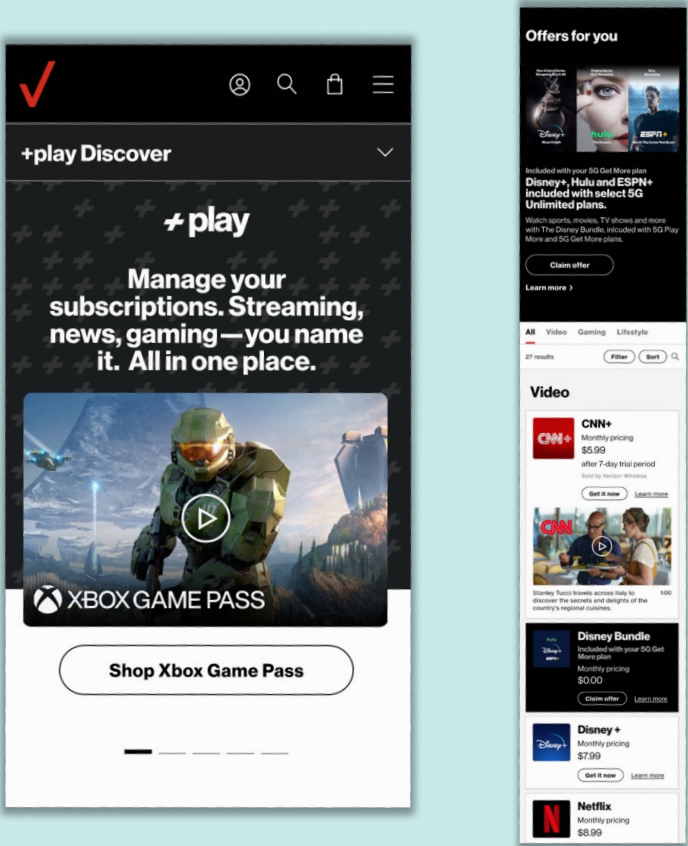


Bango Resale powers leading telco third-party offers platforms



Optus
SubHub

bango®



verizon✓ +play

Boost your DVM performance with Bango Audiences

Deliver smarter, joined-up marketing

- Target your offers at users that will convert
- Bango Audiences lead to more paying customers

Targeted growth-actions drive 20% higher customer uptake

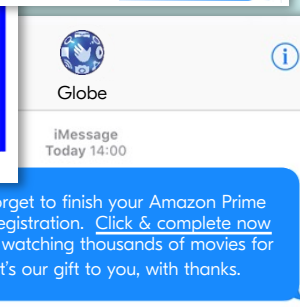
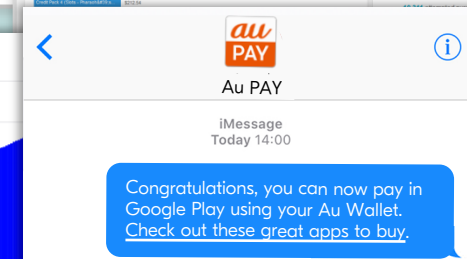
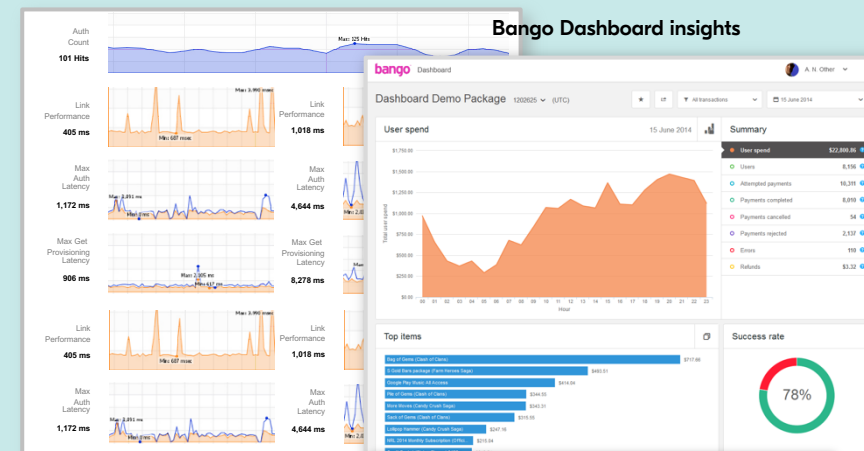
- Measurably drive acquisition, usage, retention and spend
- Nudge, remind and motivate target audiences (e.g. Convert "offer pending" to active entitlements)

Data-driven tech gives unique market understanding

- Ensured success with comparative industry benchmarks



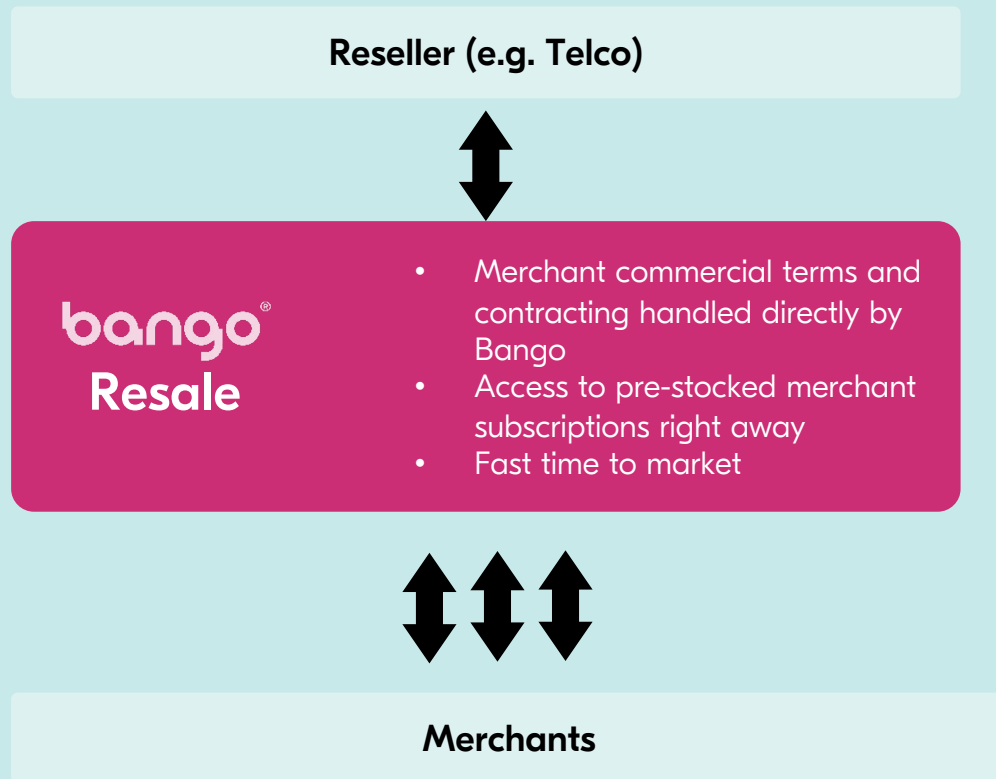
Bango 24/7 proactive monitoring



Add new merchants to the Digital Vending Machine

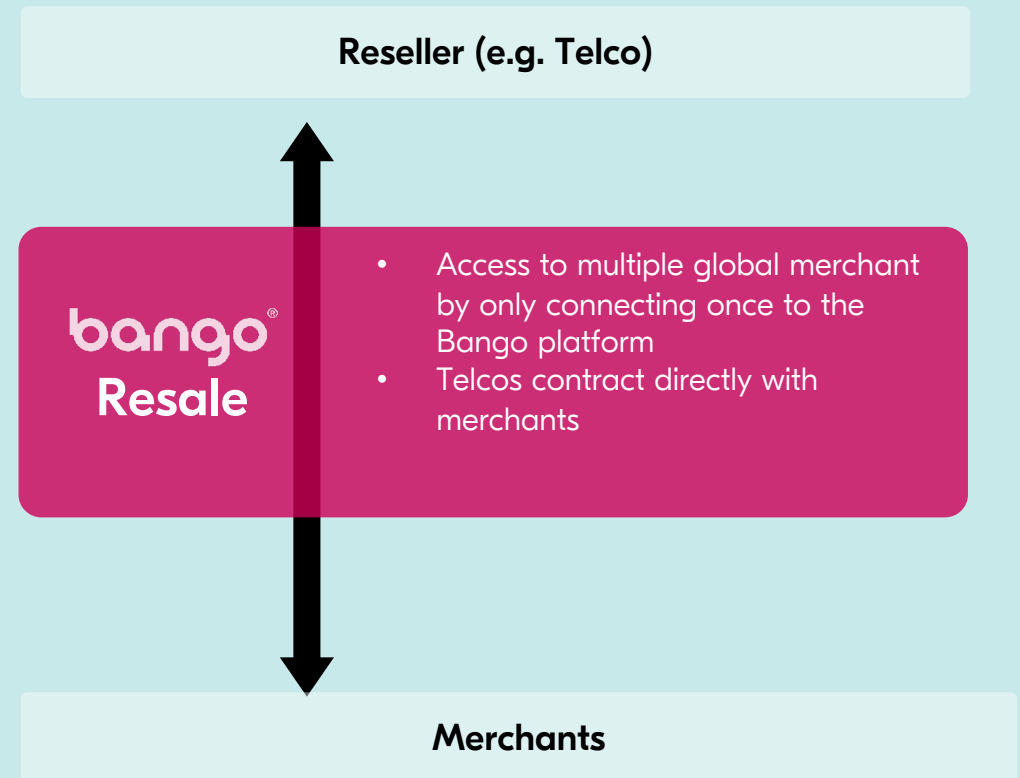
eDistribution: ready-wrapped deals

Bango offers you **pre-agreed, ready-to-launch** terms to distribute merchant product licenses



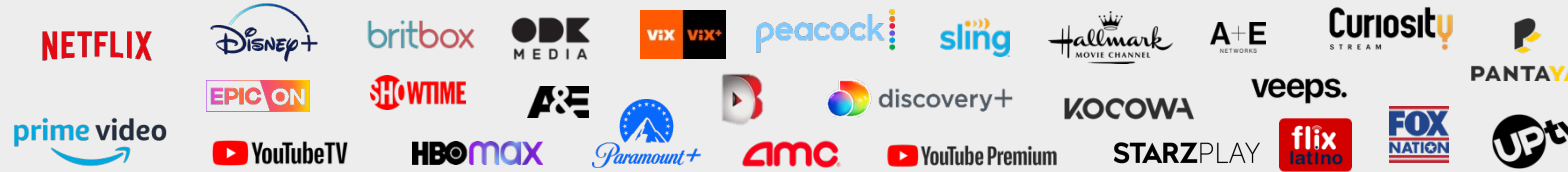
Direct-to-merchant: DIY deals

Separate commercial contracts to license product **direct from merchant**

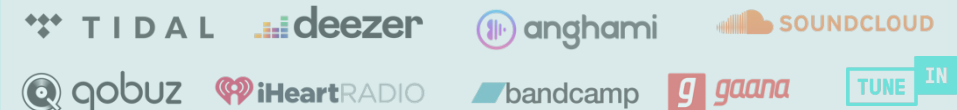


Growing ecosystem of merchants and products

Movies, TV:



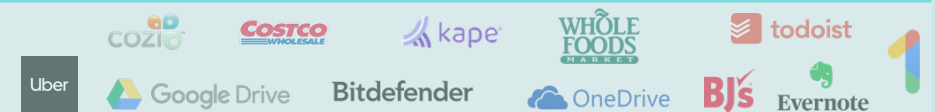
Music, Audio:



Sport, Gaming, Fitness, Health:



Retail, Food, Productivity:



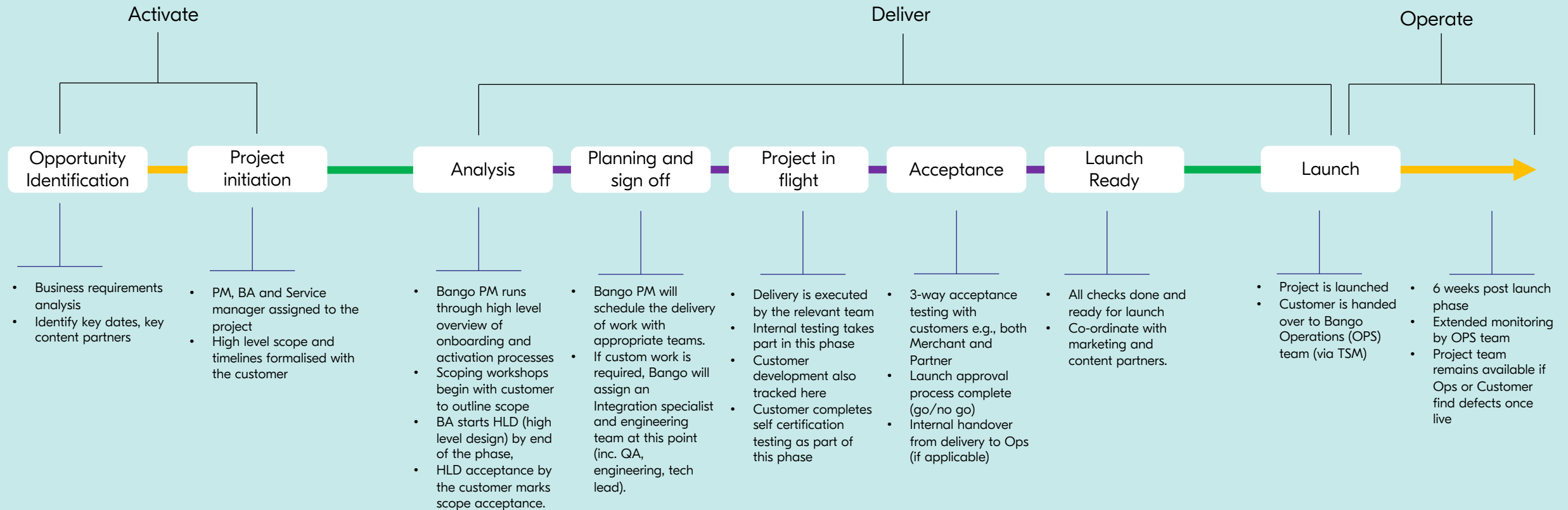
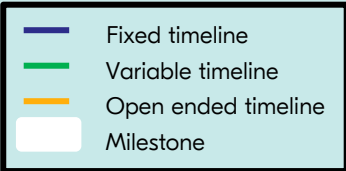
Books, Faith, Food, Education:



← Available

Coming Soon →

Bango Resale on-boarding process



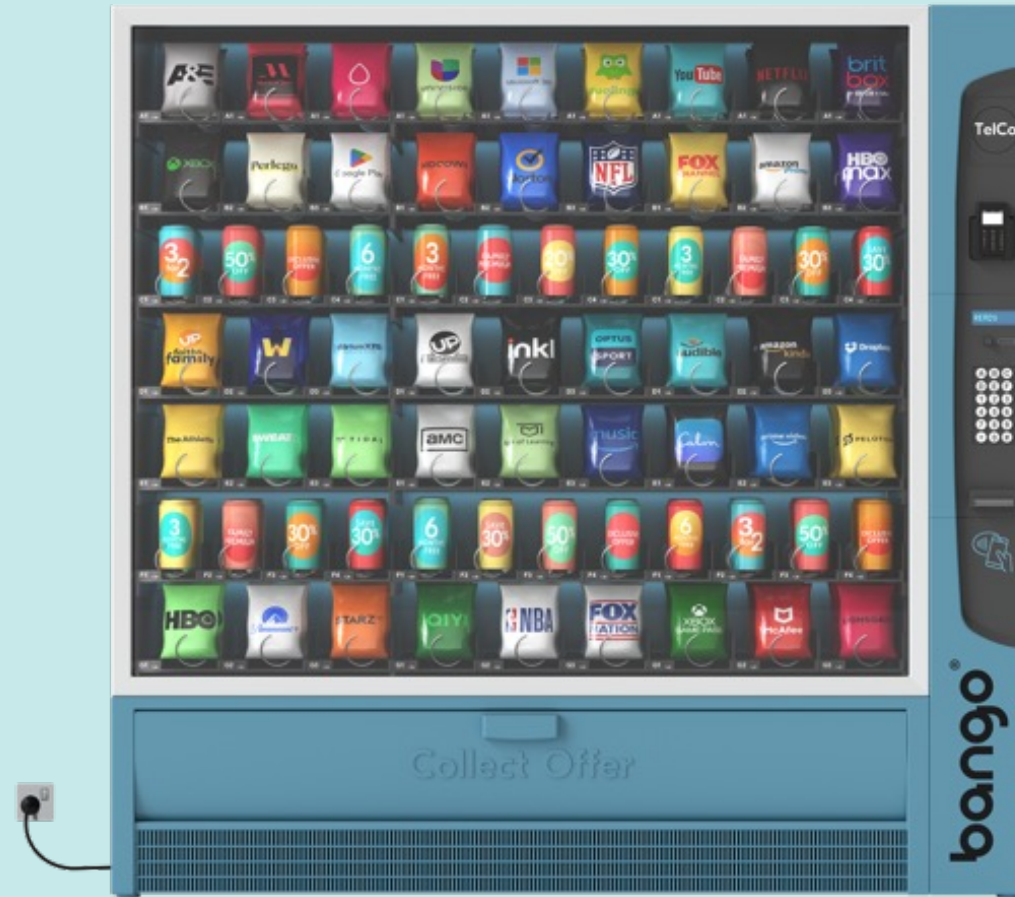
Go live within 6-8 weeks and start proving Super Bundling offers to your customers

Offering choice and flexibility to create Super Bundles



Bango Resale makes it simple for each of your customers to discover, select and manage their perfect offers and bundles

**Get your very own Digital Vending Machine now and access
Super Bundling offers right away!**



Supplementary

The Bango Platform

Bango Resale

Offers on Demand gives you the power to distribute and monetize product offers and bundles, giving your customers more ways to discover you

Bango Payments

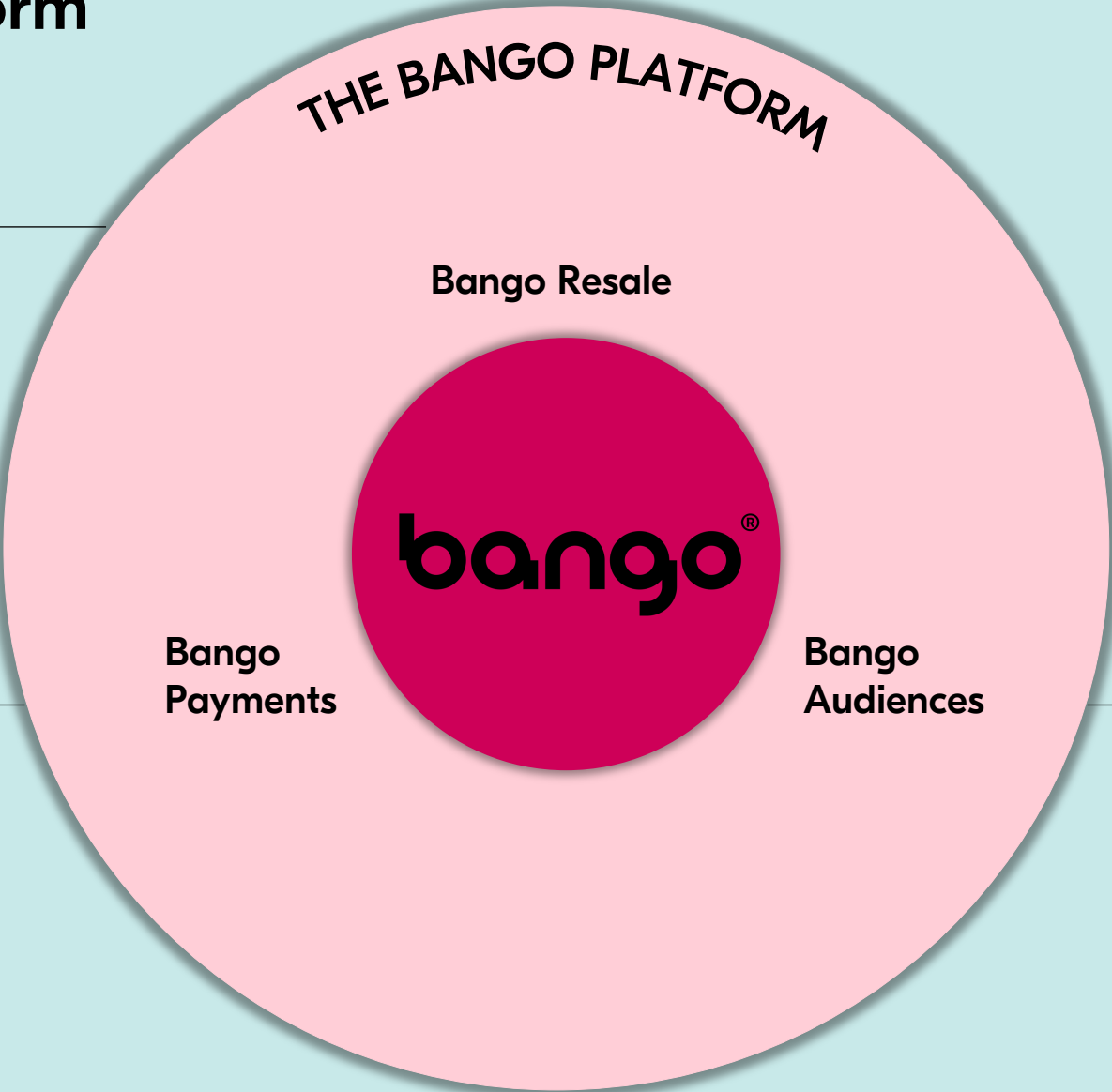
Alternative Payments enable more customers to buy from you instantly

Bango Payments

Bango Audiences

Bango Audiences

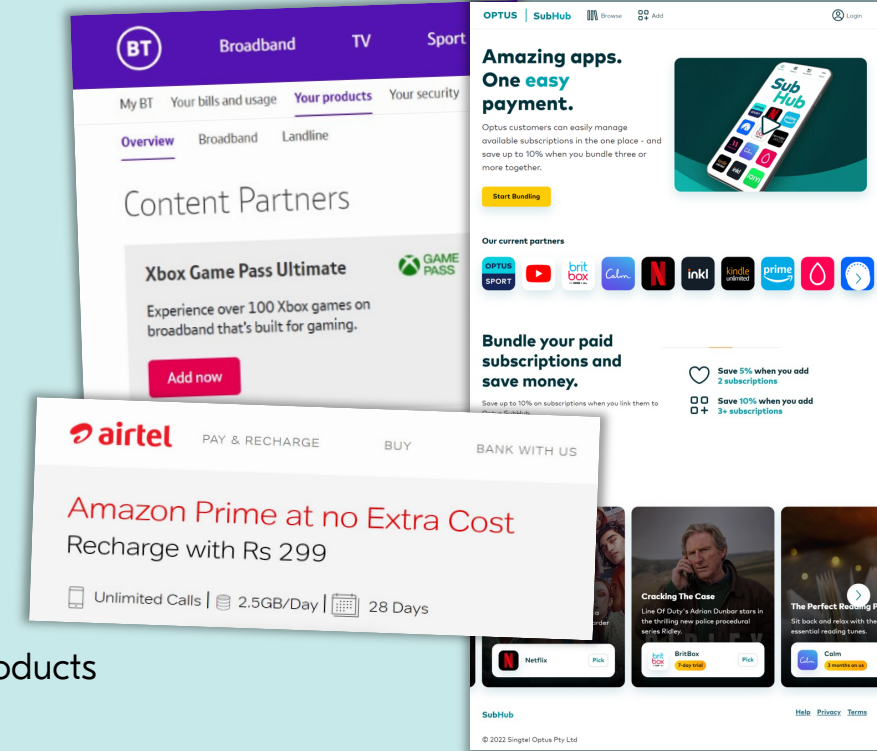
Use purchase behavior targeting to find new paying customers online and monetize payment data



About Bango – a world of innovative firsts

Leading commerce platform delivers more customers, higher spend & savings

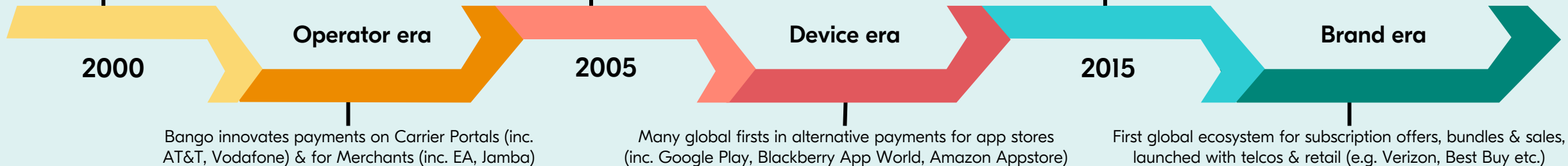
- 150+ partners in over 75 countries
- 45 of the top 50 content & services partners
- >50% YoY customer growth
- ~US \$8 bn transactions processed last year
- 4 of the top 5 NASDAQ companies depend on Bango technology & partners
- Audiences (targeted spending customers), Resale (offers, bundles) & Payment (billing) products



Bango founded to power commerce on mobile internet

2005: Bango listed on AIM: LSE

First alternative payment solution used by Amazon for sale of physical goods



Who uses the Bango Platform



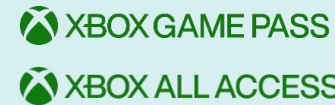
Google uses Bango to acquire and monetize Play Store customers with mobile operators like Verizon



Amazon uses Bango to monetize retail customers in Japan with all the mobile operators.



Amazon uses Bango to acquire new Prime Video customers with mobile operators like Airtel India



BT uses Bango to offer their customers compelling add-on products and services — like gaming with Xbox.



BestBuy uses Bango to reward loyal customers with services like Pandora music. Pandora gain new customers in return.

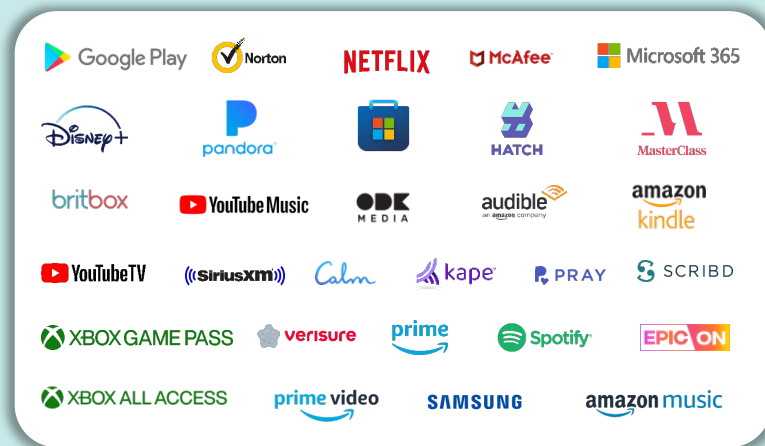
Bango – your global partner

...always growing, maximising opportunity & value

150+ partnerships
Live in over 75 countries...

Ubiquitous solution, many sectors
Mobile, fixed-line, broadband, IPTV, merchants, retail, cable TV, retail, finance, wallets and more

7 of top 10 NASDAQ companies
depend on Bango technology



Microsoft Xbox & M365 partner
Amazon Fuse design partner

Exclusive Amazon payment partner
for physical goods in Japan



All continents with Google
first in India, Africa & LatAm

£2Bn annualized transaction value processed
100M customer bundles, 500Bn end users



Thank You

