RNS Number : 5935Z
Bango PLC
25 May 2021

BANGO PLC
("Bango")

Bango and Microsoft expand access to Xbox cloud gaming subscriptions across Europe

First launches in UK and Sweden

Cambridge, UK, 25 May, 2021 - Bango (AIM: BGO), the global platform for data-driven commerce, is powering the first three Telcos to offer bundled Xbox cloud gaming subscriptions in Europe. These launches are a result of the expanded partnership between Bango and Microsoft, announced in November 2020, to open-up consumer access to Xbox subscriptions sales through Telco partners.

Microsoft is leveraging the Bango Platform to enable Telco partners to bundle Xbox Game Pass Ultimate and - later in the year - Xbox All Access as subscription packages. Xbox Game Pass Ultimate gives gamers access to over 100 high-quality games on console, PC and compatible mobile devices for one low, monthly price.

Gaming has become one of the most desirable entertainment categories with consumers. In the UK, the digital games market was worth more than the entire video market and twice as much as the music market in 2020, (Entertainment Retailers Association). 5G connectivity has helped unleash the full potential of cloud-based gaming platforms such as Xbox, letting gamers play highly sophisticated games on any device, while on the go.

"Through our partnership with Microsoft, Bango enables Telcos to offer Microsoft's world class gaming options as part of their consumer bundles. To boost consumer take-up of these bundles, offer targeting will be optimized through Bango data insights", **commented Paul Larbey, CEO at Bango.**

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About Bango

The world's largest online merchants, including Amazon (NASDAQ: AMZN), Google (NASDAQ: GOOG) and Microsoft (NASDAQ: MSFT), use Bango technology to acquire more paying users.

Bango has developed unique purchase behavior technology that enables millions more users to buy the products and services they want, using innovative methods of payment including carrier billing, digital wallets and subscription bundling. Bango harnesses this purchase activity into valuable marketing segments, called Bango Audiences. Merchants use these audiences to target their marketing at paying customers based on their purchase behavior. Better targeting increases spend through the Bango payments business, in turn generating more data insights, creating a powerful virtuous circle that drives continuous growth. Everyone connected to the Bango Platform thrives as the virtuous circle grows.

Bango, the technology behind every payment choice. For more information, visit www.bango.com.

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