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Bango PLC
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Bango PLC

Change in Presentational Currency

Bango (AIM: BGO), the global platform for data-driven commerce, announces it will change its presentational currency from Pounds Sterling to US Dollars (USD) effective 31 December 2021.

- Bango has a global customer base with a fast-growing platform business in the United States and in other countries with USD linked currencies.
- Bango Audiences, sold in USD, are an increasing proportion of revenue.
- The US is the home to the world's largest ecommerce businesses, many of which rely on the Bango platform.

Commenting on the decision to report in USD, Bango CFO, Matt Garner, said: *"The change in presentational currency provides improved transparency on Bango's performance for partners and shareholders, as well as increasing the understanding and appeal of Bango to a global investor audience."*

The trading update for the twelve months ending 31 December 2021 (FY 2021), expected to be released in January 2022, will include condensed, consolidated USD financial information for FY21 and FY20. In accordance with the relevant accounting standards, comparative historic financial information for FY 2020 will be published in USD alongside the full FY 2021 results in March 2022.

Contact Details:

Bango PLC	**FTI Consulting**	**Liberum Capital**
Tel. + 441223 617 387	Tel. +44 203 727 1000	Tel. +44 20 3100 2000
E. investors@bango.com		
Paul Larbey, CEO	Rob Mindell	Cameron Duncan
Matt Garner, CFO	Charlotte Stephen	James Greenwood
Anil Malhotra, CMO	Gregory Hynes	Ed Phillips
Rebecca Jamieson, IR		Will King

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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