RNS Number : 1062W
Bango PLC
17 December 2021

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Bango PLC

("Bango")

Director/PDMR Shareholding

Bango (AIM: BGO), the global platform for data-driven commerce, announces that, on Friday 17 December 2021, Frank Bury, Non-Executive Director of Bango, purchased 50,000 ordinary shares of 20p each in the capital of Bango ("Ordinary Shares") at a price of 187.65 pence per Ordinary Share (the "Purchase").

Following the Purchase, Mr Bury has a beneficial interest in 383,500 Ordinary Shares representing approximately 0.50 per cent of the total issued share capital of Bango.

Contact Details:

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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.

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them:

1	**Details of the person discharging managerial responsibilities/person closely associated**	
a)	Name	Frank Simon Bury
2	**Reason for notification**	
a)	Position/Status	PDMR - Director
b)	Initial notification/Amendment	Initial Notification
3	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	
a)	Name	Bango PLC
b)	LEI	213800V5MWHQCL7RF574
4	**Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted**	
a)	Description of the financial instrument, type of instrument Identification code	Shares GB00B0BRN552
b)	Nature of the transaction	Purchase of shares
c)	Price(s) and volume(s)	Price(s): 187.65p; Volume(s): 50,000
d)	Aggregated information - Aggregated volume - Price	N/A Single Transaction
e)	Date of the transaction	17 December 2021
f)	Place of the transaction	London Stock Exchange, AIM

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