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Bango PLC
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**Bango PLC**

**("Bango")**

**Bango to take Spanish language content global for TelevisaUnivision**

**Cambridge, UK, 28 June 2022** - Bango (AIM:BGO), the global platform for data-driven commerce, announces an agreement with TelevisaUnivision, Inc. Under the terms of the agreement, TelevisaUnivision is licensing the Bango Platform to enable its upcoming OTT subscription offering, ViX+, to be offered and bundled by telcos and distribution partners, including mobile wallet providers and retailers, on a worldwide basis.

Univision Network is the most watched Spanish programming network in the USA, reaching 97% of Hispanic households. Through TelevisaUnivision's recently launched streaming platform, ViX, the company is now providing content as an OTT streaming service to Spanish-speaking audiences globally. The service currently offers 50,000 hours of high-quality, original Spanish-language programming from distinguished producers and top talent.

The Bango Platform enables TelevisaUnivision's distribution partners to offer ViX+ subscription services in a real time manner, through a variety of distribution and retail partners. Bango technology productizes all the functionality required to promote and sell OTT subscription services through multiple channels and customer contact points.

Fast becoming the industry standard platform for distributing subscription services through partnerships, Bango's market-wide data insights enable merchants and media companies to present the right content offers to specific customer segments with their global distribution partners.

Commenting on the partnership, **Bango VP Global Merchants, Samuel Roser said**: *"TelevisaUnivision is a powerhouse in the Hispanic media world, with millions of viewers in the USA and beyond enjoying its vast range of content. Bango is delighted to provide the platform that will deliver this market-leading service to Spanish speakers everywhere."*

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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.bangoinvestor.com

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