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Bango PLC
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BANGO PLC

("Bango")

Bango Technology & Market Strategy Day

24 November, 2022 - Bango (AIM: BGO), the global platform for data-driven commerce, will today host a Technology & Market themed Strategy Day at 14.30 GMT in Farringdon. The event is open for both existing and potential investors, anyone wishing to attend should register in advance by emailing investors@bango.com.

Presentations from Bango leaders and customers will provide attendees with detail on the Bango Platform and Technology and how Bango helps merchants acquire, retain and monetize new customers.

The customer speakers include;

- NTT Docomo who selected Bango as the best choice for their global payments business
- Liberty Global who are licensing the Bango Platform digital vending machine to offer their customers compelling bundled offers
- Product Madness, who are using Bango Audiences to help them find more paying customers for their apps

Following the presentations there will be the opportunity to meet the Bango team and view product demonstrations.

Paul Larbey, CEO of Bango, commented: *"The Bango Platform is highly scalable, with unique capabilities that enable our partners to grow their revenues faster than they otherwise could. Bango is quickly becoming the standard platform as partners look for ways to acquire, monetize and retain users in an environment when consumers expect greater value for their money. Bango links payment behavior with purchase history in a way that has not previously been possible, providing huge value to our partners. I look forward to meeting existing and potential shareholders this afternoon to explain more about Bango Platform and how this will enable us to achieve our vision of becoming the technology behind every payment choice".*

The presentation materials will be available at bangoinvestor.com after the event.

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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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