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Bango PLC

("Bango")

Bango signs new Digital Vending Machine deal with Employee Benefits Provider

Cambridge, UK, 15 February 2023 - Bango (AIM: BGO), the global platform for data-driven commerce, announces a new Digital Vending Machine deal with Benefit One Inc., the leading Japanese employee benefits platform.

What this brings to Bango:

- Expands the Bango Digital Vending Machine to a new vertical beyond telco
- Onboards a new customer to the Bango Platform that enables Bango merchant partners to reach new customers in Japan
- Generates additional Annual Recurring Revenue

From April 2023, employers in Japan that use the Benefit One employee benefits and incentives system will be able to offer subscription services to their employees. By taking up these bundled offers, employees can receive a discount on the standard monthly cost of the service.

Bango Digital Vending Machine technology enables a wide range of subscriptions to be offered to consumers, significantly reducing development time and effort. For Benefit One, this enables the quick and easy addition of new member benefits.

"*We're excited to work with Benefit One to add the latest and greatest subscription services to their range of member benefits. Bango technology takes away the complexity and makes it as easy as possible to get to market fast with the products and services members really want*." Andy Suzuki, SVP SPAC 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.bangoinvestor.com

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