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Bango PLC
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Bango PLC

("Bango")

Bango global success earns King's Award for Enterprise

Friday 21 April, 2023 - Bango (LSE:BGO) announces that it has been honoured with the first ever King's Award for Enterprise for International Trade. The award recognizes excellence and achievement in global trade over a sustained period.

Bango technology is used by the world's most successful online companies to serve their customers around the globe. Many of the world's biggest global brands - including Amazon, Microsoft and Google - rely on Bango technology to expand their customer base and grow revenues.

The global strength of the Bango products and business means that the vast majority of Bango revenue is generated in markets outside the UK. Bango technology helps more than 4.5 billion online users discover and pay for the content and services they want in over 75 countries.

The King's Awards for Enterprise was previously known as The Queen's Awards for Enterprise, and the new name reflects His Majesty The King's desire to continue the legacy of HM Queen Elizabeth II by recognising outstanding UK headquartered businesses. The Award programme, now in its 57th year, is the most prestigious business award in the country, with successful businesses able to use the esteemed King's Awards Emblem for the next five years.

Paul Larbey, Bango CEO, said: "*This is a real honour for Bango and recognizes the pivotal role the Bango Platform plays in helping the world's largest companies find new paying customers. Our products benefit hundreds of millions of people around the world, making international trade integral to our business as we strive to achieve our mission of being the technology behind every payment choice. Receiving a King's Award for Enterprise is something which everyone at Bango can be immensely proud of.*"

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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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