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Bango PLC
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Bango PLC

("Bango ")

Bango bundling for Amazon now live with 70 resellers worldwide

Cambridge, UK, 14 September 2023 - Bango (AIM: BGO), the global platform for data-driven commerce, today announces an update on new integrations launched with Amazon during 2023.

Bango technology has been used by telcos and wallet providers to offer Amazon's digital services, including Prime, Prime Video, Amazon Music Unlimited, Audible, and Kindle Unlimited to their customers via the Amazon Fuse partner program, as a bundle with their own first party services for 6 years. This year has also seen the launch of bundled Amazon services with new PC manufacturers and retailers, with the total number of integrations enabled through the Bango Platform now up to 70.

By launching services through Bango, millions more customers all over the world can enjoy Amazon Prime and other services and content on the device of their choosing.

Lisa Huxley, Strategic Account Manager, Bango said: "*We have been working with Amazon for several years to support the growth of the Amazon services worldwide. Thanks to the Bango Platform, customers have greater choice in how they access and enjoy Amazon Prime benefits, Prime Video content and other services*."

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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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