RNS Number : 5464R
Bango PLC
30 October 2019

30 October 2019

Bango PLC

Bango and NHN ACE partnership gives app developers access to Korea's super-spenders

Cambridge, UK, 30 October 2019 - Bango (AIM: BGO), the mobile commerce company, announces that it has signed an agreement with NHN ACE, the South Korean big data digital advertisement company. Through the partnership, global app developers can easily target their offers and promotions to high value mobile and internet users in Korea.

Under the agreement, NHN ACE and Bango are making audiences of Korean customers who are interested in paid content available for marketing. Targeting campaigns to customers with an interest in premium apps and content enables app developers to acquire new paying users and increase in-app purchase revenues, while reducing marketing costs.

South Korea offers some of the world's highest "life time value" customers, who spend hundreds of dollars a month online. Mobile devices dominate online usage, with mobile gaming popularity leading to Korea's ranking as the world's fourth biggest mobile games market (Newzoo). The country's "super spenders" spend hundreds of dollars a month on mobile content, with an average monthly revenue per user in the mobile games segment of more than $96 (Statista).

Consequently, user acquisition costs are very high. According to LiftOff, the cost to acquire a user in South Korea who will make an in-app purchase is $66.95, which means marketing to low or non-spenders is a sure fire way to lose money.

"*Through this partnership, NHN ACE and Bango will help app developers spend their marketing dollars wisely*", **said Guy Singh, Vice President of Product Marketing at Bango**. *"By effectively targeting marketing using Bango Audiences, app developers have the opportunity to generate significant revenue from Korea's high spending gamers".*

The audiences that become available through this agreement are available on Bango Marketplace at marketplace.bango.com.

Contact Details:

Bango PLC	**FTI Consulting**	**finnCap**
Tel. +44 333 077 0247	Tel. +44 203 727 1000	Tel. +44 207 200 0500
Ray Anderson, CEO	Matt Dixon	Marc Milmo
Carolyn Rand, CFO	Darius Alexander	James Thompson
Anil Malhotra, CMO	Leah Dudley	Matthew Radley

About Bango

Cross the threshold into the thriving Bango ecosystem where merchants and payment providers converge, grow and thrive.

Being inside the Bango circle means global merchants including Amazon (NASDAQ: AMZN), Google (NASDAQ: GOOG) and Microsoft (NASDAQ: MSFT) are able to work together with payment partners from Africa to the Americas, accelerating the performance of everyone on the inside. By bringing businesses together and powering e-commence with unique data-driven insights, Bango delivers new dimensions of growth and new experiences for people around the world.

Bango. Think inside the circle. For more information, visit www.bango.com

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@lseg.com or visit www.rns.com.

END

NRAUKUURKKARUUA