

**BANGO PLC**

("Bango")

**Telenet launches cutting-edge entertainment marketplace, powered by the Digital Vending Machine® from Bango**

*Telenet customers enjoy effortless access to the best entertainment subscription bundles - all in one place*

**Cambridge, UK, 8 April 2025-** Bango (AIM: BGO), announces that it is providing the technology behind Telenet's next-generation entertainment marketplace. Through this collaboration, all Telenet customers - across TV, broadband, and mobile channels - can effortlessly access and manage their favorite entertainment subscriptions. Available via Telenet TV, online through My Telenet and in call centre and retail stores, this marketplace delivers the best entertainment subscription overview and bundles in one convenient location using the Digital Vending Machine® (DVM™) from Bango.

With a customer base of nearly 2 million, Telenet's innovative entertainment marketplace is designed to provide users with unparalleled control and flexibility over their subscriptions. Initially only launched to Telenet TV customers, this Super Bundling service is now available to all Telenet customers via "My Telenet" allowing any broadband and mobile customers to take full advantage of an ever-expanding array of entertainment subscriptions.

*"Our goal is to provide customers with the most seamless and engaging entertainment subscription experiences," said **Ivor Micallef, Director Product Entertainment at Telenet group.** "In a highly competitive industry, the Bango DVM™ sets us apart, allowing us to deliver a sophisticated variety of bundled entertainment subscription offers. Customers can easily activate, deactivate, and access the best deals, putting them in complete control of their subscriptions via a single Telenet bill."*

The Bango DVM™ simplifies subscription bundling, transforming a complex technical and operational process into a seamless business opportunity. With a single integration, Telenet gains access to a rapidly growing network of global subscription providers. This allows for the swift deployment of new subscriptions, ensuring customers always have access to the latest entertainment options. Additionally, valuable insights from the Bango DVM™ enable Telenet to tailor subscription offerings to suit different customer preferences.

*"We're excited to be partners with Telenet in bringing their visionary entertainment marketplace to life. With so many subscription services enabled through the Bango DVM™ including leading streaming services such as Netflix and Disney+, telcos can quickly bring to market sophisticated bundling offers. Telcos like Telenet group are leading the way by providing a simple, centralized platform that enhances the customer experience and makes access to and management of subscription services effortless."* **said Anil Malhotra, CMO at Bango.**

-ENDS-

**Contact Details:****Bango PLC**

+44 1223 617 387

[investors@bango.com](mailto:investors@bango.com)

Paul Larbey, CEO

Matt Wilson, CFO

**Singer Capital Markets (Nominated Adviser and Broker)**

+44 20 7496 3000

Jen Boorer

Asha Chotai

**About Bango**

Bango enables content providers to reach more paying customers through global partnerships. Bango revolutionized the monetization of digital content and services, by opening-up online payments to mobile phone users worldwide. Today, the Digital Vending Machine® is driving the rapid growth of the subscriptions economy, powering choice and control for subscribers.

The world's largest content providers, including Amazon (NASDAQ: AMZN), Google (NASDAQ: GOOG) and Microsoft (NASDAQ: MSFT) trust Bango technology to reach subscribers everywhere.

Bango, where people subscribe. For more information, visit [www.bangoinvestor.com](http://www.bangoinvestor.com)

This information is provided by Reach, the non-regulatory press release distribution service of RNS, part of the London Stock Exchange. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [rns@lseg.com](mailto:rns@lseg.com) or visit [www.rns.com](http://www.rns.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

NRAEAKLXELASEFA