

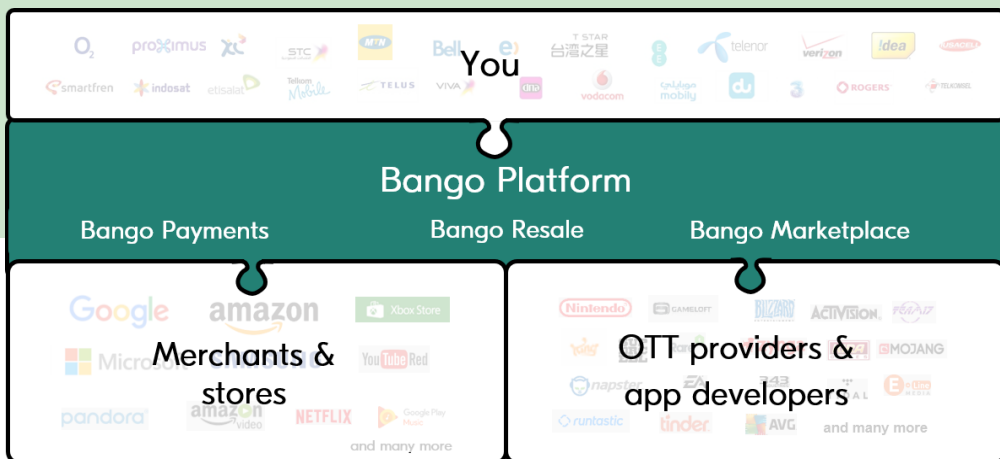
Grow your carrier billing revenues with more paying customers and targeted offers

Through a single integration to the Bango Platform, mobile operators unlock multiple revenue opportunities with the world's leading stores, merchants and content providers.

Mobile operators actively grow carrier billing revenues with Bango Payments by driving-up all key KPIs - customer acquisition, retention and monetization. Through a network of world class content

providers, Bango Payments allows you to deliver attractive content and services to acquire new customers and engage existing subscribers.

Partnering with Bango opens new opportunities beyond carrier billed payments. Mobile operators can also access a major new revenue stream from the big business of app developer marketing.



Gateway to leading merchants to create compelling customer offers

Just ONE integration into the Bango Platform enables mobile operators to easily add new content and service offers from the Bango merchant and partner network.

Provide the best payment experience for your customers across:

- digital content and services
- physical goods
- streaming services
- virtual goods e.g. transport and ticketing
- mobile wallets and alternative payment methods

Bango offers opportunities beyond payments including resale and bundling of leading OTT streaming services. In addition, mobile operators get access to app developers' multi-billion dollar global marketing spend through Bango Marketplace.



and MORE

Increase DCB users and payments with marketing insights

By analyzing payment data and information, Bango Payments is proven to increase carrier billing revenue by up to 80% with unique Bango Boost technology. With Bango Boost you will:

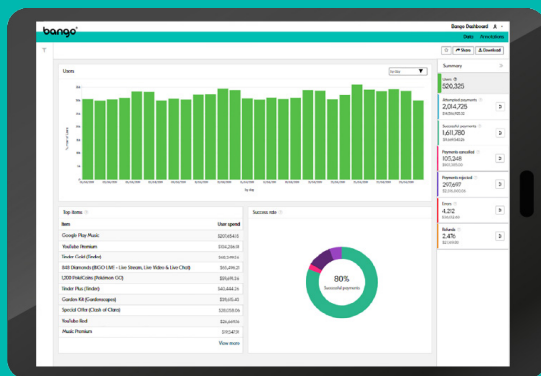
Add more paying users from the circa 95% of subscribers who have not registered for carrier billing.

Activate 'dormant' users - the 80% of carrier billing users who have yet to make a payment - through compelling partner offers.

Identify popular content categories to promote and drive more spending.

Advanced segmentation and analytics with Bango Dashboard

- Online, real-time payment insights across your services
- Understand customers and optimize marketing
- Analyze the performance of payments based on content type
- Identify the top content sold
- Track performance of marketing campaigns on payment activity



Why choose Bango?

- Fastest way to engage users and grow revenues
- Trusted by the world's leading merchants to provide the best customer experience
- ONE integration enables commerce opportunities across the Bango merchant and partner network
- Unique marketing opportunities with leading app developers and OTT providers

"Bango's Boost programme has provided significant insight into our existing active DCB users, and outlined opportunities to further improve ease of use and drive uptake. The comprehensive analysis presented by Bango has allowed us to get insights into usage patterns and trends with recommendations to deliver the best carrier billing experience for our customers" - Telstra

What would you like to do? The Bango Platform has the solution

Integration with the Bango Platform is the first step towards revenue growth from carrier billing, engaging your user base and acquiring new users with compelling offers. But that's not where the journey ends with Bango!

	Bango API	Bango Payments	Bango Boost	Bango Resale	Bango Marketplace
Integrate once and activate any merchant	✓				
Guarantee compatibility with app store API changes	✓				
Offer carrier billing to merchants		✓			
Offer mobile money (wallets) to stores		✓			
Add new merchants and new products		✓		✓	
Grow the number of paying users			✓		✓
Capture new revenue from app marketing activity				✓	✓
Increase attractiveness of your subscriber plans				✓	
Enable customer offers to high value subscribers					✓