

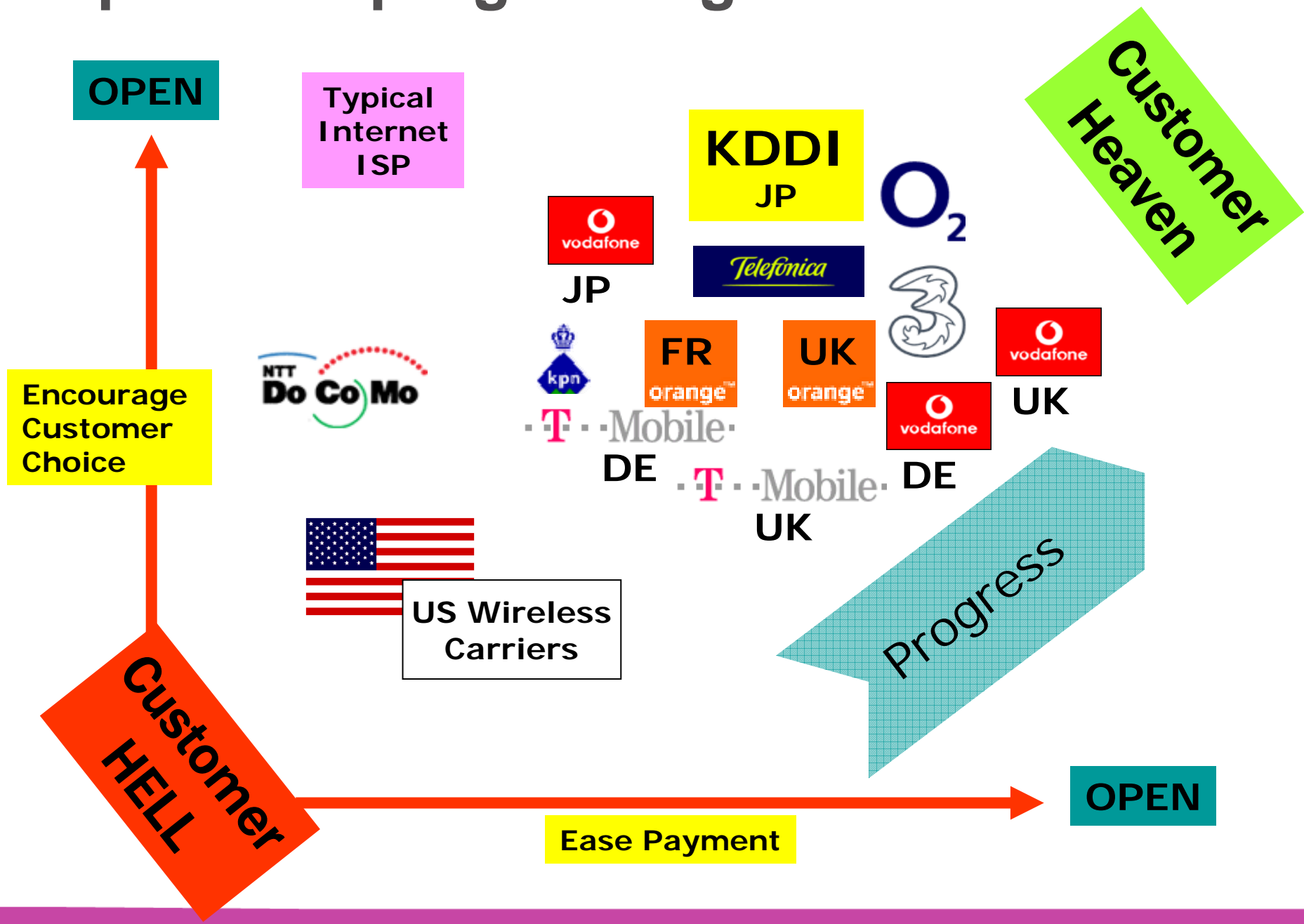
Bango Overview

UK Key Customer Meeting
April 15th 2008

Ray Anderson, CEO
ray@bango.com

The Bango logo is rendered in a bold, lowercase, rounded sans-serif font. The letters are a vibrant orange color. A registered trademark symbol (®) is positioned to the upper right of the final 'o'.

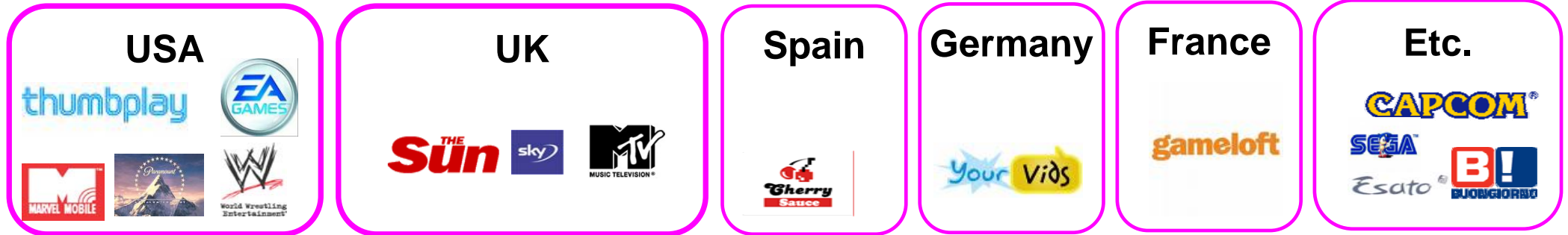
Operators progressing



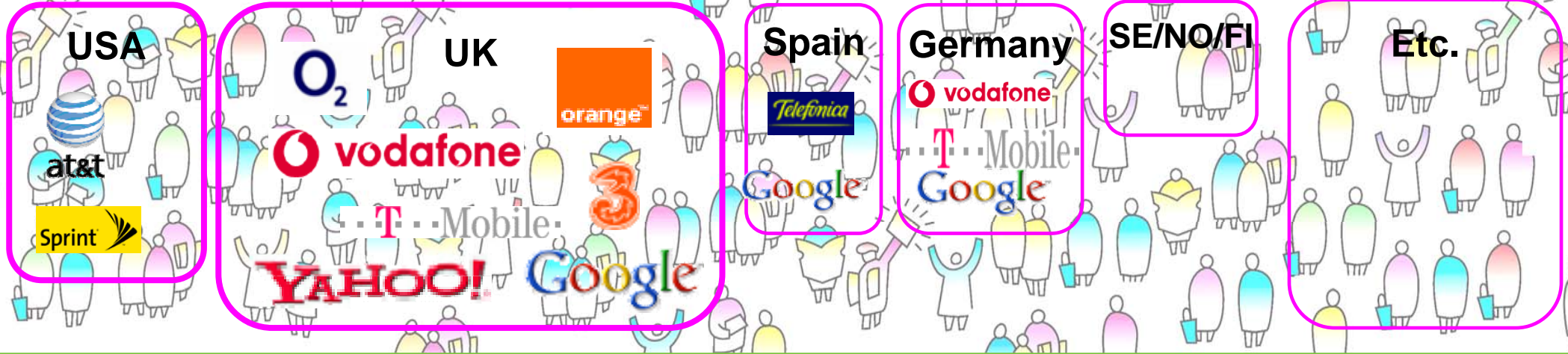
Bango view of the mobile web

10,000 registered mobile sites

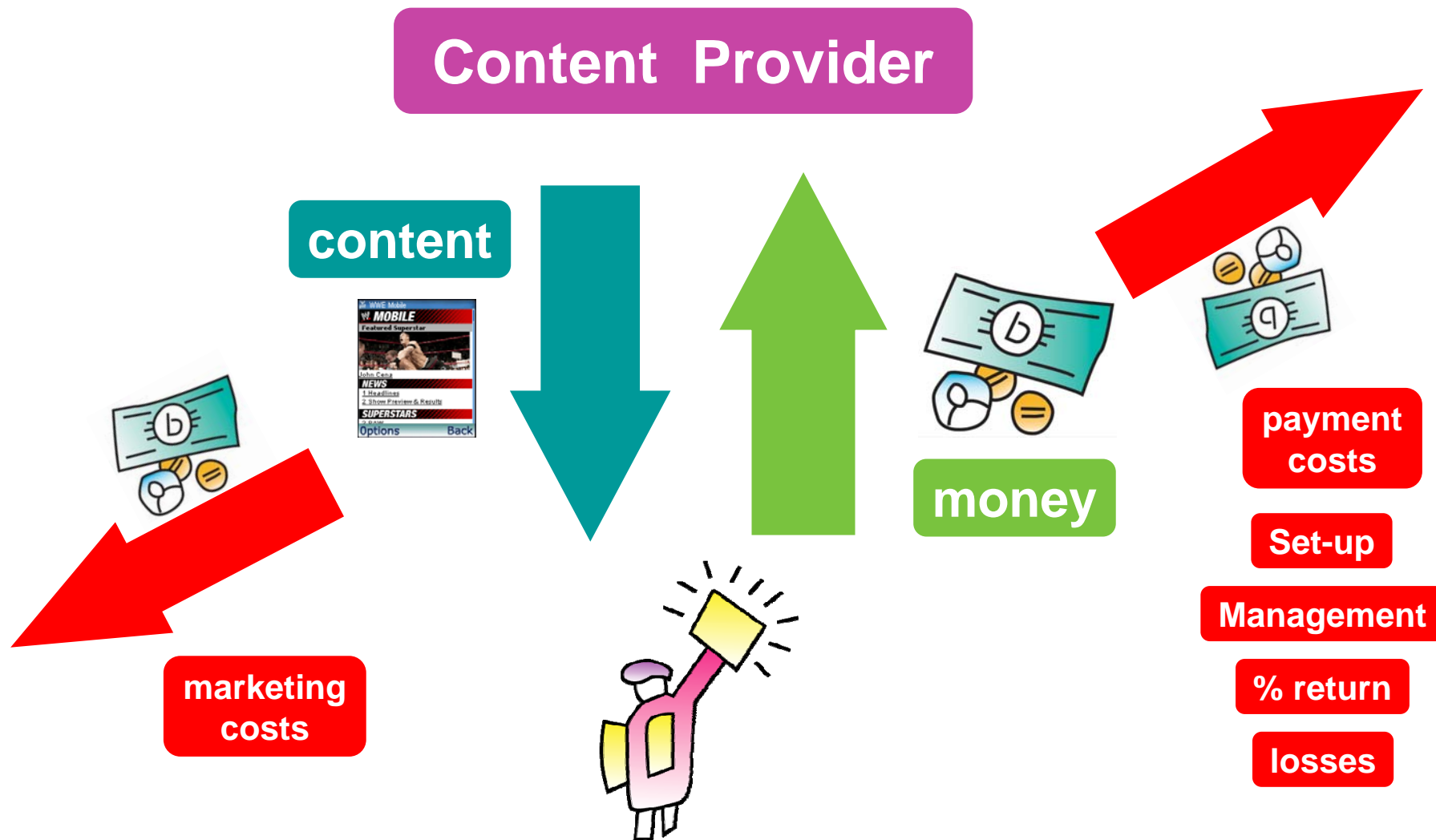
500+ "active" premium sites



Analytics & Payment



Selling content / services



BillRank Technology ...

one interface to 56+ billing routes

Maximize revenue and margin

Reduce operating costs

Aggregators

Premium SMS billing



>23,000,000
user profiles
across
3,000+ sites

Operator Billing

Direct connect to operator



Trusted status
with many operators



Alternates

to expand coverage



Bango BillRank™ Technology

Factors:

Operator

User Info.

U/R/G rating

Billing cost

Min margin

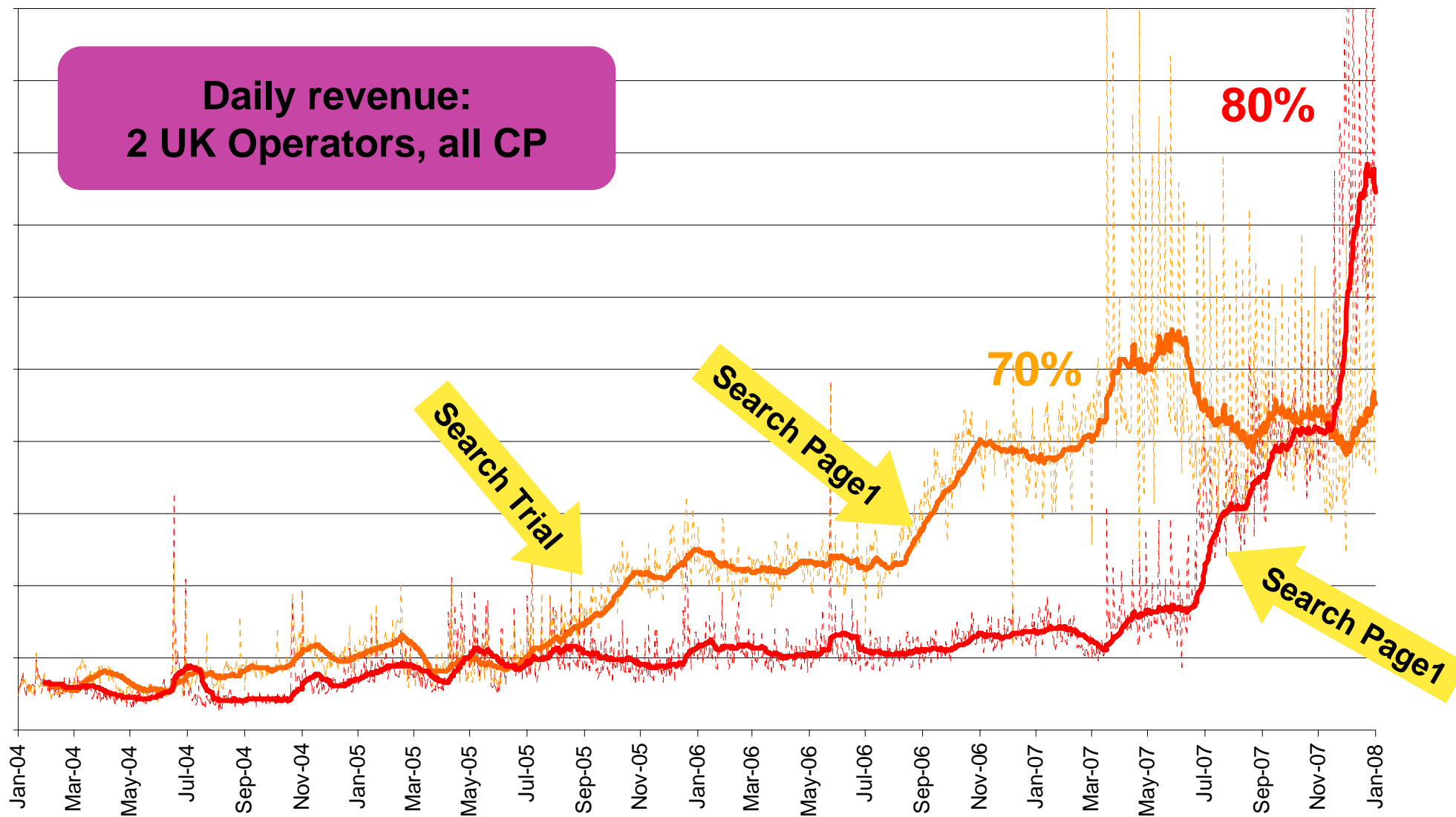
Antifraud

Availability

User Pref.

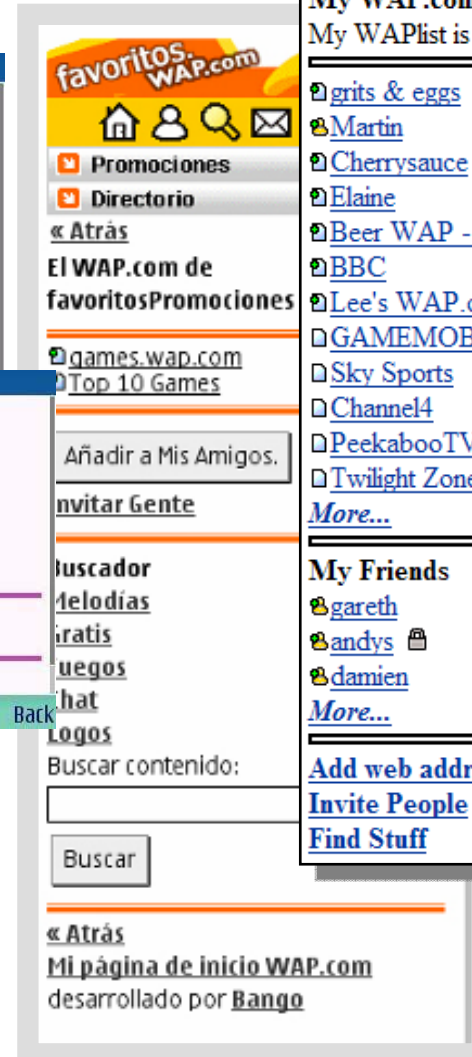


Search marketing works



Bringing in mobile users

- 1,000,000+ users have used wap.com or similar:
 - My Favorites
 - Tell a friend
 - Shared favorites: (WAP.com)
 - Prepayment
 - Bango Button
 - My History
 - Bango button



“Free marketing”

The image shows a Facebook profile for Calista Robertson. The profile includes a cover photo, a profile picture, and a bio. The bio lists various details such as Networks (London), Sex (Male), Interested In (Women, Men), Relationship Status (In an Open Relationship), Looking For (Friendship, Dating, A Relationship, Networking), Birthday (January 1, 1966), Hometown (Cambridge, England), Political Views (Liberal), and Religious Views (Open). The profile also features a Mini-Feed with recent activity, including posts about being recruited to the Addicted to 24 application and adding friends. A Bango Button overlay is present on the profile, which is a green and purple banner with a QR code and a 'Get On My Mobile' button. The overlay contains instructions on how to use the button on a mobile device and a link to 'Get your own Bango Button'.

Calista Robertson **Get On My Mobile**

Added to your WAP.com Favorites

Go to your WAP.com

1. Open the browser on your mobile device
2. Choose menu option to enter URL/Go to address
3. Type the URL: WAP.com

[Still need help?](#)

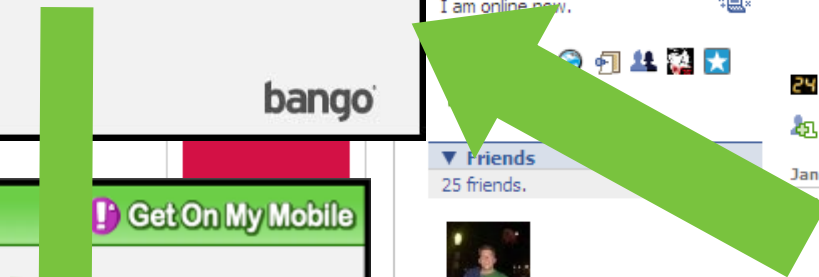
[Get your own Bango Button](#)

Calista Robertson **Get On My Mobile**

Share this Button

Facebook »	Delicio.us »	Reddit »
Digg »	Twitter »	StumbleUpon »
Furl »	Google »	Backflip »
Blogmarks »	Live Bookmarks »	Yahoo Bookmarks »
Ask »	Magnolia »	Yahoo MyWeb »
LinkaGoGo »	Raw Sugar »	Faves »

[Get your own Bango Button](#)



Challenges & changes 2007/8

- Evolution of Payforit (v1.1 to v1.3)
- AT&T content approval processes
- Sprint and AT&T “WAP” subscriptions
- VAT in Spain and elsewhere
- Transcoding technology
- Credit card processing for US users
- Rapid growth in traffic volumes

Analytics launched February 2008

bango analytics

... free mobile analytics for you

Get detailed mobile web analytics about people as they interact with your mobile marketing campaigns and visit your mobile website. Bango Analytics records details about individual visitors, not just visits.

Traditional web analytics tools cannot accurately monitor and measure mobile websites or campaigns – only Bango Analytics gives you all the mobile facts.

Bango Analytics works with all forms of mobile advertising, mobile search engine optimization, marketing campaigns and mobile site development. It is easy to see what works and what does not. If you have mobile storefront Bango Analytics is essential to use alongside [Mobile billing](#).

Features and benefits

- See [what you get with Bango Analytics](#)
- [Identify individual visitors](#) to your mobile site
- Read the [Analytics guide](#)

Case studies

- [AdEye](#)
- [Tapatap](#)
- [MoVoxx](#)

Bango Analytics gives you the answers to:

- How many unique visitors have I seen today?
- Which search term gives the best results?
- What phones are they using?
- What's my total return from a marketing campaign?
- What networks in which countries do my visitors use?
- Are there any problems with the routes into my site?
- Which content was the most popular?

[Try it for free](#)

[Choose a product](#)

[Analytics guide](#)



[Watch the video](#)

See Bango in action

- [Watch people](#) accessing mobile websites around the world - live.
- [Try it yourself](#) and see how easy it is to get valuable mobile statistics.

- ▣ Bango Analytics
 - ▣ [What you get](#)
 - ▣ [Choose a product](#)
 - ▣ [Discuss on the forum](#)
- ▣ Bango Payment
- ▣ [Register your site](#)
- ▣ [PC to mobile](#)
- ▣ [Build a site](#)
- ▣ [Why choose Bango](#)
- ▣ [View live mobile traffic](#)

• Version 1 available now

- Launched new analytics capabilities
- Precision link-tracking gives accurate and dependable data
- Proven as best way to track advertising and marketing campaigns
- Visits/transactions by day or by hour
- Drill into visitors, countries, operators, handsets etc
- Export detailed reports (XML, CSV, PDF)

• Coming soon

- Lightweight tagging for site tracking
- Simplified of Bango identifier, easier and faster to use
- Compare goals with traffic sources, measure conversion rates
- Bulk management of link-tracking for campaigns – integrated with Yahoo
- Reports via web service APIs

bango | My Target Package 107488 [Select a different package](#) welcome Gary Conway (85338) | [sign out](#)

Dashboard | **Content** | Analytics | Properties | Search and Discovery | Financials | Manage Account | Support Center

- Content
- Visitors
- Traffic sources
- Financial

Export detailed reports

- Traffic
- Payments
- Revenue

My Support

Live chat with our Support Team

Search the Knowledgebase

Service Blog

[How to setup Bango Analytics](#)
February 7, 2008 11:11:08

[Track mobile traffic with Bango analytics](#)
February 6, 2008 14:38:10

[Directory auction live bidding](#)
February 5, 2008 11:46:59

Analytics Center

January 08 2008 - February 07 2008 [Refresh](#)

Page visits	Payments	Customer Spend	Refunds	Actual Earnings
2	0	\$0.00	\$0.00	\$0.00

Content breakdown

Content title	Bango Number	Payment model	Visits	Payments	Customer spend
1 Analytics demo	111333789574	Free	2	0	\$0.00

Individual earnings are estimated and may vary.

Top Countries

1 United States	2
-----------------	---

Top Operators

1 Sprint PCS USA	2
------------------	---

Top Devices

1 Samsung Z140	1
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- Financial

Export detailed reports

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- Revenue

Visitors report: Unique visitors

You've had 6597 unique visitors

	Fingerprint	Visits
1	144810698	118 (0.51%)
2	115628328	90 (0.39%)
3	140601948	66 (0.29%)
4	152723878	61 (0.26%)
5	153323498	53 (0.23%)
6	155803848	49 (0.21%)
7	148215358	48 (0.21%)
8	123006268	46 (0.2%)
9	152246898	42 (0.18%)
10	143828178	42 (0.18%)

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Visitors: User details

Fingerprint: 144810698
Email address: Known but private
Created on: 22 October 2007 18:28:11

Activity

Last seen by Bango: 14 December 2007 22:51:56
Operator: Sprint PCS USA
Device: Nokia N73-1

WAP.com details

mad_man_2007	144810698
Joined	26/11/2007 20:55:41
Friends	8
Theme	Laser

[Back](#)

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Subscriptions

Sprint and AT&T on-bill subscriptions in USA

All UK operators as part of our Payforit system

Telefonica in Spain (Voda, Orange to follow)

Most operators in Germany

Credit Card world-wide

More direct Safe Subscription services
will be announced shortly

2008 outlook and roadmap

- Improving operator billing:
Less hassle, higher outpayments – Payforit benefits
- Cashflow acceleration:
Accelerate re-investment of earnings into marketing
- More and better operator billing:
South Africa, india, South America, (France, Italy)
- More “alternative” billing:
Mobile pre-pay, low hassle, global reach, low cost
- Bango Button reaching mainstream sites / communities
(eliminate costs of SMS)

Questions?