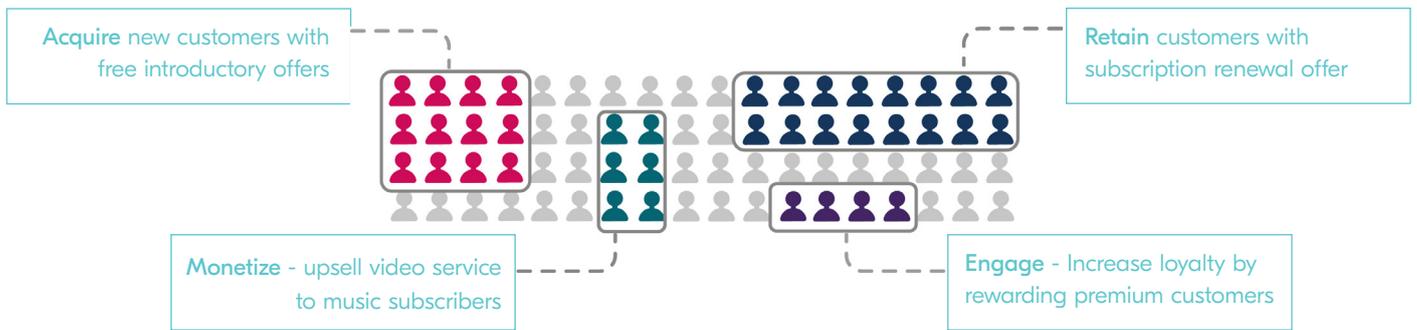


## Bringing people to products

Bango Resale is a cloud-based service for businesses wanting to **acquire, engage and monetize** customers with valuable third-party product offers. Powered by Bango's advanced ML-based technology, personalized offers are delivered to targeted audiences to maximize acquisition, engagement and revenue.



Communications, retail and other mass-market businesses enrich their services with third-party products through Bango Resale. Products from any 3rd party are added quickly and easily.

Using advanced data segmentation techniques, these offers are

targeted at customers that yield the highest take-up rate. As a result, customer acquisition success rates are boosted, life-time value grows, and engagement with your services is increased, which reduces churn and increases ARPU.



### Compelling offers, strong customer relationships

#### Acquire

Acquire new customers with attractive 3rd party product bundles and discounts. Use the same platform to bundle your own 1st party offers.

#### Engage

Engage and upsell existing customers to increase customer loyalty with personalized, targeted offers that provide irresistible value

#### Monetize

Monetize customers more effectively with longer-term commitment to the products they love, backed by frictionless payment

#### Simplify

Simplify the customer experience by aggregating the billing and provisioning of multiple 3rd party services.

#### Choice

Provide choice and flexibility with a range of offers, payment options and billing choices.

### Bango Resale brings the best out in your customers

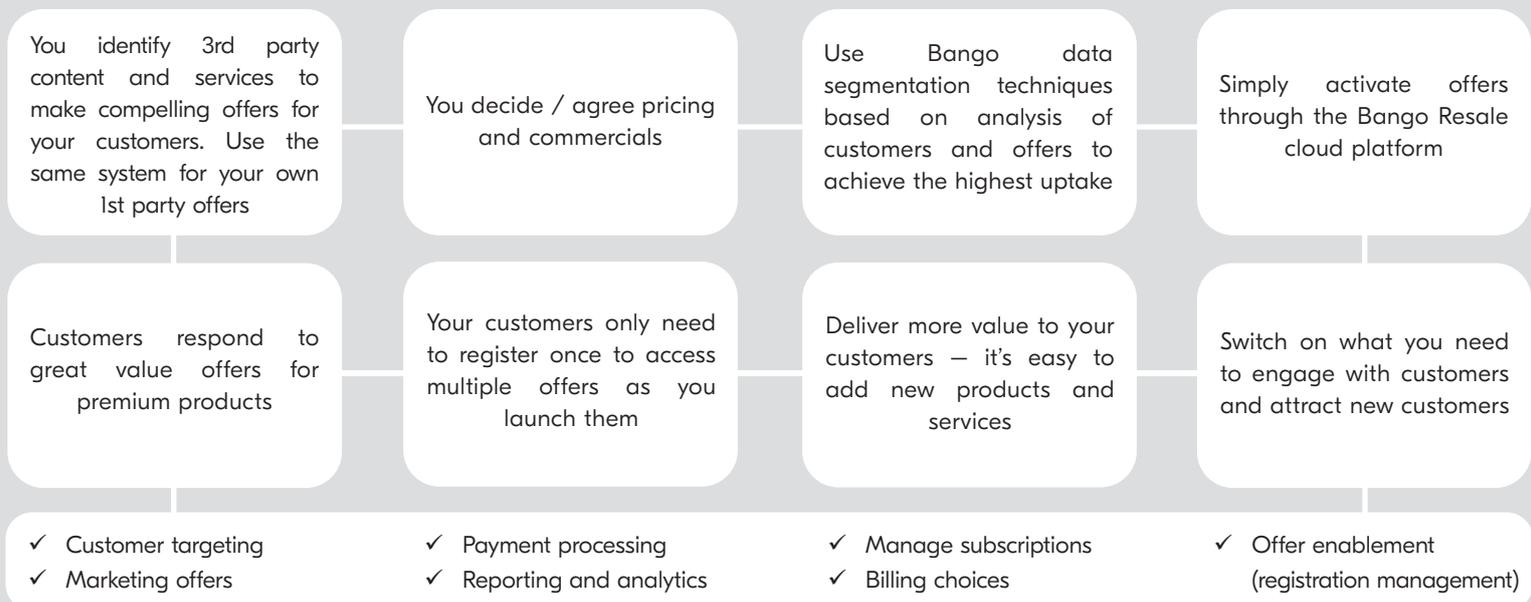
- Create compelling product offers across multi-play services with one integration
- Segment customer base to focus promotions for retention, upsell, rewards and more
- Present offers through all channels including online and point-of-sale
- Increase ARPU by upselling existing customers to better plans, new devices etc.
- Reduce churn by strengthening customer engagement with new services
- Enable charge-to-bill payments
- Complete solution, fast time-to-market and recipes for success

## Benefits

- Compelling product offers - 3rd party and 1st party - through a simple, one-time customer registration experience
- Innovative use of data to develop personalized offers - get the right offer to the right people at the right time using advanced machine learning
- Complete marketing solution to support and manage campaigns for your offers
- Pick and choose what you need from Bango Resale, when you need it. Includes offer creation, entitlement management, subscriptions, targeting, messaging, social media offers, payments, billing, and collection
- Choose what you need to get started
  - Flexibility to use your own functionality for billing, payments and marketing
  - Switch on/off different components (billing, payments, marketing) as you need them
  - Add more products to your offers with no effort
- Payment flexibility
- Deliver offers through any channel – links, web portal, apps, email and SMS etc.



## How to launch offers with Bango Resale



Bango technology enables you to bring products and customers together. Benefit from the technology used by Amazon, Pandora, Spotify and other “OTT” leaders to engage and monetize customers everywhere. Together we thrive.