



ASX Announcement

MGM Wireless Limited (ASX:MWR)

11 March 2020

## **KOGAN.com AGREEMENT EXTENDS SPACETALK DISTRIBUTION**

- **E-commerce powerhouse Kogan.com to sell SPACETALK**
- **SPACETALK availability on Kogan and DickSmith websites from March 2020**
- **Follows highly successful Christmas and back-to-school sales by other leading retailers**
- **Extends distribution in Australia and New Zealand**

**11 March 2020** – Technology company **MGM Wireless Limited (ASX:MWR)** ('MGM' or 'the Company') today announced a new retail agreement with online retailer Kogan.com, which will sell the SPACETALK all-in-one kid's smartphone, watch and GPS device on the Kogan and Dick Smith websites across Australia and New Zealand.

MGM Wireless CEO Mark Fortunatow said: "Kogan.com is a sophisticated ecommerce and online retailer, with an active customer base of nearly 1.7 million. Its loyal base of repeat online customers and AI-powered marketing will help SPACETALK to reach a new and unique audience.

"We're delighted to commence this new partnership with Kogan.com, further driving sales of SPACETALK in Australia and New Zealand."

Kogan Director of Buying – Partner Brands Adam Jackson said: "Children's all-in-one mobile phone watches is a fast growing, exciting new category and SPACETALK is the market leader. We're very pleased to have secured an agreement to be able to offer SPACETALK to our customers."

Sold in 777 retail stores in Australia and New Zealand and 100 retail kiosks in the UK and online channels, the highly successful SPACETALK drove company revenues to record results in the Christmas period, resulting in a HY2020 revenue increase of 87% to \$7.6m, exceeding total FY19 revenue.

### **About MGM Wireless**

MGM Wireless Limited is a technology company bringing safety and security to families and schools. The Company's all-in-one smartphone, watch and GPS device, SPACETALK, allows two-way phone calls and SMS messaging for children to a parent-controlled list of contacts and its GPS tracking alerts parents whenever children leave designated safe spaces, such as school or the

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home. SPACETALK doesn't give children access to social media, apps, open internet or other such services that can be dangerous to young children. The subscription-based AllMyTribe mobile app enables parents to manage SPACETALK devices.

For schools, MGM created the world's first SMS based Automated Student Absence Notification Solution and is recognised as a global leader in socially responsible and technology-enabled school communication. Over 1,200 schools and 1.7 million parents use MGM Wireless products including student absence notifications 'messageyou', absence analytics software 'Watchlists', school news and messaging app 'School Star', a content management and messaging platform for mobile school communication called "Outreach+", and student attendance management solution 'RollMarker'.

To learn more please visit: [www.mgmwireless.com](http://www.mgmwireless.com)

### **About Kogan.com**

Kogan.com is a portfolio of retail and services businesses that includes Kogan Retail, Kogan Marketplace, Kogan Mobile, Kogan Internet, Kogan Insurance, Kogan Travel, Kogan Money, Kogan Cars and Kogan Energy. Kogan is a leading Australian consumer brand renowned for price leadership through digital efficiency. The company is focused on making in-demand products and services more affordable and accessible.

**-Ends-**

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