



ASX Announcement
MGM Wireless Limited (ASX:MWR)
24 June 2020

LAUNCH OF SPACETALK LIFE SENIORS WEARABLE SMARTPHONE

Highlights

- MGM Wireless today announces the launch of SPACETALK Life, a stylish 4G wearable smartphone, watch and GPS device for the seniors market.
- The device features an SOS button, GPS, voice calls, SMS, Step Counter, Bluetooth pairing to hearing assistive devices and car audio, Medication Reminders and IP67 waterproofing.
- In a world first, the watch incorporates two innovations that work in tandem: Safety Callback to initiate calls when a senior is unable to answer; and Location by Request which provides the user's location while protecting their privacy.
- SPACETALK Life is controlled by an enhanced version of the Company's AllMyTribe App ecosystem, which is currently generating over \$1.5 million annualised recurring monthly revenue.
- The device provides seniors with safety and independence, enabling families to directly care for their loved ones with peace of mind, while reducing pressure on aged care services.
- The Australian government spent \$19.9 billion in 2018-19 providing aged care to over 1.3 million people, the great majority of whom received home-based care and support ¹.
- The rapidly aging global population 60 years and older is forecast to increase from 900 million in 2015 to 1.14 billion people in 2030, providing a large global opportunity for the Company.
- SPACETALK Life will sell for \$549 plus a \$9.99 AllMyTribe App monthly subscription fee, and is now available for pre-order at spacetalkwatch.com for shipping in late July.
- SPACETALK Life builds on MGM's phenomenal success with the SPACETALK smartphone, watch and GPS device for children aged 5-12, which was launched in October 2017.

¹ <https://www.health.gov.au/health-topics/aged-care>



Introducing SPACETALK Life - a Revolutionary Device for Today's Modern Seniors

Leading Australian software technology company **MGM Wireless Limited (ASX:MWR)** ("MGM" or "the Company") is pleased to announce the launch of SPACETALK Life, a wearable smartphone, watch and GPS device for the seniors market. The device features an SOS alert button, GPS, Safety Callback, Location by Request, voice calls, SMS, Step Counter, Weather, Bluetooth pairing to assistive hearing devices, ear buds and car audio, Medical Reminders, IP67 waterproofing and advanced battery performance.

MGM Wireless CEO Mark Fortunatow commented: "The launch of SPACETALK Life is a significant Company advancement and opportunity for MGM and the Company's shareholders. It provides access to a large, new and rapidly growing market which is also complementary to our phenomenally successful SPACETALK children's smartwatch business."



SPACETALK Life

SPACETALK is simpler and easier-to-use than a smartphone. It allows seniors to stay connected with their loved ones via a wide range of communication features. The device is a standalone mobile phone within a smartwatch, providing an ideal communication solution irrespective of the wearer's health and living circumstances. It meets the needs of healthy seniors enjoying life, participating in activities such as a daily walk or a game of golf, as well as providing a person with a disability - living at home or in an aged care residential facility - an easy way to stay in touch with family and friends.

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The device does not compromise the independence and dignity of seniors. Wearers are in complete control and able to decide who sees their location. However, the device can make an important contribution to overcoming loneliness or isolation for the wearer by using the wide range of practical communication features. The device is particularly useful for families looking to directly care for their ageing parents, with the ability for several family members to share the caring responsibility through the AllMyTribe App.

SPACETALK Life retails for \$549, and is available for sale now through the SPACETALK website at spacetalkwatch.com. A special pre-order reduced price of \$499 for shipping in late July is currently available. A \$9.99 AllMyTribe monthly app fee applies.

SPACETALK LIFE



AllMyTribe App

SPACETALK Life is configured either by the wearer or an approved family member through the Company's AllMyTribe App, which has been upgraded to function as an ecosystem. Approved family members can see the location of their seniors and children on the App and communicate securely with each other.

Company market research has shown that seniors value personal customer service to help setup and configure the device. The AllMyTribe App monthly subscription fee is therefore set at \$9.99 per SPACETALK



Life device, to reflect the premium level of customer care the Company provides. Comprehensive on-line help is also available.

The AllMyTribe App is a source of rapidly growing, high quality, high margin recurring monthly revenue, currently over \$ 1.5 million on an annualised basis.

World First Innovations



The revolutionary “Safety Callback” function can be initiated if a wearer is unable to answer a call due to a fall or other mishap and cannot be contacted. Safety Callback allows an approved contact to use the App to initiate a voice call from the device, providing an opportunity to check on the senior’s wellbeing.

The device alerts the wearer that a call is about to be made with the option to cancel the call. Otherwise, a connection is made and the safety of the wearer can be established.

To assist in dealing with potential emergencies, the “Location by Request” feature enables approved contacts to instantly track and pinpoint their senior. If the wearer wishes to maintain privacy, this request can be rejected from the device. Wearers have ultimate control over who can see their location.



Another useful and sought-after feature enables the wearer to connect SPACETALK Life to assistive hearing devices, ear buds, headphones and car audio using Bluetooth capability.

MGM Wireless CEO Mark Fortunatow commented: “We set out to build a design led, beautiful looking device that seniors would be proud to wear. SPACETALK Life is about safety and staying connected. It’s far more stylish than an SOS neck pendant, which many seniors find embarrassing to wear. We invested heavily in design and style because, along with the many other useful features and functions, it creates a powerful point of difference.”



In 2017, 15% of Australians (3.8 million) were aged 65 and over². This proportion is projected to grow steadily over the coming decades, and by 2050 is expected to reach 25%. The seniors global wearable healthcare devices market is expected to reach US \$46.6 billion by 2025, from US \$18.4 billion in 2020, at a CAGR of 20.5%³, providing a significant opportunity for the Company.

SPACETALK Life will initially be sold on the Company's ecommerce store with bricks and mortar distribution planned to commence in Q2FY2021. The carrier grade device has been designed for high volume manufacturing and to meet demanding global mobile operator requirements. The Company is receiving strong interest from existing distribution partners which include JB Hi-Fi, Sky Mobile (UK), Spark (NZ), Officeworks, The Good Guys, Harvey Norman (NZ), Kogan, Dixons Carphone's Currys PCWorld (UK) with launch discussions in progress. Additional distribution channels through aged care service providers and other related B2B2B2C channels is planned.

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About MGM Wireless

MGM Wireless Limited is a software company that designs and develops breakthrough technology and wearable devices that enrich connections between families, schools and society.

The Company is recognised as a global leader and pioneer in socially responsible technology for schools and families. Everything we do is built on our unshakeable desire for families to feel safe and secure so that they can live with freedom, independence and joy.

² <https://www.aihw.gov.au/reports/older-people/older-australia-at-a-glance/contents/demographics-of-older-australians>

³ <https://www.marketsandmarkets.com/Market-Reports/wearable-medical-device-market-81753973.html#:~:text=%5B203%20Pages%20Report%5D%20The%20global,for%20players%20in%20the%20industry.>



About SPACETALK

SPACETALK is a mobile phone built into a smartwatch designed just for kids from the age of 5 to 12. SPACETALK allows two-way phone calls and SMS messaging for children to a parent-controlled list of contacts and GPS tracking alerts parents whenever children leave designated safe spaces, such as school or the 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.

About SPACETALK Life

SPACETALK Life is a stylish, stand-alone mobile phone built into a smartwatch for seniors. SPACETALK Life keeps wearers safe, independent, and connected with their loved ones, using SOS alerts, two-way phone calls, SMS messaging and GPS location services and other advanced safety services.

Wearers' independence and dignity is never compromised, as they are in complete control and able to decide who sees their location. The AllMyTribe App enables families to directly care for their ageing seniors.

About MGM's School Communication Business

MGM created the world's first SMS based Automated Student Absence Notification Solution for schools 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