



ASX Announcement

MGM Wireless Limited (ASX:MWR)

30 June 2020

## VODAFONE AGREEMENT

### HIGHLIGHTS:

- **Vodafone to sell SPACETALK children’s mobile phone smartwatch on monthly plans in retail stores**
- **Exhaustive SPACETALK device testing and certification by Vodafone completed**
- **Agreement follows SPACETALK’s phenomenal sales success and market leadership position in Australia**

Leading software technology communications company, **MGM Wireless Limited (ASX:MWR)** (“MGM” or “the Company”) is pleased to announce that it has entered into a Sales Agreement with leading mobile network operator, Vodafone Hutchison Australia (“VHA”), to sell its SPACETALK children’s mobile phone smartwatch in Vodafone retail stores, with early August launch targeted.

SPACETALK is enjoying phenomenal success since it was launched on a single online portal in 2017. Sales soared online and have been exponentially boosted by major retail chains in Australia, UK and New Zealand such as JB Hi-Fi, The Good Guys, Officeworks, Kogan, Noel Lemming, Harvey Norman and Currys PC World. Mobile Network Operators Spark in New Zealand and Sky Mobile in the UK sell SPACETALK on monthly plans.

**MGM Wireless CEO, Mark Fortunatow, commented:** “We are delighted to have signed this Agreement with Vodafone. For the first time, Australian parents will be able to purchase SPACETALK with a mobile plan for one affordable monthly fee. It’s a simple, one-stop solution to keep kids safe and families connected.”

**Vodafone Head of Devices, Ian Walls, commented:** “The SPACETALK Watch is a natural fit for Australian families and we are proud to be the first Australian Telco to partner with MGM Wireless to bring this innovative device to the market.

‘This landmark agreement recognizes the rapid emergence of a responsible and practical solution for parents to stay connected with their children. SPACETALK is a mobile phone on a smartwatch. Using MGM’s AllMyTribe App, parents’ control who their child can communicate with, can see their children’s location in real time and where they have been. SPACETALK delivers the security of instant connectivity without the risk



of their youngsters being bullied or accessing inappropriate internet sites, social media or YouTube. It is an age-responsible device that also keeps the whole family connected,” Mr Fortunatow said.

Vodafone will be the first Australian telco to sell SPACETALK through its retail footprint. Globally operators Sky Mobile in the UK and Spark in New Zealand have had considerable sales success with SPACETALK. Vodafone will offer SPACETALK with its Red Wearable plan for one affordable monthly plan fee. Customers will also need to download MGM’s AllMyTribe App which can be sourced directly from the Apple App Store or Google Play and pay a monthly subscription fee<sup>1</sup> of \$5.99 per month.

Mr Fortunatow said that MGM Wireless is delighted to partner with VHA.

Exhaustive device testing and certification with Vodafone has been completed to ensure the SPACETALK device is optimally configured for Vodafone Australia’s Network frequency bands.



#### **SPACETALK mobile phone smartwatch for children**

Wearables such as SPACETALK represent one of the world’s fastest growing consumer segments, with consumers preference for convenience and ease of use. According to leading technology analyst Strategy Analytics, global smartwatch shipments grew 20% annually in the March quarter to 13.7 million units, despite the Covid-19 pandemic impacting production supply chains and retail outlets.

The Vodafone agreement follows recently announced Sales Agreements with Kogan, The Good Guys and Officeworks, further expanding MGM’s Australian distribution of SPACETALK.

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<sup>1</sup> Accurate as at time of publication



**This announcement has been authorized by MGM Wireless CEO Mark Fortunatow.**

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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.

**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 does not 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 many other advanced features.



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.

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 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](http://www.mgmwireless.com)

### **About Vodafone**

Vodafone Hutchison Australia (Vodafone) is an Australian telecommunications company providing mobile and fixed broadband services. Vodafone's 4G mobile network covers more than 22 million Australians, and the company has commenced the rollout of its 5G mobile network. Vodafone nbn™ fixed broadband services are available in capital cities and selected regional centres.

VHA employs around 1,500 people at its Sydney, Melbourne, Brisbane, Adelaide and Perth offices, contact centre in Hobart and approximately 100 company-owned retail stores throughout Australia.

For more information, visit [www.vodafone.com.au](http://www.vodafone.com.au).

### **Other Information**

The information in this announcement regarding the AllMyTribe monthly subscription fee is correct as at the date of this announcement.