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ASX Market Announcements

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ASX Release

MGM Wireless announces Statesman Institute, a disruptive new way to influence public policy

MGM Wireless today announces the launch of Statesman Institute (Si), an innovative new venture that matches organisations seeking assistance with government related issues to a hand-picked panel of political, corporate and public sector experts.

The launch of Si follows the successful completion of a 12-month pilot commercialisation phase by MGM Wireless which provided validation of the Si business model and the attractiveness of its disruptive and direct delivery of expert public affairs advice for the Australian market.

Si has attracted an impressive battalion of over 40 experts to its panel, including former government, corporate and public sector heavyweights such as Prime Ministerial advisors, deputy party leaders, a former premier, ambassadors and dozens of cabinet ministers, department secretaries, peak group chief executives and private sector economists.

MGM Wireless executive chairman Mark Fortunatow said that the Si model is a powerful new way to influence public policy to improve the way industry and government work with each other.

The interface between government and industry can be surrounded by mystique and is traditionally the domain of large management consulting companies, investment banks, law firms and the big four accounting firms, which dominate an Australian consulting market estimated to be about AUD$6 billion annually.

“The way in which Australian government and business work together has not changed since Federation,” Mr Fortunatow said. “The industry is absolutely ripe for a major overhaul.”

Si operations are led by Si CEO Mark Smith, an experienced former in-house corporate affairs executive for the private sector including MGM Wireless, a public affairs firm consultant and an advisor to state government ministers.

Observing the significant success of similar expert network models in the US, Mark Smith and Mark Fortunatow felt these models could be improved further by adding a strong technology based approach which would result in a service that better fits the needs of Australian businesses.

The Si technology platform performs sophisticated marketing and communication and matches client's specific needs to the best expert. The expert then supports, mentors and coaches the client to develop the best strategy and importantly to represent themselves to Government.

Si's approach leads to improved transparency, clear deliverables, accountability and costs linked to outcomes, which have been welcomed by both clients and governments.

While the Si business is currently operated through a wholly owned MGM subsidiary entity, MGM's ongoing equity involvement is expected to be circa 45% in due course, and will be supported by a board on which Mark Fortunatow will be Chairman.

Si generated revenue of $82,000 in its 12-month pilot phase, a figure which is expected to grow in 2017. MGM has been able to effectively leverage its R&D and management operations to support Si with both technology and business development advice. Si is a capital light business.

"MGM is proud to be involved with Statesman Institute," Mr Fortunatow said. "We are excited about the potential we see in this business."

www.statesmaninstitute.com

About MGM Wireless Ltd and Messageyou, LLC

MGM Wireless is recognised in Australia and internationally as a pioneer of socially responsible technology-enabled school communications with a proven track record in designing, developing and successfully commercialising innovative world class technology products.

The company's patented SMS school communication solutions empower schools to effectively communicate to parents and caregivers using SMS text messaging to improve student attendance, welfare, safety and parent engagement. Measurable benefits for schools include reduced operating costs, increased productivity and improved parent and community engagement, which ultimately improve student learning and social outcomes.

Schools in Australia and New Zealand use Messageyou software in their day to day operations.

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