ASX Announcement
MGM Wireless Limited (ASX:MWR)
7 October 2020

JB Hi-Fi to sell SPACETALK Life mobile phone smartwatch for seniors

Highlights

- First bricks and mortar retail distribution of SPACETALK Life all-in-one mobile phone smartwatch for seniors
- Sales commence through 197 Australian JB Hi-Fi stores, in time for Christmas trading
- With GPS and safety features built-in, SPACETALK Life combines style, security and function to meet the needs of today's seniors market
- Follows successful online launch and excellent customer feedback from seniors and their families
- Significant distribution channel and exciting endorsement of a new market opportunity

MGM Wireless Limited (ASX: MWR) ("MGM Wireless" or "the Company"), developer of innovative technologies that keep families safe and connected, is pleased to announce that JB Hi-Fi, Australia's largest consumer electronics retailer, has commenced selling SPACETALK Life for seniors throughout its network of 197 Australian stores.

SPACETALK Life has been designed with the unique needs of older Australians in mind – incorporating style, security and function in a single wearable device, with built-in safety features, mobile phone, smartwatch and GPS.

The JB Hi-Fi retail partnership is the result of solid initial sales of SPACETALK Life from the Company's on-line store, with positive customer reviews and feedback proving the demand for an attractive seniors-specific mobile phone smartwatch that can be linked to emergency services as well as other family members' phones and SPACETALK devices.

JB Hi-Fi has been a distributor of SPACETALK devices since July 2018, when it started selling the market-leading SPACETALK mobile phone smartwatch for children aged 5 to 12.

MGM Wireless Executive Chairman and CEO Mark Fortunatow said that the Company is extremely excited about the sales potential for SPACETALK Life, building on JB Hi-Fi's success with SPACETALK for children.

"We believe the in-store ranging that JB Hi-Fi brings with our first bricks and mortar distribution will result in a step change improvement in brand awareness and sales," Mr Fortunatow said.

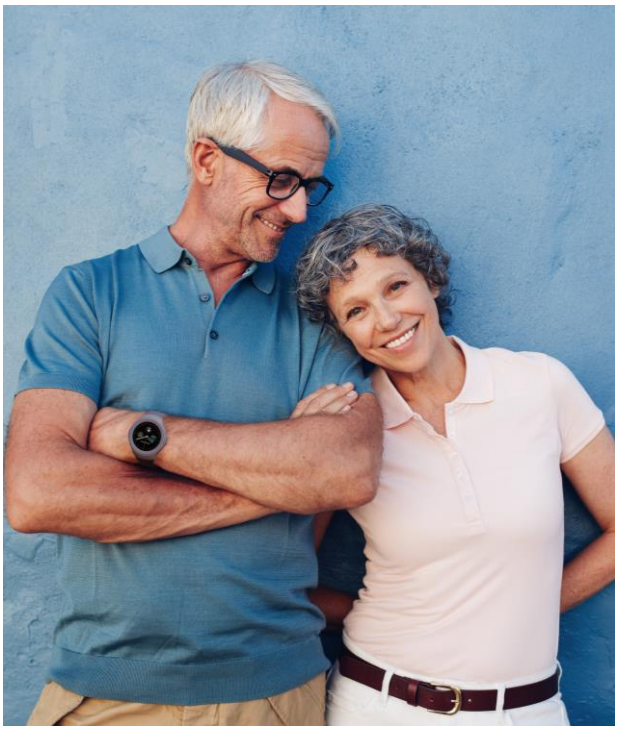
"We are very pleased to once again have JB Hi-Fi as our retail launch partner. JB Hi-Fi is a world leader and Australia's largest consumer electronics retailer. SPACETALK Life is a first mover in the new and fast-growing category of connected wearables. SPACETALK devices now sell online and in over 900 bricks and mortar retail outlets through Australia, New Zealand and the United Kingdom ("UK"), and on monthly plans with leading mobile network operators - Vodafone in Australia, Sky Mobile in the UK and Spark in New Zealand.

"SPACETALK devices are high quality, secure and importantly carrier grade, meaning they are sought after by market leading distribution partners," Mr Fortunatow said.

SPACETALK LIFE

SPACETALK Life is a stylish, standalone mobile phone built into a GPS smartwatch for seniors. It creates a new way for senior family members to stay safe and connected with their adult children and grandchildren in an independent, fun, and engaging way.





SPACETALK Life features include an SOS button, medication reminders and Bluetooth pairing to hearing assistive devices and car audio. The water and dust resistant mobile phone smartwatch also incorporates SMS, step counter, weather reports and advanced battery performance.

In a world first, SPACETALK Life incorporates two innovations that work in tandem.

The first is "safety call back", which initiates a return call when a senior is unable to answer due to a fall, or other mishap. Safety call back enables an approved contact to use the AllMyTribe app to initiate a voice call

from the device to check on a 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.

The second innovation is "location by request" to deal with emergencies. This enables approved contacts to instantly track and pinpoint their senior. If the wearer wishes to retain privacy, a request can be rejected from the device. Wearers have ultimate control over who can see their location.

SPACETALK Life makes an important contribution to safety, independence, and overcoming loneliness or isolation for the wearer by using its wide range of practical communication features. It is purpose built to not compromise the independence and dignity of seniors, with wearers in complete control and able to decide who sees their location and interacts with them.

The device is particularly useful for families looking to directly care for aging parents, with the ability for several family members to share caring responsibility through SPACETALK Life's paired AllMyTribe App. The AllMyTribe App ecosystem ranks as the highest grossing app (Navigation Category) in Australia[1] with a 4.4-star user satisfaction rating on Google Play and 4.1 on Apple Store.



[1] San Francisco based market research company App Annie https://www.appannie.com/en/.

SENIORS MARKET

The size of the seniors market is large and projected to increase more rapidly over the next decade. SPACETALK Life caters to this expanding population, providing technology infrastructure for seniors to live connected, independent and purposeful lives.

COVID-19 has put a spotlight on senior care, highlighting the growing importance of family support and online connectivity in maintaining seniors social connection and safety. Global provider of market intelligence and analytics, International Data Corporation ("IDC"), reported a surge in wearables shipments amid COVID-19, with around 60 million more wearables forecast to be shipped in 2020 than in 2019. Wearables across popular device types are forecast to grow at an annual rate of 15 per cent per year, with watch shipments globally expected to rise from 91 million to 156 million in 2024. We believe these are structural thematics which have now become entrenched and strongly support SPACETALK devices' core business value proposition of providing socially responsible technologies for families to feel safe and connected, while enjoying independence and confidence.

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

For more information, please contact:

Investor Enquiries:
Vivek Miranda – Head of Investor Relations and Corporate Development
VMiranda@mgmwireless.com
M: +61 401 462 712

Media Enquiries
Megan Coleman – Business Manager
mcoleman@mgmwireless.com
M: +61 407 215 292

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.

In 2017 the Company shifted to wearables, developing the market leading SPACETALK children's mobile phone smartwatch which is now the significant share of the overall business.

About SPACETALK Kids

SPACETALK Kids is a mobile phone built into a smartwatch designed just for children from the age of 5 to 12. SPACETALK allows two-way phone calls and SMS messaging 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 the family's SPACETALK devices.

About SPACETALK Life

SPACETALK Life is a stylish, standalone 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, GPS location services and 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 aging 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.

To learn more please visit: www.mgmwireless.com.