ASX Announcement | 17 November 2025

**Spacetalk Ltd (ASX: SPA)**

**Spacetalk launches new subscription platform and mobile app**

*Key milestone in software-led growth strategy supports ARR target of $20-25m in 2026 and expands addressable market beyond watches*

**Spacetalk Ltd (ASX: SPA)** ("Spacetalk" or "the Company") is pleased to announce the launch of its new subscription-based Spacetalk App and Freedom Platform: a key milestone in the Company's transformation to a software-led, hardware-enabled family safety ecosystem.

The new platform underpins Spacetalk's 2026 annual recurring revenue (ARR) calendar year target of $20-25 million and extends its offering from watches into a scalable subscription model that connects families across generations. The Spacetalk Freedom Platform connects families in one secure online ecosystem through the Spacetalk App. The platform also offers watch with mobile SIM options for family members who do not have a smartphone. The platform allows users to communicate, locate, and support loved ones simply and safely, whether they are children, teenagers, adults, or seniors.

**Spacetalk CEO Simon Crowther** said the Spacetalk Freedom Platform is central to deliver the Company's strategy and complete the transition to become software-led and hardware-enabled, **broadening its customer base** and **capturing new sources of recurring revenue**.

"The launch of Spacetalk's new all-in-one platform will underpin our efforts to retain existing customers for longer, and attract new members of the family, to achieve $20-25m ARR in calendar year 2026," Mr Crowther said.

"FY25 was a transformative year in which Spacetalk reset its operations and expanded its global digital retail footprint under a capital-light model. In the year ahead, we will focus on further growing sales of hardware whilst growing our mobile and app subscriptions, delivering on our vision to provide safety at every stage of life," Mr Crowther continued.

**Expanding Total Addressable Market**

As Spacetalk transitions from a watch-led business into a subscription-based family safety platform serving multiple generations, this new strategy will significantly increase Spacetalk's total addressable market.

With more than 1.5 million Australians identifying as part of the "sandwich generation", adults who are simultaneously caring for children and ageing parents, the demand for technology that simplifies safety, care, and communication across life stages is rising.

"The sandwich generation is growing rapidly. This group represents a natural extension of Spacetalk's customer base. Many sandwich generation parents are under enormous pressure and are seeking digital tools that ease the mental load of managing busy, multi-generation households", said Mr Crowther.

"By connecting children, teenagers, adults, and seniors in one private and highly secure ecosystem, our platform directly supports them by simplifying how they stay connected, ensuring peace of mind across generations. It's also another way we're delivering on our vision of safety at every stage of life, while capturing a broader share of the family-safety technology market to deliver sustainable ARR growth," Crowther added.

**Spacetalk's key features for family freedom include:**

- **Spaces:** Secure app-based groups that bring together the people that matter: tweens, teens, grandparents, uncles, whoever needs to be in the loop. Spaces have feelings check-in and chat functions so everyone can stay connected whether they're using the app or a Spacetalk watch.
- **Safe Places and Routes:** Members set up their crew's safe Places (e.g., home, work, Grandma's house) and Routes (e.g., the walk to school) and receive notifications when loved ones arrive at or leave a designated location, or if they go off course.

- **Map View:** A real-time overview of where all family members are as they live their lives, all in one space with key information about battery life, location and wellbeing.
- **SOS Alerts:** Immediate notifications when urgent assistance is required.
- **School Mode on watches and Wellness Tools:** Support for tweens' and teens' focus and wellbeing, alongside reassurance for parents.
- **Memberships to suit all families:** Spacetalk offers three membership tiers. Lite is a free version of Spacetalk designed to give Members a taste of the Freedom Platform; Plus, which also comes free with all mobile SIM plans, is ideal for mid-sized families with features like five Spaces, Routes and Places; while Max provides the ultimate Spacetalk experience, including 99 Spaces and unlimited Routes and Places.

**Enhanced digital safety tools ahead of social media ban**:

From December 2025, in time for Australia's upcoming under-16's social media ban, Spacetalk is also introducing a cutting-edge digital safety feature blocking access to inappropriate websites and apps for mobile SIM users. Parents will be able to control which websites and apps are blocked via the Spacetalk App.

The Spacetalk App will be free to download, with advanced features available through Spacetalk Plus and Spacetalk Max memberships. The new app comes with strong privacy safeguards - all data will be stored on servers local to members and there is no advertising or data resale.

**- ENDS -**

The release of this announcement has been approved by Spacetalk's CEO and Managing Director, Simon Crowther, on behalf of the board of directors of the Company.

**To keep up to date with company news and announcements visit:** investorhub.spacetalk.co

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**About Spacetalk**

Spacetalk Ltd (ASX:SPA) develops and sells hardware and software to provide safety at every stage of life. Spacetalk offers families a suite of solutions: Australia's best-selling Kids Smartwatches (GFK Report July 2024: Total Sales of Kids Smartwatch in Australia), Spacetalk Mobile, Spacetalk App, and Adult Wearables. The Spacetalk ecosystem provides freedom with peace of mind. To learn more, please visit: spacetalk.co

**Forward looking statement**

This announcement may contain forward-looking statements. These statements are based on Spacetalk's expectations, estimates, and projections at the time the statements are made. These statements are not guarantees of future performance and involve risks and uncertainties that are difficult to control or predict. Actual outcomes and results may differ materially from those expressed or implied in these forward-looking statements. Spacetalk undertakes no obligation to update these statements for events or circumstances occurring after the date of this announcement.