

Spacetalk Ltd. (ASX: SPA)
25 November 2021

Spacetalk Appoints Chief Design Officer

Highlights

- **Spacetalk appoints Martin Darbyshire as Chief Design Officer**
- **Founder and Chairman of Tangerine, Martin is a globally recognised design leader**

Spacetalk Ltd. (ASX:SPA) (“Spacetalk” or “Company”), developer of innovative technologies that keep families safe and connected, is delighted to announce the appointment of Martin Darbyshire as Chief Design Officer (“CDO”). Martin joins Spacetalk from London based design firm Tangerine¹, the company he founded in 1989, and where he remains Chairman.

Since its founding, Tangerine has worked with some of the world’s most renowned brands, including Apple, British Airways, Huawei, LG, Toyota and Virgin Australia, innovating to design compelling customer experiences and globally recognised products and services. A young Tangerine team, consisting of Martin Darbyshire, Clive Grinyer and Sir Jonathan Ive were instrumental in strategic direction setting for Apple and LG in the early 1990s. Martin is a fellow of the Royal Society of Designers and Chartered Society of Designers and a Trustee of the UK Design Council.

Martin will work closely with the Spacetalk team to further embed and advance its design-led culture as the Company embarks on its next phase of growth. The CDO role will encompass a broad spectrum of design leadership responsibilities including strategic design oversight of the next generation Spacetalk kids smartwatch phone devices and apps to deliver transformative customer experiences.

Spacetalk’s ownership and control of its end-to-end technology and design is unique amongst its peers providing an important source of strategic competitive advantage. Martin’s appointment will further enhance Spacetalk’s existing capabilities.

¹ <https://tangerine.net/>

Spacetalk CEO Mark Fortunatow said: “I warmly welcome Martin to Spacetalk. Martin and his team at Tangerine were closely involved in the design and development of our award-winning Spacetalk Adventurer watch, and his international reputation in the design world is legendary and well precedes him.

“Spacetalk aspires to be a truly design-led technology company. Together with Non-Executive Director Dr. Brandon Gien, himself a globally recognised design advocate², Martin’s appointment as CDO has enabled us to build a formidable and world class design team to take our products and customer experiences to the next level.”

Spacetalk CDO and Chairman of Tangerine Martin Darbyshire said: “I am delighted to build on the design leadership work that Tangerine has completed for Spacetalk in this last year. I look forward to helping this fast-moving business move forward and to put design at the heart of their business strategy; supporting Mark and the Spacetalk team to create a customer experience that is truly transformational.”

This announcement has been authorised by Spacetalk CEO Mark Fortunatow.

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² Dr Brandon Gien is Chair of Australia’s Good Design Awards, Deputy Chair of the Australian Design Council and former President of the World Design Organization.



Photograph by John Munro



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About Spacetalk Ltd.

Spacetalk Ltd. (ASX:SPA) is a global technology provider of secure communication solutions for families to stay connected and protected.

Spacetalk's range of all-in-one smartphone GPS watches for children (Spacetalk Kids and Spacetalk Adventurer) and seniors (Spacetalk Life) are purpose built with tailored features, design qualities and best practice data encryption, security, and privacy technologies, for families to stay confidently connected. Fun, fashionable, secure, and technologically advanced, Spacetalk devices deliver confidence for the child and senior wearer, enhanced controls for the guardian, and engaging functionalities for the whole family to stay connected.

The Spacetalk App is designed to provide a family environment for fun, engaging and secure media consumption beyond its device control functionalities for the guardian. Every linked contact – parents, grandparents, extended family members and friends – regardless of whether they are Android or iOS users, can interact with linked Spacetalk devices and each other through the Spacetalk App.

Spacetalk was founded in 2001 and listed on the ASX in 2003 as MGM Wireless Limited, which developed the world's first SMS student absence notification platform for schools and went on to become Australia's most successful school messaging company. On 12 November 2020 the Company changed its name to Spacetalk Ltd.

To learn more about the Spacetalk devices and app platform, and the Company, please visit: <https://www.spacetalkwatch.com/>. Investor Centre: <https://investors.spacetalkwatch.com/>.