



ASX Announcement

MGM Wireless Limited (ASX:MWR)

9 December 2019

## TELSTRA'S BELONG TO MARKET SPACETALK

### Highlights:

- **Telstra's Belong to market SPACETALK**
- **Belong offer to include co-branded SPACETALK SIM**
- **Belong to offer a 50% discount on its popular \$10 plan for six months for new SPACETALK customers**
- **Digital advertising and marketing to commence before Christmas**

**9 December 2019** –Technology company **MGM Wireless Limited (ASX:MWR)** ('MGM' or 'the Company') today announced it has entered into a sales and marketing agreement with Telstra's challenger telco brand, Belong.

Belong provides competitive home broadband and flexible mobile plans and has more than 400,000 services including almost 250,000 mobile subscriptions.

Belong will market the SPACETALK all-in-one smartphone, watch and GPS device directly to customers, driving sales through the SPACETALK e-commerce store, which will be equipped with a special Belong-branded landing page to accept orders. Belong will offer a 50% discount on its popular \$10 plan for the first six months on its mobile network services for new SPACETALK customers, who will receive a Belong / SPACETALK co-branded SIM to activate with their SPACETALK.

**MGM Wireless CEO Mark Fortunatow said:** "Thousands of SPACETALK customers already use Belong, and the combination of high-quality reception through Telstra's network and attractive pricing on the Belong plan make this a compelling offer for families to use SPACETALK."



“It’s tremendous to see just how much new business SPACETALK has generated for Belong and Belong has recognised that in its marketing program.”

Sales on the new Belong offer are expected to begin next week, in time for parents seeking Christmas gifts.

The Company remains in advanced negotiations with Australian and overseas-based telcos and bricks and mortar stores. Further announcements are anticipated in the near future.

This announcement was authorised to be given to ASX by MGM Wireless CEO Mark Fortunatow.

### **ABOUT Belong**

Belong started in October 2013 with the purpose of shaking-up the competitive home broadband market by providing Australians with great value ADSL and nbn™ network services.

Belong knows that great value data out of the home is needed too, so in October 2017 Belong extended its offer to dataful mobile plans so customers can get flexible and affordable home and mobile plans.

### **ABOUT MGM Wireless**

MGM Wireless Limited is a technology company designing, developing and commercialising a smartphone + watch wearable device for children, and software for school communication and student absence management. The Company’s AllMyTribe division has developed a children’s all-in-one smartphone, watch and GPS device called SPACETALK, which allows two-way phone calls and SMS messaging to a parent-controlled list of contacts. Other features include GPS tracking to alert parents whenever children leave designated safe spaces, such as school or the home.

Importantly – a key safety feature of SPACETALK is that it doesn’t give children access to social media, apps, open internet, YouTube or other such services that can be dangerous to young children. In addition, during school hours, the device can operate in ‘School Mode’ whereby all communication features are disabled to ensure children won’t be distracted.

MGM Wireless built its track record with school communication solutions after discovering in 2002 the application of SMS communication in schools. The Company went on to create the world’s first SMS based Automated Student Absence Notification Solution and many other innovations since then. It is recognised as a global leader and pioneer in socially responsible and technology-enabled school communication.



MGM Wireless products include 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'.

Used by over 1400 schools and 1.7 million parents, the Company's school communication solutions empower schools to effectively communicate and engage parents and caregivers through SMS, mobile in-app and other means to improve student attendance and safety, help schools reduce operating costs and increase parent engagement. To learn more please visit: [www.mgmwireless.com](http://www.mgmwireless.com)

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**Investor Enquiries:**

**Ashley Rambukwella, FCR**

[a.rambukwella@fcr.com.au](mailto:a.rambukwella@fcr.com.au)

**M: +61 407 231 282**

**Media Enquiries**

**Megan Coleman – MGM Wireless Marketing and E-Commerce Sales Manager**

[mcoleman@spacetalkwatch.com](mailto:mcoleman@spacetalkwatch.com)

**M: +61 407 215 292**