



ASX Announcement

MGM Wireless Limited (ASX:MWR)

23 January 2020

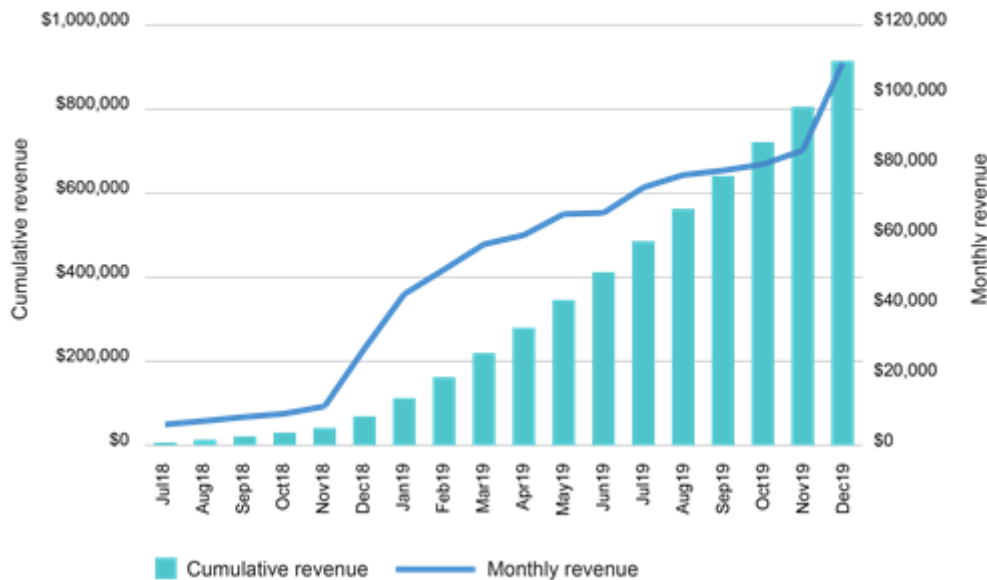
ALLMYTRIBE® APP RECURRING REVENUE SURGES

Highlights:

- Strong recurring revenue growth for AllMyTribе smartphone app
- AllMyTribе app revenue \$0.5 million Jul – Dec 2019, up 632% on pcp¹
- Monthly AllMyTribе app revenue reached \$109,000 in December 2019, up 30% MoM
- AllMyTribе app ranked #1 grossing navigation app in Australia and New Zealand²

23 January 2020 –Technology company MGM Wireless Limited (ASX:MWR) ('MGM' or 'the Company') today announced that monthly recurring revenue from AllMyTribе smartphone app subscriptions reached a new record of \$109,000 in December 2019, up threefold from December 2018.

AllMyTribе app revenue



¹ Previous corresponding period.

² <https://www.applyzer.com/main.php?mmenu=rankings&submenu=getRanking&app=1273641588&market=1>



The app allows parents to be in constant contact with their children through the SPACETALK all-in-one smartphone, watch and GPS device. Depending on subscription amount, either two, or up to five, SPACETALK devices may be used per subscription. Subscriptions have surged in recent months.

App revenue for the six months to December 31, 2019 was \$0.5 million, up 632% on the pcp. The AllMyTribe app is currently the top grossing navigation app in Australia and New Zealand and is in the top 150 grossing apps overall in both markets.³

MGM Wireless CEO Mark Fortunatow said: “App revenue grew 30% from November to December alone. App subscriptions provide high-quality recurring revenue for the Company, supplementing SPACETALK unit sales. They already make a significant contribution to our group revenues and they continue to grow.

“Our low churn rates demonstrate the strong ongoing daily utility SPACETALK provides to families. Over time, we will be introducing in-app purchase opportunities for health, fitness, diet, parenting, entertainment feature and other Internet of Things (IoT) capabilities to connect to home and other devices.

“AllMyTribe users love its simplicity and we improve and refine the app constantly with new features.”

The Company is continually working to improve our products, including the app. New features recently added to the AllMyTribe app and SPACETALK include:

- Ability to change SPACETALK’s phone number and view other information about the connected SPACETALK
- Account Password reset from within the app, and easy update of personal details of the account holder
- Allow users to backup, restore and copy settings from one SPACETALK to another
- Parents’ ability to update SPACETALK firmware through the app
- Significant audio quality improvement using adaptive multi-rate wideband audio encoding (AMR-WB)
- Battery AI management and optimisation including smart parent charging reminders
- New AI location optimisations to improve accuracy and battery life
- Ability to disable International Data Roaming from SPACETALK
- Further features to support Global Certification Forum field testing compliance

³ <https://www.applyzer.com/main.php?mmenu=rankings&submenu=getRanking&app=1273641588&market=1>

- New Over the Air Provisioning (OTAP) for mobile network operators' deployment
- Location optimisation improving accuracy and battery life
- New Missed Call and Unread SMS notifications
- New T9 NOKIA-style keyboard entry enabling free-text SMS typing
- Sharing SPACETALK with other AllMyTribe app account users
- Step Counter accuracy with battery improvements
- School Mode algorithm, app setting and display improvements
- Geographical multi-region configuration for security and privacy for European, US and other international market future expansion.

The AllMyTribe app is available through the Apple Store, Google Play with ongoing subscriptions available from \$5.99 per month in Australia and £3.99 per month in the UK. It allows parents to manage their child's SPACETALK, see their child's location and location history, set safe zones and enable 'School Mode' so that classroom periods are distraction free. Units sold by Sky Mobile UK on its £10 per month, 36-month plan include use of the app. Sales revenue is received in full by MGM when the unit is sold and is not included in recurring revenue.





SPACETALK can operate in School Mode to enable distraction free learning

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 3G 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

-Ends-

Investor Enquiries:

Ashley Rambukwella, FCR

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

M: +61 407 215 292