



ASX Announcement | 7 December 2023
Spacetalk Limited (ASX:SPA)

Spacetalk enters New Zealand's retail market

Partnership agreement with The Warehouse Group NZ sees Spacetalk create an instantly scaled New Zealand retail sales channel for its smartwatches

Investment highlights

- Spacetalk signs a partnership agreement with New Zealand-based retailer, The Warehouse Group NZ
- Under the agreement, Spacetalk's Adventurer 2 and Spacetalk Loop smartwatches will be offered in the retailer's Noel Leeming and The Warehouse Stores outlets with in store ranging to commence December 2023
- Together the Noel Leeming and The Warehouse Stores brands operate a 145-strong store network spread across New Zealand
- Spacetalk will explore opportunities to cross sell additional products to New Zealand-based customers of its Adventurer 2 and Spacetalk Loop smartwatches

Spacetalk Limited (ASX:SPA) ("Spacetalk" or "the Company") is pleased to announce the signing of a partnership agreement with New Zealand-based retailer, The Warehouse Group NZ. Under the terms of this agreement, Spacetalk's Adventurer 2 and Spacetalk Loop smartwatch products will, for the first time, be offered in a 145-strong store network.

Instantly scaled NZ retailer sales channel a positive for Spacetalk's revenue base

Spacetalk has signed a partnership agreement with The Warehouse Group NZ, which has immediately delivered scale to the Company's plans to penetrate New Zealand's retail market place. The partnership covers a 145-strong store network, which encompasses both Noel Leeming and The Warehouse Stores branded outlets. It opens the way for Spacetalk's Adventurer 2 and Spacetalk Loop smartwatch products to be offered to shoppers visiting its retail outlets.



The Warehouse Group NZ agreement represents a major milestone in Spacetalk's plans to generate New Zealand-sourced revenues. In particular, it will allow Spacetalk to take advantage of the under developed Kids Wearables category within the New Zealand market.

Once New Zealand-based sales start to be generated, the Company will then have the opportunity to cross-sell additional Spacetalk products to these first-time New Zealand-based customers.

This agreement is expected to contribute towards the delivery of Spacetalk's stated target of \$20-25 million in annual recurring revenues (ARR) within the coming three years. This would represent a three-fold increase on the ARR figure Spacetalk reported in its 2023 financial year.

Spacetalk Chief Executive Officer and Managing Director Simon Crowther, said:

"Our partnership agreement with Warehouse Group NZ has effectively fast-tracked our planned push into the New Zealand-based retail market-place. It gives NZ-based consumers the opportunity to see how our attractive Adventurer 2 and Spacetalk Loop smartwatch products can keep families connected. The agreement will help Spacetalk further leverage the universal desire families have to keep their vulnerable members safe. We anticipate that sales derived from this scaled New Zealand sales channel will promptly provide cross sell opportunities. Success on this front will, in turn, take Spacetalk a step closer to delivering on its stated goal of tripling its annual recurring revenues to around \$20-25 million within the coming three years."

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About Spacetalk Limited (ASX:SPA)

Spacetalk Limited (ASX:SPA) is a software services and smartwatch hardware product developer. As a package, the company's technology platform provides a complete digital communication solution that supports safety and security for families across their life stages and for employees working in remote settings. The company's unique proprietary ecosystem, which has continued to evolve over time, is today recognised as a leader in family safety and the connected wearables industry.

The Spacetalk technology platform comprises both market-leading hardware and a trusted, client-controlled software platform that provides safety and security to users via the benefits of mobile technology.

The multi-functional Software-as-a-Service Spacetalk App can be customised, giving clients the ability to enable or disable individual features. Parents are empowered to block their kids access to the open internet, social media and inappropriate adult content while simultaneously blocking calls and messages from unknown senders. The app can also track the location of vulnerable family members, including kids and seniors requiring constant monitoring.

Spacetalk's best-in-class software platform additionally supports kids development by facilitating engaging, confidence-building experiences that the whole family can participate in and enjoy.

Spacetalk's core hardware, its smartphone-watch, is effectively a kids first mobile phone. It offers all the benefits of a smartphone, operating on a secure, private and parent-controlled ecosystem that can be customised to reflect each family's needs and values.

To learn more, please visit: www.spacetalk.co/

For more information



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About The Warehouse Group NZ

The Warehouse Group NZ is one of the largest retailing groups in New Zealand with NZ\$3 billion in sales and a workforce of 12,000+ employees. It operates a 260+ retail store network, spread across six core retail brands of The Warehouse, Warehouse Stationery, Noel Leeming, Torpedo7, 1-day and TheMarket. It has a commitment to providing better living for all New Zealanders, through sustainable retail products and practices and the vision of being New Zealand's most sustainable, convenient and customer-first retailer.

To learn more about The Warehouse Group please click here: www.thewarehousegroup.co.nz/

This ASX announcement has been authorised by the Board of Spacetalk Limited (ASX:SPA)