



ASX Announcement
MGM Wireless Limited (ASX:MWR)
17 September 2020

AMAZON TO SELL SPACETALK IN THE UK

Highlights

- SPACETALK launches on Amazon in the United Kingdom (“UK”)
- Amazon.co.uk is the most visited ecommerce website in the UK reaching 51% of the population
- First phase of a broader rollout through online channels globally

MGM Wireless Limited (ASX: MWR) (“MGM Wireless” or “Company”), developing innovative technologies for keeping families safe and connected, is pleased to announce the commencement of sales of our products on Amazon UK (“Amazon”).

Amazon will initially sell the SPACETALK all-in-one kid’s smartphone watch and GPS device on Amazon.co.uk. Amazon.co.uk is the most visited ecommerce website in the UK reaching 51% of the population, receiving 34 million unique visits and 453 million total visits in August 2020, with Consumer Electronics and Technology being the highest audience interest category.

The UK represents an exciting growth opportunity as its population of 68 million is almost three times Australia’s. In addition to building out this new sales channel on Amazon.co.uk, we continue to invest in other online and bricks-and-mortar sales and distribution channels in the UK. In August 2019, Europe’s leading media, entertainment and telecommunications company Sky began selling SPACETALK through Sky Mobile on monthly plans. SPACETALK sales on the Amazon platform further expands these distribution channels.

The impact of COVID-19 on the global economy has made it a challenging year for bricks and mortar consumer retail generally, whereas online ecommerce has boomed. The growing importance of family support, online connectivity and changing societal consumer behaviour, are structural thematics which have become entrenched through COVID-19, and strongly support our core business value proposition and this move to build out our ecommerce sales push globally.

MGM Wireless CEO Mark Fortunatow said: “The launching of our products for sales on the Amazon platform puts SPACETALK firmly on the main stage in the UK, raising brand awareness and enabling the huge breadth of customers shopping on Amazon.co.uk to purchase our products without leaving the comfort of their couch. Our positioning on the Amazon site delivers a fantastic user experience for customers from whom we have seen considerable interest and uptake since launching in the UK.”

This announcement has been authorized by MGM Wireless CEO Mark Fortunatow.

For more information, please contact:

Investor Enquiries:

Vivek Miranda – Head of Investor Relations and
Corporate Development

VMiranda@mgmwireless.com

M: +61 401 462 712

Media Enquiries

Megan Coleman – Business Manager

mcoleman@mgmwireless.com

M: +61 407 215 292

About MGM Wireless

MGM Wireless Limited is a software company that designs and develops breakthrough technology and wearable devices that enrich connections between families, schools and society.

The Company is recognised as a global leader and pioneer in socially responsible technology for schools and families. Everything we do is built on our unshakeable desire for families to feel safe and secure so that they can live with freedom, independence and joy.

In 2017 the Company shifted to wearables developing the market leading SPACETALK children's smartphone watch which is now the significant share of the overall business.

About SPACETALK

SPACETALK is a mobile phone built into a smartwatch designed just for kids from the age of 5 to 12. SPACETALK allows two-way phone calls and SMS messaging for children to a parent-controlled list of contacts and GPS tracking alerts parents whenever children leave designated safe spaces, such as school or the home.

SPACETALK doesn't give children access to social media, apps, open internet or other such services that can be dangerous to young children. The subscription based 'AllMyTribe' mobile app enables parents to manage SPACETALK devices.

About SPACETALK Life

SPACETALK Life is a stylish, stand-alone mobile phone built into a smartwatch for seniors. SPACETALK Life keeps wearers safe, independent, and connected with their loved ones, using SOS alerts, two-way phone calls, SMS messaging and GPS location services and other advanced safety services.

Wearers' independence and dignity is never compromised, as they are in complete control and able to decide who sees their location. The AllMyTribe App enables families to directly care for their ageing seniors.

About MGM's School Communication Business

MGM created the world's first SMS based Automated Student Absence Notification Solution for schools and is recognised as a global leader in socially responsible and technology-enabled school communication. Over 1,200 schools and 1.7 million parents use MGM Wireless products.

To learn more please visit: www.mgmwireless.com.