



ASX Announcement
Spacetalk Ltd. (ASX: SPA)
1 November 2021

Nordic's Largest Electronics Retailer Elkjøp to sell Spacetalk

Highlights

- **Nordic electronic retailer Elkjøp to range Spacetalk Adventurer in-store and on-line**
- **Targeted launch in November 2021 and follows Spacetalk's Nordic expansion through Elisa Mobile**

Spacetalk Ltd. (ASX:SPA) ("Spacetalk"), developer of innovative technologies that keep families safe and connected, is pleased to announce that Elkjøp will range Spacetalk Adventurer across its Norway flagship retail stores and online channels.

Elkjøp, with 420 stores in the Nordics and over 800 stores in total, is by far the largest electronics retailer in the Nordic countries, with retail outlets established in Norway, Sweden, Denmark, and Finland, in addition to franchise operations in Greenland, Iceland, and the Faroe Islands. Elkjøp is a part of and owned by Dixons Carphone plc, the market leader in the UK and Ireland, Nordics and Greece.

Spacetalk and Elkjøp are targeting to launch in November 2021, with the Adventurer smartphone watch to initially range in Elkjøp's 60 largest flagship stores in Norway and on-line across all five Nordic countries.

Spacetalk Adventurer received Global Certification Forum certification¹ in October 2021 and Spacetalk watches and App have been upgraded to support key European languages, including all Nordic languages, positioning Spacetalk for further and faster global expansion.

Spacetalk CEO Mark Fortunatow said: "We are very excited that Elkjøp has joined the Spacetalk family to distribute our all-in-one smartphone watches. The Nordic region has advanced awareness and uptake of the connected kids wearables category, and Elkjøp in particular have significant experience and a strong sales track record in the connected kids smartwatch phone category.

¹ https://www.globalcertificationforum.org/pub_product/10083.html



We look forward to working with Elkjøp to continue to grow and nurture the children’s smartphone watch category in this region and globally.”

The financial impact on Spacetalk of selling through Elkjøp is currently unknown, with no guaranteed or minimum level of revenue, however, the Company expects it to have a direct positive impact on the total revenue of the Company and be reflected in the disclosure thereof.

This announcement has been authorised by Spacetalk CEO Mark Fortunatow.

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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/>.