

ASX Announcement
Spacetalk Ltd. (ASX: SPA)
29 October 2021

Spacetalk to Sell Adventurer Devices in North America

Highlights

- **Amazon, Walmart and Best Buy to range Spacetalk Adventurer on-line in America**
- **Best Buy to range Spacetalk Adventurer on-line in Canada**
- **Evolving Spacetalk Pricing Model**
- **Targeted launch in first week of December 2021 in time for Christmas purchases**

Spacetalk Ltd. (ASX:SPA) (“Spacetalk”), developer of innovative technologies that keep families safe and connected, is pleased to announce its North American launch; online through Amazon, Walmart, Best Buy and Spacetalk websites.

Amazon, Walmart and Best Buy together account for nearly 50% of all retail e-commerce in the United States¹. In Canada, Best Buy holds an approximately 35% market share for electronics and appliances². Spacetalk is targeting to launch with these retailers in the first week of December 2021.

As part of Spacetalk’s North American launch, Spacetalk also announces an enhancement to its pricing model. Coming in calendar 2022, Spacetalk will offer a new line of premium in-app purchases and subscriptions to complement its Spacetalk App. The addition of premium in-app purchases and subscriptions to Spacetalk’s revenue mix will permit Spacetalk to customise and enhance its offering for local conditions and preferences through a localised blend of fixed (device) and variable (app and in-app) fees.

The financial impact on Spacetalk of selling through these businesses and in enhancing its business model 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.

¹ <https://www.statista.com/statistics/274255/market-share-of-the-leading-retailers-in-us-e-commerce/>

² <https://www.statista.com/statistics/437086/leading-retailers-in-electronics-and-appliances-by-market-share-canada/>



Spacetalk CEO Mark Fortunatow said: “We are exceptionally excited to launch in North America, particularly with businesses of the brand and scale of Amazon, Walmart and Best Buy. North America presents a phenomenal opportunity for Spacetalk to enhance our distribution and brand recognition.

We are optimistic that Spacetalk’s quality and proprietary end-to-end developed technology and brand will be key selling propositions in the North American market.

We look forward to working with Amazon, Walmart and Best Buy to continue to grow and nurture the smartphone watch category.”

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/>.

Spacetalk Ltd. (ASX:SPA)

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