

Personal use only

Q1  
2021



Keeping Families Safe  
and Connected

MGM Wireless Limited  
(ASX: MWR)

27 October 2020



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### Information contained in this presentation:

- is intended to be general background information only, and is not intended that it be relied upon as advice to investors or potential investors and is not an offer or invitation for subscription, purchase, or recommendation of securities in MGM Wireless
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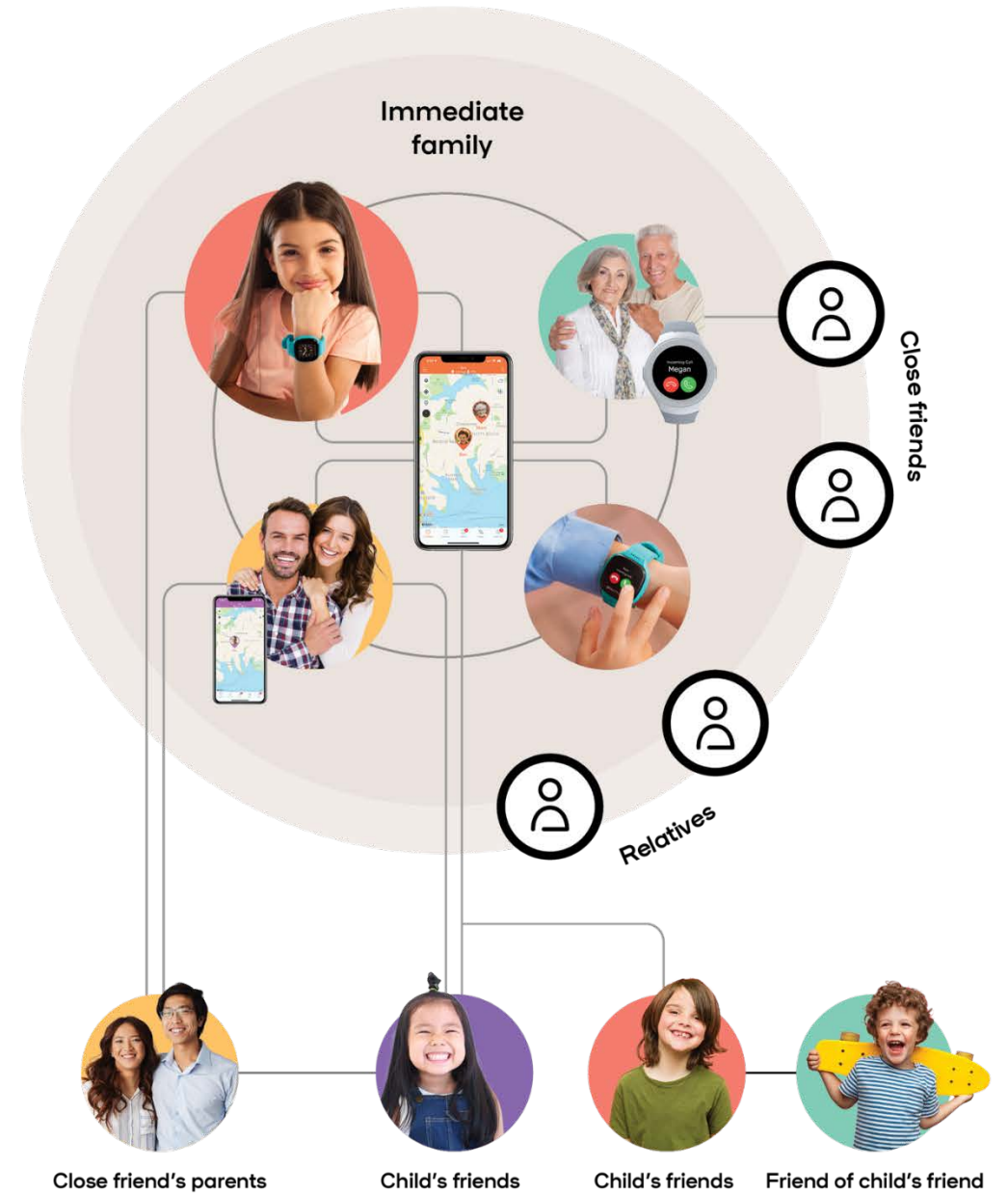
**All dollar values are in Australian dollars (A\$) unless otherwise stated.**

### Definitions:

- FY = financial year ended 30 June
- Q1 = quarter ended 30 September

## Our purpose

To build socially responsible technologies for families to feel safe and connected, so that they can live with support, independence and confidence.



# Q1 FY21 financial highlights



During COVID-19

## Record Spacetalk and Company performance



Revenue +18%

pcp to \$2.3m

Revenue of \$0.4m, -18% pcp



Device Revenue

+10%

pcp to \$1.9m

App Revenue

+75%

pcp to \$0.4m

App ARR

+77%

pcp to \$1.7m

Highest grossing app

in the Navigation category in Australia<sup>1</sup>



4.3 user satisfaction rating



4.1 user satisfaction rating



## Record revenue, COVID-19 cost controls

Revenue

+10%

pcp to \$2.7m

Gross Profit

Flat

pcp to \$1.6m

Operating Expenses

- 42%

pcp to \$1.2m

<sup>1</sup> San Francisco based market research company App Annie [appannie.com/en/](http://appannie.com/en/).

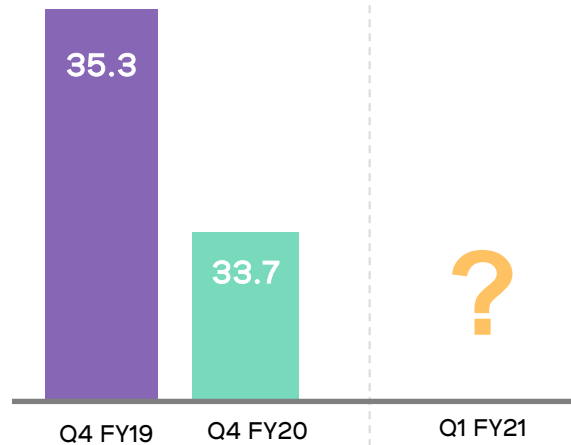
## Q1 FY21 context

CUSTOMER DEMAND

The big unknown!

# Facing uncertainty in a year of extraordinary circumstances

## Global Watch Wearables Shipment Volumes



Source: IDC

## Uncertainties

Lockdown  
Kids/Seniors at home

Consumer spending

Factory shutdowns

Logistics disruptions

DECISIVE ACTIONS

## EMPLOYEE AND CUSTOMER SAFETY

- Work-from-home since March 2020
- Slashed costs. Implemented 4 day work week and 20% pay cut
- Focus on maintaining productivity and engagement with employees, suppliers, sellers, customers

## PRUDENT FINANCIAL MANAGEMENT

- Ended FY20 in a position of financial strength, with Cash at Bank of A\$3.1m
- Nevertheless, began Q1 FY21 with cash a key focus
- Cut substantially into corporate costs and marketing spend, and increased controls over inventory management; in retrospect, perhaps overly cautious?
- MWR remains well capitalised

## SUPPLIER AND DISTRIBUTION CHAIN FOCUS

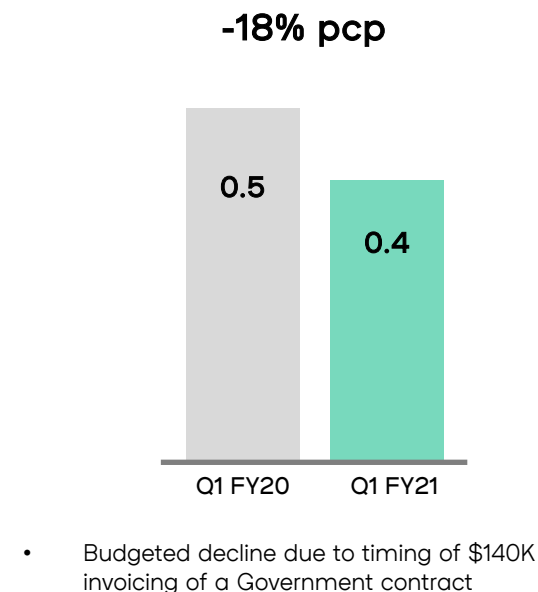
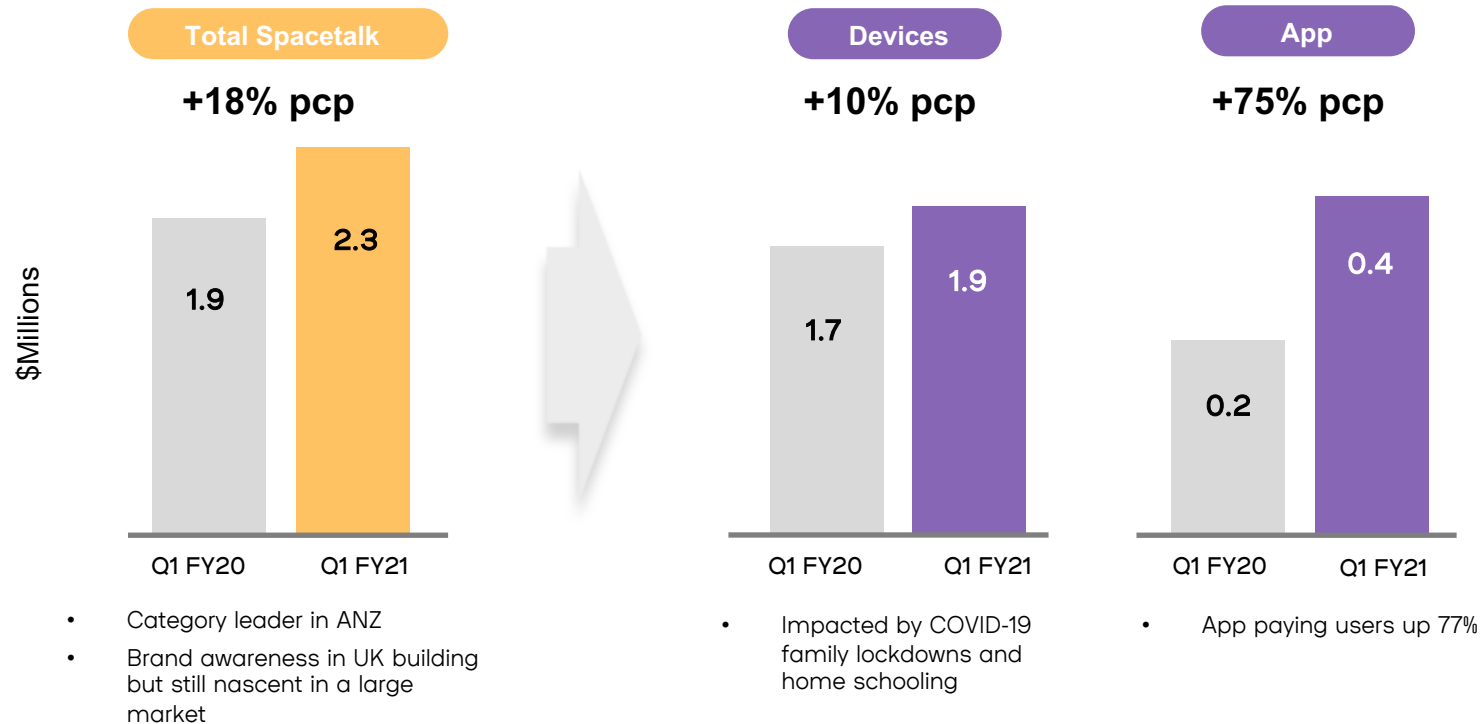
- While COVID-19 impacted supply chains globally, strong engagement with our suppliers and distributors enabled meeting customer demands without interruptions

## Q1 FY21 segment overview



During COVID-19

# Resilient revenue growth despite COVID-19 impact



# Q1 FY21 operational highlights



Product expansion

## SPACETALK LIFE

Spacetalk Life launched, with brand awareness campaigns and on-line sales



NEW

## SPACETALK KIDS

Spacetalk Kids 2 go-to-market planning and bricks and mortar retailer dialogues

Watch this space

## Exciting new partnerships



Vodafone commenced selling device and mobile services on monthly plans



Launched on amazon.co.uk



Spacetalk Life ranging at JB HiFi stores nationally<sup>1</sup>



Provided trybooking school customers with SMS services via jointly developed API



Platform innovation

Significant development of new in-app embedded services



Investment in people

Recruited seasoned talent into marketing, product development, distribution, communications and analytics



Enhanced business performance tracking

Increased analytics for tracking customer engagement metrics

1. Announced post Q2 FY21 on 7 October 2020.

## Our value proposition

1

Global market opportunity

2

Multiple products, geographies and customer segments

3

Leader in our niche

4

Gaining sales traction





## Global market opportunity

### Massive market: fast growing for kids, developing for seniors



#### Kids

**30%**

of all smartwatch sales will be to children aged 5-13

**\$52B**

Global spending on wearables forecast in 2020

**109M**

Global smartwatch shipments expected to reach 108.91m by 2024 from of 43.87m in 2018 (CAGR of 14.5%)

#### Seniors

**1.14B**

Aged 60 years and older by 2030

**1.3M**

Aged care consumers in Australia

**\$27B**

Australian public and private contributions to aged care in 2018-19.

Multiple geographies

Gaining sales traction

Q1 FY21

## Devices: more products, better penetration

### SPACETALK KIDS

- Market leader with focus on channel penetration
- Spacetalk Kids 2 go-to-market planning and bricks and mortar retailer dialogues

### SPACETALK LIFE

- Launched, with brand awareness campaigns and on-line sales through the Company's e-commerce site for most of the quarter
- Building market traction despite paired back go-to-market due to COVID-19
- Launched at JB Hi-Fi's 197 stores nationwide earlier this month



NEW

Watch this space

▲ 7%

**\$1.6m**

Retail and Telco partners

▲ 32%

**\$0.3m**

Company Ecommerce

▼ 44%

**\$34**

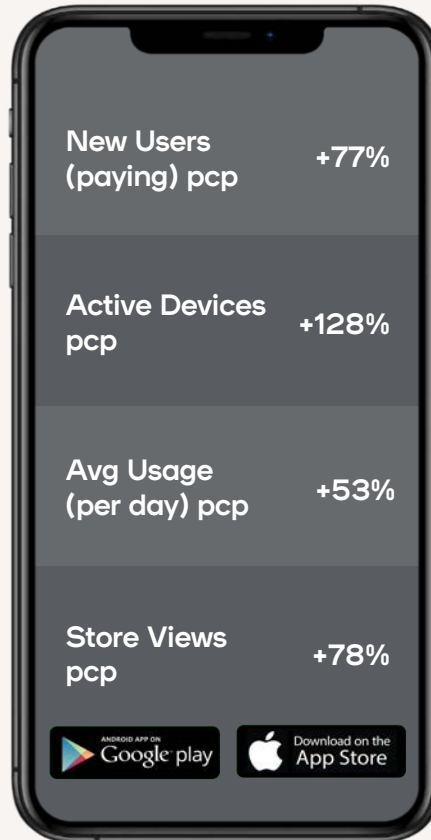
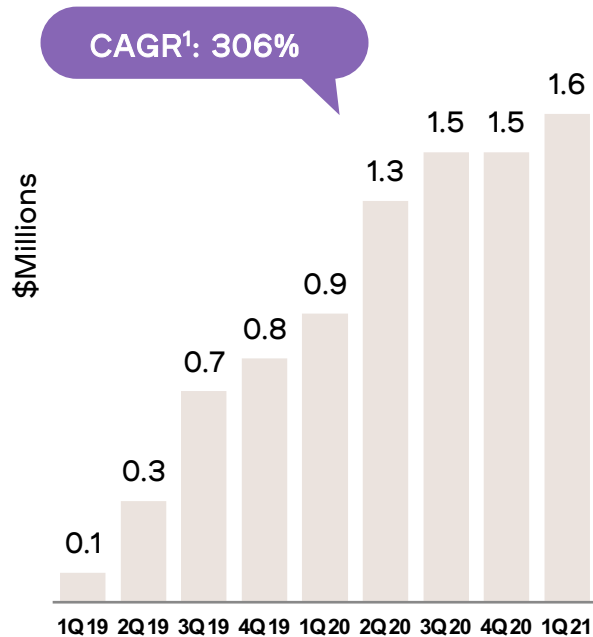
Customer Acquisition Cost

Multiple geographies

Gaining sales traction

## App: higher ARR, more features and users

Annualised Recurrent Revenue (ARR)



### Q1 FY21 App updates

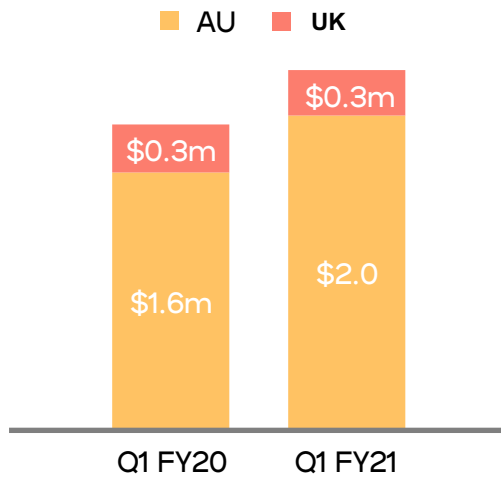
- Improved customer onboarding and pairing experience
- Spacetalk Life - new seniors specific features - eg. location on request, medication reminders, Bluetooth pairing to assisted hearing devices



Footnote: 1. Yearly Compound Annual Growth Rate.

Multiple geographies

Gaining sales traction



- ANZ revenue up 22%; category leader
- In the UK timing of market entry during COVID-19 impacting

**UK initiatives:**

- Launch on Amazon.co.uk
- Sky continues to invest in marketing
- Company investing in team and increasing brand awareness

# 902 stores

In ANZ and the UK

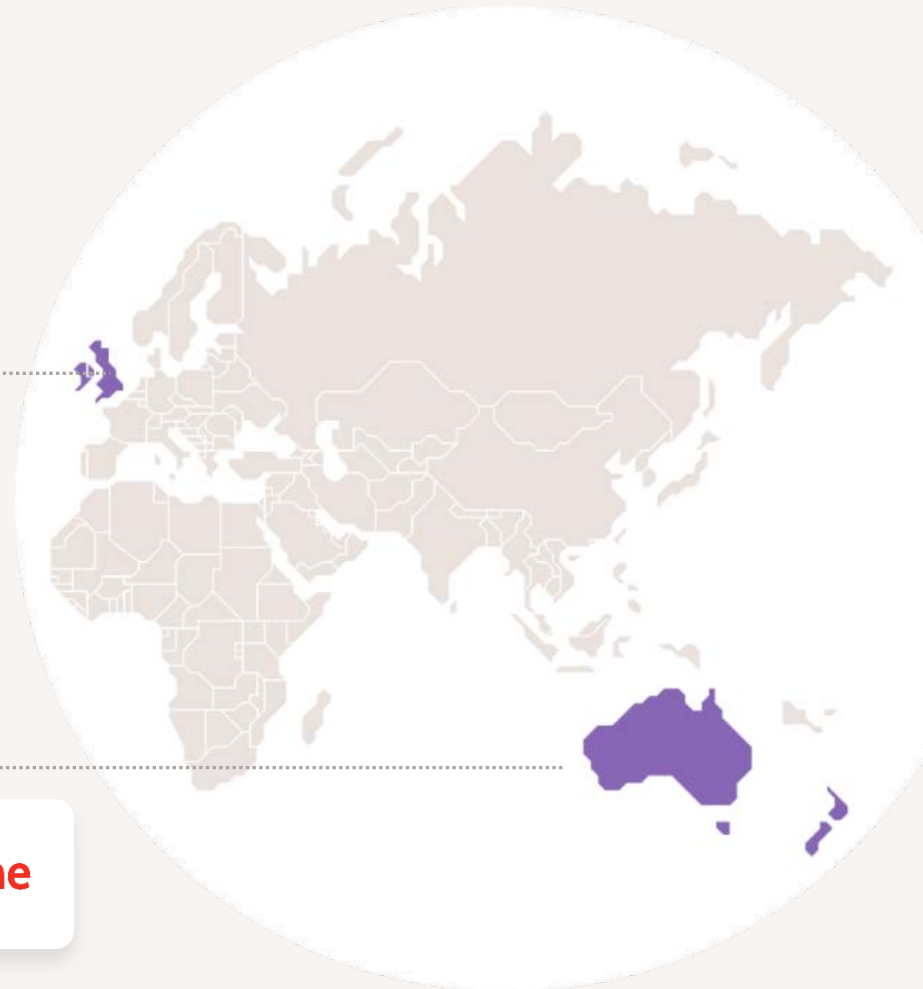
**UK** New in Q1 FY21

 **amazon.co.uk**

**ANZ** New in Q1 FY21

**JB HI-FI**  
Spacetalk Life

 **vodafone**



Leader in our niche

## Best-in-class product

Spacetalk Kids: market leader | Spacetalk Life: one-of-a-kind



 SPACETALK



Most Others

- Reliable mobile coverage across Australia, New Zealand and UK
- External Mobile antenna placement in watch frame maximises mobile reception
- High Accuracy Location Technology with licensed Google Maps™
- Scratch resistant glass touch screen
- High quality painted gloss finish
- Complies with Australian telecommunications network requirements
- Tested and certified to Australian standards and safe for kids
- Your family's data security stored in Australia
- Data protected by Australian privacy and security laws
- AllMyTribe Apps 100% developed in Australia
- Spacetalk Life is the ONLY smartwatch connected to a mobile network operator



AUSTRALIA

Overseas



AUSTRALIA

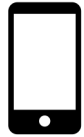
Overseas



Leader in our niche

# Growing market share

-10%



## Mobile phones<sup>1</sup>

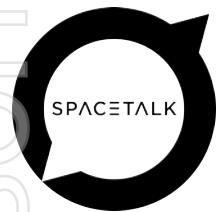
Why? Market saturation, Increased replacement cycle, Alternatives - WEARABLES

+12.4%



## Wearables<sup>1</sup>

Watch wearables (fastest growing category): +14.5%



47% yoy growth in FY20



1. Source: IDC, CAGR growth rates from 2018 to 2024.

## Exciting new agreements

# VODAFONE partnership SPACETALK

- Vodafone commences roll out of Spacetalk kid's mobile phone smartwatch on monthly plans in retail stores
- Onboarding post exhaustive Spacetalk device testing and certification by Vodafone
- Efforts over the Quarter centred on investing in marketing and training, with sales beginning to ramp up

"The Spacetalk Watch is a natural fit for Australian families and we are proud to be the first Australian Telco to partner with MGM Wireless to bring this innovative device to the market"

- Vodafone Head of Devices, Ian Walls



### Strategic value for Telco carriers

- ✓ Win the home and family, creating stickiness
- ✓ Opportunity to transition the "kid" to their first smartphone
- ✓ New connected growth amongst a flat/declining mobile market
- ✓ Every sale is a new service added to the network

### Improved customer experience / NPS

- ✓ Enhanced product affordability - payments on monthly plan cf. upfront
- ✓ Greater choice for consumers - carriers will create multi product offers - phone+watch, etc.

### Expand Spacetalk's leadership globally

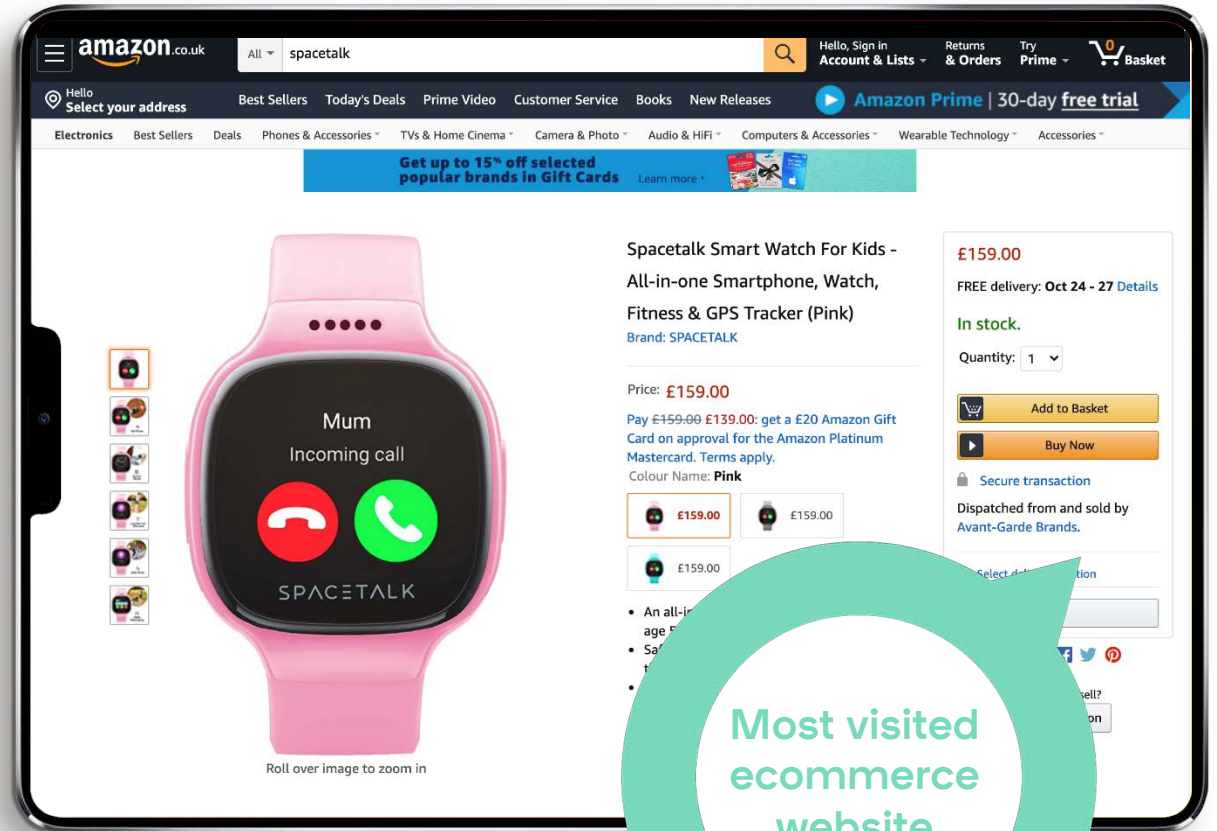
- ✓ Significantly grows market awareness, by leveraging Vodafone/TPG's marketing engine and customer base
- ✓ Increases market place/industry credibility, as carriers carry a small range of products and have robust testing processes

## Exciting new agreements

# Amazon.co.uk

## SPACETALK

- Spacetalk selling on Amazon uk via retailer with strong consumer electronics background
- Most visited ecommerce website in the UK
- Market reach - 51% of the population; 34 million unique visits and 453 million total visits in August 2020, with Consumer Electronics and Technology being the highest audience interest category



Most visited  
ecommerce  
website  
in the UK

amazon.co.uk



## Exciting new agreements

# JB Hi-Fi in-store ranging SPACETALK LIFE

- Spacetalk Life commences selling through 197 JB Hi-Fi stores in Australia
- First bricks and mortar retail distribution
- Follows on-line launch and excellent customer feedback
- Significant distribution channel and exciting endorsement of a new market opportunity

**JB HI-FI**

197

stores in Australia  
now selling  
Spacetalk Life

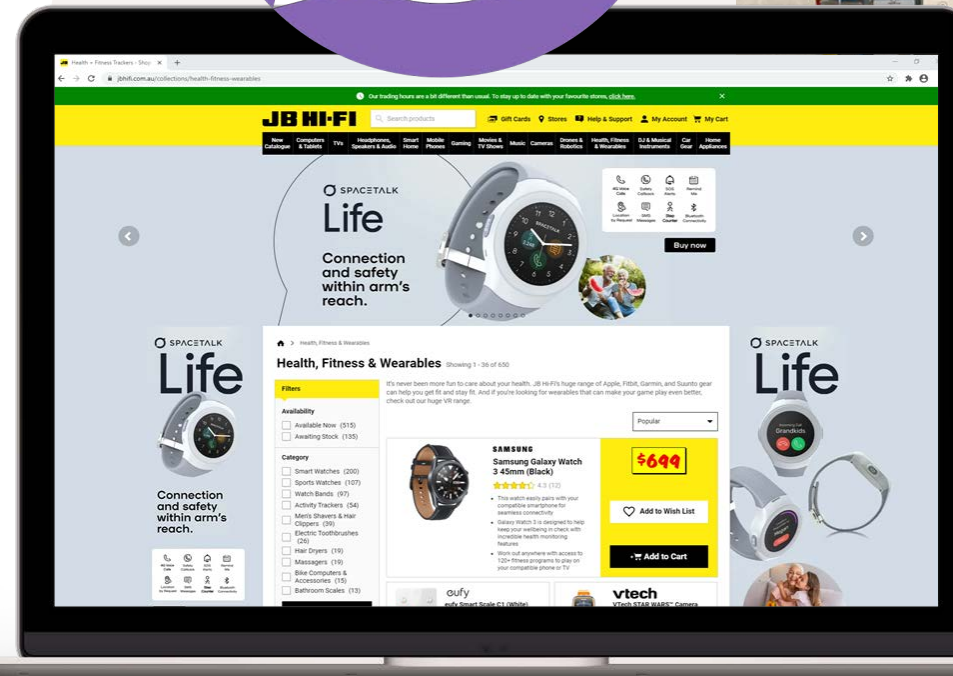


**NEW RELEASE**

**SPACETALK**  
SPACETALK Life Seniors Smart  
Watch 4G (Grey)



**\$549**








## Exciting new agreements

# MGM Schools - trybooking

The MGMOutReach+ platform allows schools to contact parents via SMS, App, email and social media for school event reminders and emergencies.

- Allows schools to use MGM SMS services for trybooking ticketing and event reminder
- Allows schools to communicate to Parents through one system
- Seamless integration via MGM & trybooking API
- New application and revenue for MGM Outreach



-  Schools create event and ticketing using trybooking
-  School sends event invitation via SMSs with a link to book ticket(s)
-  Invitee books ticket(s) via trybooking
-  API updates MGM Outreach that invitee has purchased tickets
-  Schools use MGM SMS for ongoing event promotion

## Business strategy

# Growing our market-leadership position

Increase brand awareness through digital and non-digital channels

Expand online and bricks-and-mortar sales channels

Improve in-store presence and sell-through with retailers and mobile network operators

Build Business-Business-Consumer (B2B2C) partnerships

Enter new markets - adjacent geographies and use cases

Become the software platform for safe media/content delivery and social interaction for families

## Investment highlights

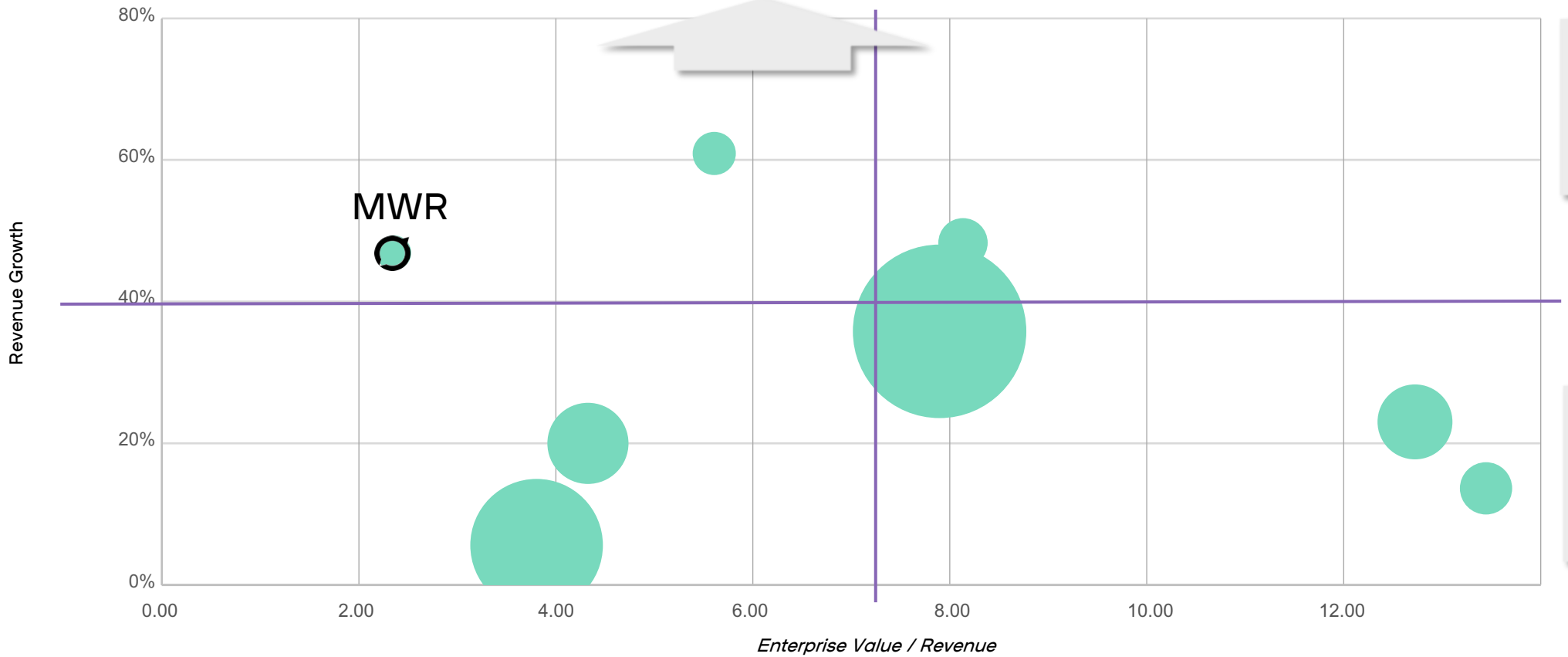
- **Strong business value proposition:**
  - ✓ global market opportunity
  - ✓ multiple products, geographies & customer segments
  - ✓ leader in our niche
  - ✓ gaining sales traction
- **History of pioneering technology innovations for families**
- **Experienced and significant management team committed to our Purpose**
- **Extensive new adjacent markets**
  - ✓ geographies - Europe, US
  - ✓ use cases - media, gamification, education, health, NDIS, field workers, others
  - ✓ B2B2C - media, health insurance, assisted living, aged care, others
- **Significant growth opportunity to be the platform for safe media/content delivery and social interaction for children, seniors and families**



# Investment highlights

## Relative value

Comparable companies - ASX listed, with tech for Families, Education, Healthcare | IoT devices and SaaS business models



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Source: ASX, Company reports.  
Footnote: Market data as at 30 September.

Bubble size = Market capitalisation.  
Enterprise value = market capitalisation + net debt.

Revenue growth - FY19 to FY20.

Appendix



## Corporate snapshot

### Experienced Board with a proven track record

#### MWR.ASX Overview<sup>1</sup>

ASX Code	MWR
Shares on Issue	165,186,476
Unquoted Options	19,500,000
Retention Rights	737,500
Share Price	\$0.15
Market Capitalisation (fully diluted)	\$27,813,596
Number of shareholders	1,581
Date Founded	2001
Year of Listing	2003

<sup>1</sup>. As at 30 September 2020.



#### **Mark Fortunatow**

**Chairman / Founder / Chief Executive Officer**

B.Sc. (Ma.Sc.) B.Ec

- 27 years of senior executive management experience
- Founded and sold several successful technology-based enterprises



#### **Dr Brandon Gien**

**Non-Executive Director**

D EnvDes, BID

- Founder and CEO of Good Design Australia.
- Former Senator of the World Design Organization.



#### **Martin Pretty**

**Non-Executive Director**

B.A. (Hons), GradDipAppFin

- 20 years investment and finance industry experience.
- MD of Equitable Investors and former AFR Journalist.

"FY20 was a year of significant strategic progress towards our Purpose, strong revenue growth, exciting new product developments and launches, entries into new markets and distribution partnerships, and the attraction of high quality people talent to our Board and management."

**Mark Fortunatow – Chairman and CEO**

## Our reason for life

We exist to enrich connections between families, schools and society.

SPACETALK



★★★★★

### Brilliant solution

"This is a terrific product - works reliably, clear voice calls, and fantastic features. We love this is mostly a watch but allows us to have contact with our 10 year old daughter if we need to. No distractions at school, no internet or games, just the necessary safety functions. Has given us the confidence to let her walk to the shops or home from school, we can change plans with her if we need to at school pickup, and she loves being able to call on a sleepover before bed and know we are in easy reach if she needs us. Also as it is a watch she doesn't forget it or put it down anywhere. Love it!"

- Customer Review

★★★★★

### Great for the less confident child

"My son uses this on a daily basis going to his friends, phoning him to come back home, he contacts his uncle's, aunt's and grandparents. I've not used it in the same way I expected. Just by him having it I feel much less anxious about him being on his own and exploring."

- Ross Petrie

★★★★★

### FANTASTIC

"We bought 2 of these for our 8yr and 11yr olds. They have given us great peace-of-mind that we can track, call or text them when giving them some freedom. We have dealt with the company directly and they have been fantastic. I told a friend about them and she went and purchased one the next day!"

- Natasha Koole





# Our history

## Pioneering technologies to keep families safe and connected

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MGM Wireless founded to develop and commercialise mobile and internet convergent technologies.

Listed on ASX (Ticker: MWR.ASX). Invented world's first automated SMS student absence notification solution and other leading communications platform technologies for schools and families.

**2013**

Launch PinPoint, a location based app for keeping students safe (predecessor to the AllMyTribe app).

**2015**

Develop an all-in-one mobile phone smartwatch and GPS for children (predecessor to Spacetalk).

**OCT 2017**

Launch Spacetalk online.

**JUN 2018**

Commence retail bricks-and-mortar rollout.

**DEC 2018**

Spacetalk named "Overall Winner for Product Design" at 2018 Australian Export Awards

**MAY 2019**

Launch Spacetalk in the United Kingdom ("UK") and open local office

**JUN 2019**

Spacetalk drives record company revenue FY19

**JUL 2019**

Spacetalk available in 389+ retail stores across ANZ.

**JUN 2020**

Launch Spacetalk Life for seniors.

**JUN 2020**

Spacetalk drives record company revenue FY20, AllMyTribe app ARR reaches \$1.5m.

**JUN 2020**

Spacetalk available in 900+ retail stores across ANZ and the UK.

Q1 FY21



## Business model

# Track record of success



### Develop

MGM Wireless designed and developed the Spacetalk range for children and seniors.



### Distribute

Through Spacetalk website, leading telcos, and bricks and mortar retailers.



### Subscribe

Spacetalk users subscribe to AllMyTribe app generating recurring revenues (SaaS).



### Market

Extensive marketing campaigns to drive sales in store and online.



### Expand

Additional products currently under development with new international markets being entered.



# FY20 highlights

Up 47%

Total Revenue  
**\$10.5m**



## SPACETALK

Device Revenue  
**+53%**  
pcp to \$6.4m

App Revenue  
**+180%**  
to \$1.2m

App ARR  
**+89%**  
to \$1.5m

Highest grossing app in the Navigation category in Australia<sup>1</sup>

★★★★☆  
4.1 user satisfaction rating<sup>1</sup>

## MGM Schools

\$1.3m contract with WA Department of Education

Revenue up 25% pcp to \$2.7m

EBITDA contribution up 58% to \$1.9m\*\*



Cash at Bank  
**\$3.1m**

Plus \$2.5m SPP proceeds

New Product

## SPACETALK LIFE

Launch of Spacetalk Life - a wearable smartphone, watch and GPS device for the seniors market



Increased distribution

## 902 stores

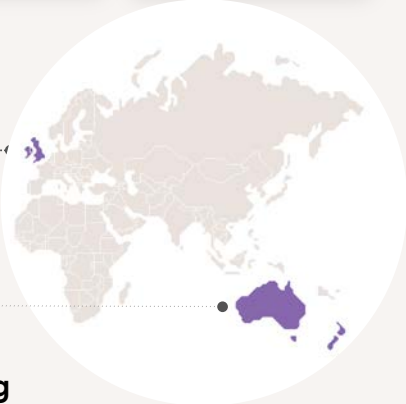
in ANZ and UK

New tier-1 online and bricks-and-mortar sales channels

- JB HI-FI
- vodafone
- Officeworks
- THE GOOD GUYS
- Spark
- dick smith
- noel leeming
- Harvey Norman

UK market entry

- Currys PCWorld
- sky



Significant investment in strengthening the Board and senior executive team

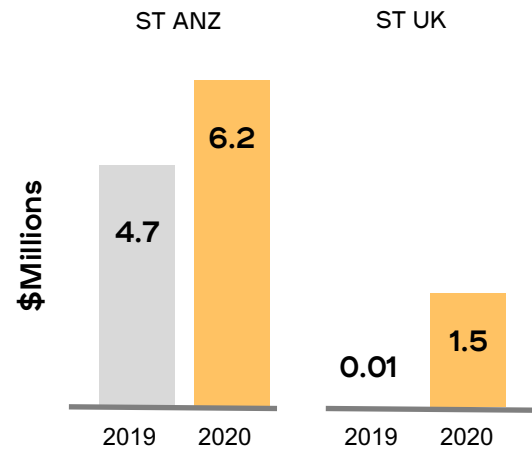
<sup>1</sup> San Francisco based market research company App Annie [appannie.com/en/](http://appannie.com/en/) (excl. corporate overheads)

# FY20 segment overview



## Total Spacetalk

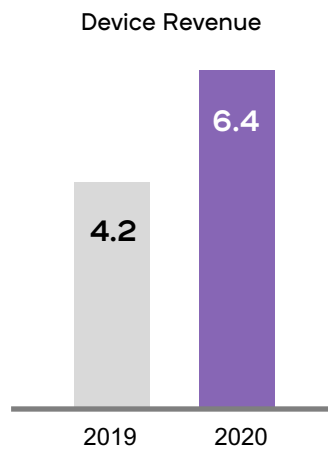
**+66% yoy**



- ✓ Category leader in ANZ
- ✓ Encouraging early traction in the UK

## Devices

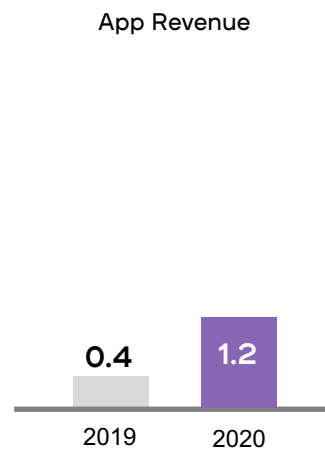
**+53%**



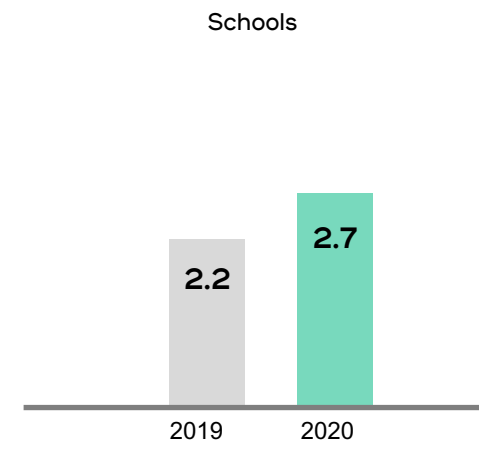
- ✓ Devices gaining market share
- ✓ App ARR up 89% to \$1.5m
- ✓ Highest grossing app in the Navigation category in Australia

## App

**+180% yoy**



**+25% yoy**



- ✓ \$1.3m contract with WA Department of Education

Personal use only



# SPACETALK

Spacetalk® is an all-in-one Smartwatch, Phone and GPS device for kids aged 5-12. Australian designed and developed, Spacetalk is secure with no open access to the Internet or Social Media. It's a safe, responsible and school friendly mobile phone for children.



3G Phone  
(2-way)



SMS  
Messaging



Location on  
Demand



SOS  
Alerts



Safe  
Places



School  
Mode



Reward  
Stars



Safe  
Contact List



Up to  
24hrs\*



High  
Security



Step  
Counter



Reminder  
Alarms



Stop  
Watch



Splash  
Proof



Weather

Seniors

# SPACETALK LIFE

Simple, stylish and secure - Spacetalk Life is the must-have companion to keep you safe, happy and connected to your loved ones



4G Phone



SOS Button



Safety Callback



Locate Me



Voice & Text Messaging



Step Counter



Remind Me



Bluetooth Connect





# AllMyTribe

## The true power of the watch is the app that goes with it!

- Parents can install the app on their smartphone and pair up to multiple watches, allowing parents to monitor their child's location, set up safe zones, manage contacts, customise watch faces and receive a variety of alert notifications
- Parents can even call or SMS their children straight from the app
- The subscription allows you to connect up to 2 watches for AUD\$5.99/month or up to 5 watches for AUD\$8.99/month



School Mode

Disables features while at school to keep children focused during learning times.



SOS Alerts

A dedicated SOS alert button can be programmed to call a sequence of guardians and emergency authorities



Safe Contact List

Control who can communicate with their child by phone and text, giving parents peace of mind



Safe Places

Setup Safe Zones and receive alerts when your child arrives and departs these zones.



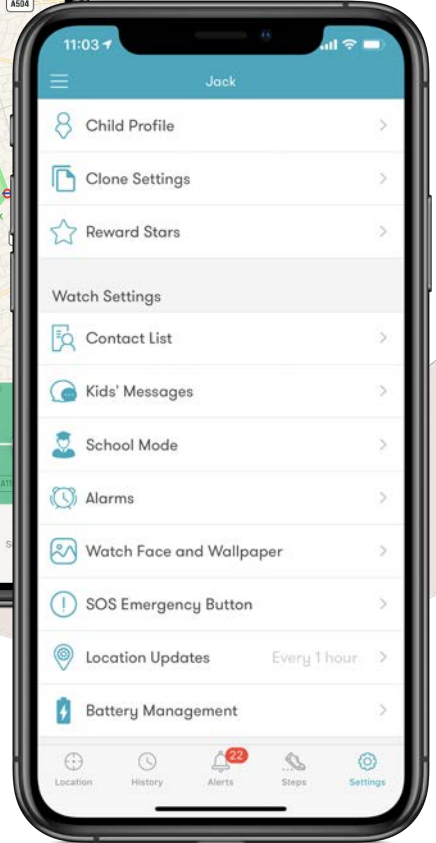
Location on Demand

Know your child is safe and check on your child's whereabouts with a touch of a button



Reminder Alarms

Setup up reminders and alarms to help your child stay on top of their busy schedules





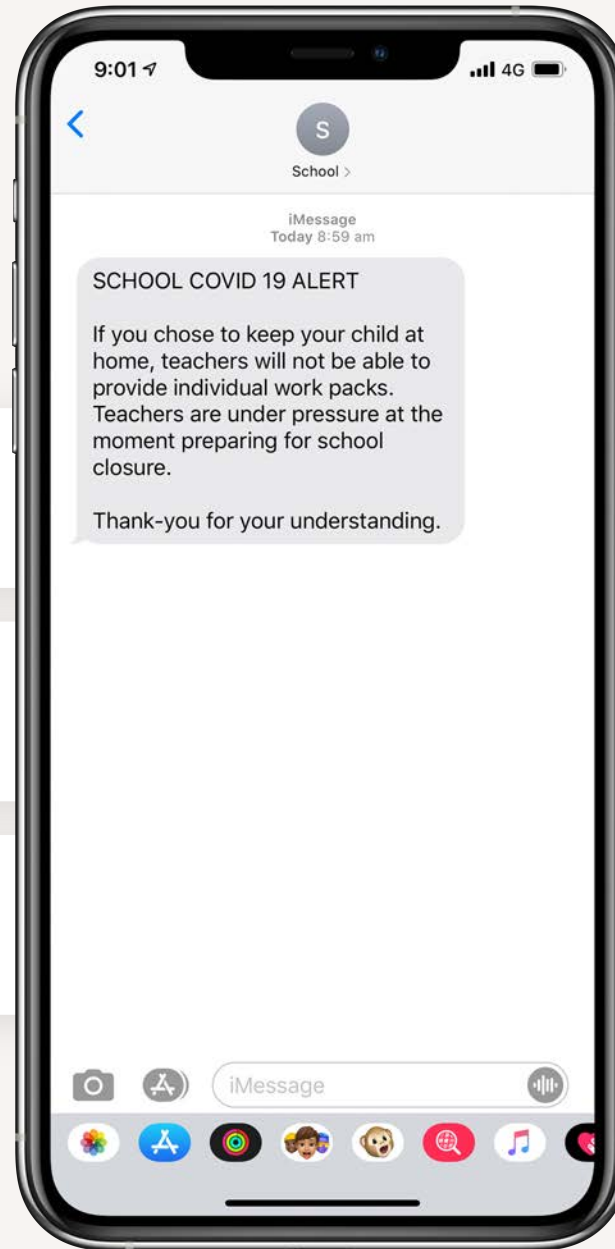
Trusted by over  
**1,200 schools**



**100m+ messages**  
safely delivered to parents and teachers



**3.2m+ messages**  
sent in Mar 2020 supporting families through COVID-19



### Since 2002

- ✓ Stable, profitable, subscription business with multi-year contract terms
- ✓ High margin, recurring revenue
- ✓ Continues to grow steadily



## Multiple customer segments

# Wide range of "typical" customers

## SPACETALK KIDS



84%

believe it's important to control web content for their family



67%

claim to be security conscious



88% female

aged between 30 and 49 yo and have kids between the age of 6 and 11

28%

Work full-time

38%

Work part-time

49%

Have mortgage

38%

Renting



# Multiple customer segments

# Wide range of "typical" customers SPACETALK LIFE



**19%** of older adults report feeling lonely fairly frequently.



**USERS**

### Primary:

- Independent seniors aged 60+
- Find current technology complicated and overwhelming
- Want to stay connected, but require simplicity
- Still somewhat active - enjoys walks and light activity.
- Values behaviour privacy

### Secondary:

- Dependent seniors aged 65+
- Typically lives in an aged care facility



**70%**



of Seniors are now on-line

**90%**



have some type of cellular device

**50%+**



have issues and need support

### Primary:

- Adults aged 45-60 purchasing for their parents
- Fairly adept in technology - using smartphones, apps, Tablets

### Secondary:

- Adults aged 25- 40
- Purchasing for their grandparents

erstalk BUYERS use only

## Multiple customer segments

# For Telcos and Retailers

Strong CAC:LTV



Driving new sales to large new market sector, children 5-12 yo



Provides retailers and mobile network operators an opportunity to responsibly acquire new customers at an early age



Opportunity for mobile network operator to acquire customer at lower cost (less than AU \$90)



Customers are likely to continue with the same mobile network when the user upgrades to a smart phone

## Lifetime Value Loop

### Kid's First Phone (Spacetalk)

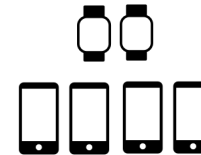
- New post paid acquisition and creation of service "stickiness"
- Opportunity to migrate other services from competitors

SPACETALK



### Teen's First Smartphone

- Transition kids to high value post paid services
- Highest value customer



### Adult - New Account Holder

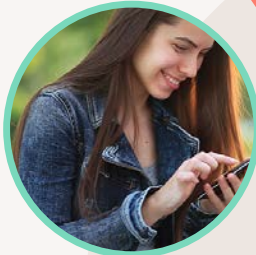
- Inertia and familiarity drives first time adults to stay with operator under their own account
- This group eventually transitions to parents buying a first phone for their child



Seniors

Spacetalk family ecosystem

Kids  
Teens  
Young Adults  
Parents



Hardware  
& Software



Grandparents  
Relatives  
Friends  
Carers

Personal use only

Kids



ersonal use only



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