ASX Announcement | 9 November 2026

Spacetalk Ltd (ASX:SPA)

Spacetalk adds Kmart, Target and Bing Lee for Christmas
Retail footprint to jump 47% to 919 stores

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Highlights

- Spacetalk is the leading Kids Watch Phones brand by unit sales in GfK[1]'s measured Australian retail market for the twelve months ended September 2026, accounting for approximately 97.1% of category units.
- Australian retail partner network expands from nine in FY26 to twelve in FY27, an increase of approximately 33%.
- Kmart and Target physical retail launches, and Bing Lee's physical rollout, are scheduled for peak Christmas trading. Bing Lee is already selling online.
- Physical retail footprint across Australia and New Zealand to grow from 624 stores at 30 June 2026 to 919 stores by peak Christmas trading — an additional 295 locations, up 47%.
- Adventurer 2, Loop and the new Geo smartwatch form the Christmas range with a range mix across new and existing retailers.
- Established retail, ecommerce, marketplace and loyalty channels across Australia and New Zealand extend customer access and create opportunities to introduce more households to Spacetalk's subscription services.

Spacetalk Ltd (ASX:SPA) is broadening its distribution channel ahead of Christmas 2026, adding Kmart, Target and Bing Lee to its Australian retail partner network. Together with active channels across Australia and New Zealand, the expansion gives families more places to discover and buy Spacetalk watches during the key holiday trading period.

Australian retail partner network grows by a third

The additions take the Australian retail partner network from nine in FY26 to twelve in FY27. They complement JB Hi-Fi, BIG W, Officeworks, Costco, The Good Guys, Retravision, Optus, Telstra and Mobileciti.

Kmart and Target are scheduled to begin physical retail sales in time for peak Christmas trading. Bing Lee is already selling Spacetalk online, with its physical retail rollout also scheduled for the peak Christmas selling period. The three new partners will range a mix of Adventurer 2, Loop and Geo for Christmas.

[1] GfK is a market research company that provides data intelligence to the consumer goods industry and collects data for over 180 million SKUs.

Across Australia and New Zealand, the physical retail footprint is expected to increase from 624 at 30th June 2026 to 919 stores by the peak Christmas period, adding 295 locations or 47%.

Broader ecommerce and marketplace access

Bing Lee adds one new digital sales channel in FY27, complementing Spacetalk's own online store and its established retailer, marketplace and loyalty channels.

Active Australian channels include BIG W Market and Woolworths online, alongside Everyday Rewards and Qantas Frequent Flyer channels. These provide additional ways for families to access Spacetalk through their existing shopping and rewards relationships.

Established distribution across New Zealand

Spacetalk's active New Zealand network includes Noel Leeming, PB Tech, Heathcotes, the Airpoints Store, Mighty Ape, Costco and JB Hi-Fi. These channels complement the expanded Australian network and give families access through electronics retailers, online shopping and loyalty programmes.

Geo supports the Christmas range

The distribution expansion supports a Christmas offer spanning Adventurer 2, Loop and Geo. As outlined in the Company's announcement on 5 November 2026, Geo is scheduled to launch in Australia in November 2026 as the first model in Spacetalk's planned kids smartwatch refresh.

More opportunities to acquire subscription households

Kids smartwatches are an important entry point into Spacetalk's family safety platform, delivering cost effective acquisition of a household. Broader distribution creates more opportunities to establish a first relationship with a household through a watch purchase, with ongoing engagement through mobile connectivity and premium App services including Online Safety, Apple and Samsung watch apps and 24/7 emergency monitoring, all scheduled for release between November 2026 to February 2027. The expanded network supports the Company's strategy to grow recurring revenue alongside its hardware business

Leading position in the measured retail category

Spacetalk was the leading brand by unit sales in GfK's measured Australian retail Kids Watch Phones category for the twelve months from 1 October 2025 to 30 September 2026, accounting for approximately 97.1% of category unit sales.[2]

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Importantly, these gains were achieved in a market where competitors remain largely focused on fitness and feature-led propositions. This has enabled Spacetalk to own the family safety narrative, further differentiating the brand and capturing a disproportionate share of category growth.

The sustained share momentum throughout the quarter demonstrates that the family safety platform is translating into measurable commercial outcomes and establishing Spacetalk as the category's purpose-built solution for connected family safety, rather than simply another wearable device.

From a strategic perspective, the results validate continued investment in the family safety ecosystem. The data confirms that differentiation through trust, safety and parental peace of mind is delivering stronger market performance than feature-based competition and is underpinning Spacetalk's ongoing market leadership.

[2] Source: GfK Custom Report, Core Wearables, Australia Panelmarket, Kids Watch Phones, October 2025 to September 2026. Retail sales only.

Management comment

Spacetalk CEO and Managing Director Simon Crowther said:

"We are putting Spacetalk in front of more families as they choose a child's first connected device for Christmas. Kmart, Target and Bing Lee broaden our retail reach, while Geo gives families another option within our watch range."

"Together with our established Australian and New Zealand channels, this gives us a stronger platform to introduce new households to Spacetalk. A watch purchase can begin a longer relationship through mobile connectivity and App services, which is central to our recurring revenue strategy."

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This announcement has been authorised for release by the Board of Directors of Spacetalk Ltd.

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About Spacetalk Ltd

Spacetalk Ltd (ASX:SPA) develops and sells hardware and software to provide safety at every stage of life. Its family safety offering brings together kids smartwatches, Spacetalk Mobile and the Spacetalk App. To learn more, visit spacetalk.co.

Forward looking statements

This announcement may contain forward-looking statements based on the Company's current expectations, estimates and projections. Retail rollout timing and Geo availability remain subject to supply and retail readiness, and final testing where applicable. Wider distribution creates opportunities for customer acquisition, with subscription outcomes dependent on customer take-up. These statements are not guarantees of future performance. Actual outcomes may differ materially. Spacetalk undertakes no obligation to update forward-looking statements, except as required by law.

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