



ASX Announcement

PERTH - 22 JUNE 2017

FAMILY ZONE PARTNERS WITH AUSTRALIAN TELCO - SOUTHERN PHONE

- Family Zone signs agreement with Australian telco Southern Phone to resell Family Zone's cyber safety services.
- Southern Phone is one of the largest and most successful providers of fixed line, mobile and Internet communications services in regional Australia.
- Southern Phone plans to launch early Q4 2017 a bundled offer including Family Zone in its NBN and DSL home internet plans. The two companies will subsequently work together to develop standalone mobile offerings.

Family Zone Cyber Safety Ltd (ASX: FZO, **Family Zone** or the **Company**) is pleased to announce a partnership with Southern Phone Company (**Southern Phone**).

The partnership will enable Southern Phone to quickly and cost-effectively meet the growing demands of its customer base to provide a family-safe online experience wherever their children access the internet.

This complements Family Zone's previously-announced partnerships with telco carriers PLDT in the Philippines, Telkomsel in Indonesia and Ovo Mobile in Australia.

Family Zone Managing Director, Tim Levy, said:

"Southern Phone has long made an extraordinary commitment to community, family and sustainability. This commitment has brought the company into close alignment with Family Zone. We're very excited to work with Southern Phone and look forward to bringing world-leading cyber safety services to their community."

Southern Phone Managing Director, David Joss, said:

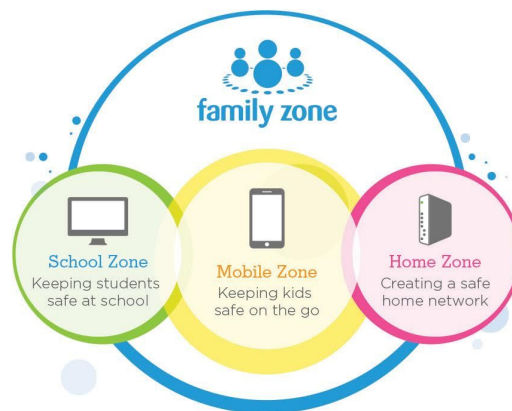
"With over 90% of Australian teenagers owning smartphones, cyber safety is of growing importance for many families. We have been contemplating solutions for some time and we feel that Family Zone will help parents provide a more secure and safe online experience for their children. We are very pleased to be partnering with Family Zone to provide what we think will be a unique offering to our customers".

Background

Family Zone has developed a globally unique approach to managing digital experience. This is delivered through the innovative cloud-based Family Zone platform and associated enforcement technology which can be:

- Embedded in internet gateways (such as home & business routers);
- Embedded in enterprise and school firewalls;
- Installed on end-user devices (such as smart devices and computers); and
- Embedded in and work with carrier network services.

This world-first approach allows Family Zone to bring to the market an ecosystem solution, offering cyber safety services at home, on mobiles, in schools, enterprises and importantly through partnerships with telco providers.



Telco Partnering

The Company has developed the Family Zone platform from the ground up to support partnerships with telco carriers. Telcos offer Family Zone access to large customer bases with established billing relationships. Importantly, working with carriers helps to strengthen Family Zone's cyber safety eco-system for the benefit of all.

The benefits of Family Zone's Telco partnerships

For Family Zone

- ✓ Access to large customer bases with complementary services
 - ✓ Leverage existing billing relationships and distribution channels
 - ✓ Broaden the cyber safety eco-system
 - ✓ Leverage carrier services
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For Telco providers

- ✓ Build brand equity around family and peace of mind
- ✓ Create compelling cyber safety operating across fixed and mobile services
- ✓ Offer filtering services aligned with school cyber safety programmes
- ✓ Develop consumer propositions targeting children's mobility
- ✓ Leverage Family Zone's technology for low cost and rapid deployment
- ✓ Leverage Family Zone's Cyber Expert marketplace

Partnership with Southern Phone



Founded in 2002, Southern Phone is one of the largest and most successful providers of fixed line, mobile and Internet communications services to both businesses and consumers throughout regional Australia.

From inception Southern Phone has been committed to empowering and supporting regional communities.

This partnership brings Family Zone's world-leading cyber safety offerings to Southern Phone's significant and growing customer base.

Key terms of the Southern Phone / Family Zone partnership include:

- Southern Phone will offer Family Zone's home and mobile offerings to new and existing customers;
- Southern Phone will bill for Family Zone's services and intends to bundle these services into its telco service plans;
- Southern Phone incurs wholesale charges for Family Zone services.

The companies intend to launch their first market offering in early Q4 2017.

About Family Zone

Family Zone is an ASX listed technology company focused on cyber safety. Meeting a growing demand to keep kids safe online and manage digital lifestyles, Family Zone has developed a unique and innovative cloud-based solution which combines Australian innovation with leading global technology.

To learn more about the Family Zone platform and the Company please visit www.familyzone.com.



About Southern Phone Company

Southern Phone Company is one of the largest and most successful providers of fixed line, mobile and Internet communications services in regional Australia.

The company was formed in 2002 after receiving \$4.77 million in funding from the Australian Government's Networking the Nation scheme. Its vision is to deliver affordable telecommunications services to regional communities and to share this success with those communities. Southern Phone now serves a national customer base, from Cape York to Zeehan, from Bega to Broome.

To learn more about Southern Phone Company, please visit www.southernphone.com.au.

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