



FAMILY ZONE CYBER SAFETY LIMITED (ASX:FZO)

Presentation - November 2017

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Family Zone Cyber Safety Limited

Cyber safety technology and service provider to consumers, educators and access providers.

CAPITAL STRUCTURE

Ordinary Shares

110.2m

- ✓ 13.5m founder escrow
- ✓ 6.8m Linewize vendor escrow

Executive Performance Shares

33.6m

- ✓ Class A 11.2m 15,000 paying zones/2yrs
- ✓ Class B 11.2m \$10m recurring revenue/3 yrs
- ✓ Class C 11.2m \$20m recurring revenue/4 yrs

Linewize Performance Shares

9.5m

- ✓ 5 year, 5 hurdles. Up to NZ\$ 9.25m Revenue

Options

25.6m

- ✓ Director 4.0m \$0.25, 20 May 2019
- ✓ IPO Options 7.5m \$0.25, 29 Aug 2019
- ✓ Employee 6.4m \$0.33, 19 Sep 2019 with hurdles
- ✓ Employee 6.0m \$0.30, 15 Dec 2019 with hurdles
- ✓ Broker 1.7m \$0.30, 5 May 2020

* As at 31 October 2017. Includes impacts of the acquisition of Linewize, due for shareholder approval on 28 November 2017.

ASX:FZO



Tim Levy
Managing Director



Crispin Swan
Executive Director



John Sims
Chairman



Phil Warren
Director

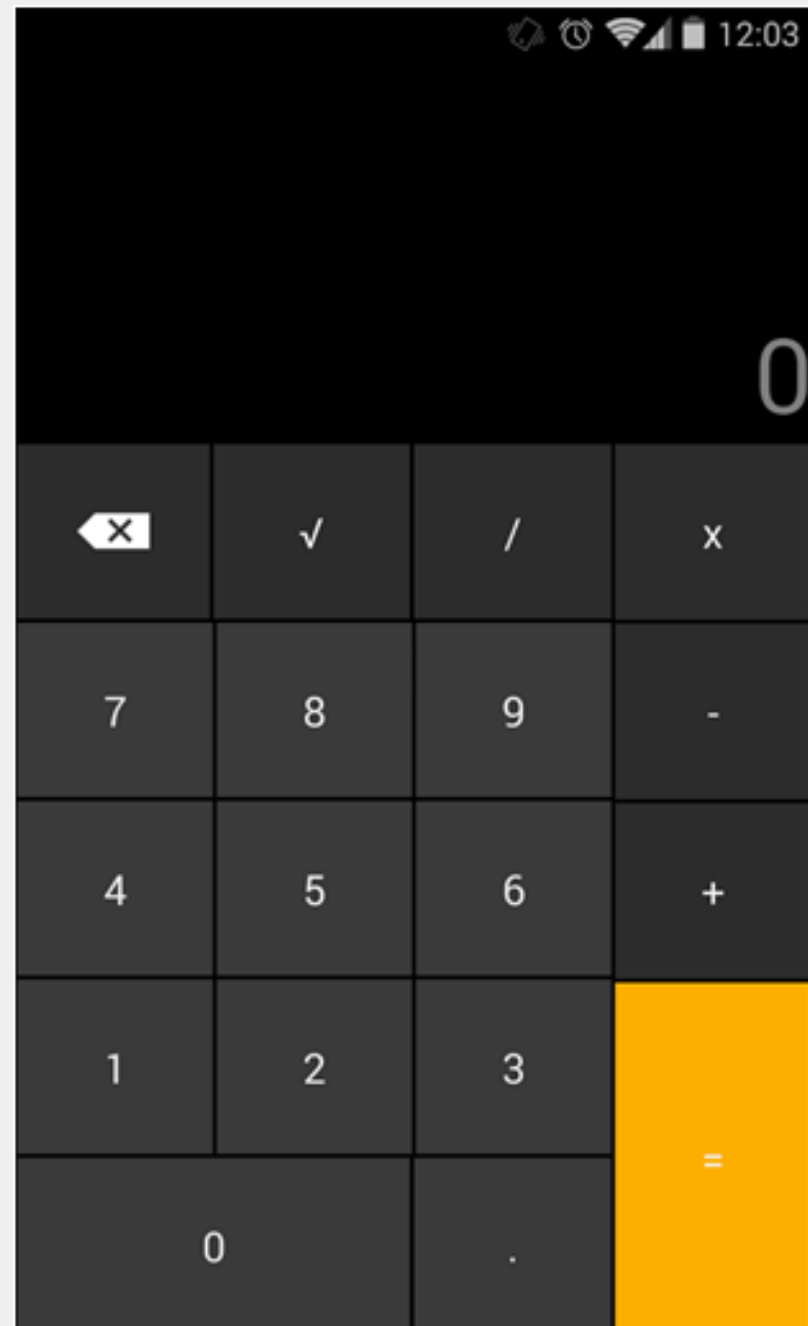
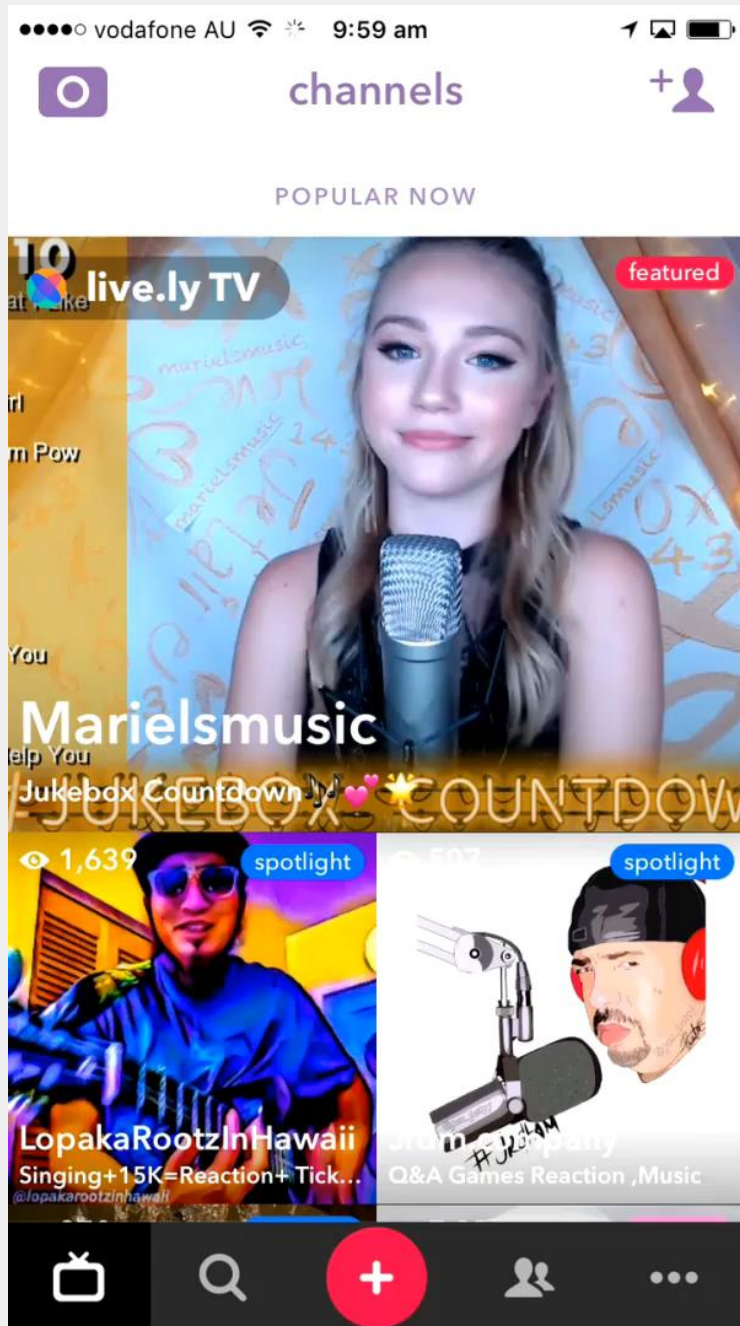


Rob Smyth
Education Sales

A close-up photograph of a person's face, focusing on the mouth and chin. The person has light skin and dark hair. The image is slightly blurred and has a dark, moody color palette. Overlaid on the image is a large, bold, white text headline.

Sex Before Kissing: How 15-Year-Old Girls Are Dealing With Porn-Addicted Boys

APRIL 1, 2016



CHALLENGES OF TODAY

Personal devices at school

Creating distractions and permitting easy avoidance of school policies

Rapid dispersion

Social & gaming platforms permit rapid dispersion of harmful & hurtful material

Mental health

Social platform use being linked to mental health and behavioural issues

Learning outcomes

Screen-time now clearly linked to academic performance and behaviour

Screen-time

The biggest challenge in most homes is balancing on and off line time

Gamblification

Widespread gamblification within mobile apps and availability of gaming services

Live chat & streaming

Rapid growth of chat & live streaming services is broadening the risks

Digital footprint

Technology and its use are leaving risky traces online

School reputation

Extensive use of online services creating risks for staff and school reputation

Parent's expectations

Parental understanding of cyber safety issues and expectations of the school.

Teens exposed to

70% CYBER BULLYING

Australian teens boys have

70^k PROBLEM GAMBLING

Teens with

75% PROBLEM SLEEPING

Teen girls feel

81% PRESSURE TO SEXT

Teens spend

4 hrs PER DAY ONLINE

Pre-teens on social networks

45% ON SOCIAL NETWORKS

Australian teen boys have

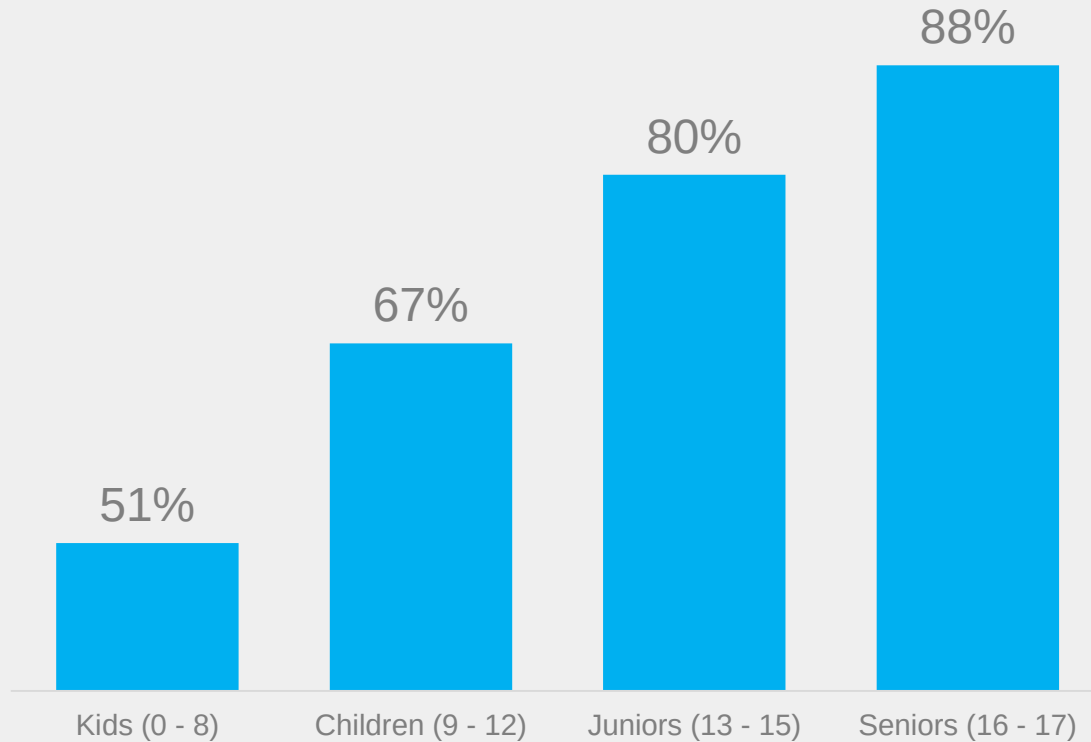
90% WATCHED ONLINE PORN

Australian teen girls have

60% WATCHED ONLINE PORN

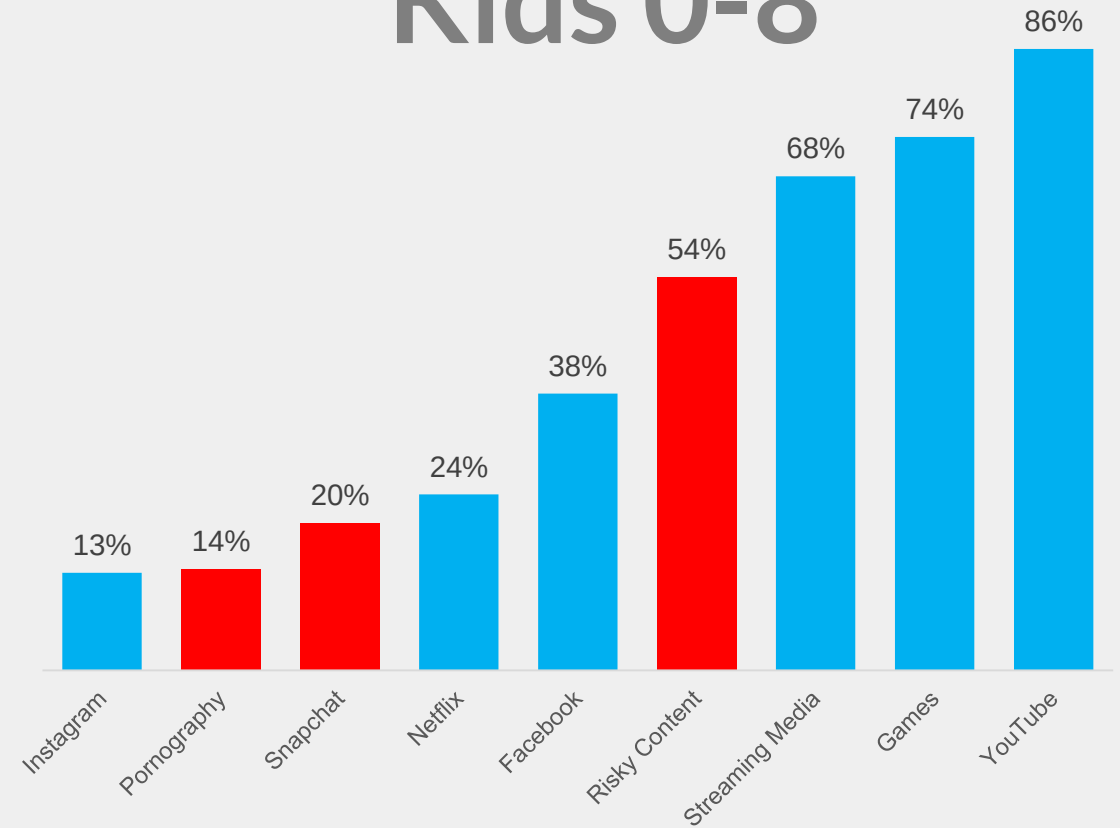
MAINSTREAM CHALLENGE

Inappropriate Activity



Usage Patterns

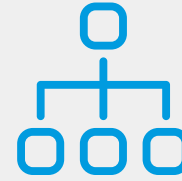
Kids 0-8



CYBER SAFETY MARKET SEGMENTS



- ✓ Major challenge today
- ✓ Complex/limited options
- ✓ USD 2.5Bn market today



- ✓ Commoditised providers
- ✓ Seek differentiators
- ✓ Regulatory responses



- ✓ A major challenge
- ✓ Despite massive investments
- ✓ Challenges moving “off-net”

Global Opportunity

US\$ 100Bn

CYBER SAFETY ECOSYSTEM



A world first unified policy platform

Broad suite of integrated enforcement

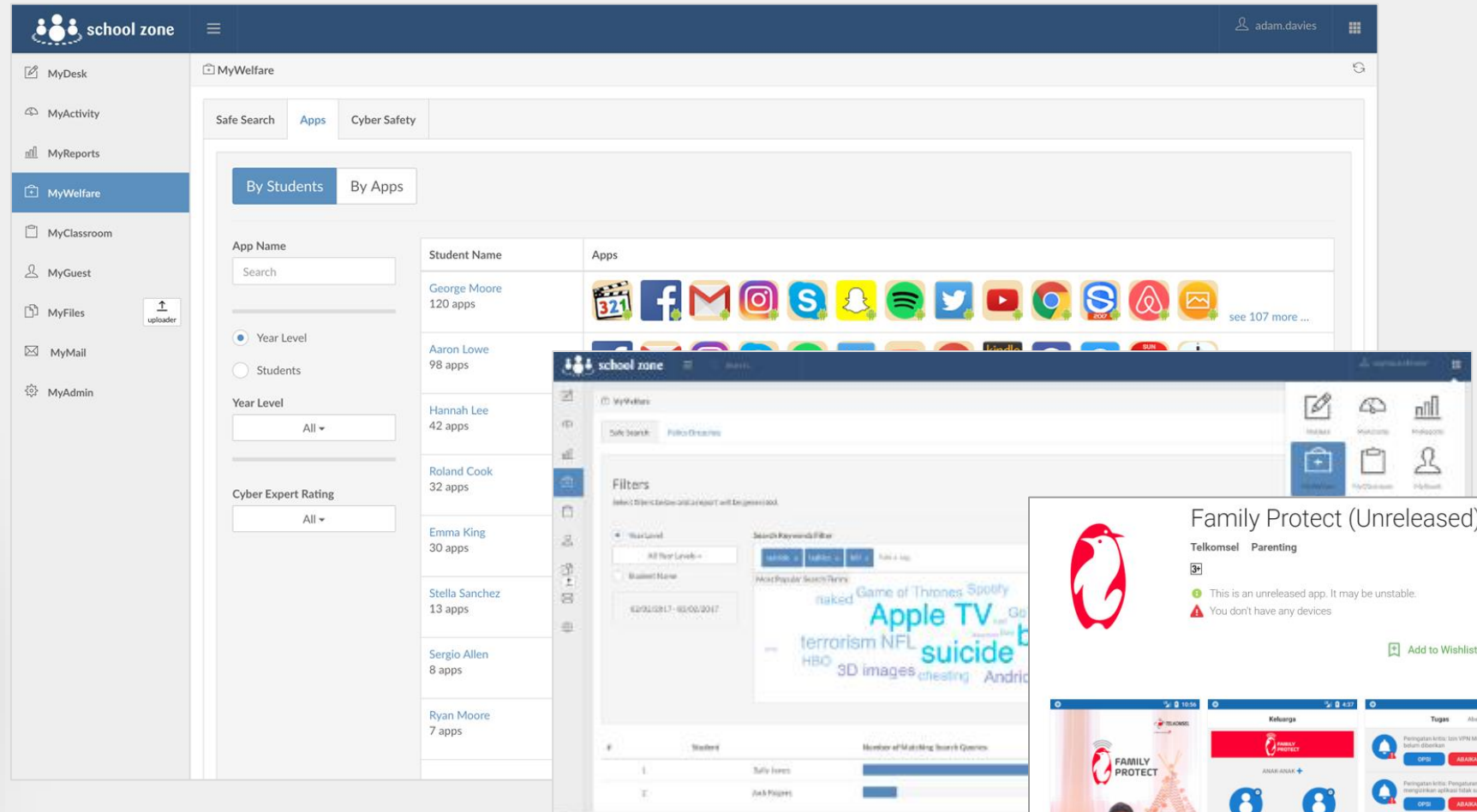
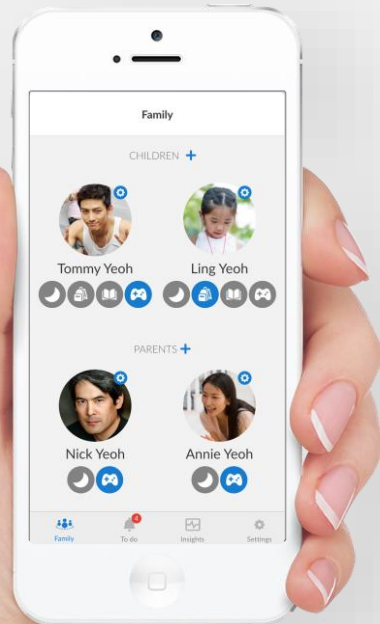


World's first expert marketplace

ySafe Solutions was founded in response to increasing concerns from their Australian parents, that they needed more knowledge about what their children were doing in the online world. Price: AU \$199/year, or AU \$245/month Location: Sydney, Australia SUBSCRIBE LEARN MORE	With more than 30 years experience in IT, and a social media background, Cyber Safe Kids Solutions are ready to guide you along the cyber safety pathway. Price: AU \$199/year, or AU \$245/month Location: New South Wales, Australia SUBSCRIBE LEARN MORE	As a high school IT teacher, Pete Brown has seen the work of what our response to the cyber world can do. That's why he recommends Family Zone AU to provide a universal and affordable level of control for parents. Price: AU \$199/year, or AU \$245/month Location: Sydney, Australia SUBSCRIBE LEARN MORE	Caroline Brownmore aims to be a resource for parents to work together in providing a safe online community for children. Her goal is for parents to share their thoughts, fears and concerns with other parents. Price: AU \$199/year, or AU \$245/month Location: Australia SUBSCRIBE LEARN MORE	Marlene O'Brien is a specialist education counsellor and mum to 3 kids. With experience in managing kids' safety and school issues, she's managed to professionalise her research with the personal experience of raising kids. Price: AU \$199/year, or AU \$245/month Location: Melbourne, Australia SUBSCRIBE LEARN MORE	Be Safe Online teaches you how to set your own online safety rules rather than for your children. They're not about giving you advice on raising your kids, they provide support for you in getting their online activities. Price: AU \$199/year, or AU \$245/month Location: Greater England & Midlands, Australia SUBSCRIBE LEARN MORE
Mrs Hopkin is a Media/Technology teacher for Year 7 to 12 students. For the past 6 years she has been educating parents, students and teachers about social media and cyber safety risks. Price: AU \$199/year, or AU \$245/month Location: Sydney, Australia SUBSCRIBE LEARN MORE	Dr Kristy Goodwin is a children's technology, learning and development researcher, speaker and author (and mum). She's on a mission to help parents feel confident raising their kids in this digital age. Price: AU \$199/year, or AU \$245/month Location: Sydney, Australia SUBSCRIBE LEARN MORE	Having spoken to over 100,000 students, parents and teachers, David and Katie Koller have seen first hand the challenges young people are facing in navigating the online world in a safe, healthy and mature way. Price: AU \$199/year, or AU \$245/month Location: South of Coast, Australia SUBSCRIBE LEARN MORE	Get Tech4u safe the Tech Mom and add tools to your internet safety toolkit. Simple explanations and practical advice to become involved in your child's digital world. Price: AU \$199/year, or AU \$245/month Location: Australia SUBSCRIBE LEARN MORE	Internet Safe Training programs lead the field of internet education and awareness and are delivered to school communities, public groups, corporate teams and government organisations worldwide. Price: AU \$199/year, or AU \$245/month Location: Sydney, Australia SUBSCRIBE LEARN MORE	Lynette Smith believes that education and parental control technology are the keys to online safety. Adults and children should be educated about how technology works, and to understand how to stay safe online. Price: AU \$199/year, or AU \$245/month Location: Sydney, Australia SUBSCRIBE LEARN MORE



CYBER SAFETY ECOSYSTEM



TAKE A LOOK

Zone Manager

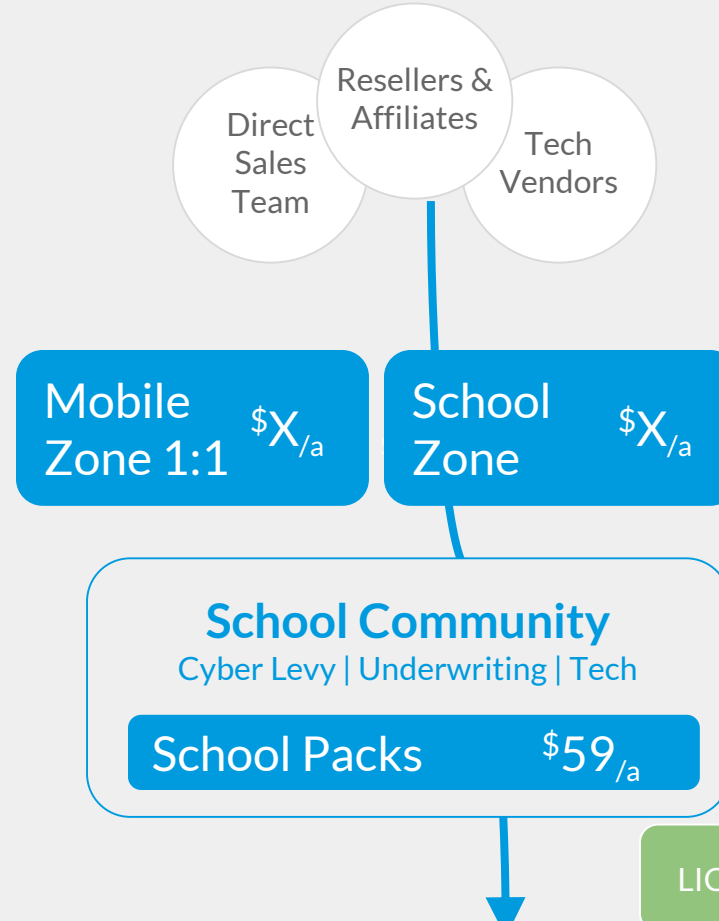


COMMERCIAL MODELS

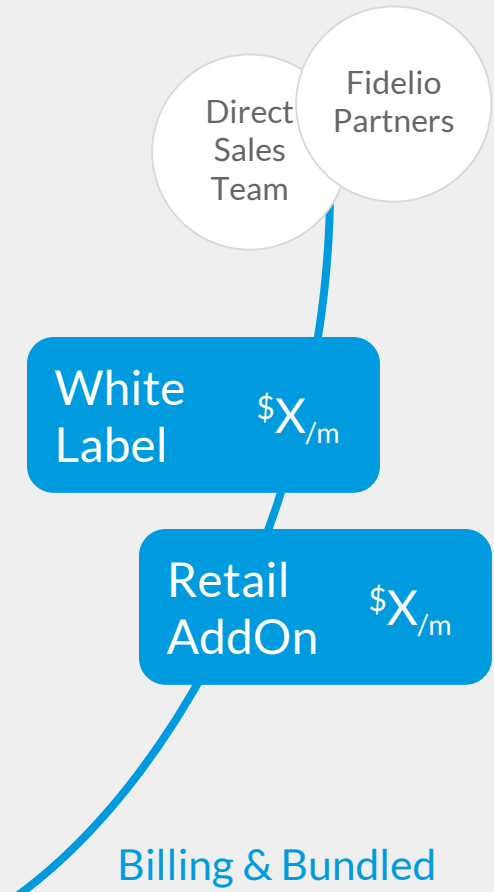
DIRECT



EDUCATION



PARTNERS

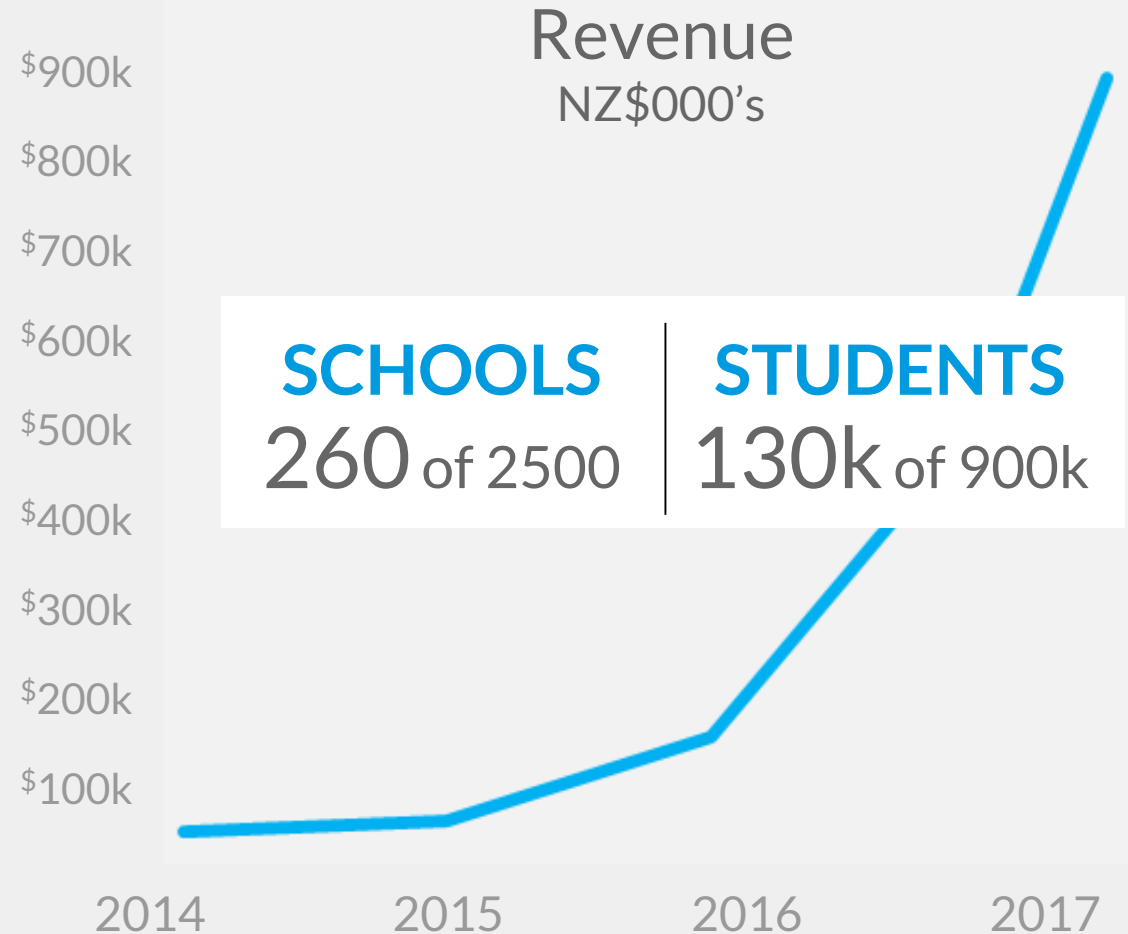


SUBSCRIPTION REVENUE

STRATEGIC ACQUISITION



- ✓ Leading NZ school firewall provider
- ✓ Rapid revenue growth
- ✓ Technical & product innovation
- ✓ Already serves 130,000 families
- ✓ Already promoting FZO services
- ✓ Executive relationships & expertise
- ✓ Reached break-even in mid 2017



* 2017 based on extrapolation of 6 month ended 31/3/17

ORDER OF MAGNITUDE SAVINGS

Linewize's world-class cloud technology enhances the Family Zone ecosystem and offers order of magnitude savings in deployment & support cost

Linewize

School Zone

HARDWARE

\$0.5-1k

\$5-10k

DEPLOYMENT

Hours

Days

SUPPORT

> 180 schools per FTE

20-30 schools per FTE



Chrome extensions &
Chromebook support

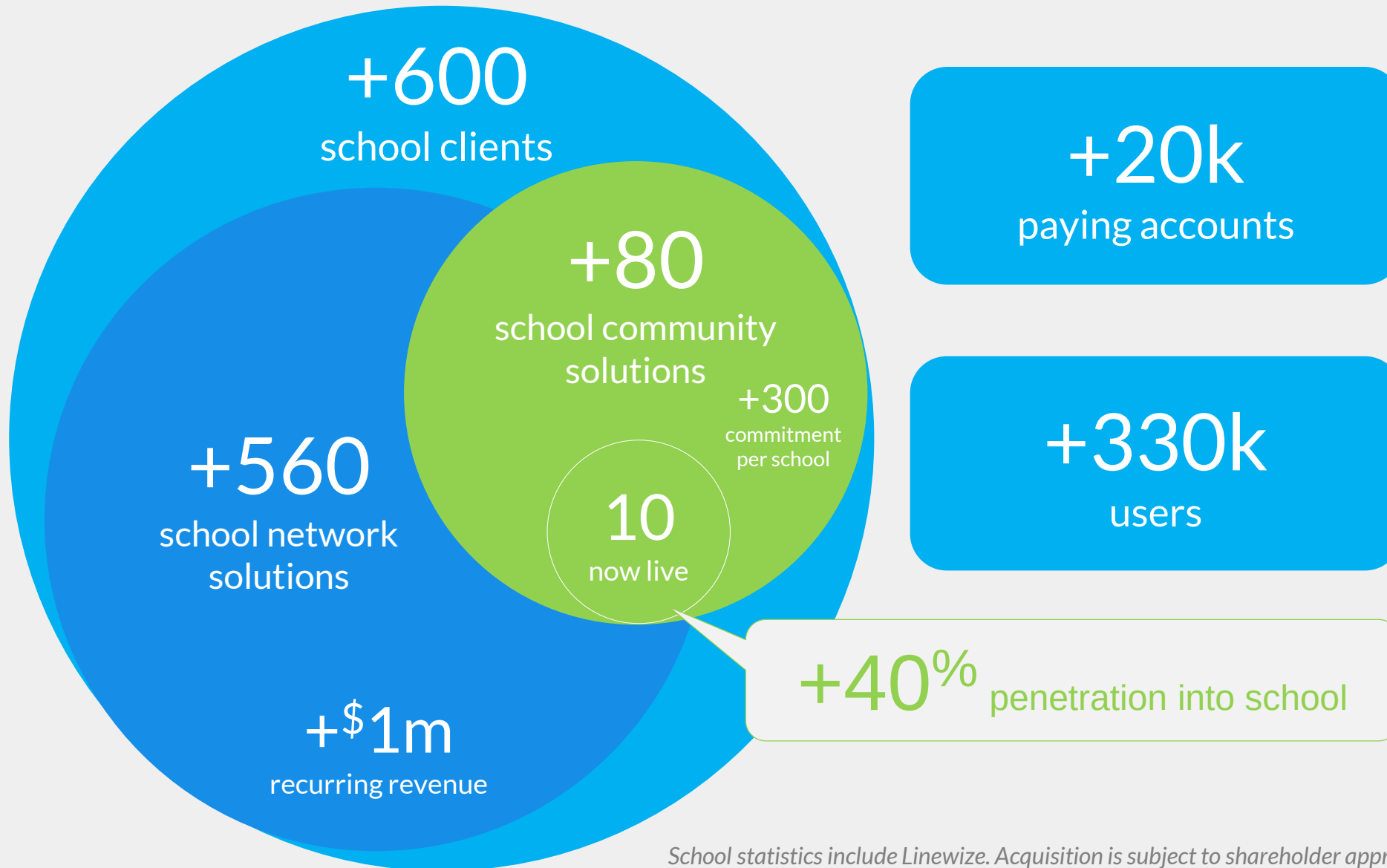


Best practice
Classroom Tools



Big Data & Machine
Learning

STATUS UPDATE



LIVE



COMING SOON



School statistics include Linewize. Acquisition is subject to shareholder approval scheduled for November 2017.

TAKE A LOOK

