



INVESTOR PRESENTATION

Family Zone Cyber Safety Limited

Goldman Sachs

TechNet Conference Hong Kong May 2018

Tim Levy
Managing Director



DISCLAIMER

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CORPORATE HIGHLIGHTS

CAPITAL STRUCTURE

Ordinary Shares **134,198,731***

Restricted (founder escrow)	22,566,971
Founders	16.2%
Top 10 Shareholders	35.4%
Top 20 Shareholders	52.2%

Performance Based **45,516,702**

Performance Shares	30,499,997
Performance Rights	3,966,667
Employee Options	11,050,038

Other Securities **15,053,218**

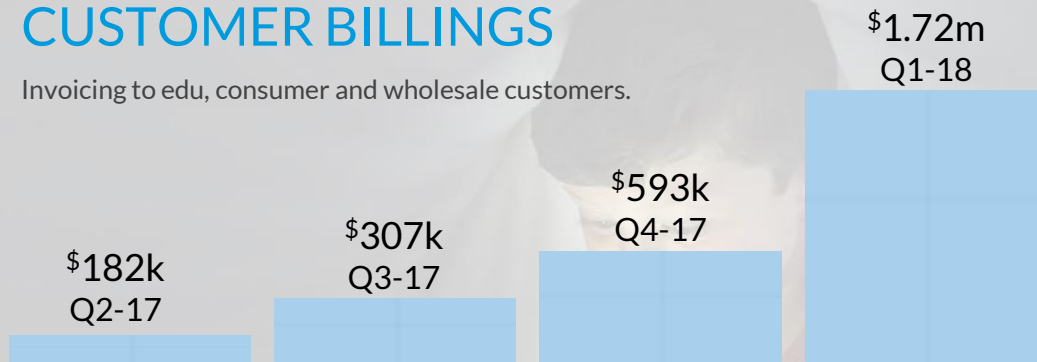
Director Options	4,000,000
Prospectus Options	6,569,688
Broker Options	4,483,530

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CUSTOMER BILLINGS

Invoicing to edu, consumer and wholesale customers.



RECENT TRADING



TEAM



Tim Levy

Managing Director

Experienced entrepreneur and telco executive.



Crispin Swan

Sales Director

Experienced global telco sales executive.



John Sims

Chairman

Globally regarded global telco & technology executive.

THE CHALLENGES OF THE CYBER AGE

CYBERBULLYING



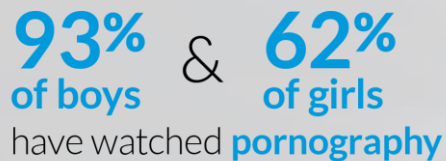
Research shows over 30% of students have experienced cyberbullying and almost all have been exposed to it.

SLEEP



Research clearly shows a high correlation between a lack of sleep and depression, as well as behavioural and learning issues.

PORNOGRAPHY



According to the AMA there is a "strong link" between online porn and adverse sexual and mental health outcomes.

SCREENTIME



After rising since the early 1990s, adolescent self-esteem plunged after 2012. Research suggests that teens who spend less time in front of screens are "happier".

GAMBLING



Gamblification is the term coined by experts concerned about the growing inclusion of gambling features in children's apps.

SEXTING

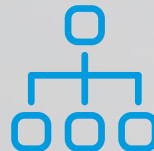


The majority of teenagers now regard sharing explicit material as normal. Over half of girls feel pressure to take & share sexual photos.

TODAY'S APPROACH IS BROKEN



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



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



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

Global Opportunity
US\$100Bn

* Parks Research

FAMILY ZONE STRATEGY

EMOTIVE, TOPICAL & RAPIDLY EVOLVING CHALLENGE



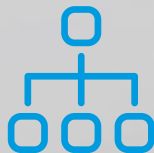
PARENTS

VAST, UNSATISFIED
& GLOBAL MARKET



SCHOOLS

AN UNRECOGNISED
LEVERAGE OPPORTUNITY



PROVIDERS

OFFER SCALE &
DISTRIBUTION



OUR CYBER SAFETY ECOSYSTEM

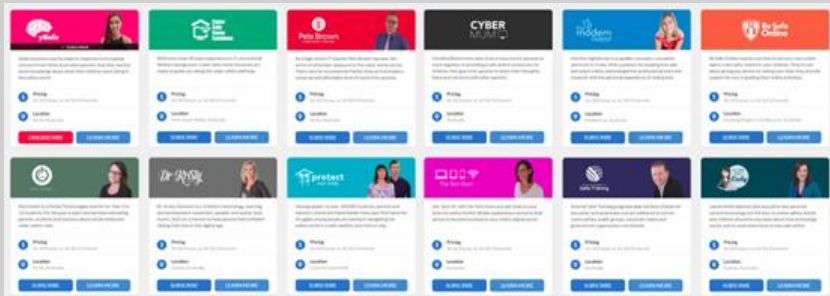
Cloud policy platform

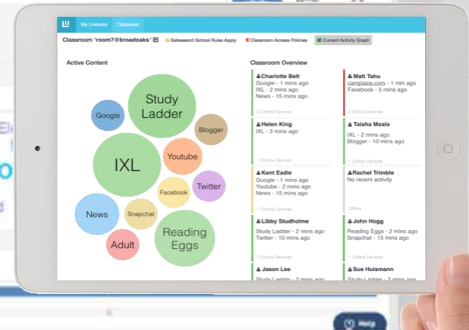
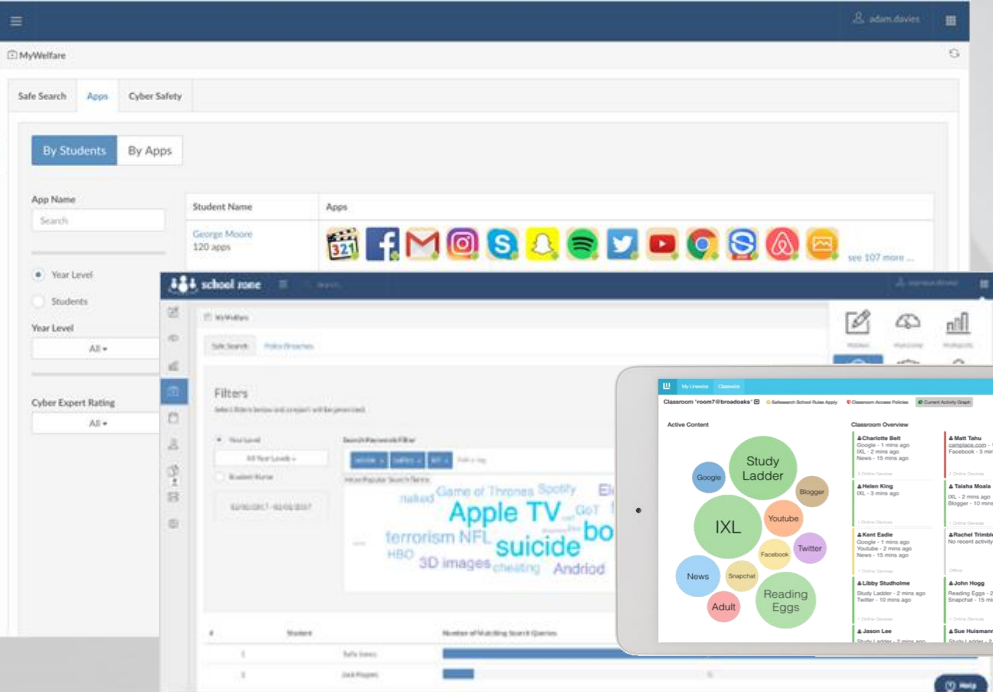
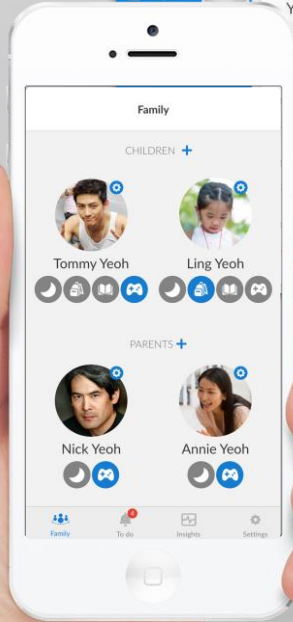


Tech for any network and device



World's first cyber expert marketplace





COMMERCIAL MODELS

Designed to drive subscription revenue

DIRECT

- ✓ \$5.95/m Family Packs
- ✓ \$89 Access Point
- ✓ \$Cyber Experts
- ✓ \$User Add Ons

EDUCATION

- ✓ License Software
- ✓ Partner Programs
- ✓ \$59/yr Family Packs
- ✓ Sold in pack bundles

Typically \$10k-\$14k pa multi-year contract with built in growth as school penetration builds.

WHOLESALE

- ✓ %Revenue Share
- ✓ \$Service fees
- ✓ \$User Add Ons

License
Revenue

Subscription Revenue

GROWING & GLOBAL

+ 600

Schools ANZ/USA

+ 160

Partner Schools

+ 40k

Subscriptions

+ 550

School Networks

+ 20%

School Penetration

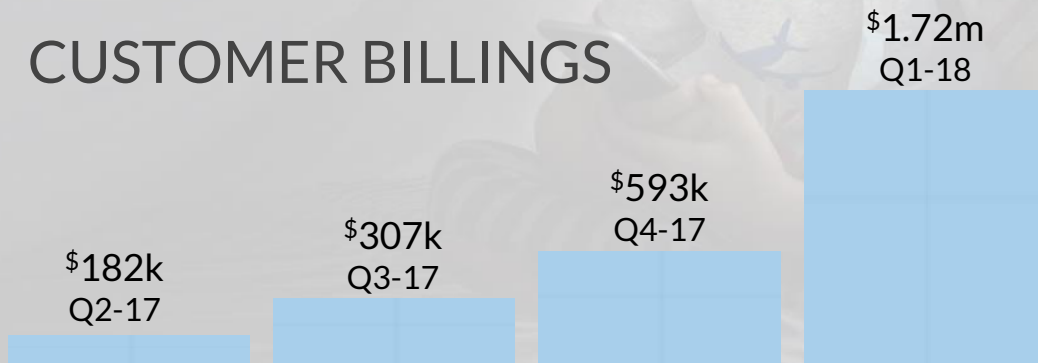
+ \$5.5m

Of Contracts

+ 350k

Users Daily

CUSTOMER BILLINGS

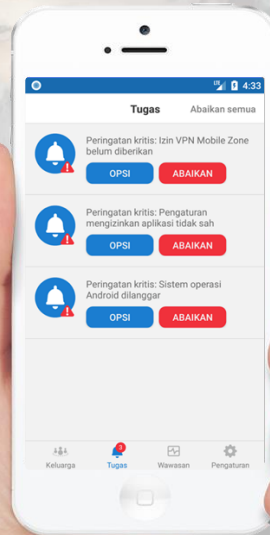


NOW A LEADING GLOBAL PROVIDER

RAPIDLY EXPANDING TELCO NETWORK

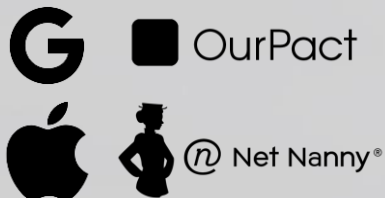


OEM PARTNER NETWORK



COMPETITIVE EDGE

Consumer Yield



Completeness: Cyber Safety



IP Protection

Extensive patent portfolio in policy management and related features.

Cyber Partnerships

Investment in cyber experts leverages local expertise and local advocacy.

School Partnerships

Drive consumer take-up through solving school challenges, leveraging influence.

Access Partnerships

Drive ubiquity through telcos and ODMs.

Supporting the majors

Commercial model supports the objectives of telcos, OS's and platforms.

THE POWER OF OUR ECOSYSTEM

SOCIAL MEDIA

Being 'everywhere' gives us unparalleled insights into the use of technology by children.



45%

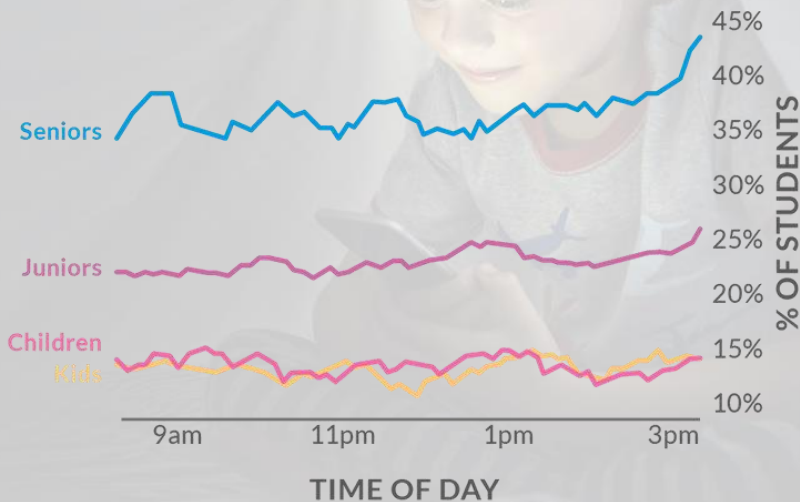
of pre-teens are accessing **social media**

20%

of students are on social media **during class**

Research clearly shows links between social media use and mental health, body image, behaviour and educational outcomes.

SOCIAL MEDIA USE ON MOBILES



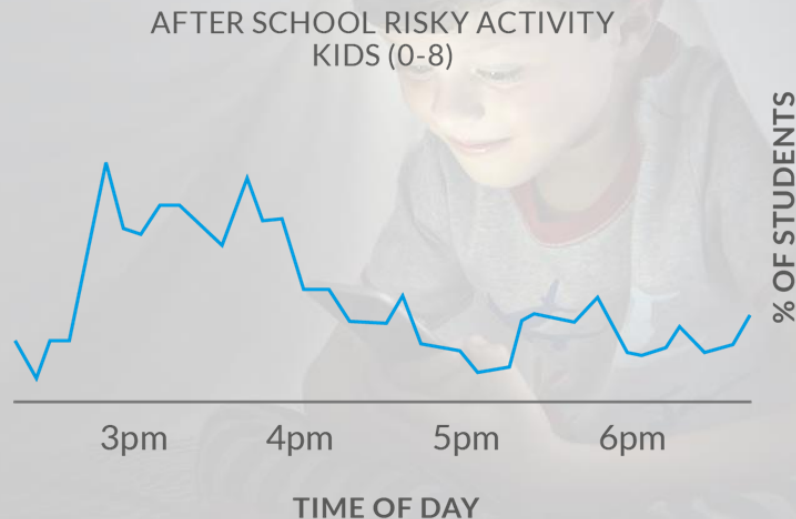
THE POWER OF OUR ECOSYSTEM

RISKY ACTIVITY

Accessing of
**questionable
content** each
month:

54%	KIDS (0-8)
65%	CHILDREN (9-12)
75%	JUNIORS (13-15)
83%	SENIORS (16-17)

Research shows the high proportion of students taking risks or encountering threats online.



THE POWER OF OUR ECOSYSTEM



A week after roll-out, 60% of Donvale families had onboarded.

“The biggest thing for us has been erasing that line in the sand between school and home. With Family Zone, for the first time, we have a platform that engages parents as the partners that we want and need them to be to keep our students safe.”

Josh Lyon
Business and ICT Head

INVESTMENT DRIVERS

✓ MANAGEMENT

Proven experience in the areas critical to success - telco, tech & retail.

✓ MARKET

Poorly addressed and open. Estimated +90Bn un-met global demand.

✓ PRODUCT

Universal approach is the only workable solution to the challenge.

✓ STRATEGY

Leverage built-in with schools, telcos & ODMs.

✓ EDGE

Carriers and ODMs no threat. Existing products operate in silos.

✓ PROOF

Already a leader in EDU. Major carriers & ODMs buying in.

CONTACTS

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For shareholder updates and broker research, please visit our investor centre.

www.familyzone.com/investor