



ASX Announcement

25 October 2018

PRESENTATION – GOLDMAN SACHS 2ND ANNUAL TECH DAY

Family Zone Cyber Safety Limited (ASX: FZO) (**Company**) is pleased to announce that its Managing Director Mr Tim Levy has been invited to present at the Goldman Sachs 2nd Annual Tech Day being held in Sydney today.

The Goldman Sachs 2nd Annual Tech Day provides the Company an opportunity to present to some of Australia's leading institutional investors. Tim will be presenting alongside some of the leading high growth technology companies in Australia.

A copy of the presentation is attached to this announcement.

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 unique and innovative cloud-based solutions which combines Australian innovation with leading global technology.

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

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PRESENTATION
Goldman Sachs 2nd Annual Tech Day
OCTOBER 2018

DISCLAIMER

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To protect and support every child's digital journey.



global cyber
safety provider



350k
daily users



600
schools

world-first
cyber safety ecosystem

SCHOOL

Cyber safe &
secure at school

MOBILE

Cyber safe personal
& learning devices

HOME

Cyber safe &
secure at home

THE TEAM

Family Zone was founded by ex telecommunications executives with technology and startup expertise. The team has been bolstered by world renowned board appointments and boasts global experience & relationships.

BOARD OF DIRECTORS



Tim Levy
Managing Director



Crispin Swan
Executive Director



John Sims
Chairman



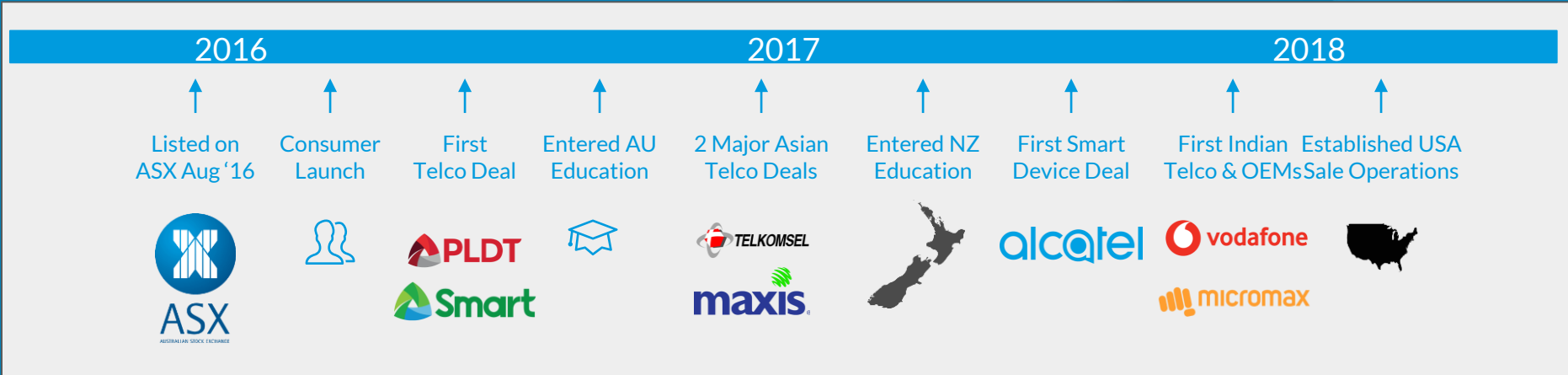
Phil Warren
Non-Exec Director



Sir Peter Westmacott
Non-Exec Director

FAMILY ZONE ACHIEVEMENTS

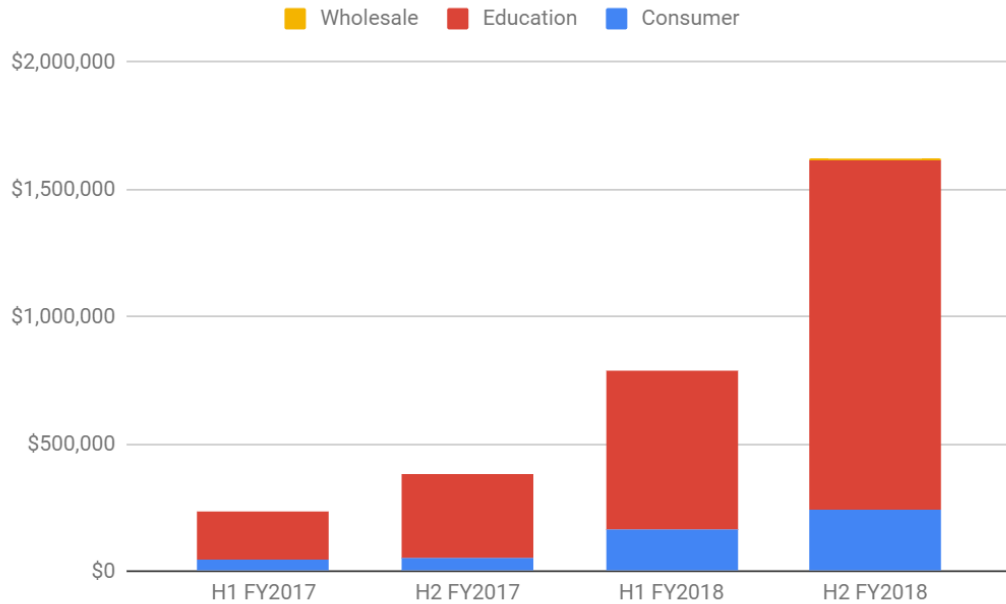
Remarkable growth in 2 years



Family Zone's innovative approach is driving rapid growth across Australian and New Zealand schools and consumers. We are swiftly becoming the go-to provider to global telcos. Our USA footprint is set for growth.

Rapidly growing, global & scalable

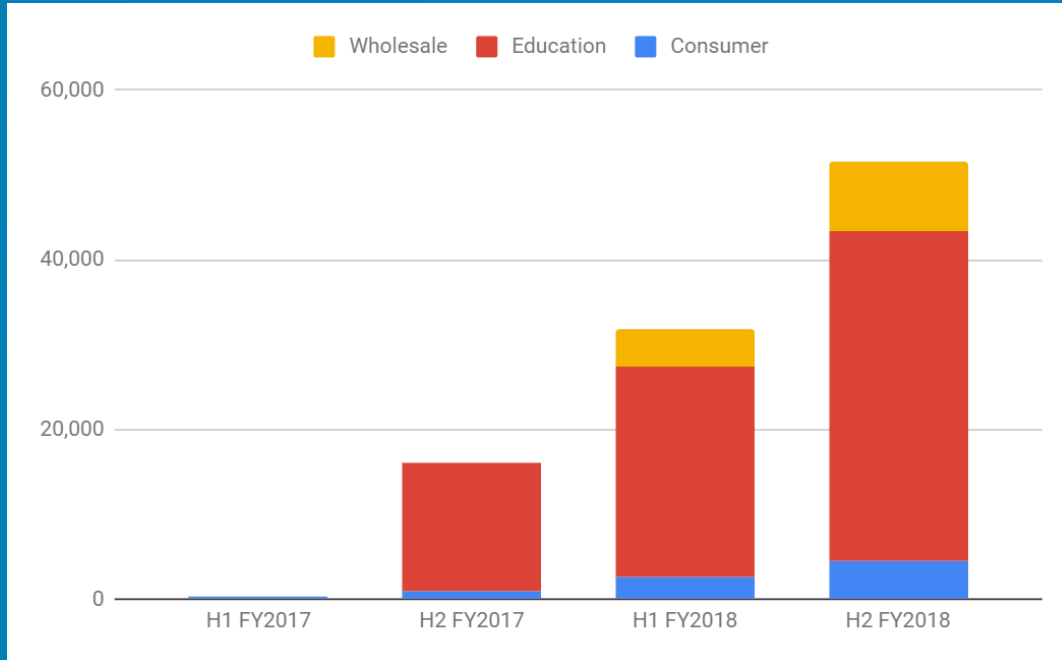
CUSTOMER REVENUE



Customer revenue
has been doubling
every half

Rapidly growing, global & scalable

PAYING ACCOUNTS

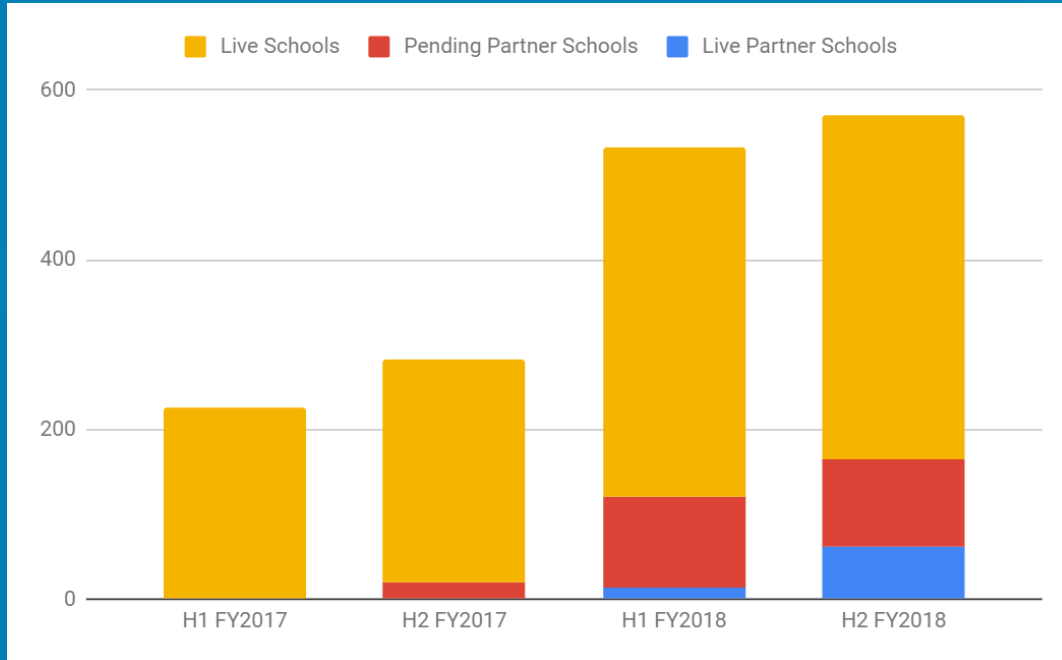


Now over 83,000
paying accounts

Subscription
business with
paying accounts
growing rapidly

Rapidly growing, global & scalable

SCHOOLS



Our solutions are focussed around solving the cyber problems of school communities

THE PROBLEM WE ARE SOLVING

Normalisation of cyber challenges

PORNOGRAPHY

93% of boys & **62%** of girls have watched **pornography**

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

SLEEP



3 out of 4 teens do not get **sufficient sleep**

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

CYBERBULLYING



of today's youth have been exposed to **cyberbullying**

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

SCREENTIME



The average teen is online for **5 hours a day** and checks their phone **50 times a day**



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”.

SEXTING

70%

of teenage girls believe **sexting** is normal

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

GAMBLING



of teens **gamble** each year

20%

of adolescents access **gambling sites**

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

OUR UNIVERSAL SOLUTION



SCHOOL



MOBILE



HOME

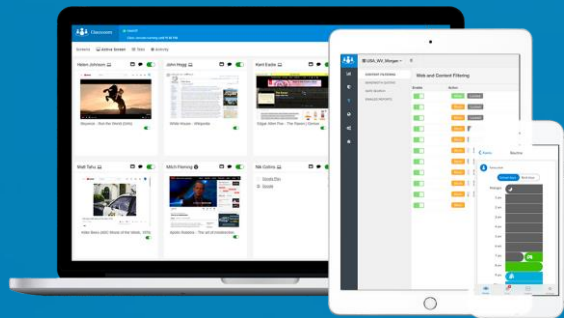


WORLD-FIRST PLATFORM

A common platform across *all networks* and *all devices*

AT SCHOOL

Solutions for networks and classrooms



WHEN MOBILE

Technology for all children's devices



AT HOME

Solutions for a safe home



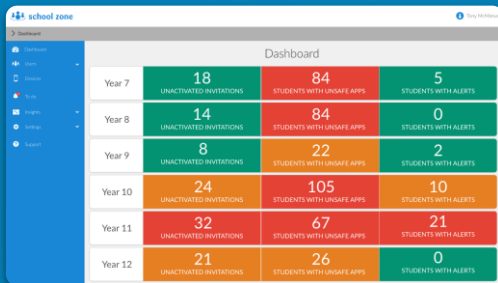
A single platform operating at home, at school and outside.

CREATES THE ECOSYSTEM

Universal platform drives collaboration

PARENTS & SCHOOLS

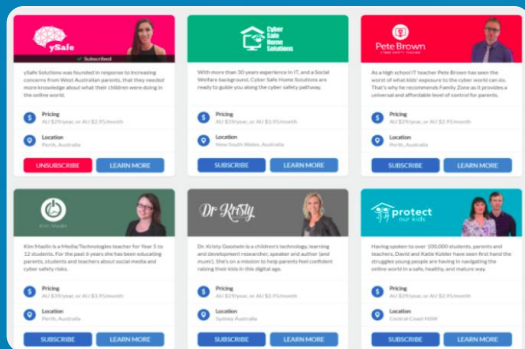
Allows schools to engage with parents in community wide cyber programs



Year	Unactivated Invitations	Students with Unsafe Apps	Students with Alerts
Year 7	18	84	5
Year 8	14	84	0
Year 9	8	22	2
Year 10	24	105	10
Year 11	32	67	21
Year 12	21	26	0

CYBER EXPERTS

Allows cyber safety experts to interact directly with schools & parents





ySale

With more than 30 years experience in IT and a Social Media design team, Cyber Safe Home Solutions are ready to guide you along the cyber safety pathway.

Pricing: \$1500/year or \$150/week
Location: Perth, Australia

[SUBSCRIBE](#) [LEARN MORE](#)



Peter Brown

As a high school IT teacher, Peter Brown has seen the worst of what kids exposure to the cyber world can do. That's why he recommends Family Zone as a universal and affordable level of control for parents.

Pricing: \$1500/year or \$150/week
Location: Perth, Australia

[SUBSCRIBE](#) [LEARN MORE](#)



Dr. Kirsty

Dr. Kirsty is a leading technology teacher for Year 7 to 12 students. For the past 10 years she has been educating parents, students and teachers about cyber safety and cyber safety risks.

Pricing: \$1500/year or \$150/week
Location: Perth, Australia

[SUBSCRIBE](#) [LEARN MORE](#)

TELCOS & ODMs

Allows telcos and ODMs to leverage best practice cyber safety



CYBER SAFETY EVERYWHERE

FOR PARENTS



Manage
Screen Time



Filter Web
Content



Manage
Social Media



Manage
Streaming



Works with
Schools



Manage
Gaming



Disable Device
Features



Reports &
Alerts



Manage In App
Purchases



Manage App
Downloads



Kids & Parent
WiFi



Cyber Expert
Support

FOR SCHOOLS



Manage Users
& Interfaces



Filter Web
Content



Filter Apps &
Videos



Classroom
Control



Device
Supervision



SSL
Inspection



Advanced VPN
detection



Reports &
Alerts



Parent
Engagement

THE SIZE OF THE OPPORTUNITY

GLOBAL CYBER SAFETY MARKET



CURRENT
MARKET~ \$2.5B

THE MARKET
OPPORTUNITY ~

\$100B

Estimated there is 2-4%
take-up of parental
controls globally.

Family Zone's ecosystem
creates this opportunity.

OUR CHANNELS



DIRECT



SCHOOLS



TELCOS



ODMs

OUR CHANNELS



CONSUMER

Complete parental control solutions for parents.

Consumers buy Family Zone products & subscriptions



Family Packs
\$5.95 per month
(3 kids and 6 devices).



EDUCATION

Cyber safety solutions for the school & school community.

Schools buy Family Zone EDU Solutions

**FAMILY ZONE
EDU SOLUTIONS**

Schools buy, mandate or promote Family Zone



TELCOS

White label wholesale cyber safety offering.

Telcos promote & ODMs preload Family Zone



ODMs

Preload on access points & smart devices.

Revenue share with wholesale partners.

**FAMILY ZONE
SUBSCRIPTIONS**

CONSUMER

- ✓ Vast & unsatisfied market
- ✓ Awareness is building
- ✓ Still reluctant purchasers



safe family bundle

Cyber safety for

3

children

+



All home devices
protected

GET STARTED

\$89 upfront

60-day moneyback guarantee

- ✓ 6 Mobile Zone Apps to protect mobile devices
- ✓ Zone Manager app for parent devices
- ✓ Block access & adult content
- ✓ Auto schedule screen time
- ✓ Restrict social media access
- ✓ Family usage reports & alerts
- ✓ Disable camera & in-app purchases
- ✓ Cyber expert advice

Plus you get the Home Zone Box

- ✓ Protects unlimited devices at home
- ✓ Includes unfiltered parent WiFi
- ✓ Includes secure guest WiFi
- ✓ Includes 3 months free plan access

After 3 months, you'll move to an ongoing monthly plan at \$5.95/m. You can cancel or change this plan at any time

safe on the go

Cyber safety for

3

children

GET STARTED

\$5⁹⁵ upfront

- ✓ 6 Mobile Zone Apps to protect mobile devices
- ✓ Zone Manager app for parent devices
- ✓ Block access & adult content
- ✓ Auto schedule screen time
- ✓ Restrict social media access
- ✓ Family usage reports & alerts
- ✓ Disable camera & in-app purchases
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After 3 months, you'll move to an ongoing monthly plan at \$5.95/m. You can cancel or change this plan at any time

CONSUMER

Full suite
parental
controls for any
family available
online.

EDUCATION

Background

- ✓ Increasing duty of care
- ✓ Changing pedagogy
- ✓ Student outcomes being affected
- ✓ Significant investments stranded
- ✓ Challenge now is *mobility & parents*

UK \$480M

Potential value of
Cyber Safety in EDU

USA
\$3,000M

Value of Cyber
Safety in EDU

UK \$30M

USA \$200M

Australia & New Zealand \$15M

Australia & New
Zealand \$200M

EDUCATION

Opportunity

Holistic support
for the needs of
the entire school
community.

TELCOs & ODMs

Background

- ✓ Commoditised products
- ✓ Seek differentiators
- ✓ Seek valued adds
- ✓ Brand equity in 'family values'
- ✓ Increasing regulatory pressure

TELECOMS

Enormous opportunity

Our wholesale clients have ~ 60m children.



This is an addressable
market opportunity of

AU\$
~ 340M
PER YEAR

* This is not a forecast. This is provided to assist investors in making their own estimates of the potential of our telecoms segment. The addressable market is calculated based on estimates of our teclo partners' target users and their retail pricing for our service.

DEVICES

Enormous opportunity

Our ODM opportunity:

- ✓ Preload on smart devices
- ✓ Embed in setup wizards
- ✓ Eliminate hacking / violation
- ✓ Access carrier billing
- ✓ Streamlined user experience

Our current partners
sell 90m devices

alcatel

 micromax

WORLD FIRST INITIATIVES



DRIVING SUBSCRIPTIONS

Free Monitoring Service | Launches CY 2019

- ✓ FREE monitoring service
- ✓ Usage reports & app notifications
- ✓ Alerts for inappropriate activity
- ✓ Promoted via telcos & ODMs
- ✓ Promote upgrades to paid “protection”
- ✓ Pay via telco bill with revenue share



TELCOS

Telcos promote a white label
FREE monitoring service
via retail and retention.



ODMs

ODMs preload Family Zone
on devices. Parents opt-in
to a FREE monitoring service.



FAMILY ZONE MONITOR

now

Alert: Pornographic Content

Johnny has accessed porn.com. Click to view this content or
to **activate Family Zone Protect**.

Family Zone drives
upgrades & revenue

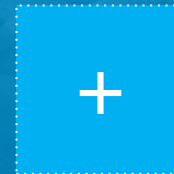
CYBER SAFE MOBILE

FZONE | Launches Xmas 2018

- ✓ Fully featured Android device (Oreo)
- ✓ No compromise in features
- ✓ Embedded parental controls
- ✓ Built in anti-violation & security
- ✓ Works with School cyber programs



only
\$199



FAMILY ZONE CORPORATE

CORPORATE

SECURITIES

Shares	146,789,077
Performance - Earned	83,333
Performance - \$10m Rev' by Aug 19 [^]	10,499,999
Performance - \$20m Rev' by Aug 20 [^]	10,499,999
Performance - \$9.25m Rev' from NZ [^]	9,500,000
Options - In the money	22,206,007
Options - Out of the money	3,233,530
	206,778,611
Market Cap (at 36c)	\$53m
Diluted Market Cap (at 36c)*	\$61m
Top 20	52%
Founders & Executives	21%
Funds	13%

- * Calculated based on earned and in the money options.
- [^] Founder performance rights have targets of \$10m and \$20 in annual revenue by 29 Aug 2019 and 29 Aug 2020 respectively. Remaining performance shares are subject to performance of the New Zealand operation and Linewize technology.

COMPANY

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