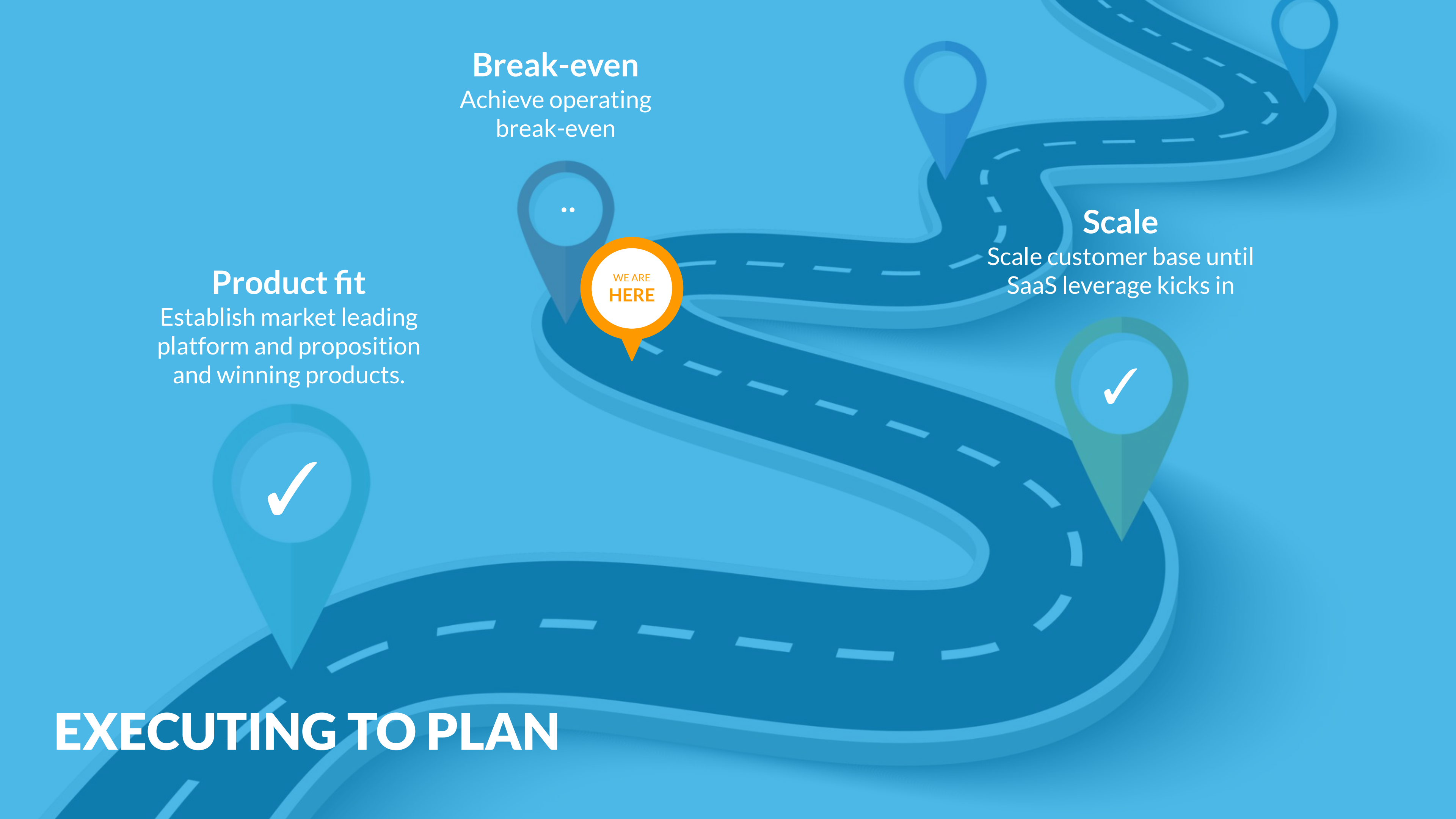
family zone

To protect & support every child's digital journey

AGM PRESENTATION

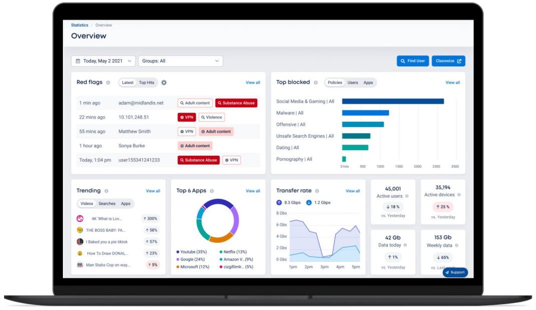
November 2022

ASX: FZO

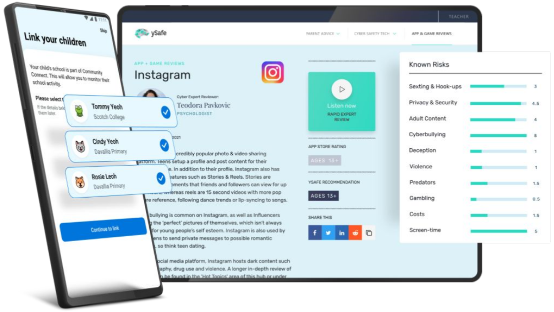

Break-even
Achieve operating break-even
Product fit
Establish market leading platform and proposition and winning products.
WE ARE HERE
Scale
Scale customer base until SaaS leverage kicks in
EXECUTING TO PLAN

WE'VE BUILT A

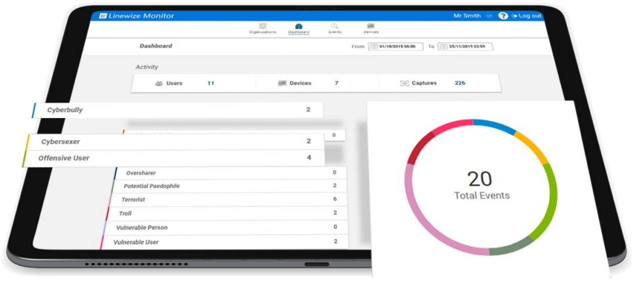
WORLD LEADING PORTFOLIO



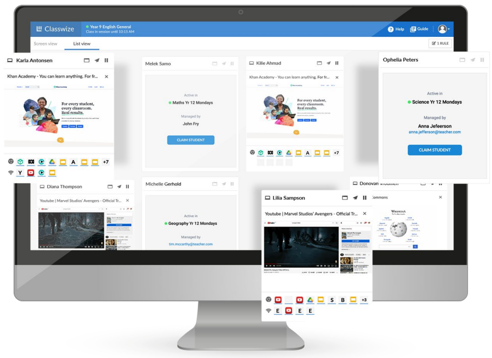
SCHOOL MANAGER



EDUCATION

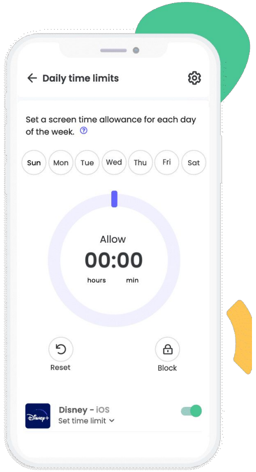


MONITOR



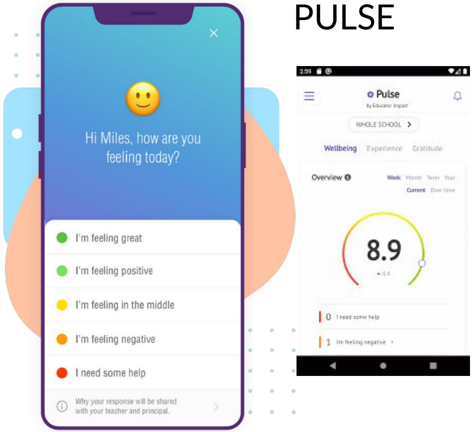
CLASSWIZE

QUSTODIO



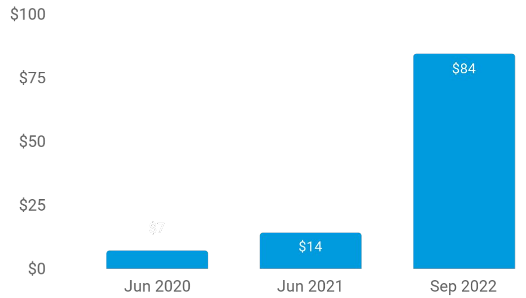
- Filter problematic content
- Screen time limits
- Location sharing
- Control games & apps
- Real-time visibility
- Tailored reports and alerts

PULSE

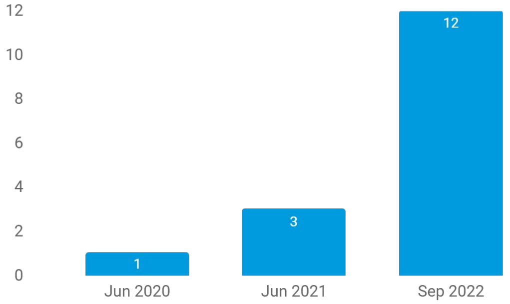


WE'VE BUILT
WORLD CLASS METRICS

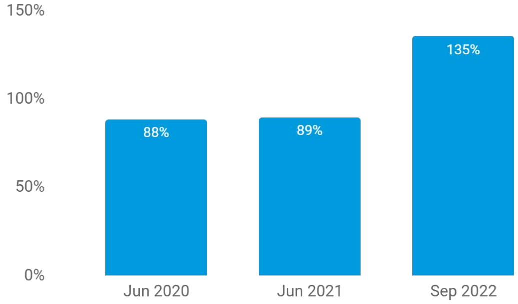
Annual Recurring Revenue | A$ Millions



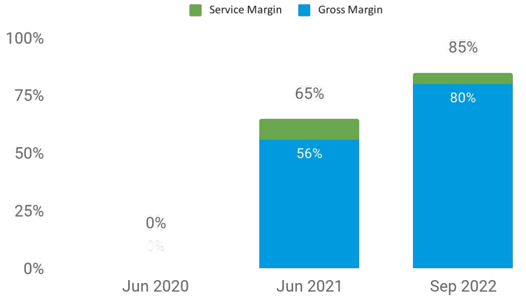
Students Served | Millions



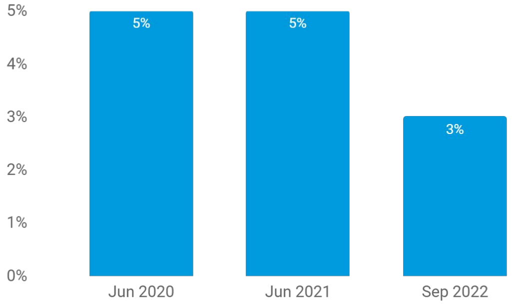
US Net revenue Retention | %



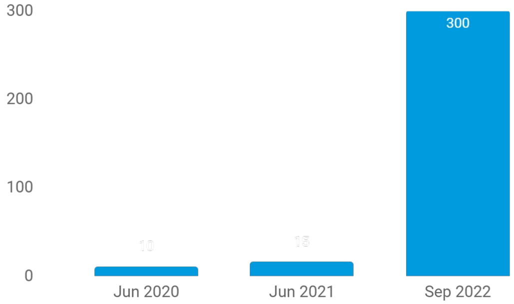
Service & Gross Margins | %



K-12 Churn | %



Paid Parent Accounts | Thousands



WE'VE ATTRACTED
GLOBAL TALENT

OUR TEAM ARE THE
global leaders in online safety, K-12 and student wellbeing

Peter Pawlowitsch
Chairman
Leader in ASX listed and start-up technology.

Matthew Stepka
Non Executive Director
Managing Partner, Machina Ventures
Lecturer, Berkeley

Formerly: VP of Operations & Strategy at Google; GM at Drugstore.com and CEO/Founder of Big World Travel.

Georg Ell
Non Executive Director
CEO Memsource
Venture Partner, Craft Partners

Formerly: CEO at Smoothwall; Director or Europe at Tesla; GM Sales at Yammer and Senior Sales Executive Microsoft.

Dr Jane Watts
Non Executive Director
NED Liberty Financial Group
NED Orygen Youth Mental Health Foundation
NED Westpac Foundation

Formerly: Senior Executive at Westpac, BT Financial, Macquarie, MLC and Lend Lease.

Eduardo Cruz
Parents

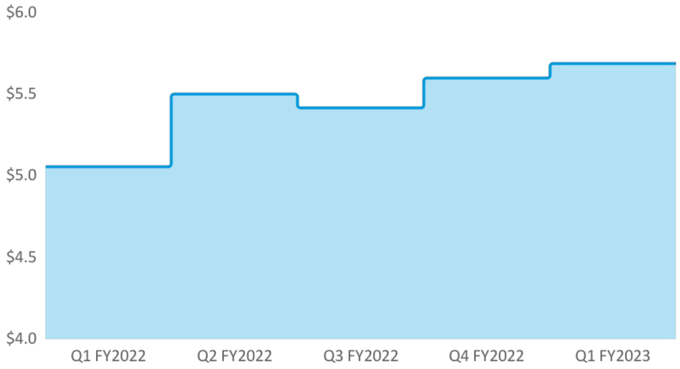
Gavin Logan
United Kingdom

Ross Young
North America

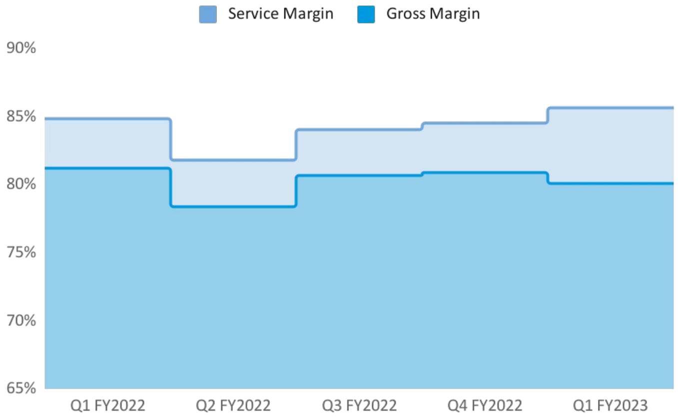
Jordan Foster
Wellbeing

WE'VE DELIVERED
OPERATING LEVERAGE

Average Revenue per Student (ARPs)
Educatition | AUD

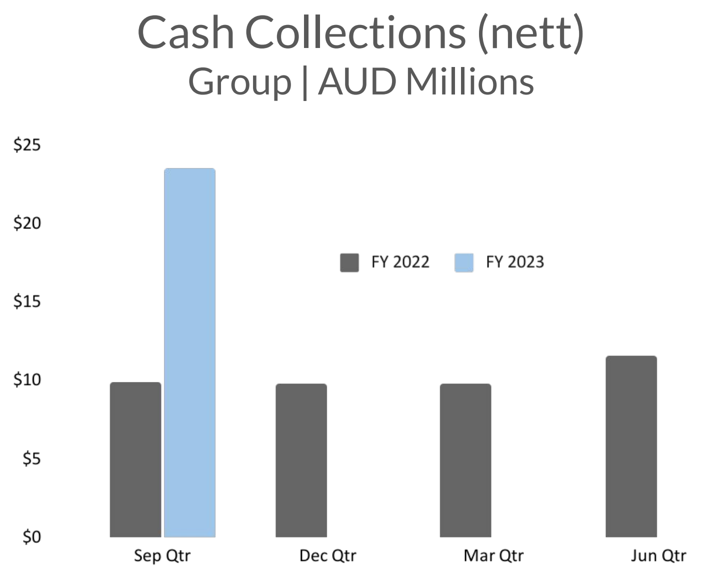


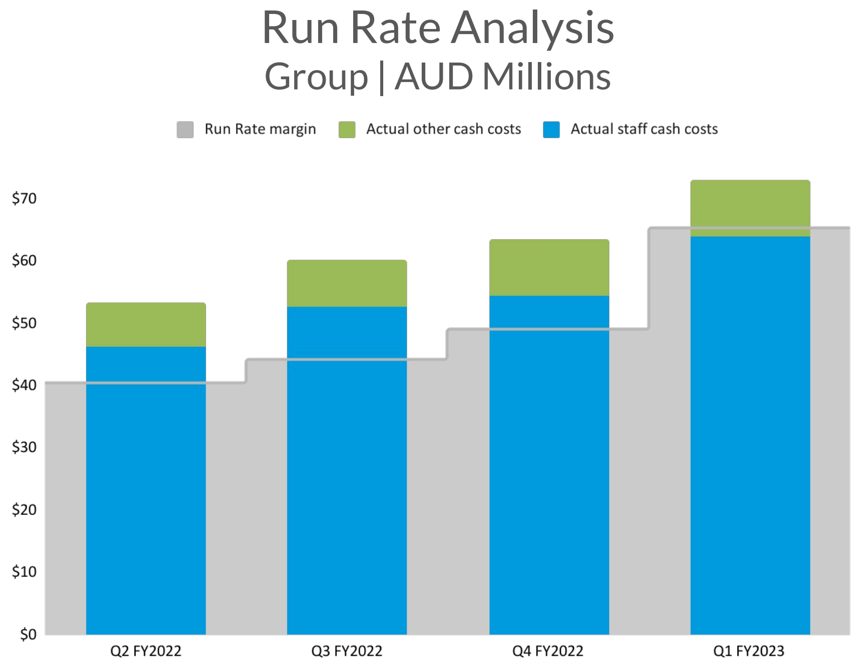
Group Service & Gross Margins
Percentage of ARR



WE'RE DELIVERING ON OUR PLAN

TO BREAKEVEN





Note: Qustodio was merged on 1 August 2022. Accordingly for comparison purposes this chart includes a pro-rata full quarter of Qustodio 's fixed costs.

family zone

The future

TRENDS: Wellbeing & **regulation** is the focus of an evolving market

✓ Radicalisation & mental health is driving unprecedented growth in Safeguarding

✓ CIPA, KCSIE, NAG and data privacy regulations expanding. Competition laws improving access.

COMING TO FAMILY ZONE

EXECUTING ON OUR PLAN

to achieve breakeven and self sufficiency

- ✓ **Qustodio launch in ANZ & US**
  Scheduled to be "generally available" November 2022.
- ✓ **Qustodio launch in UK**
  Scheduled to be "generally available" January 2023.
- ✓ **Pulse launch into the group**
  Scheduled to be "generally available" January 2023.
- ✓ **Student Digital Leaders launch**
  Scheduled to be "generally available" February 2023.
- ✓ **Global re-branding**
  Progressively roll out starting in March quarter 2023.

Capital

AVAILABLE FUNDING	$25M[4]
ORDINARY SHARES	898,077,999
MARKET CAP (@30c)	$269M
TOP 20 SHAREHOLDERS	67%
FOUNDERS & EXECUTIVES	4.5%

Notes
At 28 November 2022
1 Exec salaries received PRs in lieu of cash
2 Employee incentives time based milestones
3 Various performance based targets
4 Includes $15M cash as at 30 Sep 2022 & $10M undrawn WC facility

Perf Shares/Rights	**70,579,323**
Exec salaries [1]	3,734,702
Employee [2]	30,204,011
Employee & Exec [3]	36,640,610
Deferred Perf Rights	
Qustodio	80,527,017

Options	**29,490,000**
18c-24c (expiring 2023)	12,700,000
50-60c (expiring 2025)	9,550,000
ZEPOs (expiring 2024/25)	2,240,000
60c (expiring 2026)	5,000,000