



To support and  
protect every child's  
digital journey

ASX: FZO

# Family Zone Cyber Safety

NWR Webinar November 2020





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We seek to support and protect every child's digital journey.

Our mission is to make parental controls a mainstream activity and Family Zone the global product of choice.

# THE PROBLEM

## PORNOGRAPHY

**69%** of males & **23%** of girls have viewed porn by age 13

**64%** of teens access porn at least once each week

First exposure to porn is typically between **8 & 10**

**33%** of kids under 8 have attempted to access porn

**88%** of porn contains violence against women

**95%** of aggression in porn is met by a pleasure response

## CYBER BULLYING

**37%** of US teens have been victims of online bullying

Only **10%** of bullying incidents are reported to parents

**42%** of teens report being bullied on Instagram

**Almost all children have been exposed and few intervene**

Rates of online bullying have **doubled in 10yrs**

## MENTAL HEALTH

Youth suicide in the US is up **56%** since 2007

Rates of depression in US teens is up **52%** since 2007

For teens, suicide in the US is up **76%** since 2007

Teen girls who use social media are the most at-risk

Suicide is the leading cause of death of children in Australia

## SCREENTIME

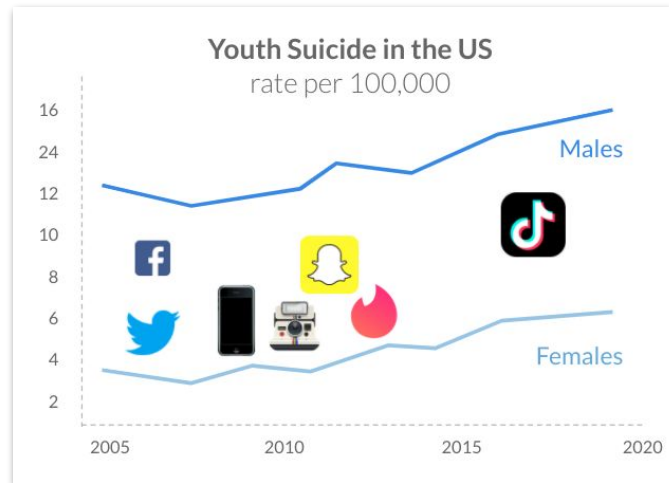
It's estimated that US teens spend **9 hrs** per day online

**75%** of US teens get less sleep than recommended

## SEXTING

**27%** of children & **62%** of teens have received sexts

**12%** of "sexts" are shared with third parties



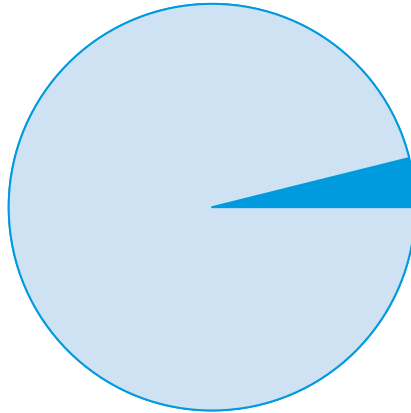
# It's estimated that less than 4% of parents use Parental Controls Cyber safety is a >\$64B Untapped Opportunity

### Low take-up to date

It is estimated that less than 4% of parents use parental controls in a US\$2.5B industry

### Mobility & COVID-19

Increasing mobility and COVID-19 have highlighted security centric models can't work.



### Fragmented industry

Fragmented industry with no dominant provider in education or consumer cyber safety.

### Massive tailwinds

Increasing interest by the media, by schools and regulators is creating a massive tailwind.





## USA EDUCATION

### **FZO entered US education 2 years ago**

- ✓ Required to filter by law
- ✓ Large enterprise deals, mature channels
- ✓ 1:1 devices and virtual classes now normal
- ✓ CaresAct injecting \$12b into learning tech

### **FZO well positioned for growth**

- ✓ Product-market fit validated
- ✓ Sales & delivery capability validated
- ✓ Channel sales model offers scalability
- ✓ Opportunities to layer products

DISTRICTS  
**13,500**

SCHOOLS  
**135,000**

STUDENTS  
**57m**

FAMILIES  
**83m**

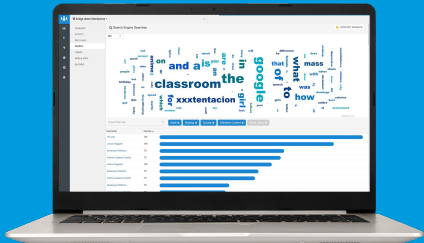


Our business model



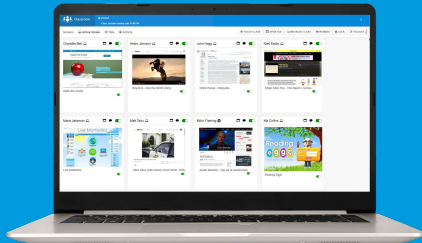


# THE FAMILY ZONE PLATFORM



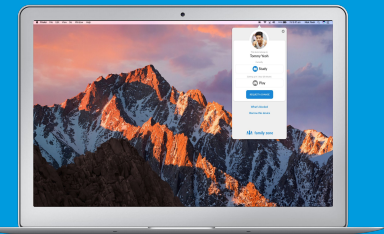
## SCHOOL ADMIN

Support admins with seamless compliance, and pastoral care functions.



## TEACHERS

Empower teachers in class or home instruction with visibility and control.



## ALL DEVICES

Turn any device into a learning device whether on or off network.

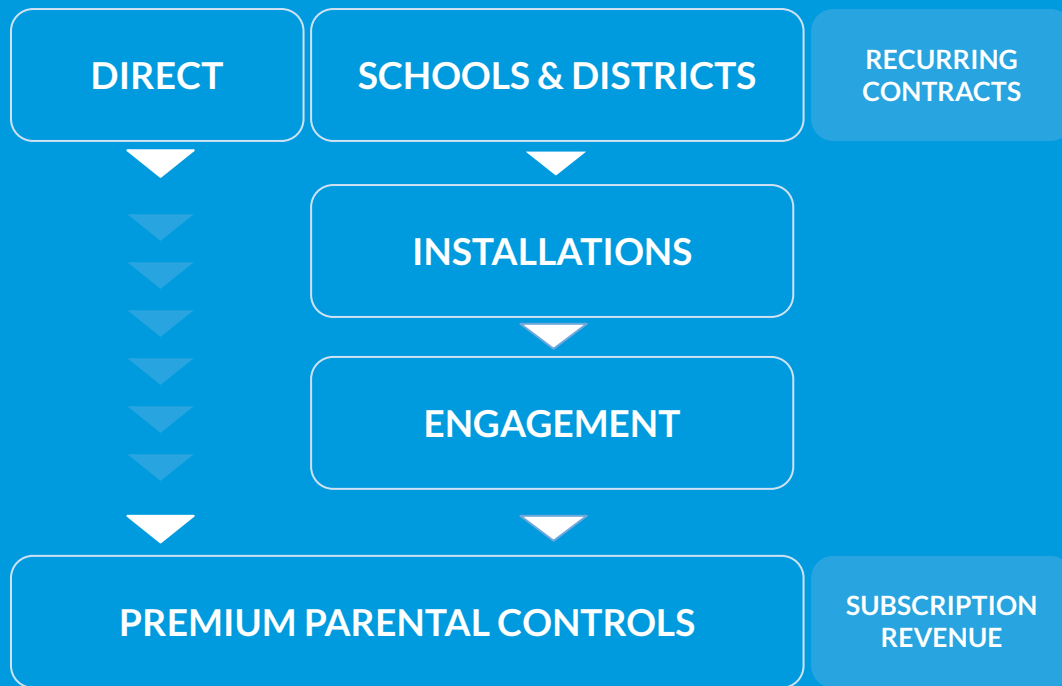


## COMMUNITY

Empower parents with tools & content which work with school programs.

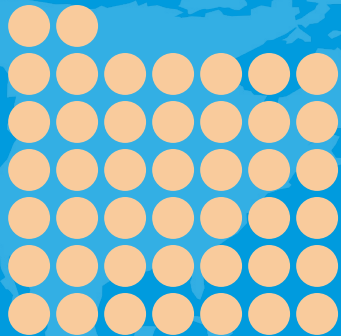


# OUR BUSINESS MODEL



Results





> \$27m

FUNDS  
AVAILABLE



> 1.6m

STUDENTS

> 2,900

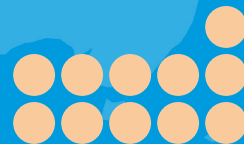
SCHOOLS

> \$10m

RECURRING  
REVENUE

~ \$155m<sup>+</sup>

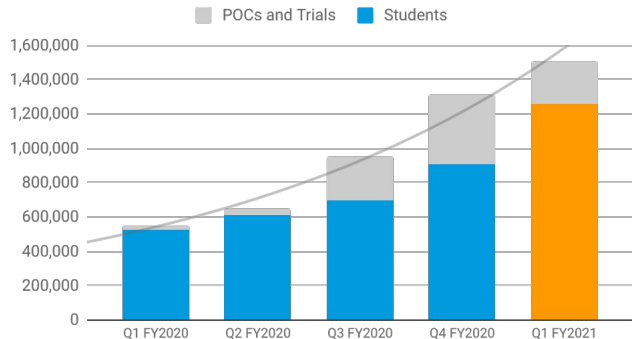
MARKET  
CAPITALISATION



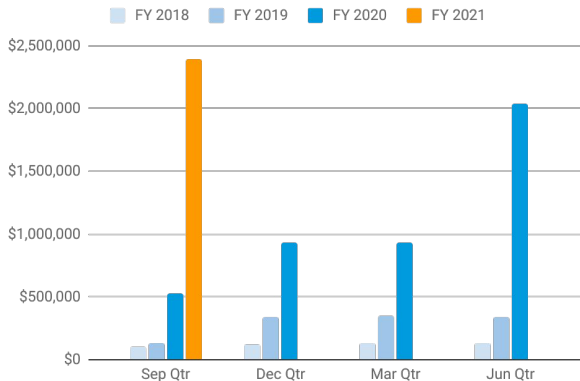


# Highlights September 2020

## Student Licenses



## Annual Value of Contracts Signed



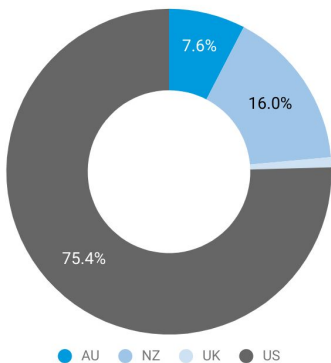
## Conversion Rate POC Trials to Deals Won

83%

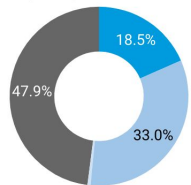
## US School Districts Served by Family Zone

2.5%

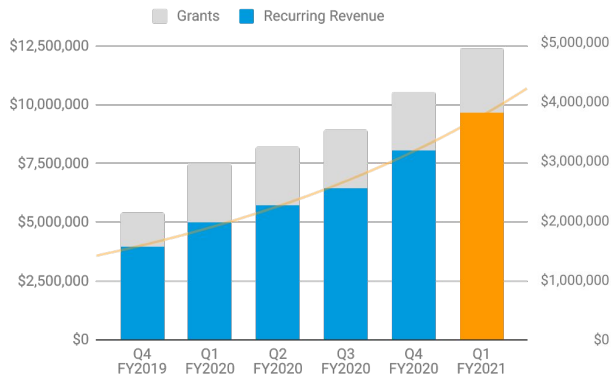
## Region Mix 2020



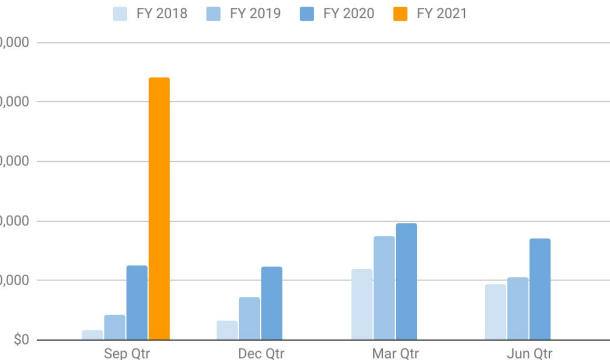
## Region Mix 2019



## Annual Recurring Revenue & Inflows



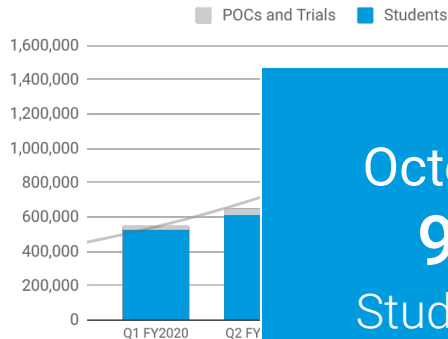
## Collections from Customers





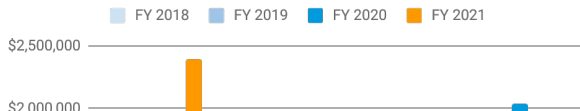
# Highlights September 2020

## Student Licenses



October 2020  
**94,000**  
Students Added

## Annual Value of Contracts Signed



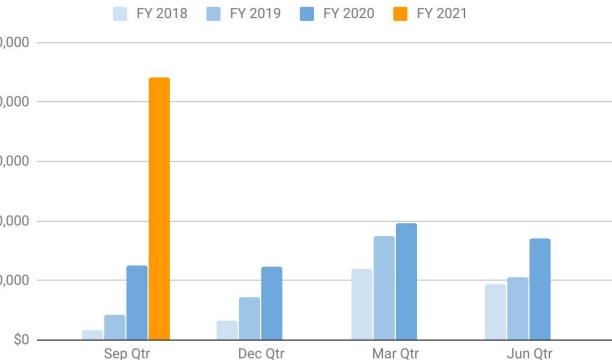
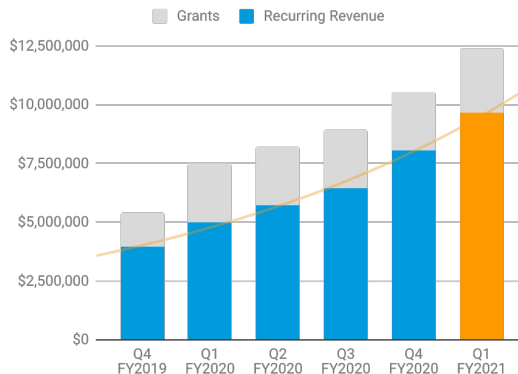
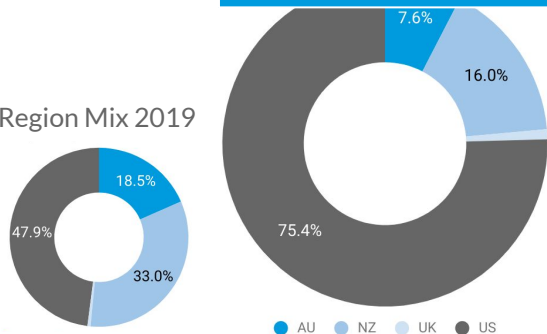
## Conversion Rate POC Trials to Deals Won

**83%**

ol Districts  
Family Zone  
**5%**

In October we added more  
student licenses than the entire  
Dec quarter 2019.

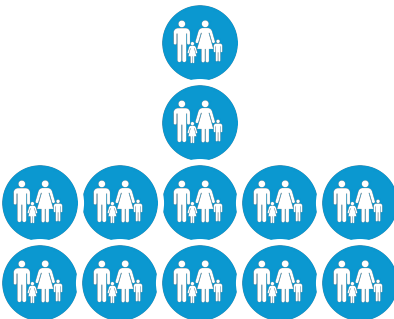
## Region Mix 2019



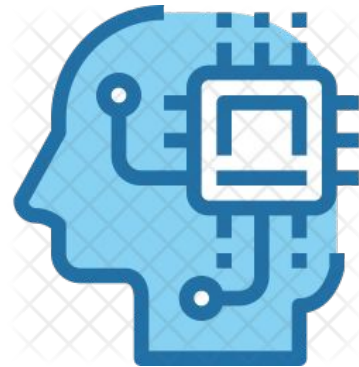
Grow our schools base in existing & new markets to drive value and access to parents



Leverage our schools base to transition to consumer subscriptions



Layer services to make our base more sticky & valuable



Invest in our platforms and organization for scale





Corporate





**Peter Pawlowitsch**  
Chairman



**Tim Levy**  
Managing Director



**Crispin Swan**  
Executive Director



**Matthew Stepka**  
Non-Exec Director



**Phil Warren**  
Non-Exec Director



**Ben Trigger**  
CTO



**Ross Young**  
VP North America



**Paul Robinson**  
VP Product



**David Dunstan**  
VP Marketing

CASH POST RAISE	\$27M <sup>@</sup>
ORDINARY SHARES	378,775,681
MARKET CAP (@41c) *	\$155M
TOP 20 SHAREHOLDERS	46%
FOUNDERS & EXECUTIVES	8%

## Notes

@ \$20m placement completed 3 Nov 2020

\* Calculated based on issued shares as at 3 Nov 2020.

<sup>1</sup> Remaining Linewize acq securities have target of NZ\$9.25m ARR from NZ and Linewize technology.

<sup>3</sup> Exec salaries received PRs in lieu of cash

<sup>4</sup> Employee incentives time based milestones

<sup>5</sup> Exec incentives various performance based targets

## Perf Shares/Rights

\$9.25m Rev' from NZ<sup>1</sup>

Exec salaries<sup>3</sup>

Employee<sup>4</sup>

Employee & Exec<sup>5</sup>

**32,174,664**

3,000,000

5,780,497

5,875,398

17,508,340

## Options

50c-60c (expiring in 2020)

75c-90c (expiring 2021)

18c-25c (expiring 2022)

18c-24c (expiring 2023)

**14,275,990**

1,700,000

1,033,530

7,392,460

4,150,000

## COMPANY

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