



**family zone**

To support and  
protect every child's  
digital journey

# Family Zone Cyber Safety

Investor Update March 2021





# DISCLAIMER

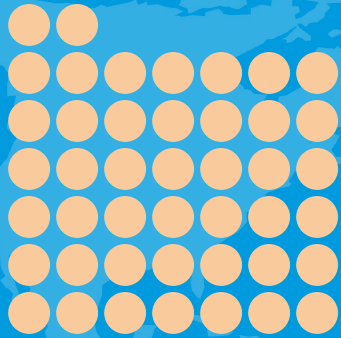
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We seek to support and protect every child's digital journey.

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

## AT A GLANCE



> 1.7m  
STUDENTS

> 3,100  
SCHOOLS

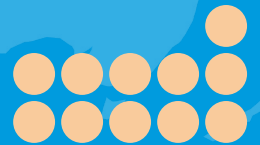
> \$26m  
FUNDS  
AVAILABLE

> \$10m  
RECURRING  
REVENUE

~ \$192m\*  
MARKET  
CAPITALISATION

At 31 December 2020

\* At 50 c per share at 1 March 2021.



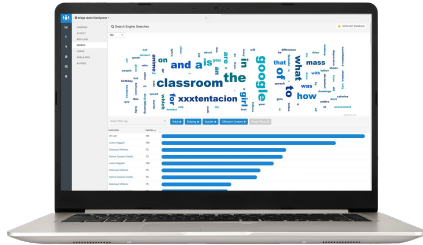


# FAMILY ZONE'S UNIQUE SOLUTION

## SCHOOLMANAGER

\$'s

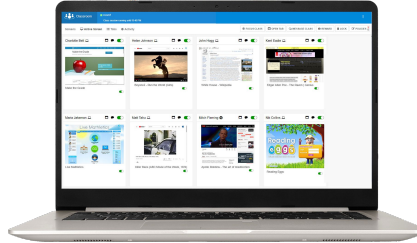
visibility and control for school administration



## CLASSWIZE

\$'s

visibility and control for teachers in modern & remote classes



## IN DEVELOPMENT

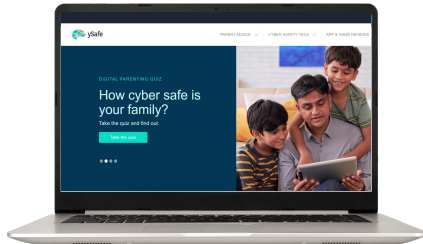
\$'s

additional cyber safety and data products for schools



## COMMUNITY

Tools & advice for parents, teachers and students



## FAMILY ZONE INSIGHTS

free internet usage monitoring tools for parents



## FAMILY ZONE PREMIUM

\$'s

parents can upgrade to our premium parental control tools



# Q2 Highlights

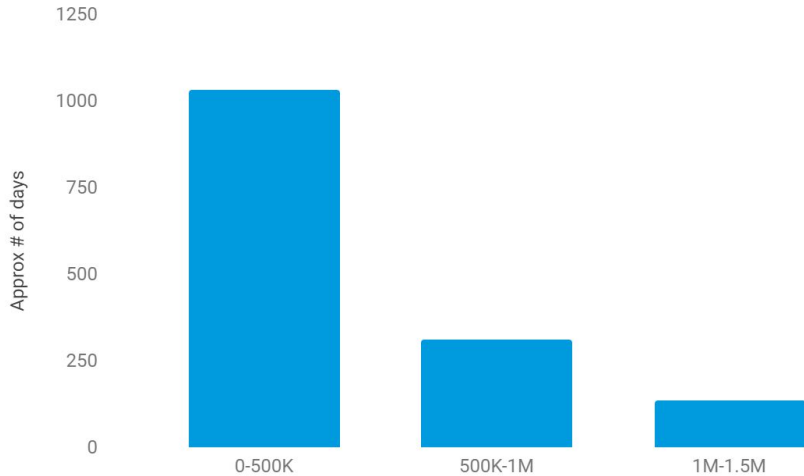




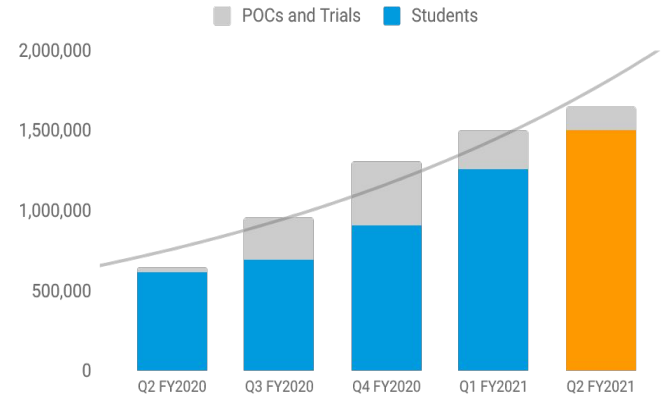
# Accelerating in education

days to add 500,000 student licenses **~130**

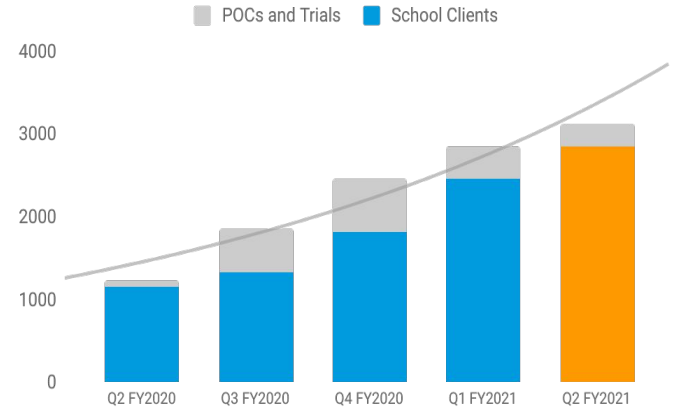
### Days to add 500K Contracted Students



### Student Licenses



### School Clients







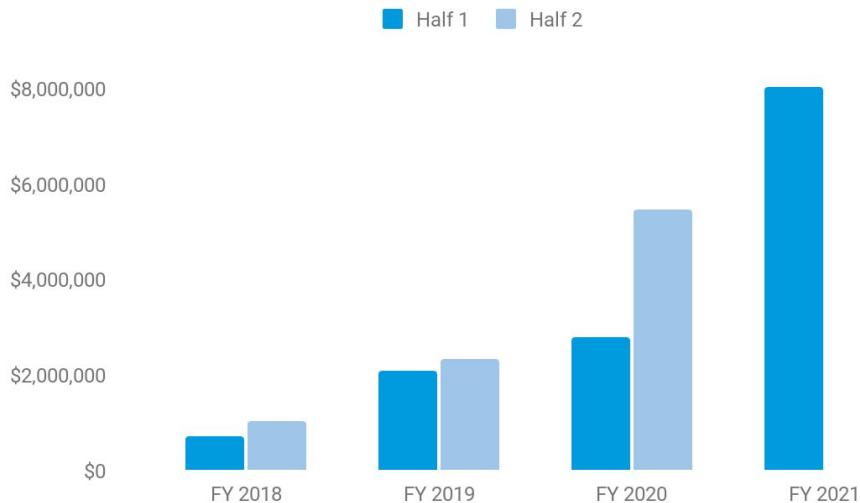




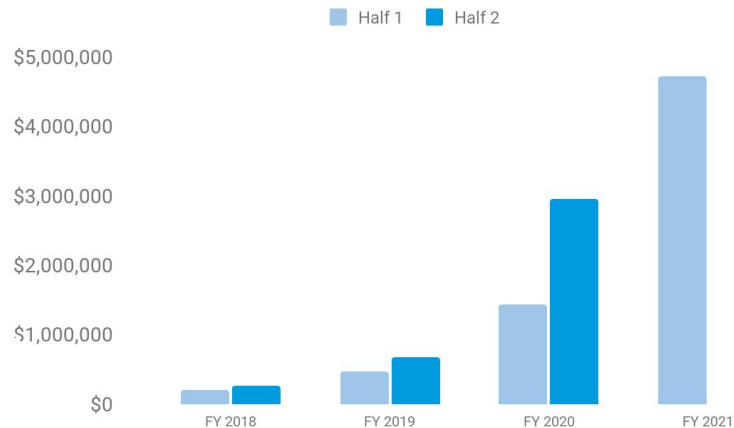
# Accelerating in recurring revenue

Proportion of revenue that is recurring **>95%**

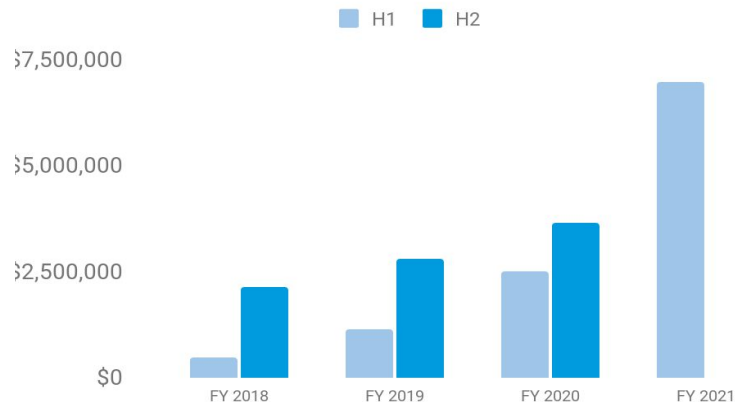
### Total Value of Contracts Signed



### Annual Value of Contracts Signed

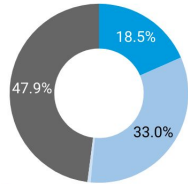


### Customer Inflows

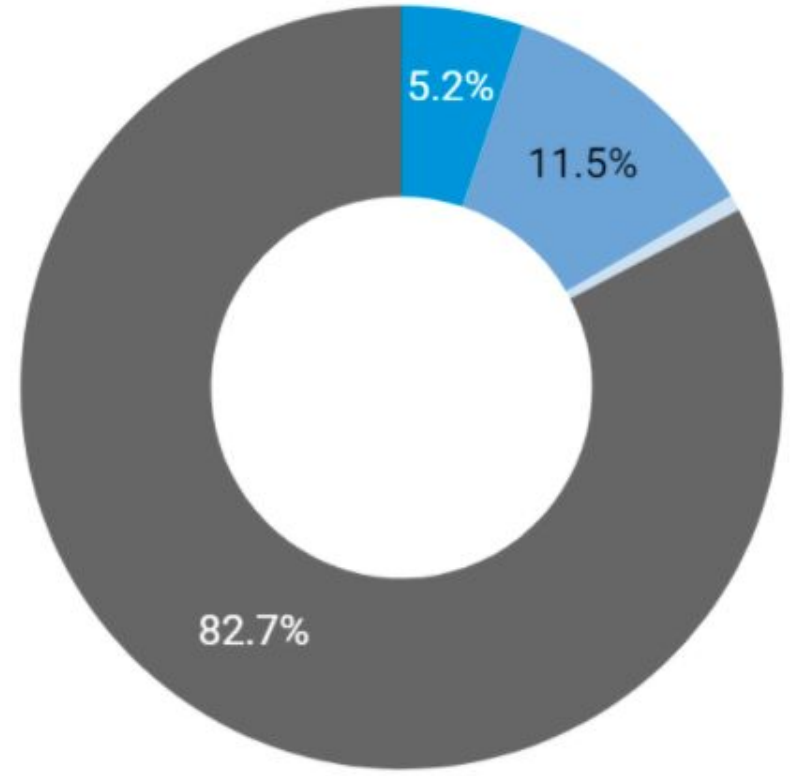
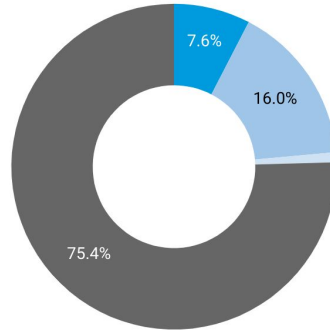


US School Districts served by Family Zone **>3.0%**

Region Mix 2019



Region Mix 2020



● AU ● NZ ● UK ● US

A photograph of two young boys sitting on a light-colored sofa. The boy on the left is wearing glasses and a red and blue striped t-shirt, holding a tablet. The boy on the right is wearing a dark patterned shirt and is looking at a laptop. The background shows a white shelf with various items. The entire image has a light blue overlay.

# Funding & Focus



## Executing to strategy

### EDU expansion plans on track

- ✓ Strong growth in all EDU markets
- ✓ US pipeline building for sales season
- ✓ Expect to launch in a new market H2 FY21

### Product expansion on track

- ✓ B2B2C launching in US H2 FY21
- ✓ 60% of our schools signed-up to Community
- ✓ New EDU products launching in H1 FY22

### Operating leverage projects on track

- ✓ Migration to Google Cloud nearly complete
- ✓ EDU stack fully migrated

### Operational investments on track

- ✓ ERP implemented
- ✓ Most roles filled as we near 150 staff

## Strategy 2021 & beyond



Grow our schools base in existing & new markets



Leverage our schools base to transition to consumer subs



Layer services to make our base more sticky & valuable



Invest in our platforms and organization for scale



Consider strategic acquisitions

## US our most important opportunity

- Regulatory requirements are expanding to safety & cyber education
- Massive funding tailwinds with COVID & Democrat control

New attractive market opportunities

New product opportunities appearing





FZ  
Primary School

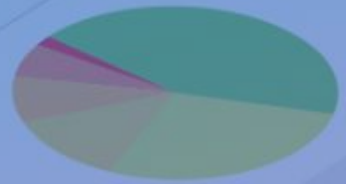
Top Filtered Applications



Top Filtered Users



Top Filtered Websites



- available.net
- mail.gob.com
- shift.com
- kyvid.net
- Dakymotion
- cloudfront.net
- Duolingo
- family-insights.com
- Netflix
- Google Search

- John Hogg
- Nik Collins
- Maria Jakeman
- Charlotte Belt

- Adult Content
- Adult Content
- VPN Usage
- VPN Usage

Corporate





# KEY PERSONNEL



**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



## CORPORATE HIGHLIGHTS

CASH 31 DEC 20	\$26M
ORDINARY SHARES	385,395,354
MARKET CAP (@50c) *	\$192M
TOP 20 SHAREHOLDERS	47%
INSTITUTIONAL INVESTORS	27%
FOUNDERS & EXECUTIVES	8%

### Notes

\* Calculated based on issued shares as at 1 Mar 2021

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

<sup>2</sup> Exec salaries received PRs in lieu of cash

<sup>3</sup> Employee incentives time based milestones

<sup>4</sup> Exec incentives various performance based targets

### Perf Shares/Rights

\$9.25m Rev' from NZ <sup>1</sup>	3,000,000
Exec salaries <sup>2</sup>	5,698,069
Employee <sup>3</sup>	5,749,327
Employee & Exec <sup>4</sup>	17,175,000

### 31,622,396

### Options

75c-90c (expiring 2021)	1,033,530
18c-25c (expiring 2022)	7,405,502
18c-24c (expiring 2023)	3,150,000

### 11,589,032



## CONTACTS

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