



To support and
protect every child's
digital journey

ASX: FZO

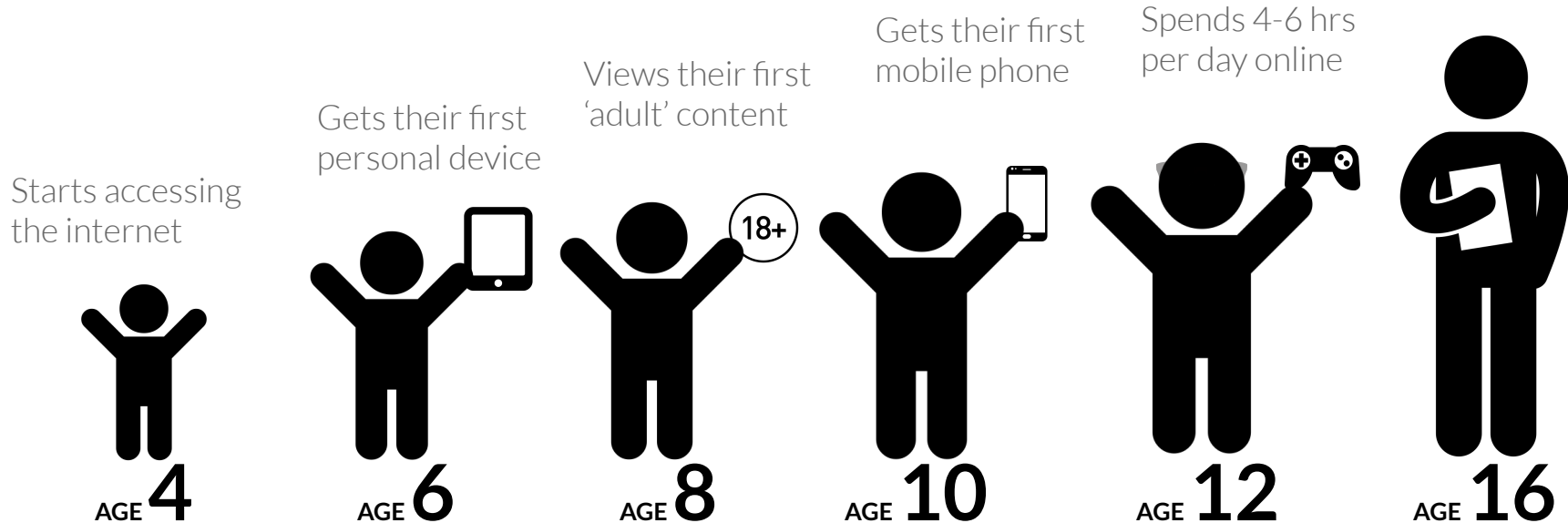
Investor Presentation

BARRENJOEY

2021 09



by the age of 16 almost all children are regularly exposed to cyber bullying, pornography, sexting and gambling



THE AVERAGE CHILD IN 2021



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

Our mission is to save and better children's lives; to empower parents; to deliver for tomorrow's educators and be a key influencer in cyber safety globally. We seek to deliver for our staff their best ever employment experience and deliver exceptional returns for our investors.

2016



Listed on the
ASX



Launched Family
Zone Parental
Controls

2017



Linewize

Acquired
Linewize

Enter K-12 in
Australia & New
Zealand

2018



Linewize
by Family Zone

Launched
Linewize K-12
in USA

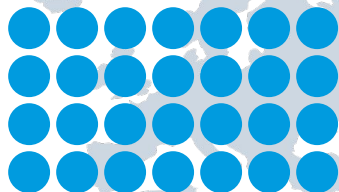
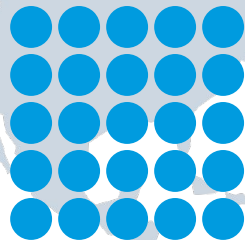
2019

2020

smoothwall®

Acquired
Smoothwall

2021



>9m
STUDENTS

>18,000
SCHOOLS

>\$44m
ARR

launched late 2016

WHAT WE DO



OUR MARKETS | THE OPPORTUNITY

FILTERING & COMPLIANCE

US\$2.50-\$3.50 pa
(PER STUDENT)

Supports duty of care and the functional responsibilities of school IT.

- ✓ Legal requirement
- ✓ Established budgets
- ✓ Established resellers
- ✓ Managed devices

**> 70 million students
across ANZUKUS**

CLASSROOM MANAGEMENT

US\$2.00-\$5.00 pa
(PER STUDENT)

Supports the needs of modern teachers in digitized and virtual classrooms.

- ✓ Exploded with COVID
- ✓ Most UK/US schools
- ✓ Premium priced products

**> 70 million students
across ANZUKUS**

DATA ANALYTICS & MONITORING

US\$3.00-\$9.00 pa
(PER STUDENT)

Emerging products supporting pastoral care needs of schools.

- ✓ Nascent data products
- ✓ Rapid growth in UK/US
- ✓ Premium priced products
- ✓ New UK laws mandate

**> 70 million students
across ANZUKUS**

PARENTAL CONTROLS

US\$7.00-\$9.00 pm
(PER ACCOUNT)

Supports the needs of parents to monitor and keep their children safe online.

**Massive untapped market
opportunity with no
dominant provider.**

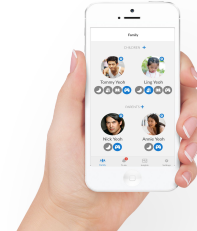
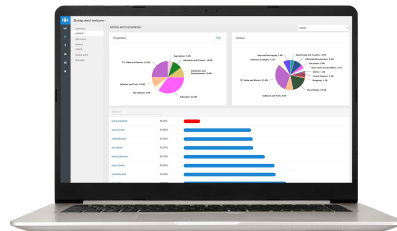
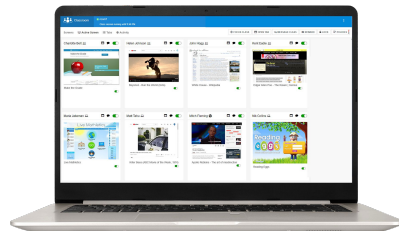
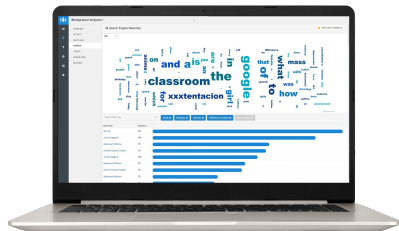
**> 60 million parents
across ANZUKUS**

FILTERING & COMPLIANCE

CLASSROOM MANAGEMENT

DATA ANALYTICS & MONITORING

PARENTAL CONTROLS



LEADER

COMPETING

LEADER

LEADER

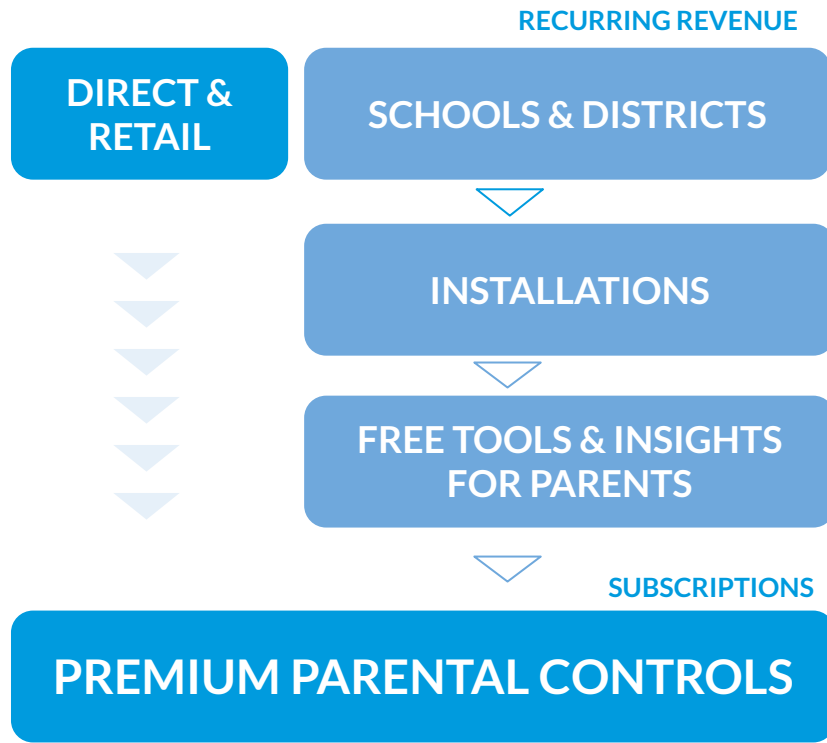
- ✓ Mature on-premise
- ✓ Dominant UK provider
- ✓ Leading hybrid solution
- ✓ Taking US market share

- ✓ Competitive product
- ✓ Investing to premium
- ✓ Access 6m UK students

- ✓ Leading UK product
- ✓ New UK laws mandate
- ✓ Portable to US & ANZ

- ✓ Market innovator
- ✓ US launch underway
- ✓ Apple changes clear path

Our unique platform and 'child-centric' approach creates opportunities in K-12 (education) and consumer sales and drives better safety outcomes.



GROWTH & OPPORTUNITY

Growth & Opportunity

1

USA K-12

- ✓ Massively outpacing industry growth
- ✓ Boyant, funded market
- ✓ Adding market leading products from Smoothwall

2

UK K-12

- ✓ Market leader (38%) with outstanding reputation
- ✓ Conducive regulatory environment
- ✓ Adding market leading products from Family Zone

3

Community

- ✓ Access to ~ 6 million parents and growing
- ✓ ANZ experience suggests solid take-up opportunity
- ✓ Changes by Apple improving capability

4

Scale

- ✓ In excess of 18,000 schools and 9 million students
- ✓ Opportunities to improve operating leverage
- ✓ Opportunities to develop data & analytics offerings

5

Reputation

- ✓ Building reputation as a capable innovator
- ✓ Bringing city, state and country opportunities

USA OPPORTUNITIES | ROSS YOUNG

FZO entered US education ~2.5 years ago

- ✓ 135k schools & 57m students
- ✓ Required to filter by law
- ✓ Mature budgets, market & channels

Addressable market sectors

- ✓ Compliance
- ✓ Classroom management
- ✓ Data analytics, monitoring
- ✓ Cyber education
- ✓ Parents

DISTRICTS

13,500

SCHOOLS

135,000

STUDENTS

57m

FAMILIES

83m

CORPORATE



Peter Pawlowitsch
Chairman



Tim Levy
Managing Director



Phil Warren
Non-Exec Director



Crispin Swan
Executive Director



Matthew Stepka
Non-Exec Director

Emma Wates
Company Secretary



Ben Trigger
CTO



Paul Robinson
CPO



Todd Morcombe
CFO



Ross Young
VP North America



Gavin Logan
VP UK



Georg Ell
CEO Smoothwall



Jordan Foster
MD ySafe



Nadine Mills
VP People



David Dunstan
VP Marketing



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