

ASX ANNOUNCEMENT

Family Zone Cyber Safety Limited

ASX:FZO ("Family Zone" or the "Company")



Our mission is to protect & support every child's digital journey.

MORE THAN 1M STUDENTS IN US TRIALS

300% growth from prior year

Family Zone is pleased to announce that for the first time its US operations have surpassed 1 million student licences in "proof of concept" trials.

A "proof of concept" or POC refers to the trial of technology prior to purchase. In US school districts, online safety technology sales are typically preceded by a POC deployment. Most often these are full or substantial deployments across the institution.

The chart below has been provided by MCH Strategic Data and it shows a visualisation of the US K-12 District sales cycle. It shows the key sales period in US education technology is February to July with most orders being processed May-July.

In the lead up to this key period in the US, the Company has built a record \$8.5 million sales pipeline including greater than 1 million students in POC trials.

To put this in perspective, the number of student licences in US POC trials is 300% higher than March 2021 (340,000) and reflects the Company's growing reputation and capability.

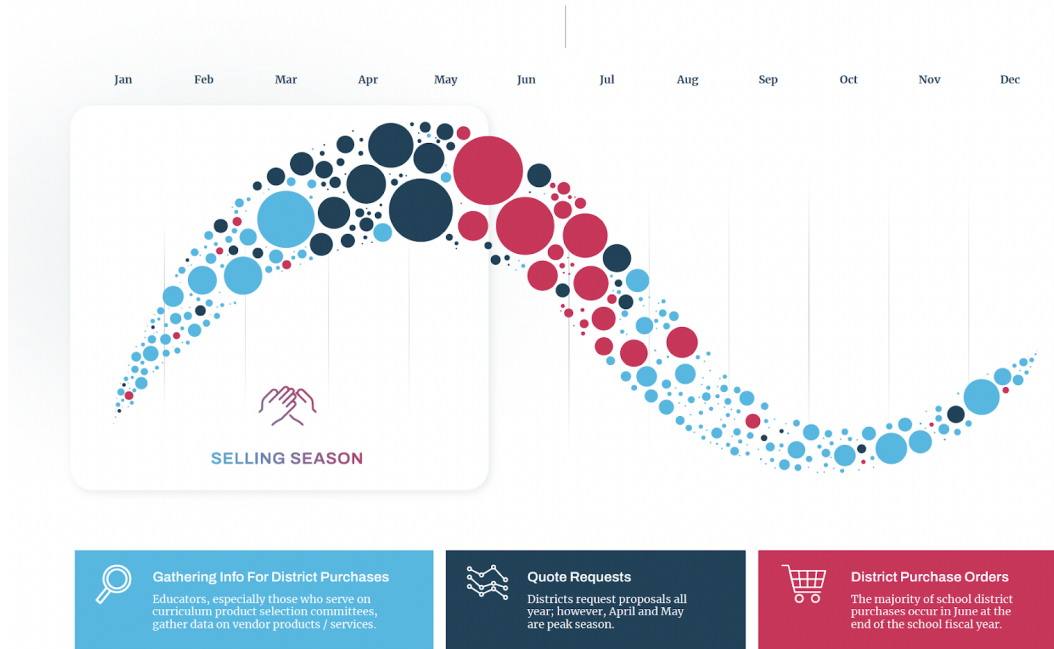
Historically Family Zone has converted circa 40-50% of pipeline deals and 80-90% of POCs.

All of the Company's sales regions are on target to exceed budgets and sales records are expected across all key metrics including net revenue retention and average revenue per student in the March quarter.



K-12 DISTRICT SALES CYCLE

A GUIDE FOR PRODUCT AND MARKET DEVELOPERS



This announcement was made on 18 March 2022 and was authorised by the Managing Director of Family Zone Cyber Safety Limited.

About Family Zone

Family Zone, **supporting and protecting every child’s digital journey**, is an ASX-listed technology company and an emerging leader in the fast growing global cyber safety industry. Family Zone’s unique innovation is its patented cyber safety ecosystem, a platform enabling a world-first collaboration between schools, parents and cyber safety educators. Family Zone’s unique approach is delivering rapid growth in the education sector, as well as through direct sales and scalable reseller arrangements with telco providers.

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



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