

ASX ANNOUNCEMENT

Family Zone Cyber Safety Limited

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

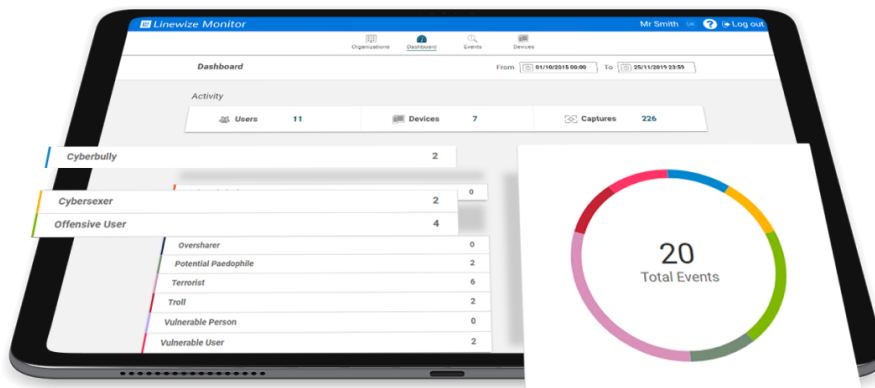


Our mission is to protect & support every child's digital journey.



MASSIVE GROWTH IN MONITOR outstanding launch into USA Education

Family Zone is pleased to update the market on the progress of the launch of its premium safeguarding product, "Monitor" into the US Education market.



Highlights

- Family Zone's digital safeguarding product (Monitor) launched in US in November 2021
- Growth has surpassed expectations with 200,000 active US users achieved by 31 March
- In this time 106,000 actionable events have been detected with 293 interventions:
 - 40 for situations of paedophiles & grooming
 - 20 for terrorism & extremism; and
 - 233 for children at risk of suicide or other harm.



Managing Director, Tim Levy said: *“When Family Zone merged with Smoothwall in August 2021 a key driver was the rollout of Smoothwall’s Monitor product into the US where interest in ‘digital monitoring’ has been building. I’m delighted that we’ve once again bought well and executed a remarkable roll out. The success of Monitor in the US, in such a short time, is a credit to our sales, product and engineering teams. We look forward to similar successes with the recently announced launch of our US Classwize classroom management tool into our UK customer base”.*

Chief Operating Officer, Crispin Swan added *“We are seeing massive growth potential in digital monitoring now being reflected in funding where US states such as North Carolina and Minnesota are now providing specific funding allocations. We expect funding to expand quickly throughout the USA”.*

Ross Young, Family Zone’s VP of North America said *“We are proud to have made such an impact with Monitor in such a short time. In one US District trial, Monitor supported intervention in 3 suicidal ideations within a 10 day period. None of these incidents were picked up by the incumbent digital monitoring product.”*

Note: Our clients understandably ask that their names be withheld.

Linewize Monitor

Linewize Monitor is the most advanced student threat detection tool in K-12. Monitor is a suite of applications, AI tools and human moderation services which operate to detect toxicity in real-time allowing immediate life saving interventions.

The key features of Monitor are:

- **24/7 moderation:** Monitor is an exclusively human backed monitoring and moderation service operating 24/7, 365 days a year.
- **All apps:** Monitor is the only solution which offers risk assessments across all apps and services running both online and offline on student devices,
- **Toxicity:** Monitor provides the widest categorisation safety-net in K-12 covering violence, bullying, suicide, drugs, abuse, extremism and oversharing.
- **Compliance:** Monitor is the only monitoring solution which holds all four iKeepSafe student data privacy certifications; COPPA, FERPA, CSPC and ATLAS.

Monitoring v content filtering

Monitoring is distinct from content filtering and viewed in the industry as a premium offering.

Content filtering generally allows for the blocking or allowing of users to access particular websites or services eg whether a student can access YouTube, Facebook or not.

Monitoring utilises more advanced technology including AI and natural language processing to analyse what users are doing in realtime on such platforms. For example, monitoring technology allows assessment of what users are typing and looking at.

Monitoring is a relatively new segment. The leading monitoring platforms on the market are provided by Family Zone, Gaggle, GoGuardian and Lightspeed systems.



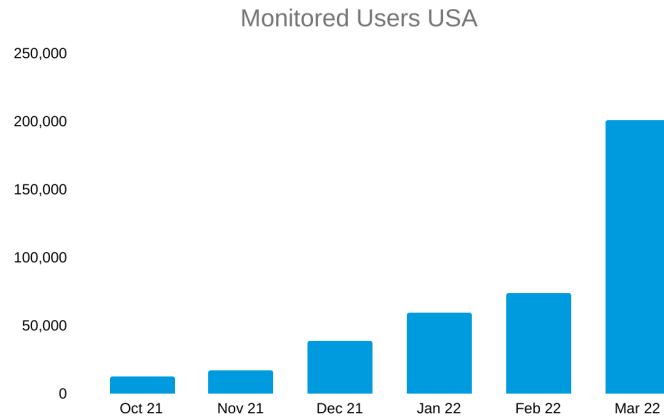
The addressable market opportunity in US education is estimated at AUD400 million, which we estimate, only 15-20% is serviced to date.

US Launch of Monitor

Linewize Monitor was soft launched by our US sales team in the September quarter 2021 with instant success.

Since launch, Monitor has detected in excess of 106,000 incidents of toxicity and has intervened in 293 situations where children were exposed or at risk of harm.

As our monitoring capability has been demonstrated, take-up has accelerated as is shown in the chart right.



Monitor is a premium offering generating circa AU\$5.50 per user per year.

As of March 31, 2022 our pipeline for Monitor exceeds 650,000 students.

The Company expects to provide further insights into the recent launches of Monitor and Classwize in its March Quarterly Update.

This announcement was made on 20 April 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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