



ASX ANNOUNCEMENT

FAMILY ZONE CYBER SAFETY LIMITED

ASX:FZO (“Family Zone” or the “Company”)

We are a global brand with something to say
It’s time to tell a better story

Today the Company released a notice for an General Meeting which includes a resolution proposing that the Company’s name be changed to Qoria.

[Click this link to watch this video.](#)



The purpose of this update is to provide background on the proposed name change and some guidance on its implementation.

Background

The name Family Zone Cyber originated in 2015 when the founders of the Company envisioned virtual safe spaces, or zones, within which children could live, play, learn and thrive.

Family Zone was chosen for the Company's launch given the initial focus on a consumer parental control proposition.

Family Zone became Family Zone Cyber Safety Limited with the listing of the Company in 2016.



Whilst the Company's intended purpose and vision of a universal cyber safety ecosystem has not changed, the routes to market and the operating model has changed enormously. Further the Company now represents an amalgamation of a host of businesses with high repute and brand equity in their home markets.

The case for a single name

Today the Family Zone group of companies trades as Linewize in K-12 in Australia, New Zealand and the US; Smoothwall in K-12 in the UK; ySafe in education services in Australia; and Qustodio across the globe in consumer services.

Whilst the accumulated brand equity is significant, in the Company's analysis better longer term value will be created by moving to a singular brand and proposition.

Family Zone is a global business, offering a broad range of B2C and B2B solutions, including filtering, firewall, classroom management, monitoring tools, wellbeing apps, and online safety hubs for schools and communities.

We seek to be the world's dominant player in online safety and digital wellbeing.

Combining all of this into a single brand identity will allow us to realise a number of strategically important benefits. These include, helping to increase awareness at a faster pace and helping to attract more customers; increase lifetime value from existing customers; overcome competition, and more.

And we also envision significant benefits internal and in talent acquisition with our +400 staff operating under a singular brand and employment value proposition.

Welcome to **Qoria**

Our chosen name is Qoria [*pron: cor-ria-ah*]


Qoria is unique. Its phonetic semblance to 'core' and links to 'co' will drive a singular global proposition around closing the gaps that lie at the heart of the risks to children online. It provides greater scope for universal resonance with a global audience.

Qoria works for enterprise & consumer markets and internally. Qoria allows us to own all domains and trademarks.

Creative execution

We are excited by the opportunity of creating a resonate, world-renowned brand fit for parents and schools and reflecting our mission and purpose.

Qoria offers outstanding opportunities including alliteration, animation, and building on world-wide brand recognition of Qustodo's Q.



The screenshot shows the Qoria website homepage. At the top, there is a navigation menu with links for 'About Us', 'Our Solutions', 'Our Global Business', 'Shareholders', 'Careers', 'News', and 'Contact'. The main header features the Qoria logo and a large background image of three children looking at a tablet. The central message reads 'HELPING EVERY CHILD TO THRIVE IN THEIR DIGITAL LIFE' with a 'Read our story' button. Below this, a stock price indicator shows 'Stock price: FZO (ASX) A\$0.30 -0.01 (-3.17%)'. Three colored boxes highlight key statistics: 'Qoria interventions: 127,000 In 2,637 schools in 16 countries', 'Qoria users: 52% Of US districts using Xyz', and 'Qoria employees: 650 Over 3 continents'. The 'OUR MISSION' section is on the left, and the mission statement is on the right, accompanied by a small logo.

Welcome to Qoria
https://www.qoria.com

Qoria
About Us | Our Solutions | Our Global Business | Shareholders | Careers | News | Contact

HELPING EVERY CHILD TO THRIVE IN THEIR DIGITAL LIFE

Read our story

Stock price: FZO (ASX) A\$0.30 -0.01 (-3.17%)

Qoria interventions: 127,000 In 2,637 schools in 16 countries	Qoria users: 52% Of US districts using Xyz	Qoria employees: 650 Over 3 continents
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OUR MISSION

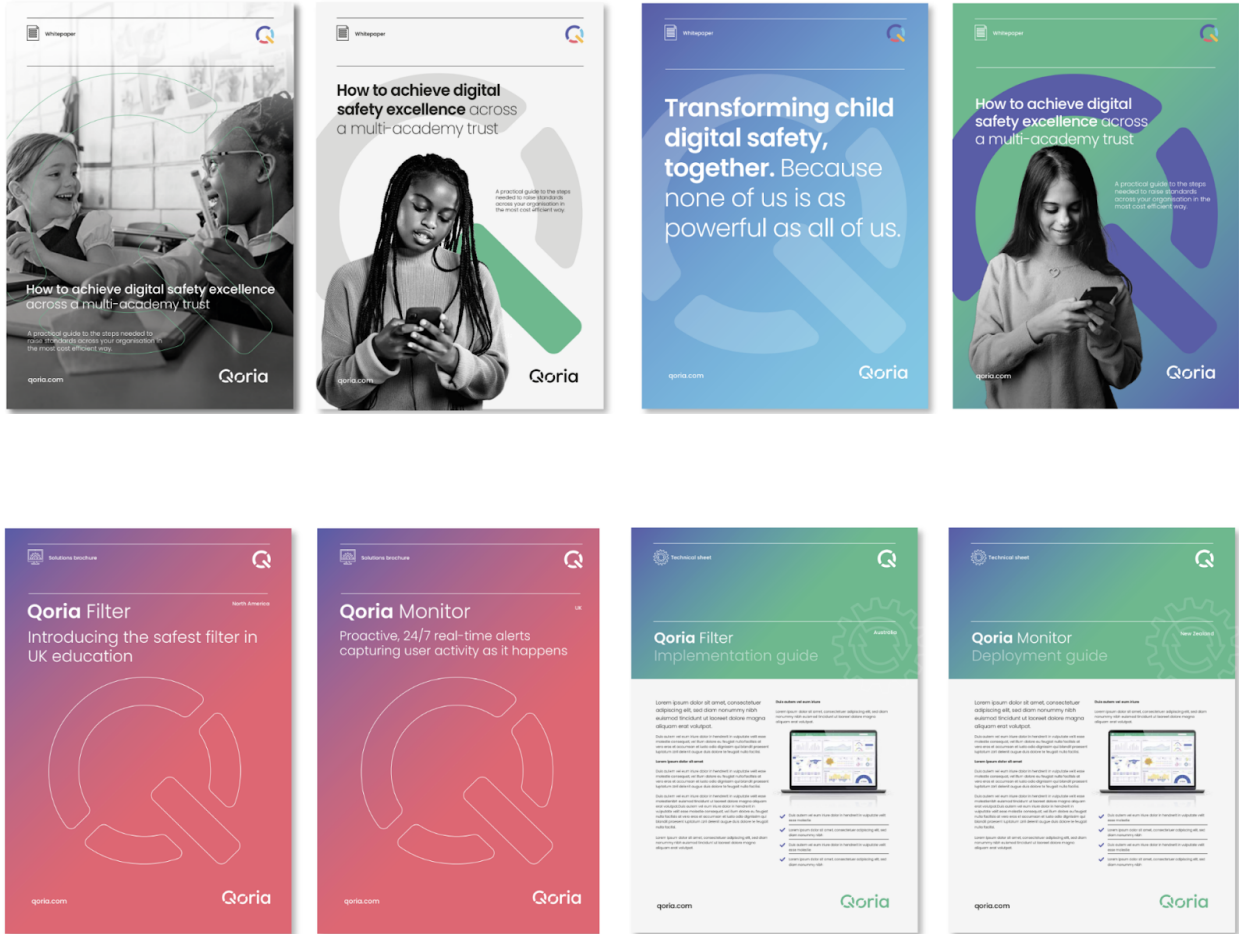
Read more >

Our mission is to close the digital wellbeing gaps that children fall through.

We do it by harnessing the power of connection to ensure children are seamlessly supported on all sides; at school, at home and everywhere in between. Our connections define us.

We're uniting stakeholders to advance child digital wellbeing to levels never before seen. **Because none of us is as powerful as all of us.**





Migration not a big bang


The transition to a singular brand will take time. It will be carefully managed to preserve existing business momentum through what is known as an “endorsed by” approach.

Starting with our corporate name, overtime product names will assume the new identity and consumer local brand names.

Meet our Qoria family

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[Read more >](#)



Linewize (North America)

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[Visit website >](#)



Linewize (Asia Pacific)

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[Visit website >](#)



Smoothwall

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[Visit website >](#)



Qustodio

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[Visit website >](#)



ySafe

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[Visit website >](#)

We currently estimate a 15-18 month timeframe for full global adoption.

This announcement was made on March 29, 2023 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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Ends.