



Family Zone Cyber Safety Ltd (ASX: FZO)
Investor Presentation May 2017



Disclaimer

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Ordinary Shares

80,820,928

14,291,970 founder escrow

Performance Shares

31,499,997

- ✓ Class A 10,500,000
- ✓ Class B 10,499,999
- ✓ Class C 10,499,998

15,000 paying zones/2yrs
 \$10m recurring revenue/3 yrs
 \$20m recurring revenue/4 yrs

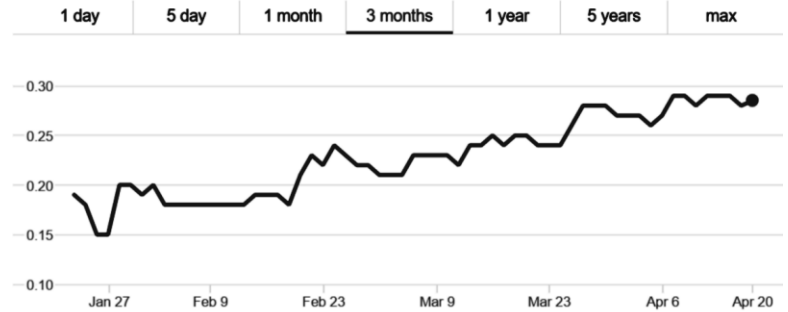
Options

26,743,524

- ✓ Director 4,000,000
- ✓ IPO Options 10,093,751
- ✓ Employee 4,899,773
- ✓ Employee 6,000,000
- ✓ Broker 1,750,000

\$0.25, 20 May 2019
 \$0.25, 29 Aug 2019
 \$0.33, 19 Sep 2019 with hurdles
 \$0.30, 3 years with hurdles
 \$0.30, 3 years

Family Zone Cyber Safety Ltd



Market Cap 28 Apr '17

~ \$21m

Revenue Q1 '17

~ \$955k*

Cash end Q1 '17

~ \$2.2m

Receivables end Q1 '17

~ \$2.4m

* \$250k recurring



Tim Levy
Managing Director



Crispin Swan
Executive Director



John Sims
Non Exec Chairman



Phil Warren
Non Exec Director

Sex Before Kissing: How 15-Year-Old Girls Are Dealing With Porn-Addicted Boys

APRIL 1, 2016

The Washington Post

**The biggest threat facing Kids These Days?
Too much time spent online.**

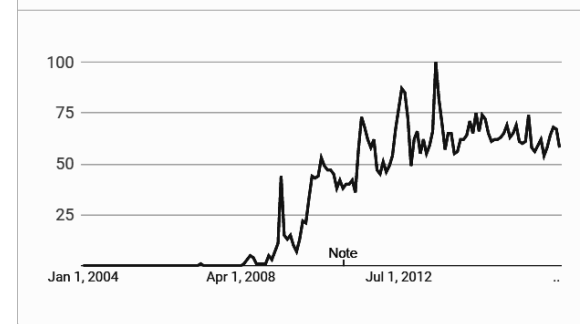
The Seattle Times

**'Digital dementia' for
our screen-addicted kids**

≡ TIME

**How Porn Is Changing a
Generation of Girls**

Google searches: "Sexting"





Cyber Safety Challenges

Teens exposed to

70% CYBER
BULLYING

Australian teens boys have

70k PROBLEM
GAMBLING

Australian teens boys have

90% WATCHED
ONLINE PORN

Teens with

75% PROBLEM
SLEEPING

Teen girls feel

81% PRESSURE
TO SEXT

Australian teen girls have

60% WATCHED
ONLINE PORN

Teens spend

4hrs PER DAY
ONLINE

Pre-teens active on social networks

45% ON SOCIAL
NETWORKS

Porn watched by teens is

90% AGGRESSIVE
TO WOMEN



Commercial Drivers



- ✓ Cyber Safety is a major parenting challenge today
- ✓ A large number of consumer options
- ✓ Most easily avoided or too complex or too limited
- ✓ Research: 50% try, most abandon

Industry

- ✓ US\$2 billion industry, 10+% growth

Opportunity

- ✓ Addressable market is US\$100 billion pa
- ✓ Consumers will pay for a simple + E2E solution





Commercial Drivers

- ✓ A dominant educational challenge today
- ✓ Invested heavily in on-campus security
- ✓ But biggest challenges are off-net
- ✓ Switching focus to digital citizenship & parents



Industry

- ✓ Industry dominated by enterprise cyber security
- ✓ Not addressing educational / citizenship or home needs

Opportunity

- ✓ Schools have strong influence over parents
- ✓ Major gap in offerings for schools





Commercial Drivers

- ✓ Major source of access challenge
- ✓ Few offer family friendly services, despite pressure
- ✓ Existing offerings not-integrated, often one-size fits all
- ✓ Objectives are retention and experience

Industry

- ✓ Serviced by cyber security players
- ✓ Not creating value adding opportunities

Opportunity

- ✓ We can demonstrate they will join an eco-system solution
- ✓ Create value added & embedded revenue
- ✓ Create brand value





The Problem

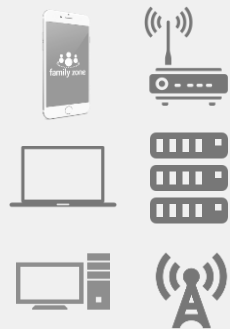
No solution offers what the market needs!

..and the majors can't solve it!





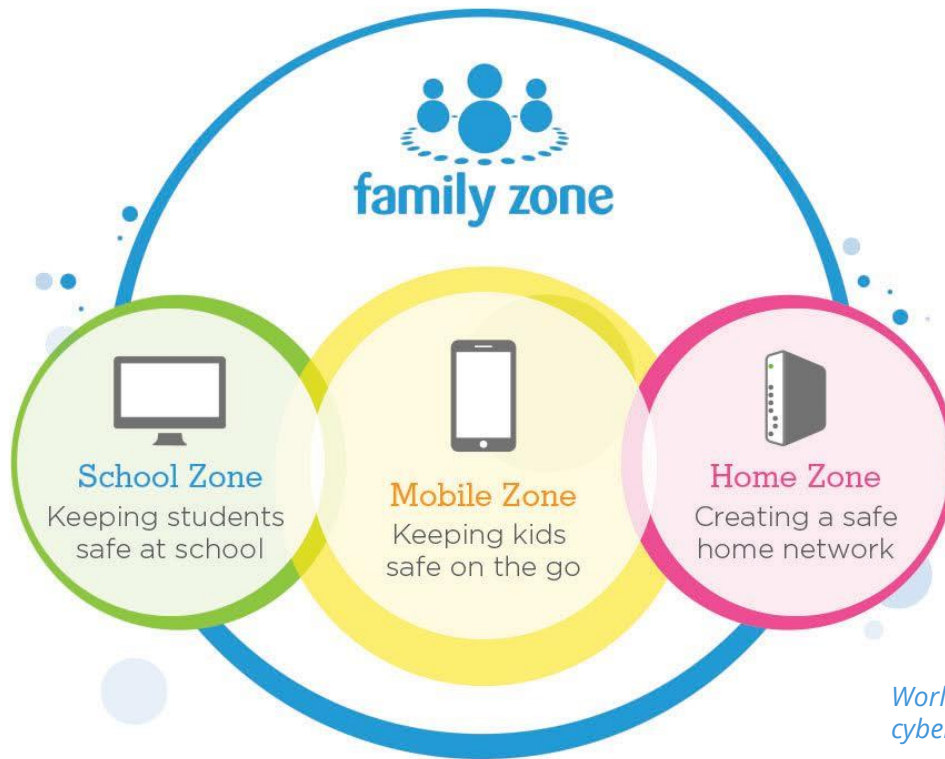
Family Zone Eco-System



*World's broadest
suite of cyber
safety technology*



Supporting over 200,000 users and 240 schools



*World's first cyber
safety eco-system.*

*World's first marketplace for
cyber safety settings and advice.*

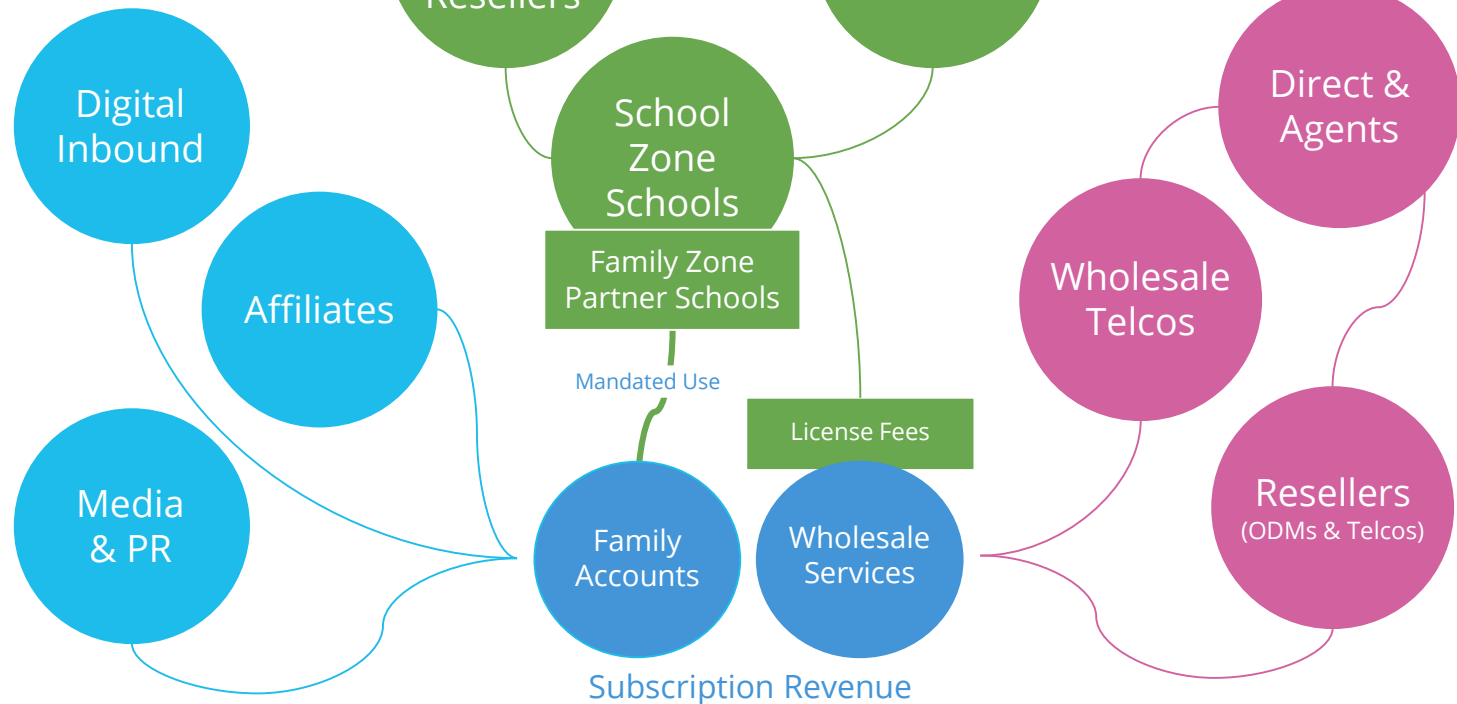


Safe Education





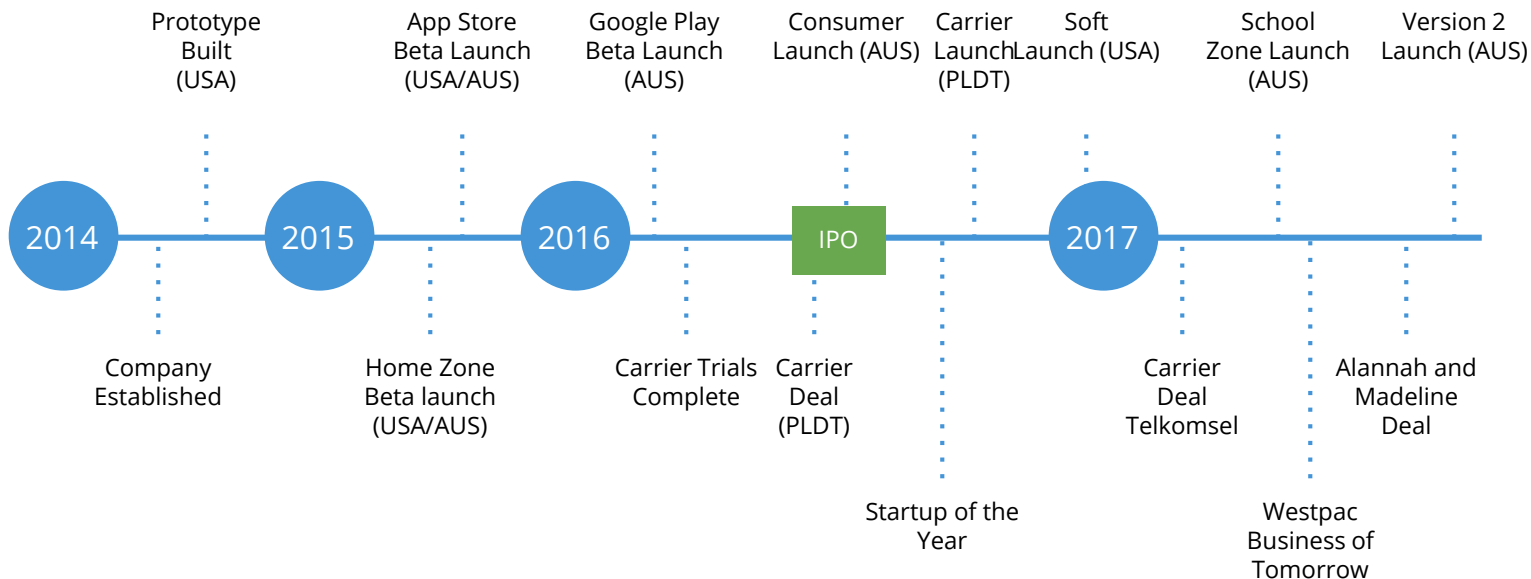
Go To Market





Progress

Meeting an exploding demand to keep kids safe online and manage digital lifestyles, Family Zone has developed a unique and innovative cloud-based eco-system solution.





Status



- ✓ 7,000 accounts (AUS)
- ✓ 20,000 users (AUS)
- ✓ 14 Cyber Experts



Alannah & Madeline Foundation

Keeping children safe from violence



- ✓ 240 schools
- ✓ 200,000 families
- ✓ 6 schools mandating



USA



ANZ



LIVE



H2



H2



LIVE



H2



Way forward

H1 2017

H2 2017

2018



Continue to trial & develop direct sales in AU

Launch USA direct sales

Develop other markets



Focus on existing AU schools

back-to-school

New school deployments

New schools

Launch School Zone in USA



Asian carrier implementations

New global opportunities

Launch IgniteNet

USA & AUS 'small carrier' deals / implementations

New ODM opportunities

