



ASX Announcement

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FAMILY ZONE TO LAUNCH A WORLD FIRST PARENT PLATFORM WITH DR MICHAEL CARR-GREGG'S SCHOOLTV

Family Zone Cyber Safety Ltd (ASX: FZO, **Family Zone** or **the Company**) is pleased to update the market on a collaboration agreement reached with SchoolTV.

HIGHLIGHTS

- Award-winning SchoolTV is the leading Australian parenting resource, spearheaded by renowned child and adolescent psychologist, Dr Michael Carr-Gregg.
- Family Zone and SchoolTV to launch a holistic 'Wellbeing-Hub' to help schools and their parent community to deal with the challenges of modern parenting.
- The Wellbeing-Hub will be sold to schools across Australia and New Zealand from July 2018 as a value-add to Family Zone's school offerings.
- Many of Australia's leading academics and specialists contribute to SchoolTV, including Professor Pat McGorry (Orygen), Professor Ian Hickie (Brain & Mind Centre), Susan McLean (Cyber Safety Solutions) and Lesley Podesta CEO of the Alannah & Madeline Foundation.

The partnership will provide schools and parents with the most advanced and easily accessible platform relating to online safety technology.

Family Zone and SchoolTV share a common goal – to better inform parents about the continuing rise of online threats, and to offer real solutions. Together, both organisations will leverage this partnership to boost their penetration in an attractive market of thousands of schools and parents in Australia and New Zealand.

Family Zone Managing Director, Tim Levy, said:

"Family Zone's mission is to develop holistic approaches to cyber safety incorporating the world's best educational technology with world-leading cyber safety experts. We believe this approach will provide better outcomes for school communities and increase the value of our offerings and retention of our services. We're extremely excited to partner with SchoolTV. Not only does this collaboration create new revenue streams for us but it deepens our presence in education, making Family Zone the only choice for schools that seek to make an impact in cyber safety."



Rob Leishman, SchoolTV Director, said:

"We are truly thrilled to be partnering with Family Zone. Cyber safety is one of the most heavily-requested topics on which we have published to date. This partnership will allow both organisations to address the growing issue of cyber safety across Australian schools. Together we now have a unique resource that provides parents with an end-to-end solution that offers much-needed peace of mind."

Dr Michael Carr-Gregg, SchoolTV co-founder said:

"I'm extremely excited by the outcomes of SchoolTV in 2017, and very excited about this partnership with Family Zone. Our data confirms that we have created a highly effective platform for connecting and communicating to parents via schools."

"The reality is, today's parents and schools face unprecedented challenges in raising happy, healthy and resilient young people."

"There is no question that there needs to be a re-focus on parent education and support at a time when we are witnessing increasing levels of youth crisis."

The screenshot shows the Family Zone website interface. At the top, there are navigation tabs for 'LIBRARY ARCHIVE', 'SPECIAL REPORTS', and 'SCHOOL RESOURCES'. A main banner features a woman's portrait and the text: 'The Cybersafety Series and Family Zone. The world of social media & technology is fast becoming a central element of our children's universe. Whilst technology offers many social, educational and creative benefits, for parents it also introduces a number of challenges around staying informed of social media and gaming trends.'

Below the banner is a section titled 'CYBERSAFETY TOPICS' with a grid of six articles:

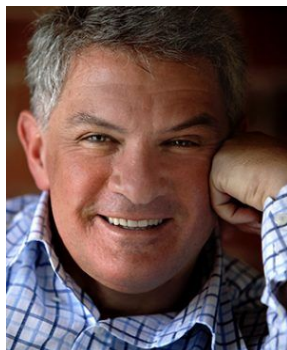
- CYBERBULLYING**: Cyberbullying is a form of bullying using technology such as the internet or mobile phone. It can be spread. [LEARN MORE](#)
- SEXTING**: Sexting among teens is, unfortunately, very common. Many parents are shocked to hear how casually teens discuss. [LEARN MORE](#)
- SOCIAL MEDIA & DIGITAL REPUTATION**: Social media has become such an integral part of a teenager's life that it can cause anxiety and lower their self-esteem. [LEARN MORE](#)
- ONLINE PORNOGRAPHY**: Experts say that the internet is socialising kids too soon. The internet makes it easier for children to engage. [LEARN MORE](#)
- INTERNET ADDICTION**: For children and teenagers, there is no doubt that the internet can be an excellent resource for information. [LEARN MORE](#)
- GAMBLING**: Teenagers have many opportunities to gamble. Smartphones and tablets allow young people gamble at any time. [LEARN MORE](#)

Further down is a 'Family Zone Resources' section with a grid of six resource cards:

- Why Family Zone?** [READ MORE](#)
- Get Started** [READ MORE](#)
- Guides** [READ MORE](#)
- Parent Value** [READ MORE](#)
- School Policies** [READ MORE](#)
- FAQ's** [READ MORE](#)

The footer contains the SchoolTV logo, contact details for OnDigital Pty Ltd, and a disclaimer.

About SchoolTV



Founded by Dr Michael Carr-Gregg, James Wilson and Rob Leishman, SchoolTV is the leading parental engagement platform in Australian schools.



schooltv.me

The SchoolTV platform is a world-first development that directly focuses on the fundamental importance of better, more informed parenting and its influence on improved educational outcomes. Today's parents and schools face unprecedented challenges in raising happy, healthy and resilient young people.



SchoolTV is the direct result of a growing need that reveals a major gap in parents' understanding and ability to deal with modern-day issues facing young people, especially online.

Research reveals that as much as 70% of parents don't feel adequately equipped or educated in dealing with today's youth issues such as anxiety, internet addiction, alcohol and drug use, pornography and multitude of online issues.

SchoolTV is offered via subscription to schools and provides not only interviews with leading specialists, but also aggregates content into a single stream of information from major organisations such as universities, ReachOut, BeyondBlue, Office of Children eSafety, plus many others.

The platform is designed to supercharge a school's resources and empower their parent community across mental, physical, nutritional and social wellbeing knowledge.

As the first measurable user wellbeing platform, SchoolTV addresses head-on the many modern-day realities faced by both schools and parents who increasingly need clear, relevant and fact-based information around raising safe, happy and resilient young people. SchoolTV is now being recognised by major Australian authorities as perhaps the most effective digital resource platform to meet the challenges faced by modern-day parents.

To learn more about the SchoolTV platform and the company, please visit www.schooltv.me

Collaboration Agreement Details

Parties	Family Zone and SchoolTV
Key Terms	<p>2 year term with automatic two year extensions, unless terminated by either party.</p> <p>SchoolTV to develop a holistic wellness hub incorporating the content of Family Zone and the relevant cyber experts chosen by the school client.</p> <p>Family Zone to sell the wellness hub as a value-added service offering in conjunction with Family Zone's education offerings. Family Zone earns commissions for the sale of the wellness hub.</p> <p>SchoolTV may also refer sales opportunities to Family Zone for a commission.</p> <p>Both parties agree to promote each other's services.</p>
Materiality and Projections	<p>We are unable to forecast the potential revenue from this agreement or its financial materiality. The Company however considers this to be a strategically important agreement offering new revenue streams and positioning Family Zone as a cyber safety leader beyond technology.</p>



About Family Zone

Family Zone is an ASX-listed technology company focused on cyber safety. Meeting a growing demand to keep kids safe online and manage digital lifestyles, Family Zone has developed a unique and innovative cloud-based solution which combines Australian innovation with leading global technology.

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

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