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Australian Securities Exchange (**ASX**)
Level 40, Central Park
152-158 St George's Terrace
Perth WA 6000

FAMILY INSIGHTS SCHOOL WELLNESS PROGRAM LAUNCH

Family Insights Group Limited (ASX: FAM) (Company) is pleased to announce to the market the launch of a new schools-based digital wellbeing initiative in support of its parental control platform **Family Insights (FI)**.

Digital Wellbeing Initiative – St Bernardine's School P&F Association

The Company has reached agreement to launch a Digital Wellbeing initiative for all parents of the St Bernardine's School Regents Park (Qld).

Being offered and driven by the St Bernardine's Parents and Friends Association on behalf of all parents of the schools 700+ children, the initiative will provide a comprehensive parental awareness and education program as well as access to and use of Family Insights cyber safety platform at scale over the course of the 2019 school year.

As part of the initiative Family Insights will conduct research gauging the level of knowledge of families, including both parents and children, and their confidence in managing digital wellbeing in the home. This research will also identify, measure and analyse changes in family behaviour and attitudes over the course of the digital wellbeing initiative.

The Family Insights cyber safety product utilises advanced real-time behavioural analysis of children's network behaviours combined with research-backed advice and educational materials for parents to help families develop better digital skills together.

The parental advice offered is curated, distilled and drawn from over 200 international resources, child psychologists and online safety experts. Key features of the mobile-based product include:

- Real time behavioural monitoring and parent alerts for identified risks
- Internet scheduling allowing parents to manage internet availability to children
- GPS tracking of children including alerts for movement away from designated areas
- Research-backed advice and educational resources for families

With the agreement making the Family Insights product available to all parents, the initiative will test, demonstrate and support product deployment at scale. This initiative will also help parents with:

- How to deal with kids' internet, gaming and social media addictions
- How to recognise and confront cyberbullying, extremism and online grooming
- Teaching children about potential danger zones online
- Recognising when children are having difficulties online
- Overcoming and addressing sleep deprivation caused by technology

President of the St Bernardine's Parents & Friends Association, Kate Thomas said: *"Not a day goes by without some concern being shared by us as parents about the daily impacts of technology on our children and families. We are excited to be able to offer all of our parent community both best practice advice and supportive technology to enable all of our parents to build their families Digital wellbeing together."*

St Bernardine's Principal, Nick Gallen said: *"Parents need to be aware of potential risks, foster a family culture of trust and communication, be available, alongside and supportive of our children's daily digital experiences. I am delighted that the P&F have partnered for this initiative with Family Insights who promote such a pragmatic, non-judgemental, supportive, positive parenting approach to developing digital wellbeing at home."*

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For further information, please contact:

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ABOUT FAMILY INSIGHTS

Family Insights offers parents a unique approach to ensuring the safe use of the internet by children and teenagers. By utilising Family Insights' world class secure VPN network, backed by the research insights of childhood development research organisation Telethon Kids Institute, Family Insights monitors mobile network patterns in real time and advises parents of potential threats as well as providing greater details and resources to parents on the threats identified.

ABOUT FRUGL GROUP

Frugl is a data insights business utilising a price comparison platform that allows families to compare the cost of goods between different supermarket retailers in their local areas, whilst simultaneously analysing shopper behaviours in real time against the changing landscape of product merchandising and pricing changes across over 60,000 different products from major supermarket chains.