

# ASX Announcement

PERTH JUNE 13, 2019

## RAPID USER GROWTH THROUGH TELCO PARTNERS

Family Zone Cyber Safety Ltd (ASX: FZO, Family Zone or the Company) is pleased to update investors on exciting progress in its wholesale business ahead of the launch of Family Zone Insights, the Company's 'freemium' mass-market parental control product.

### Highlights

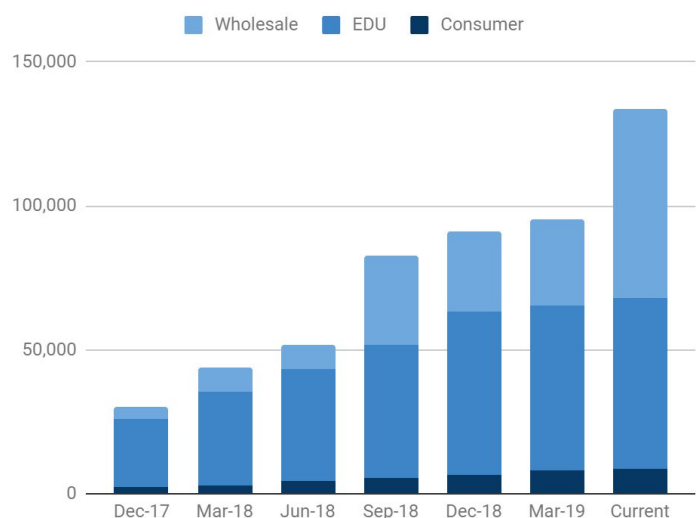
- Family Zone passes through 134,000 paying accounts following a surge in sign-ups within Telkomsel trials
- In the past 6 months, the Company has signed-up more than 145,000 new wholesale accounts, with 65,000 attaching as paying subscriptions
- Recent achievements bode well for the upcoming launch of Family Zone Insights through the Company's direct and wholesale channels

## GROWTH IN PAYING ACCOUNTS

As advised in the Company's March quarterly report, Family Zone has been working with a number of wholesale (telco) partners developing and trialling strategies to deliver to consumers and monetise cyber safety services.

The Company is working particularly closely with Telkomsel Indonesia to test alternative services, onboarding, marketing and sales strategies.

Family Zone has achieved significant take-up from recent trials targeting small customer samples and offering packages including free trials, monthly and 90-day plans and content subscriptions.



In the past 6 months in excess of 145,000 wholesale customers have signed-up with 65,000 current subscriptions.

Recent take-up, subscriptions and engagement are validating, exciting and reward for several years of effort developing a cyber safety ecosystem that adds value to parents, schools and telcos. Further



these achievements bode well for the imminent launch of Family Zone’s ‘freemium’ Insights-led customer acquisition strategy (described below).

## FAMILY ZONE INSIGHTS

Family Zone Insights is a free service leveraging the power of the Family Zone platform to provide valuable reporting, location tracking and alert services to parents.

Insights is designed as a mass acquisition tool which will be:

- Available for parents to download on their children’s devices;
- Included free when schools install Family Zone technology on student devices;
- Included free for telcos and device manufacturers to re-brand and bundle with their offerings; and
- Included free with Family Zone hardware (ie the FZ ONE and Family Zone Box).

Under this go-to-market model, schools, telcos and device manufacturers become Family Zone’s effective sales force driving cyber safety messages and introducing the Company’s premium paid services to their constituents.

Our “Insights” strategy allows the Company to more cost effectively identify, connect and inform those parents who are the best candidates for the upsell of Family Zone premium services. The Company believes this strategy will accelerate customer acquisition and significantly drive down the average cost of acquiring a customer.

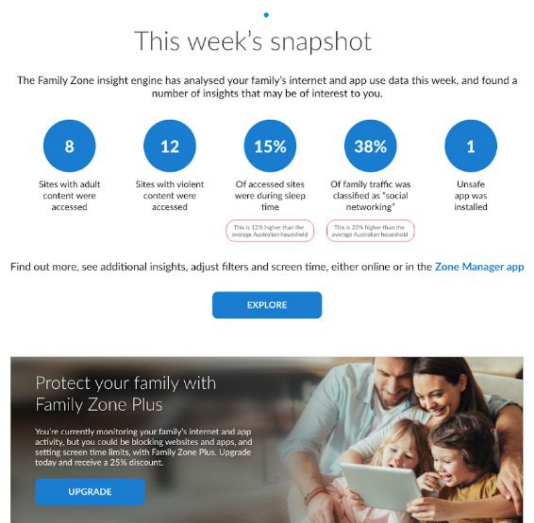
## IMMINENT TELCO LAUNCHES

Family Zone has been working closely with a number of globally significant telco partners on developing the Insights platform and is now in the final stages of product delivery and launch.

The Insights product has been in beta trials in Family Zone’s direct channel since early May 2019. The Company expects to announce specific go-to-market plans with launch partner, Telkomsel, in the next few weeks.

### Telkomsel, one of the world’s largest mobile operators

35% owned by Singtel and with in excess of 194 million subscribers, Telkomsel Indonesia is one of the largest and most recognised mobile operators in the world.





Family Zone is proud to be working with Singtel on the imminent launch of the innovative Family Zone Insights offering. Telkomsel services in excess of 16 million children with smartphones, representing a massive scale opportunity for the Company.

## More massive telco launches to come

Following the launch of Insights with Telkomsel, Family Zone expects to steadily roll out Insights across the Company's other telco partners in coming months. These partners include those set out below.

Partner	Country	Estimated no of subscribers	Estimated no of child users
PLDT & Smart Communications	Philippines	55 million	8 million
Maxis	Malaysia	12 million	2 million
Vodafone	India	500 million	45 million
Bharti	India	310 million	27 million

The scale opportunities of Family Zone's telco partners are massive and worthy of careful planning and committed delivery. Overall the Company estimates Family Zone's current telco partners have in excess of 1 billion subscribers and 90 million child smartphone users.

The Company looks forward to further updating the market as it executes on these opportunities to gain global scale.

## 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](http://www.familyzone.com).

## Contacts

---

For more information, please contact:

**Tim Levy**  
Managing Director  
timl@familyzone.com  
+61 413 563 333

**Tim Allerton**  
City Public Relations  
media@familyzone.com  
+61 412 715 707

**Tim Dohrmann**  
Investor Relations  
tim@nwrcommunications.com.au  
+61 468 420 846