



Family Zone Cyber Safety Ltd
(ASX: FZO)

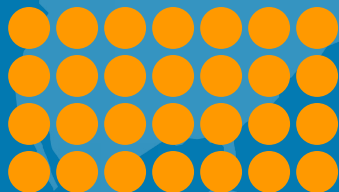
INVESTOR PRESENTATION

NOVEMBER 2019

SUPPORTING & PROTECTING EVERY CHILD'S DIGITAL JOURNEY

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10 UK
SCHOOLS

airtel
vodafone

Smart

maxis

TELKOMSEL

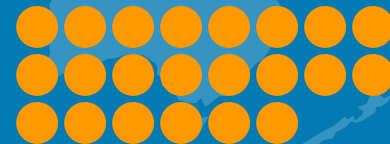
>650K
USERS

>1,000
SCHOOLS

10
TELCOS

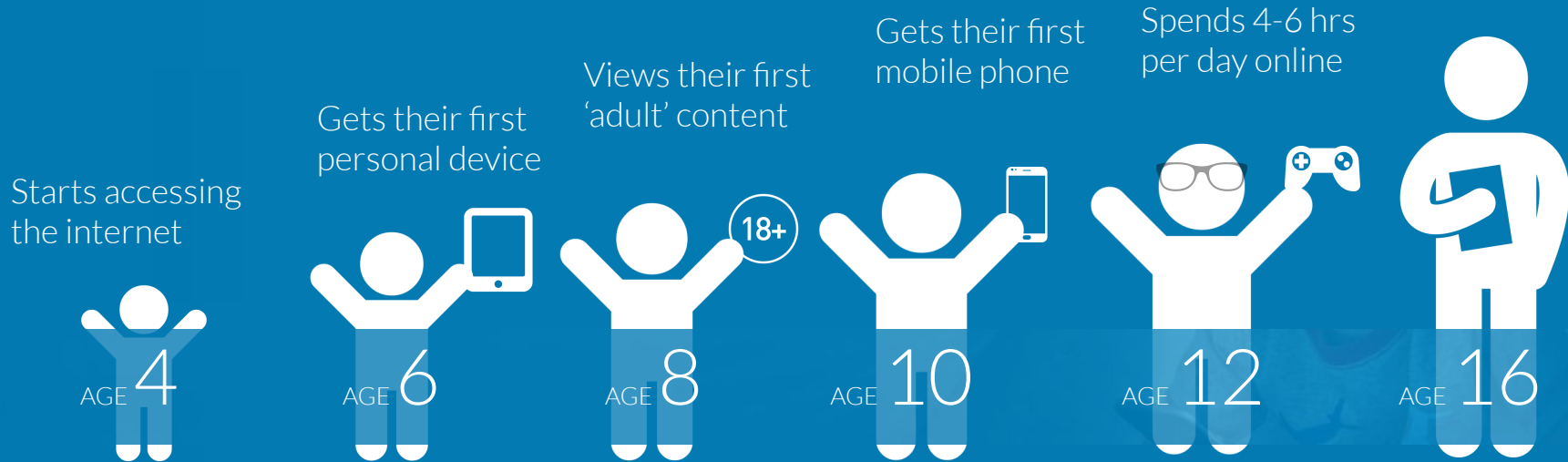
8
COUNTRIES

440 ANZ
SCHOOLS



BACKGROUND

by the age of 16 almost all children are regularly exposed to cyber bullying, pornography, sexting and gambling



THE AVERAGE CHILD IN 2019

Internet related disorders are the fastest growing mental health issues in history

Technology use is having a negative impact on:

- ⇒ Cognitive function
- ⇒ Mental health
- ⇒ Learning outcomes

In Asia, 26% of adolescents display symptoms of internet & gaming addiction.

Youth self esteem has fallen every year since 2012 - the launch of the smartphone.

Parental controls is currently ~ \$2.5B/a
\$100B Untapped Global Opportunity

Estimated there is <4% take-up of parental controls globally.

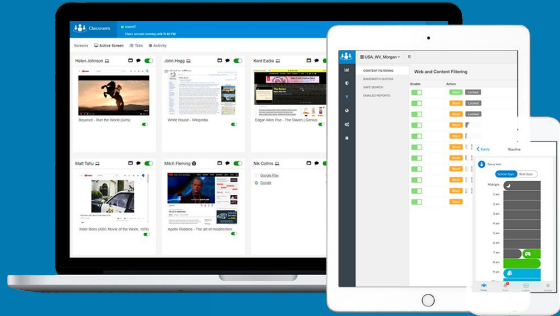
- ✓ Incomplete / localised products
- ✓ Incompatibility with school needs
- ✓ Lack of interoperability
- ✓ Awareness only now taking hold

Family Zone's world-first **ecosystem** approach leverages schools, telcos and devices to **create this opportunity.**

PATENTED CYBER SAFETY PLATFORM CREATES AN EXPLOSIVE BUSINESS MODEL

Patented Cyber Safety Platform

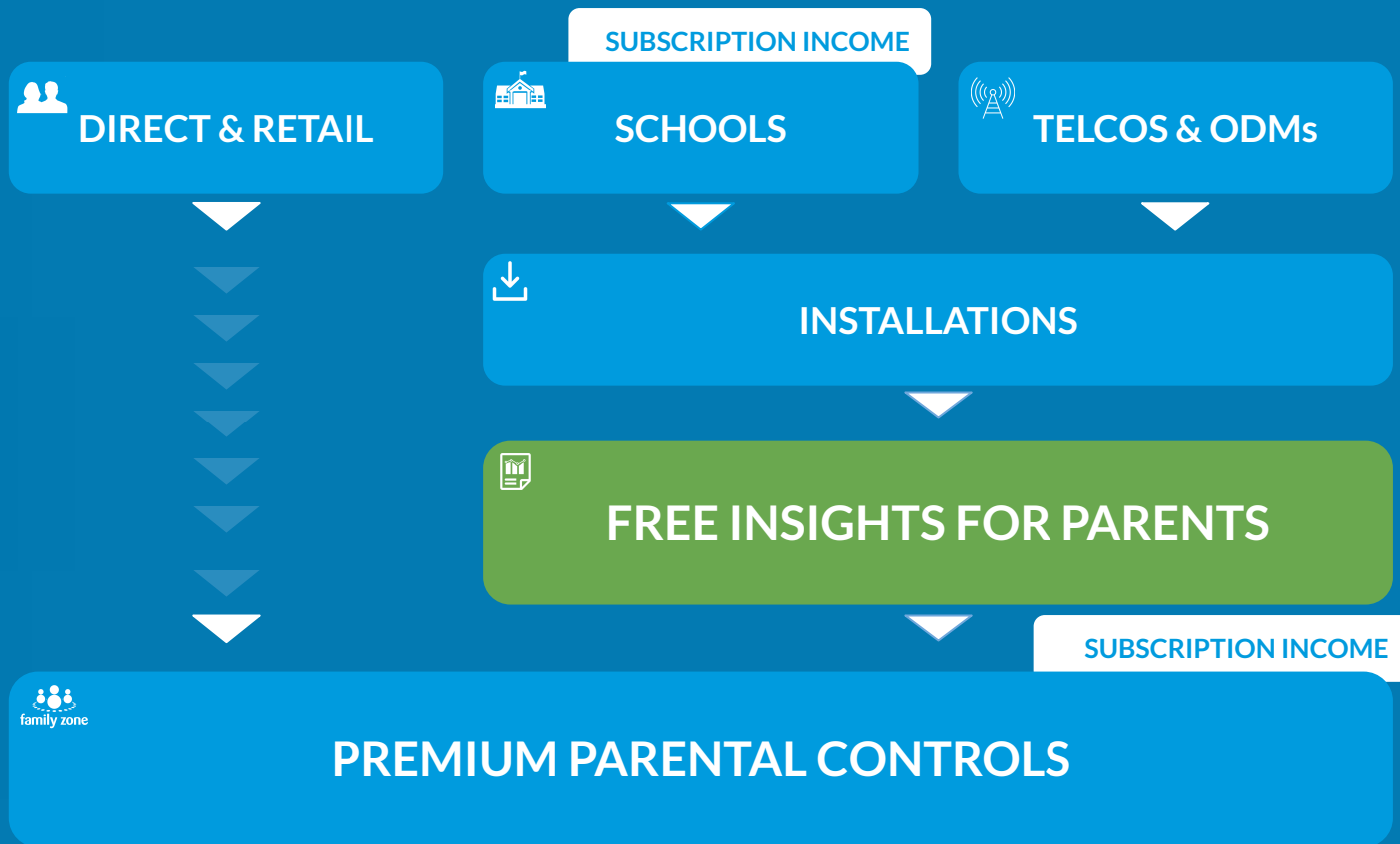
across all networks & all devices



AT SCHOOL

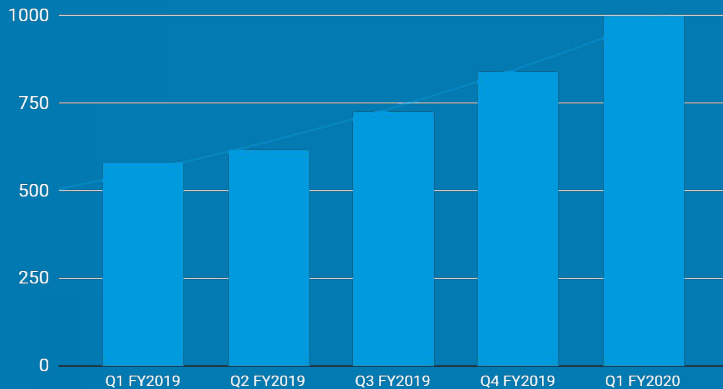


AT HOME

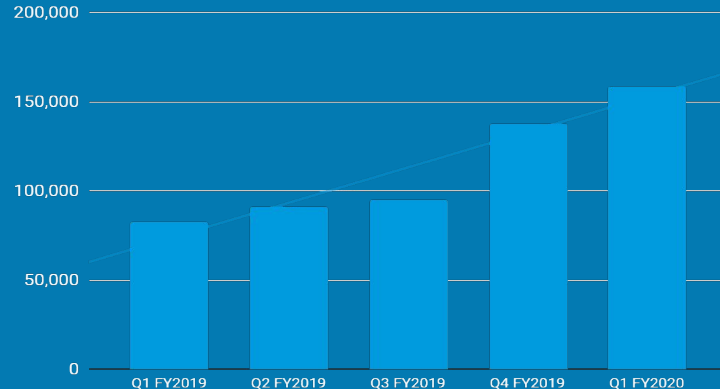


PROOF POINTS AND GROWTH ACCELERATING

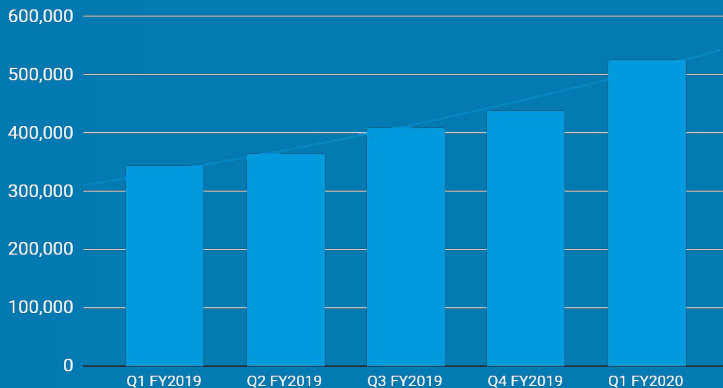
School Clients



Paying Subscribers



Student Licenses



PARTNER SCHOOLS

55%

Of ANZ schools promote
Family Zone

PARENT TAKE UP

45%

Of Parents in these schools
have an active account

Working with major global names

global telcos, ODMs and retailers



Check Point®
SOFTWARE TECHNOLOGIES LTD.



Google Cloud



Woolworths | **Mobile**



SCORECARD

SIMPLE PERFORMANCE METRICS

Channel	# Accounts	Rate per year
Education	1,000 Schools 550,000 Students	~ \$8 per Student
Direct	13,000 Accounts	~ \$80 per Account
Wholesale	80,000 Accounts	~ \$4 per Account
R&D & Grants		~ \$2M

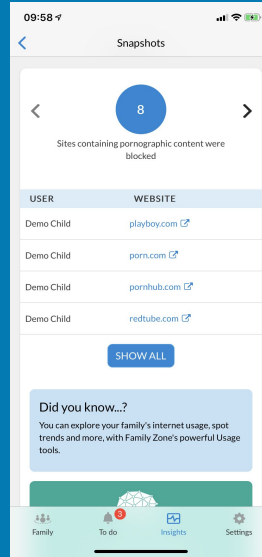
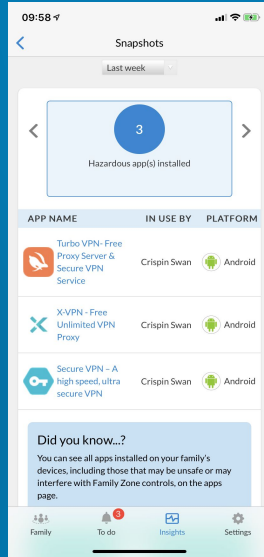
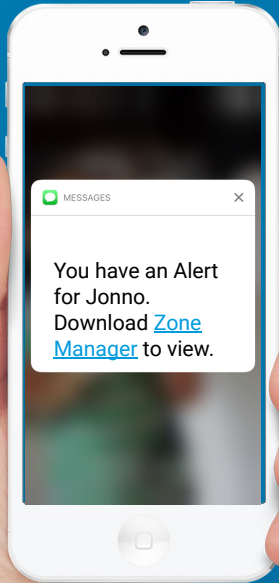
NEXT STEPS

SCALE & ACCELERATION

FREEMIUM STRATEGY

FAMILY ZONE INSIGHTS

Free tool for parents, schools & telcos



Usage reporting



Location tracking



Alerts for adult content



Alerts for unsafe apps



Cyber expert advice



Simply install Family Zone's app on your child's devices and Insights will work silently for you in the background.

USA STRATEGY

SCHOOLS > INSIGHTS > CONSUMER

USA EDUCATION

- 135K schools and 57M students
- Required by law to filter students
- Supported by national ed-tech resellers

Family Zone's successful entry

Inside 12 months Family Zone has signed up 550 schools across 65 school districts and 6 national edu-tech resellers.

**PUBLIC
SCHOOLING**

DISTRICTS
14,000

SCHOOLS
100,000

STUDENTS
51m

**INDEPENDENT
& PRIVATE**

SCHOOLS
35,000

STUDENTS
6m

NUMBER OF FAMILIES IN USA

83m

USA STRATEGY

Strong Compliance Offering

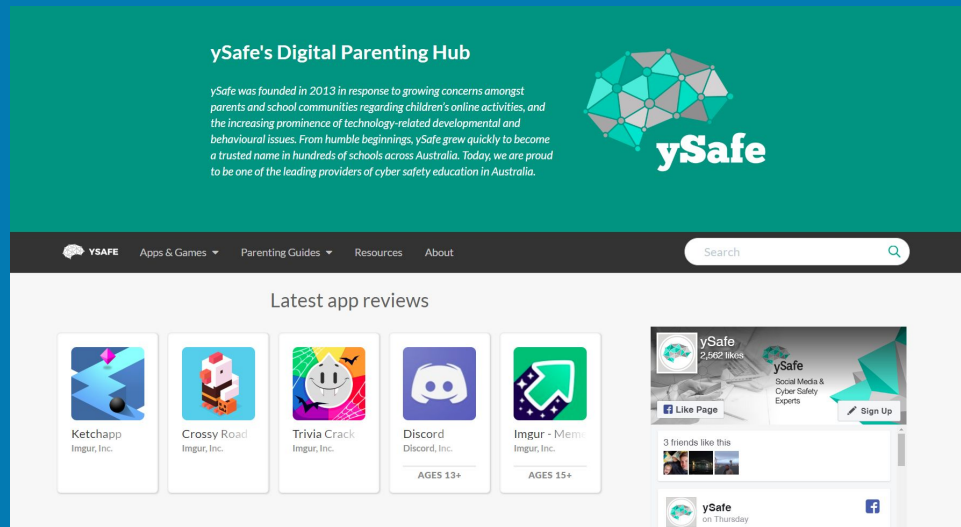
Strong progress with our world-class “Compliance” offering.

Introducing Community 2020

Early 2020 we bring the successful “Community” offering to USA.

COMMUNITY

- FREE Cyber Safety Hub
- FREE Expert Content
- FREE Parent Insights
- FREE School Insights



Community drives engagement & customer loyalty.

TELCO OPPORTUNITY

TELCOS > INSIGHTS > CONSUMER

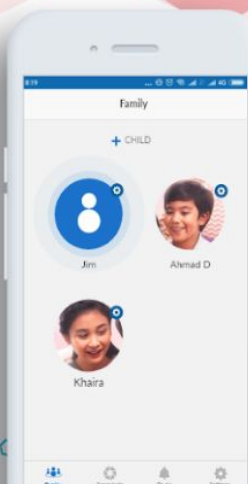


FAMILY ZONE INSIGHTS

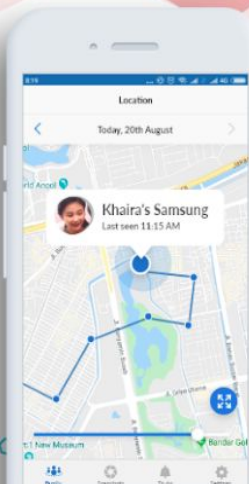
Enjoy peace of mind
while they're online



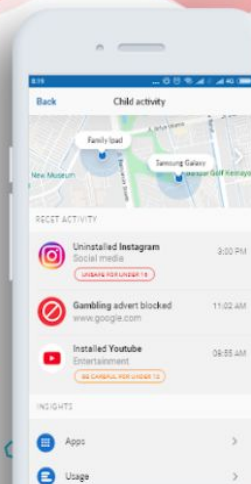
Monitor your family's
online activity



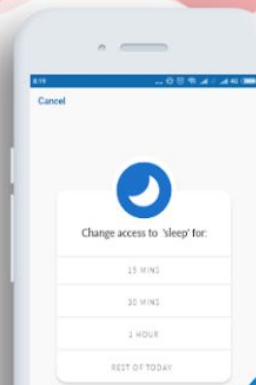
Check children are safe
and where they have been



Explore helpful insights
and cyber expert advice



Disable video games when
kids should be in bed
(Premium Feature)



SAFE (Insights) launching now with a major marketing effort from Telkomsel. Cyber Safety Experts bringing schools and influencers into the promotion.



		Est Subscribers	Est Kids
	Smart Philippines	58M	8M
	Maxis	11M	2M
	Vodafone India	393M	35M
	Telkomsel Indonesia	168M	14M
	Bharti Airtel India	320M	27M
		950M	86M

CORPORATE

ORDINARY SHARES	239,126,669
MARKET CAP (@18c) *	\$43M
TOP 20 SHAREHOLDERS	55%
FOUNDERS & EXECUTIVES	12%

Notes

* Calculated based on issued securities as at 1 Nov 2019. ¹ Founder performance shares & rights have targets of \$20m in annual revenue by 29 Aug 2020. ² Remaining Linewize acq securities have target of NZ\$9.25m recurring revenues from NZ operation and Linewize technology.

³ Exec salaries received PRs in lieu of cash

Performance Shares/Rights

\$20m Rev' by Aug 20 ¹	11,608,335
\$9.25m Rev' from NZ ²	3,000,000
Exec salaries ³	1,805,196
Various	666,670
	17,080,201

Options

30c Employee (15 Dec 2019)	5,335,000
30c-60c (expiring in 2020)	3,950,000
75c-90c (expiring 2021)	1,033,530
18c-25c (expiring 2022)	10,067,965
	20,386,495



Peter Pawlowitsch
Chairman



Tim Levy
Managing Director



Crispin Swan
Executive Director



Ben Trigger
CTO



Ross Young
VP North America

COMPANY

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