

Mar 17, 2020



family zone

Family Zone Cyber Safety Ltd
(ASX: FZO)

CORONAVIRUS & HOME INSTRUCTION

SUPPORTING SCHOOLS & PARENTS

The global spread of COVID-19 and its recent classification as a pandemic has been met with an unprecedented response by regulators and schools.

These measures seek to reduce transmission through hygiene practices and reducing human to human contact.

As at the date of writing, 65K US schools are closed with 32M students sent home.

With school closures expected to grow and a prolonged 'shut down', likely, schools and their communities are being compelled

to develop effective and safe approaches for home instruction.

Schools will be required to support teachers to virtualise: to be able to monitor and direct activity and enforce school policy when students are at home.

But even before Coronavirus, 'virtual classrooms' was a key driver of growth in our industry and our sales success.

It's estimated that around 15% of US schools already have virtual classroom tools and **our platform is a market leader in this space.**

It is now clear that all schools will need this capability into the future; which will accelerate our growth.

More importantly, Coronavirus highlights the importance of our key and unique proposition - that schools and parents need technology which works for them interchangeably.

In the US alone, this represents a market of potentially \$6B per annum - for which we presently have no competitor.

CIPA Compliance: USA Schools are required by law to apply a CIPA compliant filter.

This is the core compliance offering of our industry which has a TAM of circa \$170M pa. Key players are Lightspeed Systems and iBoss.

Added products: Increasingly schools are seeking to empower teachers with virtual classroom tools and support student wellbeing with behavioural analytics and AI.

The combined TAM of such tools is estimated at \$600M pa.

Device programs: USA schools and regulators have recognized that device programs are a big part of the cyber safety challenges faced by parents.

And so digital citizenship programs and parent education is common place and accelerating.

Parents: There are 83M school-families in the US. This is a \$6B untapped market with no dominant competitor. Most importantly, schools are proven to be the best route to access this massive constituency and no edu-tech provider other than Family Zone has this capability.

PUBLIC SCHOOLING

DISTRICTS
14,000

SCHOOLS
100,000

STUDENTS
51m

INDEPENDENT & PRIVATE

SCHOOLS
35,000

STUDENTS
6m

NUMBER OF FAMILIES IN USA
83m

CORONAVIRUS

Our market leading Classwize tool is designed to support virtualisation of the classroom.

The premise of Classwize is simple. No matter where a child is located, and whatever device they're using, during class time, their teacher needs visibility and control of student activity.

Classwize runs in the cloud and supports all learning devices. Classwize can be setup in minutes, and seamlessly integrates with school admin systems.

Supporting Schools

For schools implementing home instruction, our Classwize tool will be crucial:

- To ensure sites & apps are accessible in class; and
- To block inappropriate activity and keep students on-task.

Supporting Parents

Our unique platform can be used by schools and parents interchangeably.

This means parents can:

- Remotely monitor and control their children's online activity; and; and
- Apply the school's internet policies on their children's personal devices.

A game change for Family Zone

This approach represents a game changer in cyber safety and provides Family Zone a massive advantage with schools seeking to deliver home instruction.

Family Zone has launched into the US, Australia and New Zealand Classwize for FREE for any school in 'shut down'.

Our objectives are to:

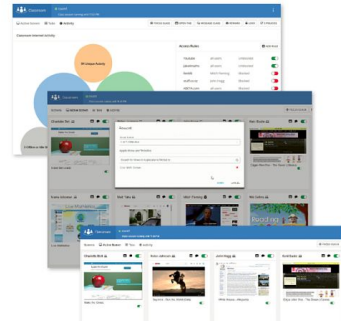
- ➔ Do our bit for the community
- ➔ Demonstrate how easy it can be done
- ➔ Promote cyber safe home instruction
- ➔ To promote our unique capabilities

Classwize FREE is available until 30 Jun 2020 (end of the budget year).

This initiative is being promoted through Google Education, social media & once testimonials in place through the press.

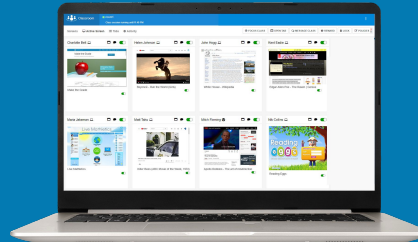


Screen visibility. Content control. Ease of use.



During these uncertain times, ensure your district can deliver education no matter where students may find themselves.

If your **schools shut down**, we want to offer our Classwize solution for **remote learning—at no cost** to you.

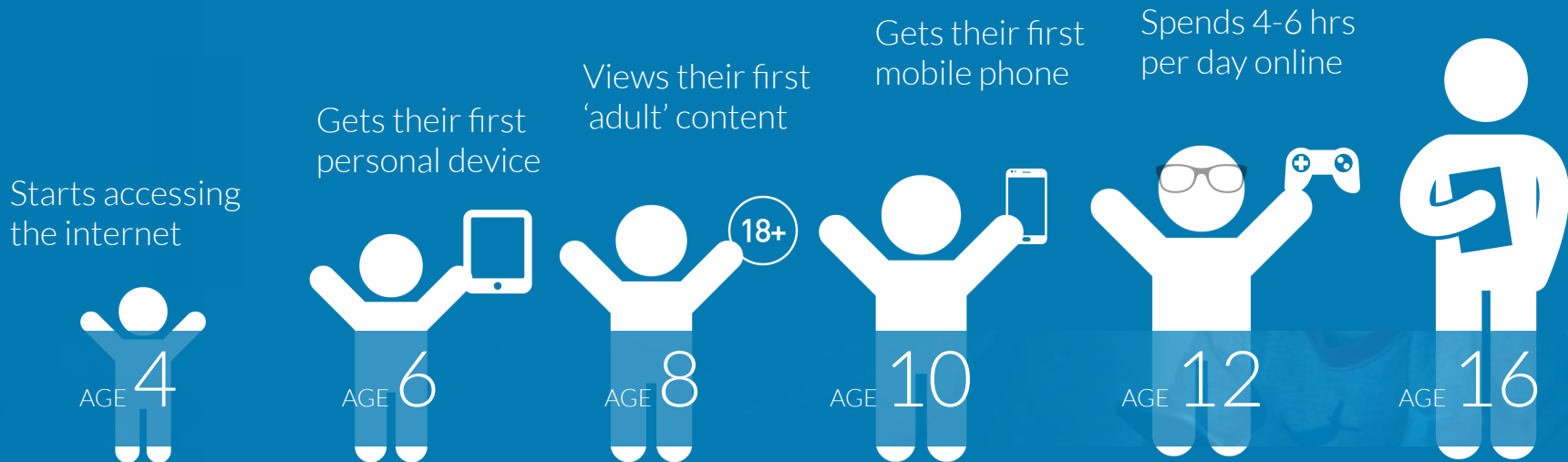


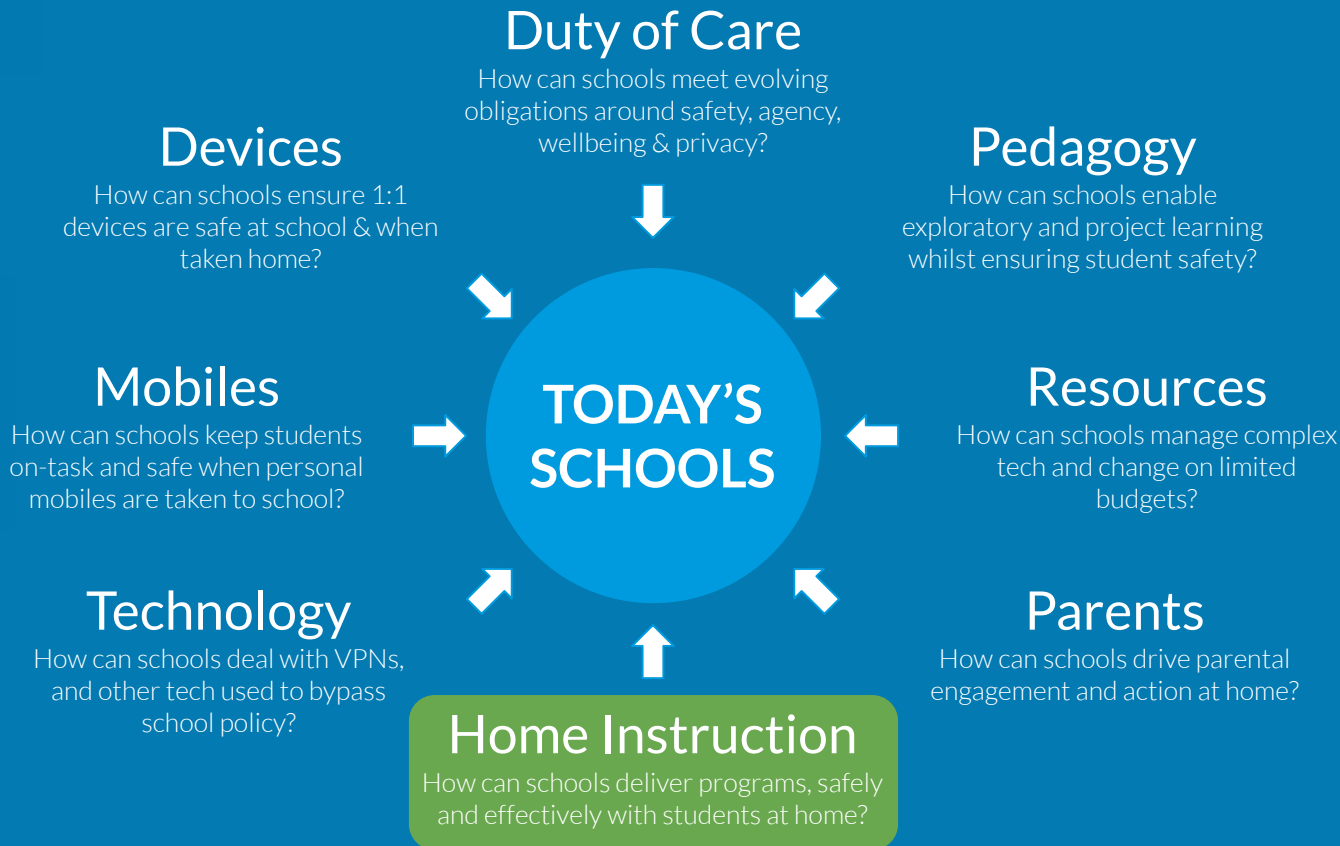
Classwize offers teachers:

- Screen and internet visibility
- Policy control by student or class
- Student messaging
- Open/close tabs,
- Classroom focus (on a site or video)
- Integration into class schedules
- And more...

FAMILY ZONE'S MISSION

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





Our mission

Family Zone's mission is to be the world leader in cyber safety.

This is a massive but as yet untapped market. There is no clear leader in schools or consumer products.

Schools

Schools have legal obligations to keep children safe and evolving pressures to support online learning, digital citizenship and student wellbeing.

Increasingly schools are imposing devices & technology on parents.

Parents

Adoption of parental control tools is low (estimated at less than 5% globally) despite the gravity of the issues.

Community approach

We have established through trials in Australia and New Zealand that the best cyber safety outcomes are derived from a partnership between schools and parents.

Our platform

Family Zone's unique and patented platform enables

schools, parents and cyber safety experts to collaborate to keep children safe anywhere, at anytime, on any device and any network.

Family Zone's holistic approach contrasts starkly with our competitors who seek to only solve the narrow needs of particular constituencies eg schools or iOS consumers etc.

These narrow solutions are a major cause of friction and lack of effectiveness and uptake of cyber safety products.

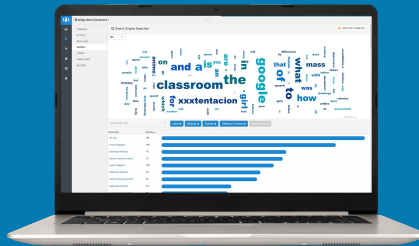
FAMILY ZONE PLATFORM & BUSINESS MODEL

Family Zone's patented innovation is our **cyber safety ecosystem**.

This is a platform which enables schools, parents and cyber safety experts to collaborate to keep children safe anywhere, at anytime, on any device and any network.

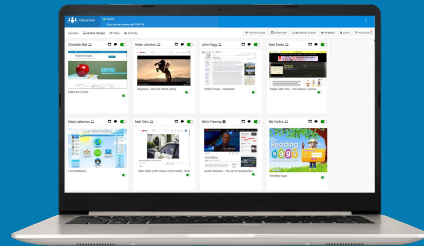
This platform allows Family Zone to solve the fundamental un-met needs of those that protect our children.

- Simplicity & ubiquity
- Insights & advice
- Works at school and home
- Supports collaboration



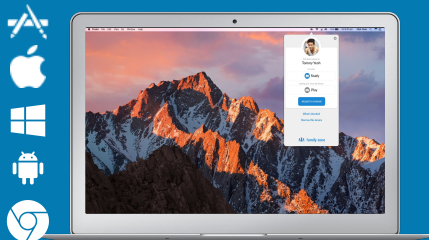
SCHOOL ADMIN

Support admins with seamless compliance, and pastoral care functions.



TEACHERS

Empower teachers in class or home instruction with visibility and control.



ALL DEVICES

Turn any device into a learning device whether on or off network.



COMMUNITY

Empower parents with tools & content which work seamlessly with school programs.

School Offerings

Family Zone offers compliance, pastoral care and classroom tools to schools selling into their CIPA and wellbeing budgets.

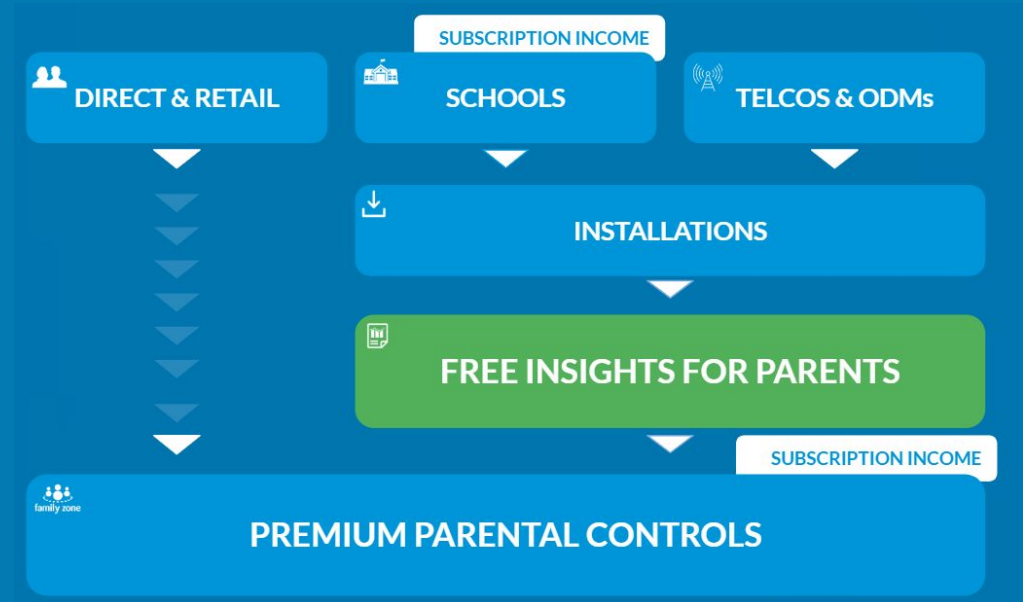
Community

Family Zone offers schools access to educational content and free monitoring tools (Insights) to support parents with cyber safety at home.

Premium Parental Controls

Parents can sign-up to premium parental control accounts to enforce their rules after school.

A holistic approach to cyber safety.



Free tools for the school community

Through our School deployments, Family Zone Apps are installed on student learning devices. These apps support 24/7 CIPA compliance and provide parents with free access to educational content and the Insights monitoring tool.





Premium accounts for parents

Parents can create premium accounts to:

- ➔ Set their own rules after school
- ➔ Control their children's screen time
- ➔ Control personal & gaming devices
- ➔ and more...



Family Zone Insights

-  Usage reporting
-  Location tracking
-  Alerts for adult & apps
-  Cyber expert advice