

ASX ANNOUNCEMENT
Family Zone Cyber Safety Limited
ASX:FZO ("Family Zone" or the "Company")



Our mission is to protect & support
every child's digital journey.

LAUNCH OF PULSE INTO THE UK SHOWING IMMEDIATE SUCCESS

Family Zone is pleased to provide preliminary insights into the recent launch of Student Wellbeing product Pulse into the Company's UK footprint.

The launch of Pulse into the UK has within a mere two weeks been the best and most successful product launch I have ever seen in my 15 years in online safety.

Gaving Logan, VP United Kingdom

Highlights

- Pulse is a student wellbeing tool acquired by Family Zone in October 2022 through the Educator Impact merger.
- Pulse has been developed and re-skinned to sell into our regional Education brands (Linewize: ANZUS and Smoothwall: UK).
- Pulse launched into the UK at the end of January with immediate success. Within two weeks existing Smoothwall clients have generated an unprecedented £500k pipeline with a number of orders already received.



- Importantly win ratios exceed existing product lines (with a 70% win ratio) and premium pricing has been validated.

About Pulse & Student Wellbeing

Student wellbeing is a critical determinant of student success. Accordingly schools are increasingly investing and dedicating resources into wellbeing measurement and programs.

The Australian Productivity Commission's 2023 review of national education in fact identified student wellbeing as one of the highest priorities for the government. Commissioner Natalie Siegel-Brown was quoted in January 2023 saying “We recommend the next intergovernmental agreement recognise wellbeing as a priority and governments take steps to support all schools to adopt effective wellbeing strategies.”

Family Zone’s Pulse offering is an important and innovative tool for student wellbeing programs. With Pulse not only can schools measure wellbeing but they can engage with students and support them with agency and intervention.



Check-in on students

Fun and easy 60-second weekly check-ins encourage students to reflect on their mental, social and physical wellbeing by answering evidence-based questions.

Identify and support students in need

Provide students with a safe and accessible way to reach out for help.

Take action with real-time data

Get insights into students' current wellbeing, translate data into early intervention and track changes over time for continuous improvement.

Encourage gratitude

Encourage students to be supportive of each other and lift each other up with the ei Pulse gratitude feature.

Access wellbeing resources

Take a holistic approach towards improving wellbeing by providing staff and parents with the relevant resources they need to support students.

The early success of Pulse in the UK makes us look forward to its US launch in March.

This announcement was made on ## February 2023 and was authorised by the Managing Director of Family Zone Cyber Safety Limited.



About Family Zone

Family Zone, **supporting and protecting every child's digital journey**, is an ASX-listed technology company and an emerging leader in the fast growing global cyber safety industry. Family Zone's unique innovation is its patented cyber safety ecosystem, a platform enabling a world-first collaboration between schools, parents and cyber safety educators. Family Zone's unique approach is delivering rapid growth in the education sector, as well as through direct sales and scalable reseller arrangements with telco providers.

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

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