



ASX Announcement

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FAMILY ZONE SIGNS DEAL WITH MALAYSIA'S NO. 1 TELCO OPERATOR

- Family Zone signs agreement with Malaysia's largest telco provider, Maxis Communications (**Maxis**).
- Maxis has 12 million subscribers and its mobile base has 78% smartphone penetration.
- Agreement is for Maxis to resell Family Zone in both bundled and standalone offerings as part of a locally branded proposition.
- The parties plan to first launch into Maxis' mobile base followed by a launch into its home broadband users.

Family Zone Cyber Safety Limited (ASX: FZO) (**Family Zone** or **Company**) is pleased to announce the signing of an Application Provider Agreement with Maxis Communications Malaysia.



This agreement sees Family Zone providing embedded on-device and in-network technologies to make its innovative cyber safety ecosystem available to Maxis consumers throughout Malaysia.

The initial phase targets Maxis' mobile postpaid and prepaid subscribers. The parties plan for a subsequent launch into Maxis' home internet user base, which will empower Malaysian parents to enforce a single unified cyber safety policy across any network and on all devices.

Since listing on the ASX, this is the third agreement Family Zone has signed with a globally significant 'Tier 1' telco, who are the leaders in their respective markets (PLDT in the Philippines and Telkomsel in Indonesia).

Family Zone Managing Director, Tim Levy, said:

"We are excited to partner with Maxis and to work inside their integrated vision for cyber safety.

"The speed with which we are achieving penetration into major telcos validates Family Zone's cyber safety ecosystem as the clear and obvious choice for the world's leading carriers who care passionately about "family" and unified customer experiences."

Background

Family Zone has developed a globally unique approach to managing digital experience. This is delivered through the innovative cloud-based Family Zone platform and associated enforcement technology which can be:

- Embedded in internet gateways (such as home & business routers);
- Embedded in enterprise and school firewalls;
- Installed on end-user devices (such as smart devices and computers); and
- Embedded in and work with carrier network services.

This world-first approach allows Family Zone to bring to the market an ecosystem solution, offering cyber safety services at home, on mobiles, in schools, enterprises and importantly through partnerships with telco providers.

Telco Partnering

The Company has developed the Family Zone platform from the ground up to support partnerships with telco carriers. Telcos offer Family Zone access to large customer bases with established billing relationships. Importantly, working with carriers helps to strengthen Family Zone's cyber safety eco-system for the benefit of all.

The benefits of Family Zone's Telco partnerships

For Family Zone

- ✓ Access to large customer bases
- ✓ Leverage existing billing relationships
- ✓ Leverage existing distribution channels
- ✓ Broaden the cyber safety eco-system
- ✓ Leverage carrier services

For telco providers

- ✓ Build brand equity around family and peace of mind
- ✓ Create compelling cyber safety operating across fixed and mobile services
- ✓ Offer filtering services aligned with school cyber safety programmes
- ✓ Develop consumer propositions targeting children's mobility
- ✓ Leverage Family Zone's technology for low cost, secure and rapid deployment
- ✓ Leverage Family Zone's Cyber Expert marketplace



Maxis' Go To Market Strategy

Maxis' corporate values are underpinned by the Maxis Way. Maxis champions passion, positivity, collaboration and community service. Maxis' values drive Maxis to provide services that are worry-free and 'Always On'.

The product offering includes Family Zone's innovative Zone Manager App, which offers parents simple onboarding and user experience.

Maxis plans a two-phase launch program:

- Phase 1 will see Maxis offering Family Zone as a value-added service to all mobile customers across both postpaid and prepaid services. Maxis and Family Zone have agreed to share all revenue during this phase.
- Phase 2 will also have Maxis promoting Family Zone to its home broadband users, offering bundled plans across its residential home and mobile subscribers. Family Zone will charge a wholesale monthly service fee for all bundled customer plans.

At completion, Maxis will offer a uniquely convergent solution to its customers, where a child's age-appropriate policy is enforced wherever they connect to the internet and on any device.

About Maxis

Maxis is the leading communications service provider in Malaysia, enabling individuals, families and businesses to do more in an 'Always On' world. As its customers increasingly immerse themselves in an ever expanding universe of connected applications, Maxis is obsessed with providing an unmatched end-to-end internet experience - bringing together advanced, always-on connectivity and always great tech care.

Maxis' passion drives it to innovate and market services that are worry-free and 'Always On' for customers, so they can stay focused on the pursuit of their goals.

Beyond connecting people with its services, Maxis is passionate about making a positive impact on the community in which it operates. Its Corporate Responsibility efforts aim to develop and enrich Maxis' community, customer and partners, making working and learning fun, while advocating environmentally friendly practices.

To learn more about Maxis, please visit www.maxis.com.my.



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.

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