

ASX Announcement

Family Zone Cyber Safety Ltd

Perth, Tuesday February 25, 2020



FAMILY ZONE INSIGHTS GROWING STRONGLY

Family Zone, *supporting and protecting every child's digital journey*, is pleased to update the market on progress being achieved with the recent launch of Family Zone Insights.

Launch of Insights

In late November the Company released Insights to a number of Australian schools and to our wholesale partner, Telkomsel, Indonesia.

Insights is Family Zone's freemium service offering schools and telcos the ability to promote and parents the ability to install a free cyber safety monitoring tool. The objective of Insights is to provide parents with valuable insights and advice in relation to their children's online activity and offer opportunities to seamlessly upgrade to our premium parental control tools.

With Telkomsel, Insights has been rebranded as Telkomsel SAFE.

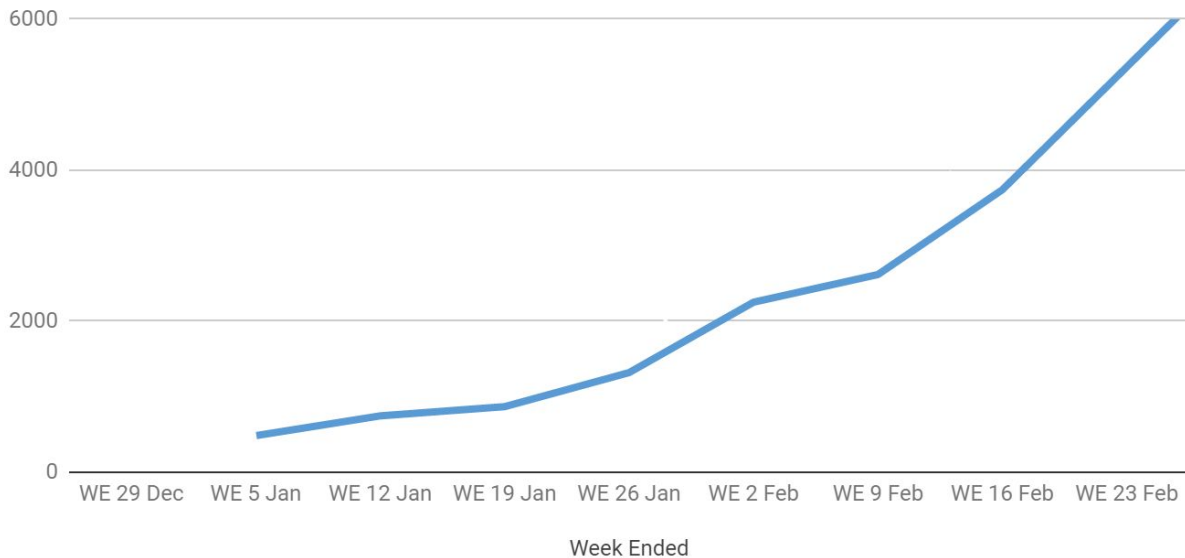
From February Telkomsel commenced soft-promotional activity and we are pleased to announce that with modest promotion weekly downloads are accelerating (see chart below). We are also pleased to note that Telkomsel SAFE has recently passed through 25,000 downloads.

Most encouraging early results suggest a strong product-market-fit. Close to half of downloads are being driven by organic search and over 65% of downloaded apps are being activated.





Weekly SAFE Downloads



Next steps

With these strong results our freemium strategy is taking shape. Staged initiatives for this half include:

- Pressing ahead with a major marketing push with Telkomsel;
- Launching Insights through our USA school districts;
- Launching Insights through our Australian and New Zealand schools;
- Working with Telkomsel to embed SAFE into Telkomsel devices;
- Continued development and fine tuning of upgrade messaging and stimulation;
- Agreeing launch plans with our other telco partners.

Authorised by the Board 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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