



ASX Announcement

PERTH March 20, 2019

FAMILY ZONE ENTERS UK EDUCATION MARKET

Family Zone Cyber Safety Ltd (ASX: FZO, 'Family Zone' or 'the Company') is pleased to update the market on its entry into the United Kingdom (UK) education market.

HIGHLIGHTS

- Family Zone's School Manager launched in four UK schools on fee paying deals
- Opportunities brought to Family Zone through inbound inquiries from a UK edu-tech vendor
- Further opportunities being explored and a pipeline being built
- Evidences Family Zone's extremely scalable business model
- Addressable UK education market is significant, with greater than 32,000 schools

UK STRATEGY

As previously communicated to the market, Family Zone invested heavily in 2018 to develop a cyber safety platform which is simple and low cost to deploy and maintain across any school globally. The strategy is to have a product set which can be rapidly deployed across schools globally. Then our installed base of schools create opportunities for Family Zone to engage with parents, expanding the potential scope of the Company's active user base.

In March 2019 Family Zone received inbound inquiries from a UK based edu-tech reseller and within one month has signed (at commercial rates) and deployed into four UK primary schools. This was achieved with no incremental marketing spend and no requirement for the Company to employ resources or establish a physical presence in market.

Results have been exceptionally positive, demonstrating the maturity of the Company's platform and simplicity of its deployment.

Family Zone is building a sales pipeline and is confident of ongoing successes through 2019.

UK EDUCATION MARKET OVERVIEW

The UK education market is very similar to Australia in terms of the needs and challenges being faced by schools today, namely:

- The need for schools to deliver granular content filtering and VPN blocking
- Educational focused reporting and proactive insights into concerning student behaviour
- Dealing with students 4G hotspotting to BYO devices to bypass school WiFi filtering systems
- Mobile phone distractions impacting student safety and learning outcomes
- Teachers possessing the tools to teach based on modern pedagogy
- Limited IT resources



- High expectations from parents for schools to deal with their child's digital habits

Family Zone's integrated suite of educational solutions, deployed in Australia, New Zealand and the USA, addresses all the above needs through its transparent, flexible and affordable platform.

The size of the UK market dwarfs that of Australia with 32,113 schools in total, comprising 20,925 primary, 4,168 secondary and the remainder being independent and special schools.

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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