



## FAMILY ZONE SET FOR ACCELERATION IN USA EDUCATION

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- Family Zone's USA sales team expanded following recent capital raising
- Team includes senior sales & marketing professionals from leading US providers
- Rapidly built USA sales pipeline at AU\$7M (US\$5M)
- USA education industry sizable, with 135,000 schools and legal obligations for filtering
- Family Zone EDU sales set for significant growth in 2020
- Family Zone launching Community and FREE Insights into USA schools in early 2020
- Family Zone launching premium Parental Controls into USA in early 2020

## FAMILY ZONE USA EDUCATION

Family Zone is pleased to advise that following the recent capital raising the Company has invested in building out sales capability in USA. The Company has established a permanent presence in San Diego, California and now employs 9 staff including a number of USA's leading cyber-tech sales and marketing professionals.

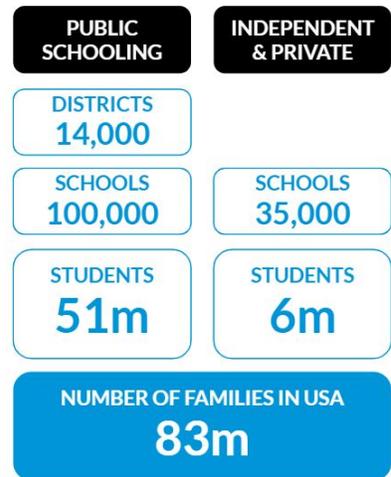


## USA Education

In the United States, the federal and state governments provide heavily subsidized access to internet services and learning devices. These funding programs (such as the E-Rate Program) are predicated on compliance with a law called the Children's Internet Protection Act, or CIPA which requires internet access to be filtered (mostly for pornography).

Accordingly, a significant industry has developed in the US supporting so-called CIPA Compliance.

The US school system is immense, with some 135,000 schools, 57 million students and an associated 83 million families.



## Family Zone Platform opens up opportunity

Family Zone has developed a unique cyber safety platform which permits cyber safety technology to be installed on PCs, MACs, Chromebooks, smart devices and tablets and can be embedded in routers and school networks.

Family Zone's patented innovation covers technology to support policy enforcement, shared by schools and parents, across any device and network.

This platform creates an environment for schools, parents and experts to collaborate and opens up significant commercial opportunities with both schools and parents.

## Family Zone's USA Strategy

In late CY 2018 Family Zone entered the USA market with the hiring of education-cyber-tech expert Ross Young. Since then, the Company has:

- **Proven Family Zone's school compliance offering** Family Zone's school compliance offering is currently live in approximately 650 schools and 78 school districts.
- **Developed Family Zone's reputation and proven platform scale** Family Zone's initial sales in late 2018 were to school districts with less than 2,000 students. In recent times Family Zone has deployed into school districts with circa 30,000 students and is now targeting even bigger districts and entire states.
- **Established an experienced and capable team** Family Zone's USA staffing recently reached 9 with the inclusion of experienced hires in sales & marketing from major competitors.
- **Built and continues to grow a qualified sales pipeline** Family Zone's USA Sales Pipeline currently stands at ~ US\$5M (circa AU\$7M). Conversion continues to grow with Proof of Concept (4week trials) converting at greater than 85%.
- **Established relationships with key resellers in USA education** Family Zone has partnered with 10 of the leading nationwide EDU Tech resellers allowing the Company to maximise lead generation and secure School District deals only available to incumbent suppliers.

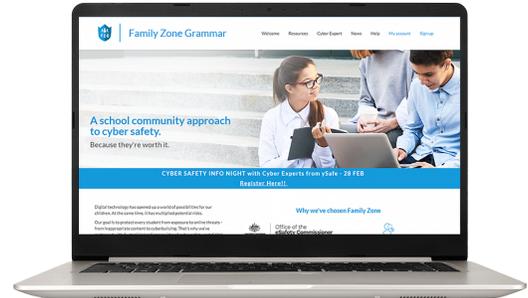


Beyond continuing to progress sales and sell into bigger school districts, Family Zone’s next key step in the USA is the launch of “Community”.

Community refers to tools which enable schools and parents to collaborate on cyber safety initiatives.

These tools include the ability for:

- Parents to access Family Zone’s FREE INSIGHTS;
- Schools to partner with Cyber Safety Experts;
- Schools to deliver content support and advice to the teaching staff, parents and students through a custom Cyber Hub;
- Schools to access insights into their community; and
- Parents to optionally upgrade to paid parental controls.



Community is to be gradually introduced into the US over coming months through existing clients. A dedicated engagement person has recently been hired and joins the San Diego team in coming weeks.

## Launch of Premium Parental Controls into the US

With Community to be launched into US schools in early 2020, Family Zone will commence marketing of our paid parental controls offering, Family Zone Premium. Priced at USD5.95/month Family Zone Premium provides parents with a comprehensive suite of parental controls including:

- Managing screentime
- Blocking adult content
- Limit social media and gaming
- Device tracking
- Managing Apps
- Safe internet search
- Controlling YouTube
- Safe home networking

## 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](http://www.familyzone.com).



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