



ASX Announcement

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FAMILY ZONE STRIKES PARTNERSHIP WITH NEW ZEALAND'S NOEL LEEMING GROUP

Family Zone Cyber Safety Ltd (ASX: FZO, 'Family Zone' or 'the Company') is pleased to update the market on an agreement for The Noel Leeming Group (Noel Leeming) to retail Family Zone's Cyber Safe mobile, the FZONE.

HIGHLIGHTS

- Noel Leeming to sell Family Zone's FZONE smartphone;
- FZONE is a first of its kind cyber safe mobile phone;
- FZONE to be sold through Noel Leeming flagship stores nationwide and online.

FZONE TO BE SOLD BY NOEL LEEMING

Family Zone is proud to announce that Noel Leeming, New Zealand's leading consumer electronics retailer with 77 stores, has chosen to range its exciting, innovative and world first cyber safe mobile phone, FZONE, online as well as in its flagship stores.

The selection of the FZONE to be the first child-friendly device in Noel Leeming's product range is a significant milestone and further validates the product fit and complex challenges it seeks to solve in the tech savvy New Zealand market.

Noel Leeming prides itself on its highly trained expert store staff who will help guide parents through the buying process, highlighting the unique FZONE embedded parental control capabilities that provide a parent buying their child's first smartphone far more confidence and peace of mind.

Tim Levy, Managing Director Family Zone Cyber Safety said; *"We've been very pleased with the reception this device has received in the consumer market, in schools and with retailers. We're delighted to soon be ranged in the exceptional Noel Leeming outlets."*



About Noel Leeming

Noel Leeming is New Zealand's leading consumer electronics and appliances multi-channel retailer. We are 'The Authority' in electronic appliances, technology and services for the retail and commercial customer in NZ.

Since their first store opening in Christchurch in 1973, they have gone the extra mile to help customers. They pride themselves on their instore highly trained 'Passionate Expert' staff, who give the best advice and service to their customers. Their staff ensure customers leave their stores with the best product solution for themselves or their home.



With 77 stores nationwide and an online store at www.noelleeming.co.nz customers are only a short drive or 'click' away from what they are looking for.

About FZONE

FZONE is a breakthrough. It's a mobile phone built in consultation with major retailers and cyber safety experts to suit the needs and desires of parents, schools and children.

For children: The FZONE has the latest version of Android (Oreo) and is a high specification, high quality and great looking device. There are no functional compromises or limitations on features, apps, social networks or gaming.

For parents: The FZONE has Family Zone deeply embedded into the operating system - it is incredibly simple to set up, highly secure and cyber safe. But in addition, as a fully featured Android device, parents can add family, social and gaming apps and can leverage all of Google's services and functions.

For schools: The FZONE supports Family Zone's innovative School Community features. Schools can have confidence that FZONE devices are compliant with school policy.



Materiality and Projections

We are unable to forecast the potential revenue from this arrangement or its financial materiality. The Company however considers this to be a strategically important agreement offering an additional revenue stream and validating the market opportunity and Family Zone's product and approach.



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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