



ASX Announcement

PERTH March 28, 2019

MICHAEL CLARKE APPOINTED FAMILY ZONE BRAND AMBASSADOR

Family Zone Cyber Safety Ltd (ASX: FZO, 'Family Zone' or 'the Company') is pleased to welcome prominent sportsman and influencer, Mr Michael Clarke, as a global brand ambassador and shareholder of the Company.

Michael Clarke, former Captain of the Australian Cricket team and a passionate supporter of many foundations and charities, including Life Education Australia, The Cancer Council, Loyal Foundation and the McGrath Foundation, has joined Family Zone Cyber Safety Ltd as a shareholder and ambassador, as well as being a user of the cyber safety product for his family.

As the father of young tech-savvy Kelsey Lee, Michael has a keen personal interest in online safety and her use of online media attracted Michael to working with Family Zone.

Since his cricketing years, Michael has developed extensive business and media relationships in India, being a popular figure in the sub-continent with many millions of social media and TV followers.

India is a strategic market for Family Zone. Family Zone has established reseller deals in India with two of the world's largest telecommunications providers; Vodafone and Bharti Airtel. These two companies combined have in excess of 800M mobile subscribers and an estimated 60M children using smartphones. Family Zone is also in active discussions with the Government and education sector about rolling out it's unique cyber safety ecosystem.

As a global brand ambassador, Michael will support the promotion of cyber safety and Family Zone to parents, schools, governments and the media in Australia and India. Michael's influence is significant with close to 5 million followers across his social media platforms.

Tim Levy, Managing Director Family Zone Cyber Safety, said:

"It's an honour to have Michael Clarke promoting and representing our Company on the world's stage. Michael's passion for the things we stand for and his reach in India is a unique and valuable combination. I am very excited to be able to work with Michael on launching our world first cyber safety ecosystem into the strategically important and enormous Indian market."

Commenting on the appointment, Michael Clarke said:

"I'm delighted to work with such an innovative Aussie company. Family Zone shares my passion for family, for innovation and for supporting kids to be their best."

Ambassadorial Agreement between Family Zone and Michael Clarke

24 month agreement which may be extended by mutual consent. Michael Clarke to support the promotion of cyber safety and the offerings and programs of the Company with specific emphasis on Australia and India. Agreement includes commitments with respect to promotion and a limited license for the use of Michael Clarke's likeness. Compensation includes cash and shares the majority of which is \$100,000 per annum in shares issued at the higher of the 30-Day VWAP at the date of the agreement



(and its anniversary in subsequent year) and 20c per share. Any shares issued under the agreement are subject to a twelve month voluntary escrow.

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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