



ASX Announcement

PERTH OCTOBER 15, 2018

FAMILY ZONE STRIKES NATIONAL PARTNERSHIP WITH WOOLWORTHS MOBILE

Family Zone Cyber Safety Ltd (ASX: FZO, 'Family Zone' or 'the Company') is pleased to announce our agreement with Woolworths Mobile to retail Family Zone's Cyber Safe mobile, the FZ **ONE**.

HIGHLIGHTS

- Woolworths Mobile to sell Family Zone's FZ **ONE**;
- FZ **ONE** is a first of its kind cyber safe mobile phone;
- FZ **ONE** to be sold through Woolworths locations nationwide and online by Christmas 2018.

FZ **ONE** launching in Woolworths

Family Zone is proud to announce that Woolworths Mobile has chosen to range the Company's exciting, innovative and world-first FZ **ONE** cyber safe mobile phone.

The selection of the FZ **ONE** to be the child-friendly device in Woolworths' product range is a significant milestone and validation of the market opportunity and Family Zone's product and approach.

Woolworths Mobile operates online and across Woolworths' retail footprint reselling Australia's leading mobile network Telstra. The FZ **ONE** will be sold through Woolworths supermarket locations nationwide and Woolworths online by Christmas 2018.



To support the launch:

- Woolworths Mobile will offer the device on prepaid plans with a \$20 mobile credit and on postpaid bundled with a 36 month plan;
- Family Zone will bundle a 12-month Family Zone subscription.

Tim Levy, Family Zone Managing Director said: *"We are enormously proud to have been selected by Woolworths Mobile as their child-ready device of choice. We're also extremely excited by the imminent launch across their stores and online, in time for the important Christmas retail period".*



James McMurrough, Woolworths Head of Mobile said: "At Woolworths Mobile we are focused on providing customers the flexibility and control they need for their family's mobile devices, and we are pleased to be able to now offer the FZ **ONE** to give parents the added security controls they are looking for."

About Woolworths Mobile

Woolworth Mobile is a mobile virtual network operator, operating since 2015 reselling Telstra's mobile network. Woolworths Mobile offers handsets, SIM cards, prepaid and postpaid plans across Woolworths supermarkets Australia-wide and via Woolworths online. For more information, please visit www.woolworths.com.au.

About FZ ONE

FZ **ONE** 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: FZ **ONE** supports one of the latest versions 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: FZ **ONE** 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: FZ **ONE** supports Family Zone's innovative School Community features. Schools can have confidence that FZ **ONE** devices are compliant with school cyber safety policies.



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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