



# ASX Announcement

PERTH - 17 OCTOBER 2017

## FAMILY ZONE MOVES TO COMMERCIAL LAUNCH WITH TELKOMSEL

- Family Zone has launched commercially with Telkomsel, one of the world's largest mobile carriers
- Indonesia-based Telkomsel has 178 million customers and is 65% owned by Telkom, the largest full-service telecommunications operator in Indonesia and 35% by SingTel, Asia's leading communications group.
- Locally branding Family Zone's service as "Family Protect", Telkomsel has defined and is undertaking a major cross platform promotion to launch this service to Indonesian parents
- Family Zone is concurrently releasing a major enhancement to customer experience with the native Zone Manager App, to be made available first to Indonesian users with international rollout to follow

Family Zone Cyber Safety Limited (ASX: FZO) (**Family Zone or Company**) is pleased to announce the launch of its white labelled service, "Family Protect", to Telkomsel's large, growing subscriber base.

A world class, trusted provider of mobile digital lifestyle services and solutions to Indonesians, Telkomsel has defined an aggressive and expansive nationwide go-to-market campaign to coincide with this launch to its 178 million customers.



Family Zone Managing Director, Tim Levy, said:

*"Telkomsel is a world leading telco operator and our experience during this implementation project has been exceptional. We're extremely excited for this launch and immeasurably grateful for the contribution of the Telkomsel executive and project team for the transformation of our service and customer experience offerings."*

Telkomsel Digital Lifestyle Vice President, Crispin Tristram said:

*"Transforming to become a world class digital company, we strive to give the best digital lifestyle experience for our customers with various digital products and services, ranging from music, video, Internet of Things, to mobile financial services which fully supported with extensive broadband network throughout Indonesia. Therefore, we are very excited to be able to offer Family Protect to the growing Indonesia internet users through this collaboration with Family Zone. With many excellent features developed for our customers, we believe this parental control app will further enhance their digital experience."*

## Family Protect and Telkomsel's Corporate Social Responsibility

Telkomsel and Family Zone share a passion for innovation and recognise the compelling need to give Indonesian parents a simple and universal approach to internet safety.

Telkomsel has quickly and cost-effectively launched a first to market, revenue generating service by leveraging Family Zone's turnkey parental control ecosystem, designed specifically for rapid telco distribution.

Telkomsel view Family Protect as a key offering to their family segment which will continue to enhance customer stickiness. Beyond driving new customer acquisition, existing subscribers will gain a compelling reason for their families to continue to enjoy Telkomsel's service offerings.

Family Zone's service will be locally branded as "Family Protect", aligning with Telkomsel's brand strategy and supporting Bahasa as Indonesia's national language.

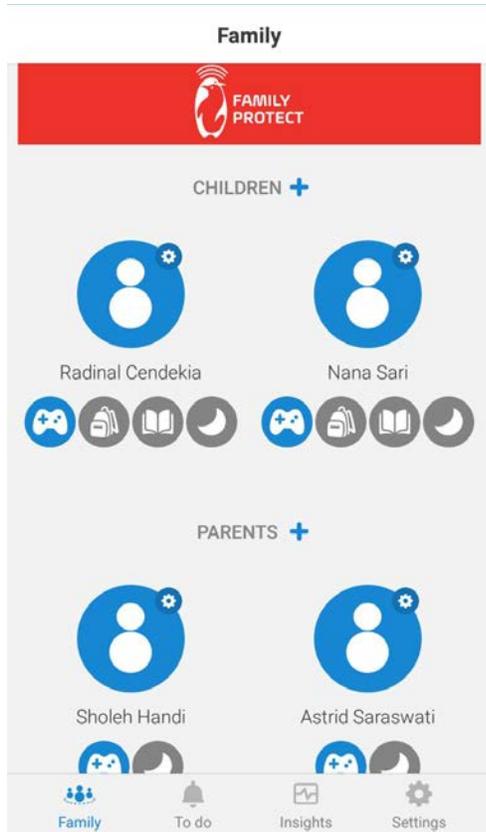
Achieving commercial launch with Telkomsel represents several major milestones for Family Zone:

- 1) Launching into one of the world's largest markets;
- 2) Launching the Company's first wholesale "Mobile Zone" service;
- 3) Launching international language support; and
- 4) Launching Family Zone's new native App experience for parents - Zone Manager

Along with Telkomsel's aggressive deployment of broadband network throughout Indonesia, the company's entry into internet safety is driven by its passion for building a positive digital ecosystem by educating stakeholders, parents and children about the positive use of Internet, as well as limiting the negative impact of it. Therefore, apart from conducting an on-going cyber-wellness campaign for the communities, through Family Protect, Telkomsel also offers an innovative services to meet the need of Indonesia families and propositional drivers around "peace of mind".



## Launch of Zone Manager



Family Zone is proud to announce that its collaboration with Telkomsel has resulted in the development of the Zone Manager App.

This App becomes the new way parents can interact with the Family Zone platform and offers an unparalleled parental control experience.

Key features of Zone Manager include:

- Account activation and family registration
- Customisation of calendars and routines
- Creation of activation key to pair kids' devices via Child App with parent account
- 1-click to turn off the internet on kids' devices only (get them to dinner!)
- Responding to Alerts, such as Access Requests (more Play time or access to a blocked site), or device violations
- Viewing Family Insights, e.g. kids' internet browsing activity and apps enabled on devices
- Access to all other advanced Web Portal functionality
- A parent's single gateway into their family's digital world

Family Zone will make Zone Manager available to Indonesian customers first through its commercial launch with Telkomsel, with international market rollout to follow.

## About Telkomsel

Telkomsel is Indonesia's largest mobile operator with more than 178 million subscribers. To serve customers all over Indonesia, including in remote areas, outer islands and border areas, Telkomsel has built more than 146,000 base stations. Telkomsel has consistently implemented the latest mobile technology and became the first mobile operator in Indonesia to commercially launch the 4G LTE services. In entering the digital era, Telkomsel is growing its digital business, notably in Digital Advertising, Digital Lifestyle, Mobile Financial Service and Internet of Things. To serve the needs of customers, Telkomsel operates a 24-hour call center and more than GraPARI service center across Indonesia. To learn more about Telkomsel, please visit [www.telkomsel.com/en](http://www.telkomsel.com/en).



## About Family Zone

Family Zone is an ASX listed technology company focused on internet 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](http://www.familyzone.com).

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