



FAMILY ZONE & TELKOMSEL LAUNCH TELKOMSEL SAFE TO INDONESIAN PARENTS

- Family Zone's innovative Insights service has been launched through Telkomsel Indonesia
- Insights to be branded **Telkomsel SAFE** and offered FREE for all Indonesian parents
- Telkomsel is one of the world's largest mobile operators with an estimated 170m Indonesian subscribers
- Indonesia is a massive market opportunity, with >50m middle class consumers and circa 50% smartphone penetration
- Launch of SAFE to target the parents of the estimated 14m children on the network
- Telkomsel committing to a marketing effort including messaging, inbound marketing, web and in-app advertising and PR events

Tim Levy, Managing Director of Family Zone, said: "Telkomsel SAFE is an exciting initiative offering Indonesian parents the world's best cyber safety service. SAFE incorporates free reports, alerts, expert advice and options for paid parental controls. At a time of explosive growth and change in the use of devices and the internet by children, SAFE by Family Zone offers Indonesian parents the tools and insights they critically need to parent in the digital age."

LAUNCH OF TELKOMSEL SAFE



Family Zone is pleased to announce the mass market launch of Telkomsel SAFE, a free monitoring service based on Family Zone Insights.

With more than 170 million customers, Telkomsel is the largest cellular operator in Indonesia, one of the largest in the world and is a subsidiary of Asian telco conglomerate, Singtel.

Furthermore, Indonesia represents a massive and compelling market. With a population of over 270m, Indonesia has a vast and rapidly growing middle class, currently in excess of 50m consumers.

Indonesia is a tech savvy market, with 70% of the population under 40, close to 50% smartphone penetration and cellular mobile networks covering over 91% of the archipelago.

The Telkomsel SAFE journey

Family Zone and Telkomsel have been working collaboratively on efforts to introduce compelling cyber safety offerings into Indonesia for a number of years. These efforts have included a number of trials of products, marketing and onboarding approaches.

Telkomsel SAFE, and the Family Zone Insights platform, represent the fruits of this work.

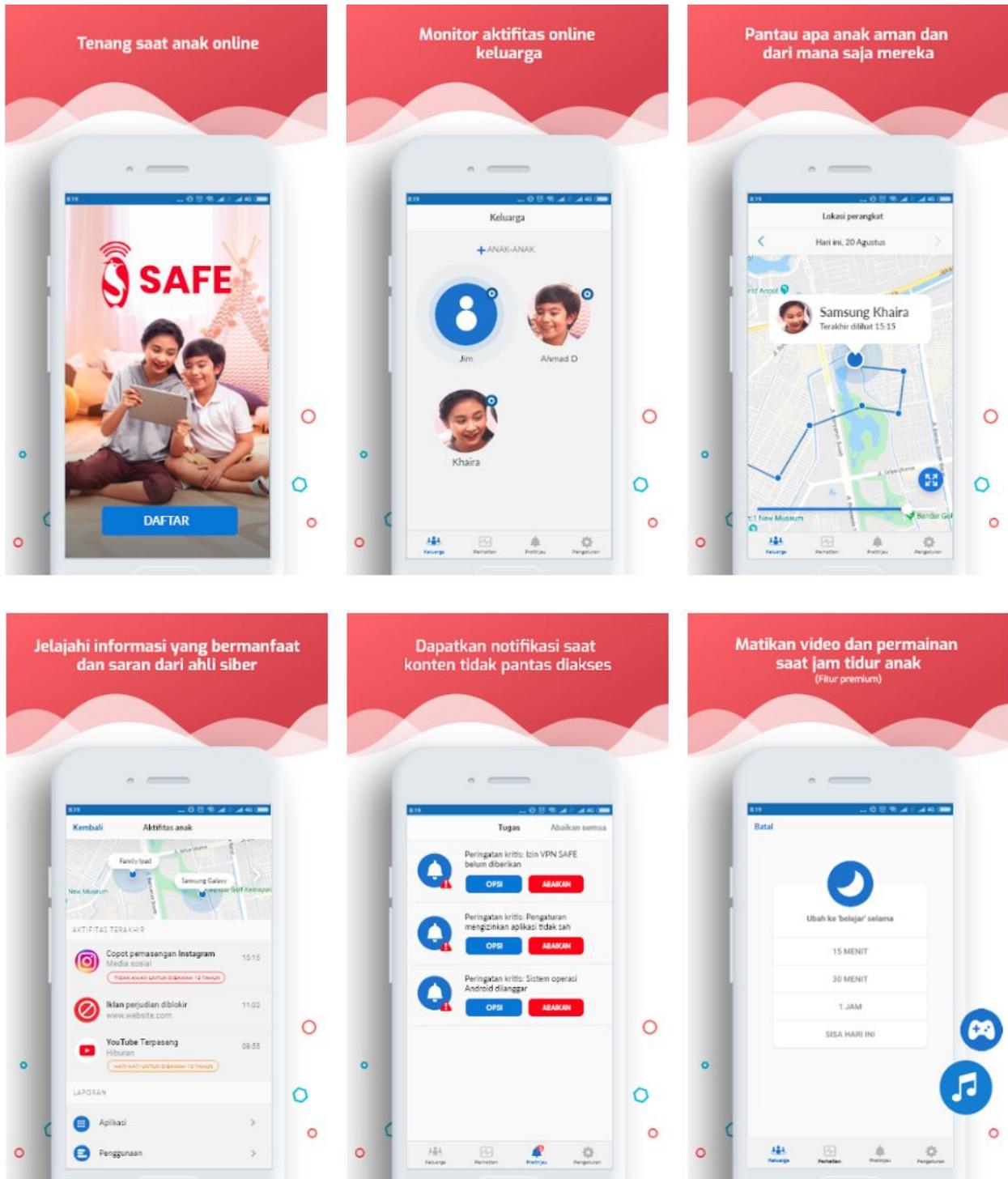
Introducing Telkomsel SAFE

Telkomsel SAFE is a game changer in cyber safety. Safe is easy to set up and easier to use. SAFE can be installed on smartphones and importantly in no way impacts children's enjoyment of their device.

SAFE is entirely free and provides parents:

- Detailed reports and drill downs into their children's internet usage;
- The ability to locate their children's devices;
- The ability to trace their children's location history;
- Alerts for risky activity such as the use of inappropriate Apps;
- Analysis of their children's internet activity;
- Timely and relevant advice from cyber safety experts; and
- Upgrade opportunities to seamlessly subscribe to premium parental controls.

The following shows some app screen images. [To view a video on Family Zonelnsights, click here.](#)





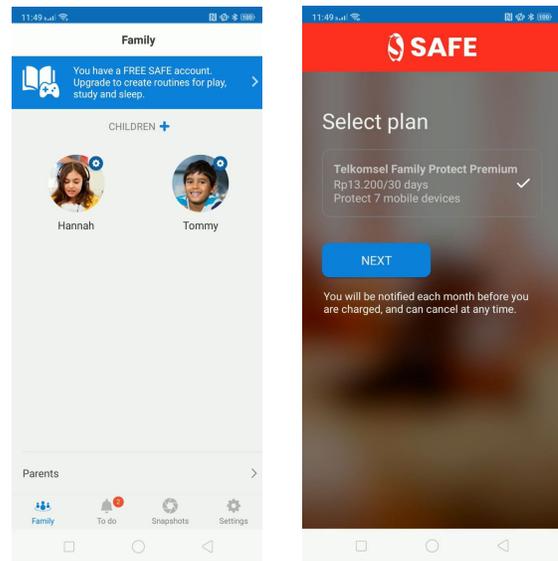
Upgrades to SAFE PREMIUM

The technology that underpins the SAFE monitoring tool is the same technology embedded in Family Zone's premium parental control services.

Accordingly, through subscribing to SAFE PREMIUM and without any need to touch their child's device, parents can seamlessly upgrade to enforce internet filters, screentime rules and more.

SAFE prompts users in the App and through alerts and notifications of the opportunity to upgrade.

Telkomsel SAFE PREMIUM is billed by Telkomsel through customers' telco billing accounts. Launch pricing is Rph 13,200 (\$AU 1.38) per month, of which Family Zone receives a revenue share.



Go to market plan

The launch of SAFE will initially target profiled Telkomsel customers. It is estimated that around 14m children are active on the Telkomsel network with smartphones offering a substantial initial audience.

Key marketing activities over the next 4 months include:

- Message broadcasts to profiled customers
- Web and social media marketing
- Promotion at re-charge and in Telkomsel Apps
- Media releases and PR events such as promotions with Indonesian cyber safety organisations

Telkomsel has committed to fund the initial launch.

As the roll-out proceeds, Telkomsel and Family Zone will determine the next phase of commercialisation with a number of opportunities in early discussion.

About Telkomsel

Since 1995, Telkomsel has consistently served Indonesia's communication needs and has opened access across the country, from Sabang to Merauke.

With 170 million customers, Telkomsel is currently the largest cellular operator in Indonesia. To provide excellent service for society and help them enjoy the digital lifestyle, Telkomsel helped build the digital ecosystem in the country.

Telkomsel will always be present to inspire society by implementing cutting edge technologies, competitive products and services, and innovative solutions. These will lead Indonesia to a broadband-based society based on a mobile technology roadmap. Its love of the country encourages Telkomsel to continue to create the best telecommunication services for the people of Indonesia - a world-class, trusted provider of mobile digital lifestyle services and solutions.



To learn more about Telkomsel, please visit www.telkomsel.com/en.

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.

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Agreements mentioned in this release

Agreement between Family Zone & Telkomsel

Two year amendment to the original non-exclusive Value-Added Services Reseller Agreement between Family Zone Cyber Safety Limited and Telkomsel Indonesia. Agreement allows for Family Zone to deliver and support the Telkomsel branded Insights service and for Telkomsel to promote via all available means the service on both a standalone and bundled pricing basis to existing and new customers. The revenue Telkomsel derives from the service is subsequently shared with Family Zone.

The Company is unable to forecast the potential revenue from this agreement 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.