



# ASX Announcement

PERTH - 14 DECEMBER 2016

## FAMILY ZONE OVO MOBILE CONSUMER OFFER LAUNCHED

- Recently announced Family Zone & OVO Mobile collaboration launches first offer
- OVO Mobile Hero plan bundled with Family Zone's mobile cyber safety technology
- Targets Australia's 4m minors with mobile phone services
- Broader partnership developed with Family Zone' cyber expert Protect Our Kids

Family Zone Cyber Safety Limited (ASX: FZO) ("Family Zone" or the "Company") is pleased to announce its collaboration with OVO Mobile has resulted in the launch of a first of its kind bundled consumer offering.

The OVO Mobile & Family Zone offer includes mobile pricing tailored to minors and features designed for parents concerned about the costs of mobile services and their kids use of technology.

## THE MARKET OPPORTUNITY

The telecommunications market for minors is not well serviced. There are no providers targeting this market segment with pricing and services catering for this segment's unique requirements.

Telecoms carriers have traditionally been wary of developing services and plans aimed at children. Such offers have been subject to media scrutiny and concerns around exploitation and financial exposures.

And yet the market is significant. It is estimated that there are over 4 million mobile services in use by minors in Australia today.

With the rapid pace of development of technology, parental concerns with mobile devices are moving beyond simply "bill shock" and now include:

- The financial costs of apps and in-app purchases;
- Access to inappropriate material; and
- Behavioural issues such as addictions, screen time, bullying and more.



The Company believes there is a clear and lucrative market opportunity for mobile services with plans designed for minors and features designed around solving parent's needs and concerns.

## OVO Mobile & Family Zone Collaboration

OVO Mobile and Family Zone recently entered into a collaboration agreement with a view to promote safe mobility for kids.

The first output of this collaboration is the launch of OVO Mobile Hero Offer for young people. Priced at \$9.95 a month this is a first of its kind offer in the Australian market.

- Costs less than \$2.50 a week;
- No lock-in contracts
- Includes \$200 worth of calls
- Includes 1GB of data
- Includes data free streaming of OVO content
- Includes unlimited texts and free membership

AND, it

- Includes a free Family Zone service for the associated mobile device.

For the Company this collaboration gives Family Zone access to engaged parents considering the exposures of their children. Family Zone will promote and monetise its broader offerings to this community, including protecting more than one mobile device or their home network.

*"We set out to design a phone plan that is the most affordable on the market and delivers an unrivalled deal that beats all our competitors and we have listened to parents who want inbuilt safeguards to protect their children,"* OVO Mobile CEO Matt Jones said.

*"Family Zone gives parents the power to not only block adult-rated or unrated content, it also notifies them if unsuitable content is being viewed, as well as enforcing study times and bedtime by locking down the phone,"* Mr Jones added.

In addition to its collaboration with Family Zone, OVO Mobile is collaborating with Family Zone cyber expert David Kobler from Protect our Kids to bring safe mobility messages to Australian families.

David Kobler said, *"While live streaming is fun and exciting way for kids to engage in the areas that they are passionate about, parents need to be mindful of the dangers. Like many areas of the online space, live streaming poses certain threats to the safety of our children. We are excited to be partnering with OVO Mobile in providing young people the opportunity to live stream kid-safe content such as gymnastics mobile data free, while remaining protected in a way that every child deserves."*



Tim Levy, Managing Director Family Zone commented *"Family Zone offers telcos a solution for some of today's tougher challenges - how to provide a stickier service, how to provide a safe and high quality mobile experience and how to optimise revenue streams.*

*"We're delighted to be working with OVO Mobile, a dynamic and innovative Mobile Virtual Network Operator, in launching its new streaming service for young people across Australia",* he added.

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## 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](http://www.familyzone.com).

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