



ASX Announcement

Tuesday, 21 February 2017

Family Zone US market update: school installations up 72%

Highlights:

- **Family Zone grows US school installations by 72% since December 2016**
- **New agreement secured with US reseller to market Family Zone's consumer services directly to families through their school clients**
- **IgniteNet filtering integration proceeding to plan with commercial launch scheduled for March**
- **Advanced discussions with regional ISP's and Aggregators**

Family Zone Cyber Safety Ltd (ASX: FZO, "**Family Zone**" or "**the Company**") is pleased to provide an update on business development progress in the US.

Having launched its cyber safety platform in the US in December 2016, recent Family Zone initiatives have driven significant growth in user adoption among schools and families.

Rapid business development in US education market

Completing the acquisition of cyber security and education platform Sonar/MyNet in December 2016 has empowered Family Zone to pursue a broad range of qualified leads among the 100,000 schools in the US.

With Family Zone founder Paul Robinson and VP Americas Joanne Luger recently deployed to pursue US distribution deals full-time, the Company is pleased to confirm that it has secured contracts with two new counties in West Virginia: Hancock County (11 schools) and Putnam County (23 schools).

Family Zone Managing Director, Tim Levy, said:

"Parents and principals are responding positively to Family Zone and its ability to create and control safe online experiences at home, at school and on the go.

"With the groundwork done in terms of assessing the US opportunity and key acquisitions finalised, accelerating our planned rollout is yielding promising early results. Since December, through our local channel partner we have grown our school installations by more than 72% to 81 schools.

"We are also running a proof of concept with another West Virginian county, the success of which should expand our footprint to 112 schools in the US.

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“Our early success in securing new school clients bodes well for growth in user adoption, and we look forward to updating the market on progress of larger, potentially more lucrative deployments as they arise.”

eBridge engaged to market Family Zone directly to US families

To this end, the Company is pleased to confirm that it has deepened its relationship with US education reseller eBridge.

Family Zone has previously engaged eBridge to sell the Company’s ‘School Zone’ platform to schools, and eBridge has recently agreed to market Family Zone’s consumer services directly to families through its school clients.

This Affiliate Agreement will commence in March and is expected to generate immediate traction along with the US launch of the integrated School Zone platform.

IgniteNet integration proceeding to plan

As announced in the Company’s US market update of 14 December 2016, Family Zone has entered into an Agency Agreement with leading cloud-managed wireless access point provider IgniteNet.

It is anticipated that this agreement will ultimately allow IgniteNet’s thousands of end users in hotels, restaurants and other businesses to opt into the Family Zone filtering service as a feature available at their premises.

Family Zone is pleased to confirm that the integration of its hardware and software is proceeding to plan with commercial release expected in March.

Advanced ISP and Aggregator Negotiations

Family Zone continues to develop its partnership strategy to address the large US market through discussions and trials with multiple regional Telcos, ISP’s and system integrators. Family Zone allows these companies to quickly and cost effectively offer an innovative service to their existing and new customers, whilst creating a new revenue stream.

To this end, the Company expects to imminently sign partnership agreements that will see a commercial launch of the Family Zone in the second quarter.

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 unique and innovative cloud-based solutions 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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