



ASX Announcement

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FAMILY ZONE LAUNCHES COMMERCIAL PARTNERSHIP WITH IGNITENET

- IgniteNet is a leading provider of cloud managed access points, selling consumer and business products through over 2,000 global resellers
- IgniteNet and Family Zone have been developing interfaces to allow IgniteNet hardware to be easily upgraded to run Family Zone's filtering software - including hardware already active in end-user's homes and work locations
- Following successful beta trials, IgniteNet has now officially launched Family Zone as an "add-on" for their ISP and MSP clients and end-user customers allowing their partners to sell Family Zone's full suite of cyber safety services

Family Zone Cyber Safety Limited (ASX: FZO) ("Family Zone" or the "Company") is pleased to provide an update on its launch of filtering technology embedded in IgniteNet access points and broader distribution partnership with IgniteNet.

The IgniteNet and Family Zone Partnership

Headquartered in California, IgniteNet is a leading provider of cloud-managed access points.

IgniteNet sells its consumer and business range through a global reseller network that represents Internet Service Providers (ISP's) and Managed (internet) Service Providers (MSP's) globally.



At the core of IgniteNet's offering is a 'cloud controller', accessible from anywhere in the world. Through this controller, IgniteNet provides device management, monitoring, alerting, configuration, audit trails, and much more.

Family Zone and IgniteNet have been working on developing technical interfaces and a commercial partnership that brings Family Zone filtering onto IgniteNet's access points (via seamless upgrades) and enables IgniteNet's ISP and MSP clients to offer Family Zone services as an add-on to their internet services.

Amongst other arrangements, importantly within the agreed partnering model, IgniteNet acts as Family Zone's distributor introducing, enabling and billing ISPs/MSPs on behalf of the Company.

Commercial Launch

The parties are please to confirm that following successful beta trials, Family Zone technology is now available to IgniteNet distributors and end-user customers globally.

This commercial partnership allows Family Zone and IgniteNet to target:

- ISPs with large residential customers seeking to protect their kids at home and away;
- Educational institutions needing to comply with local regulations and manage duty of care; and
- Enterprise WiFi and hotspot providers seeking the advanced networking and policy management features.



Importantly, with the ability of IgniteNet's platform to upgrade installed hardware, this partnership allows the parties to target both new and existing end-users of IgniteNet products.

Family Zone Managing Director, Tim Levy, said:

"Embedding Family Zone in partner WiFi devices is an exciting next step in demonstrating the opportunity for providers of network access and hardware to participate in our eco-system solution to cyber safety. We are delighted to be working with the tremendous team at IgniteNet to take this new commercial concept to the internet market of the USA and beyond."

Harold Bledsoe, President of IgniteNet, said:

We are really excited about Family Zone integration into our growing application marketplace. It opens up new opportunities for our ISP customers to offer a comprehensive cyber safety application to their subscriber base. Applications like these and others in our marketplace not only add tremendous value to subscribers, but they also give ISPs additional revenue streams and let them stay competitive in the market."

Background

Family Zone has developed a world's first ecosystem approach to cyber safety, creating technology that can be deployed into telco networks, on user smart devices and additionally embedded into access points and routers.

This innovative strategy creates exciting market opportunities for providers of networking and internet access.



These “access providers” become sales partners for Family Zone and can immediately upsell their products and services as “Family Zone ready”.

The Family Zone eco-system creates exciting market opportunities for providers of networking and internet access

This synergistic relationship offers tangible and incremental value to each party in the chain, a key characteristic to ensure ongoing commitment and focus.

A summary of this value creation specifically with respect to IgniteNet is set out below:

Family Zone

- ✓ No need to sell hardware
- ✓ Increase customer activations via IgniteNet global reseller community
- ✓ International sales not limited by current Family Zone Box certifications
- ✓ Low cost of customer acquisition
- ✓ Telco billing & integration managed by IgniteNet

IgniteNet

- ✓ Further differentiate their reseller offering in a competitive market
- ✓ Earn additional revenue from Family Zone
- ✓ Drive additional gateway sales through their reseller network

Resellers (ISPs and MSPs)

- ✓ No need to invest in additional hardware to deploy Family Zone
- ✓ Fast time to market
- ✓ New revenue stream
- ✓ Differentiation of their home internet offering (not just about speed/data)
- ✓ Create positive brand awareness

End Users

- ✓ No need to purchase the Family Zone Box for a safe home network
- ✓ Billing managed via their existing reseller relationship
- ✓ Option to avail of additional Family Zone services such as Company's Cyber Experts
- ✓ Beyond the home, can download the Family Zone App to keep kids safe outside



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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