



ASX Announcement

PERTH - 21st AUGUST 2017

FAMILY ZONE PARTNERS WITH PHILIPPINES TIER 1 CARRIER - SMART

- Family Zone concludes agreement to sell Family Zone services into Philippines' leading mobile provider, Smart Communications.
- Smart Communications has in excess of 63 million mobile subscribers.
- Agreement to offer Family Zone's services to postpaid and prepaid users.
- Launch targeted for Q4 of 2017.

Family Zone Cyber Safety Limited (ASX: FZO, "Family Zone" or "the Company") is pleased to announce it has entered into an agreement with Smart Communications, Inc. ("Smart") to extend the Family Zone ecosystem to Smart's mobile consumers.



In a first for the large Philippines market, this partnership will provide Smart customers with the benefit of a single, age-appropriate cyber safety policy for their child, that will be enforced at home, on the Smart mobile network, at friends' houses or at the local shopping mall.

The Family Zone service is branded as 'FAM ZONE', and importantly, will be fully integrated with Family Zone's fixed line offering provided through parent company Philippines Long Distance Telecommunications Company (PLDT).

Smart intends to launch the service to all of its postpaid and prepaid customers across its Smart, SUN and Talk & Text mobile brands.

FILIPINO CYBER EXPERTS TO SUPPORT FAMILY ZONE'S DEPLOYMENT

To support Family Zone's development in the Philippines market, the Company and PLDT/Smart have partnered with two leading Filipino experts of parenting in the digital age, Michele Alignay and Sonnie Santos.

These cyber experts will work closely with PLDT to drive continued market awareness of cyber-related issues, and provide parents with support including personalised age-appropriate settings and advice how to engage with unsafe apps.

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Michele Alignay is a psychologist, guidance counselor, lecturer, author, sought-after speaker, wife and mother. Michele has a B. S. in Psychology and M.A. in Family Psychology and is completing a Phd in Family Studies. Michele is the author of parenting book *Family Goals: Embracing the Imperfections of Family Life*, and is a co-author of *Growing Up Wired: Raising Pinoy Kids in the Digital Age*.



ASKSONNIE.info

Sonnie Santos introduced cyber wellness into the Philippines in 2010, moving the conversation from online to offline. This includes online safety, responsible and proactive use of social media, privacy protection, digital parenting and cyberbullying prevention and mitigation. Sonnie sees social media and mobile apps having provided an opportunity for social engineering that can lead to cyberbullying, sexting and child abuse if kids are left without guidance exploring the web.

PHILIPPINES MARKET SUMMARY

Philippines is an exciting market for Family Zone, dominated by two major telcos. Largely conservative, English-speaking and Christian, the country has a fast-growing middle class and is showing fast adoption of telco services. Philippines has one of the fastest growing app and smartphone markets in Southeast Asia, and its people are active users of social media.

Population	103m
Children (0-18)	39m
Adolescents (10-18)	21m
Youth literacy	97%
Catholic	80%
GDP growth	6%
Mobile services	119m
Children with mobile phones	65%

On the partnership, PLDT-Smart FVP and Consumer Business Group Head, Oscar Ren-Ren Reyes, said:

"We are thrilled to be working alongside Family Zone particularly at a time when most of our products and services cater to the youth. Given this scenario, we know we could develop more ways to protect younger consumers and bring cyber safety closer to Filipino families."

"The PLDT-Smart group is not new to providing services that enrich the lives of Filipino families so working with Family Zone will only help us at Smart elevate cyber safety," added Reyes.



Tim Levy, Family Zone Managing Director, commented:

"Enormous and rapidly growing in population and influence, the Philippines is an important market for our Company. We are honoured to be working with the leading telcos of the Philippines, in PLDT and Smart, to bring cyber safety and choice to this family oriented and conservative market".

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.

For further information, please contact:

Tim Levy
Managing Director
timl@familyzone.com
+61413563333

Tim Allerton
City Public Relations
media@familyzone.com
+61412715707

Tim Dohrmann
NWR Communications
tim@nwrcommunications.com.au
+61 468 420 846