



ASX Announcement

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FAMILY ZONE SIGNS DEAL WITH US TELCO - THE PEOPLE'S OPERATOR

- Family Zone signs distribution agreement with ethical telco, The People's Operator (TPO).
- TPO is a cause-based Mobile Virtual Network Operator (MVNO) with successful operations in both the US and the UK.
- Agreement will see TPO launch a standalone and bundled Family Zone parental control and mobile service offering first in the US, followed by the UK.

Family Zone Cyber Safety Limited (ASX: FZO) (**Family Zone** or the **Company**) is pleased to announce that it has signed a distribution agreement with The People's Operator (TPO), a forward-thinking telco provider active in the US and the UK.



The agreement will help TPO's international customer base to quickly and cost-effectively ensure a family-safe online experience when using their mobile devices.

Co-founded by Mark Epstein TPO has built successful operations in both the US and UK with the stated aim of being an ethical mobile phone operator.

Since launch in 2012, TPO has empowered every subscriber to support the cause or charity they love by donating 10% of their monthly bill to the cause of their choice, at no extra cost to the customer.

The parties have agreed to a staged launch approach, starting with plans accessing Family Zone's software for US subscribers and then expanding to the UK.

Family Zone Managing Director, Tim Levy, said:

"Family Zone is delighted to work with TPO Mobile. TPO is a genuine innovator as an ethical telco which shares Family Zone's commitment to community and social responsibility. We are excited by the prospect of embedding our cyber safety and digital experience capability into TPO's telco services on both sides of the Atlantic."

Mark Epstein, TPO CO-Founder and CEO said:

"We're pleased to be partnering Family Zone, bringing the benefits of this service to our customers in both the US and the UK. The ability to enhance our services and deliver a



family-safe mobile experience is something we are excited about and feel compliments our socially responsible proposition well.

Background

Family Zone has developed a globally unique approach to managing digital experience. This is delivered through the innovative cloud-based Family Zone platform and associated enforcement technology which can be:

- Embedded in internet gateways (such as home & business routers);
- Embedded in enterprise and school firewalls;
- Installed on end-user devices (such as smart devices and computers); and
- Embedded in and work with carrier network services.

This world-first approach allows Family Zone to bring to the market an ecosystem solution, offering cyber safety services at home, on mobiles, in schools, enterprises and importantly through partnerships with telco providers.

Telco Partnering

The Company has developed the Family Zone platform from the ground up to support partnerships with telco carriers. Telcos offer Family Zone access to large customer bases with established billing relationships. Importantly, working with carriers helps to strengthen Family Zone's cyber safety eco-system for the benefit of all.

The benefits of Family Zone's Telco partnerships

For Family Zone

- ✓ Access to large customer bases with complementary services
- ✓ Leverage existing billing relationships and distribution channels
- ✓ Broaden the cyber safety eco-system
- ✓ Leverage carrier services

For telco providers

- ✓ Build brand equity around family and peace of mind
- ✓ Create compelling cyber safety operating across fixed and mobile services
- ✓ Offer filtering services aligned with school cyber safety programmes
- ✓ Develop consumer propositions targeting children's mobility
- ✓ Leverage Family Zone's technology for low cost and rapid deployment
- ✓ Leverage Family Zone's Cyber Expert marketplace



Partnership with TPO Mobile

The People's Operator was founded in 2012 and offers competitively priced monthly and pay-as-you-go mobile contracts in the US and the UK. These contracts allow users to direct 10% of their monthly bill to a cause of their choosing at no additional cost to themselves.

As TPO operates as an MVNO, the Group is less exposed to the infrastructure costs and capital investment charges that traditional mobile operators can incur. This strategy enables TPO to offer customers a highly competitive pricing model with a high quality of service.

TPO has developed partnerships with community organisations and causes who promote TPO's products to their supporters.

Under the direction of Jimmy Wales, the founder of the online encyclopaedia Wikipedia, the Company is also developing an online viral community to expand the global network of mobile phone customers who share in the common belief of supporting causes.

This new partnership brings Family Zone's world-leading cyber safety offerings to TPO's attractive and growing customer base.

Key terms of the TPO Mobile / Family Zone agreement include:

- TPO will offer Family Zone's mobile offerings to new and existing customers
- TPO will bill for Family Zone's services and intends to offer both standalone and bundled services into its telco service plans.

The companies intend to launch their first market offering in August 2017.

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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