



# ASX Announcement

PERTH - 27 MARCH 2017

## FAMILY ZONE PARTNERS WITH SCHOOL eSPORTS INNOVATOR FLAKTEST

- Family Zone to partner with interschool eSports provider Flaktest Gaming to bring responsible online play to schools around Australia
- Flaktest to directly market Family Zone's products to participants in its next tournament commencing in April, reaching a potential audience of more than of 1,000 households spanning up to 200 schools
- eSports, a global phenomenon with an audience of 226 million people in 2015, allows users to compete using the world's most popular online gaming platforms. The rewards on offer include significant cash prizes and salaries

Family Zone Cyber Safety Ltd (ASX: FZO, **Family Zone** or **the Company**) is pleased to announce its achievement of a partnership with interschool eSports tournament host Flaktest Gaming.

The agreement will see Flaktest directly marketing Family Zone's products to up to 200 Australian private schools as part of Flaktest's upcoming series of eSports tournaments.

Flaktest localises eSports, forming community leagues and interschool eSports tournaments that provide an opportunity for all young people to represent their school.

Further to this opportunity, Family Zone is pleased also to have secured a partnership with Australian cyber safety experts ySafe Solutions.

ySafe works with many of Australia's most prestigious private schools to implement cyber safety programs.

Family Zone will bundle its hardware and cloud-based solution with parental controls advised by ySafe in a special offer to Flaktest gamers and their families, valued at \$99.



Partnering with Family Zone and ySafe will allow Flaktest to offer within its service to parents and schools:

1. An emphasis on educational outcomes, safety and security;
2. Specific advice, support and resources for parents and teachers;
3. Actual tools for use in the home to manage behaviours and routines.

Family Zone Managing Director, Tim Levy, said:

*"Family Zone is excited to partner with Flaktest to facilitate online gaming in a safe and supportive environment for Australian students.*

*"Right now, children play and watch eSports with hundreds of millions of others around the world. This global phenomenon knows no boundaries and leaves children open to predators and explicit content.*

*"Collaboration and resilience are crucial skills for teenagers to develop in our increasingly interconnected, but often socially isolating world. We believe eSports can be part of the solution rather than the problem.*

*"With parental controls provided by ySafe, Family Zone's partnership with Flaktest will help to encourage the passions of young gamers toward academic and personal achievement, while learning the importance of responsible online gaming.*

*"More broadly, Family Zone looks forward to its comprehensive cyber safety platform entering the networks of more schools and households."*

## eSPORTS BACKGROUND

eSports is the phenomenon of online video gaming competitions. Participants compete online for significant prize money, and surprisingly to many outside the industry, they compete in front of millions of viewers both online and in stadia.

Although it remains little known to many parents, the audience for global eSports in 2015 was 226 million people. In 2016, exponential growth resulted in the recent League of Legends World Championships exceeding 390 million people.

Tournaments such as The International, the League of Legends World Championship, the Battle.net World Championship Series, the Evolution Championship Series, and the Intel Extreme Masters provide live broadcasts of the competition, and prize money and salaries to competitors.

The explosive growth of online gaming and eSports is irresistible. The excitement of gaming and potential for rewards is creating serious issues for parents and schools across Australia and the globe.

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In Australia, it has been estimated that some 72,000 teenage boys have suffered problems associated with online gaming.

## ABOUT FLAKTEST GAMING

Flaktest Gaming is the brainchild of Brett Sullivan, an Australian educator and avid gamer. Brett was inspired by the possibilities offered by competitive eSports to give student gamers access to something beyond simple entertainment.

Flaktest Gaming was established to develop an eSports model that could be leveraged towards personal achievement, academic outcomes, responsible online gaming and active citizenship.



Flaktest Gaming launched its world first interschool eSports competition in 2016. The competition was a standout success, enjoyed by the competitors, parents and teachers alike.

In 2017, Flaktest Gaming is taking interschool sports to the next level. Flaktest Gaming's commitment to educational outcomes and responsible online gaming is garnering support from some of the most prestigious schools across the country.

## ySAFE CYBER SAFETY SOLUTIONS

ySafe was established in response to an increasing concern from Australian parents, voicing that they needed more information about what their children were doing in the online world.



The founder of ySafe is Jordan Foster. Jordan is a registered Psychologist with a Masters degree in Clinical Psychology.

Jordan's professional background involves working with children and adolescents in clinical and outreach settings, with a particular focus on mental health issues relating to social media and internet gaming addiction.

Jordan is working with many of Australia's most prestigious private schools to implement cyber safety programs.

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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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