



# ASX Announcement

PERTH - 25 NOVEMBER 2016

## PHILIPPINES UPDATE - PLDT LAUNCHES & MORE

- PLDT has officially launched Family Zone to its 65M customers
- Marketed as Fam Zone, PLDT is retailing Family Zone's innovative safe home networking and safe mobile services
- PLDT is backing the launch with a major marketing investment including TV, telesales, digital, retail and print
- Family Zone announces official opening of it's Filipino contact centre for global first level support

### PLDT launches Family Zone

Philippines is an exciting market for Family Zone.	Population	102m
	Children (0-18)	39m
A predominantly conservative Christian country, english speaking, with a fast growing middle class and fast adoption of telco services.	Adolescents (10-18)	21m
	Youth literacy	97%
	Catholic	80%
	GDP growth	6%
Philippines has one of the fastest growing App and smartphone markets in Southeast Asia and are active users of social media.	Mobile services	119m
	Children with mobile phones	65%

PLDT is the largest and most diversified telecommunications company in the Philippines. Through its brands PLDT Home and Smart Communications PLDT offer fixed and mobile services to in excess of 62m consumers and nearly 1m enterprises clients.



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## PLDT Launches Fam Zone

PLDT share Family Zone's passion for innovation and recognize the compelling need to give Filipino parents a simple and universal approach to cyber safety.

Through leveraging Family Zone's turnkey parental control platform, designed specifically for telco distribution PLDT has quickly and cost effectively launched a market first, sticky, revenue generating service.

Branded Fam Zone, PLDT has now launched the Family Zone home and mobile offering to its customers.



**Keep your family safe online with Fam Zone.**

**Add-on**  
**FAMZONE**  
Monitor and prevent your child from accessing sites with harmful content and users with Fam Zone powered by PLDT HOME DSL.

Just add as low as **P149/mo.** to get the Fam Zone app.

**Fam Zone features:**

- Website filtering
- Time management tools
- Profile options for each family member

**Fam Zone add-ons:**

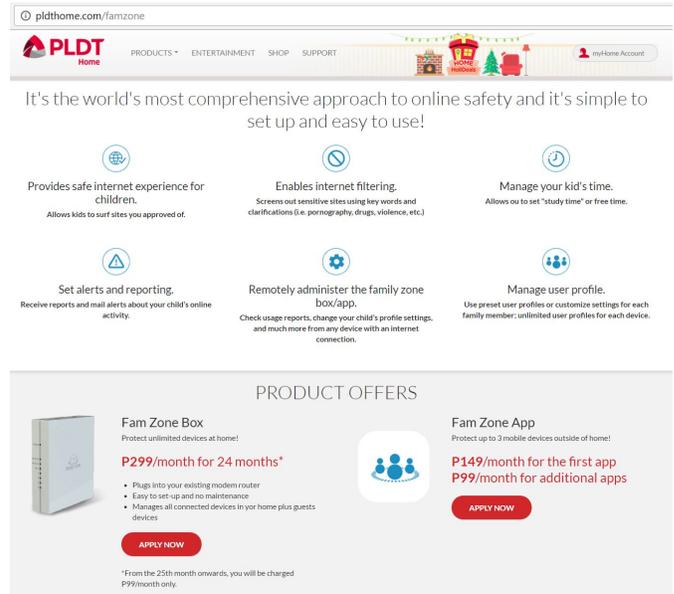
- P99/mo. for every succeeding app installation
- P299/mo. for the Fam Zone box

## Substantial Marketing Investment

To back its launch of Fam Zone PLDT has committed a significant upfront and ongoing promotional investment.

PLDT's media campaign at launch includes:

- TV Ads with celebrities
- Popular daytime TV shows
- Outbound telesales to customers
- National newspaper and magazine advertising
- Selling through their retail stores
- Digital Marketing - social media and paid search optimization
- Working with Filipino celebrities and cyber safety thought leaders
- Promoting via their website



pldthome.com/famzone

**PLDT Home** PRODUCTS ENTERTAINMENT SHOP SUPPORT myHome Account

It's the world's most comprehensive approach to online safety and it's simple to set up and easy to use!

- Provides safe internet experience for children.**  
Allows kids to surf sites you approved of.
- Enables internet filtering.**  
Screens out sensitive sites using key words and clarifications (i.e. pornography, drugs, violence, etc.)
- Manage your kid's time.**  
Allows you to set "study time" or free time.
- Set alerts and reporting.**  
Receive reports and mail alerts about your child's online activity.
- Remotely administer the family zone box/app.**  
Check usage reports, change your child's profile settings, and much more from any device with an internet connection.
- Manage user profile.**  
Use preset user profiles or customize settings for each family member; unlimited user profiles for each device.

**PRODUCT OFFERS**

**Fam Zone Box**  
Protect unlimited devices at home!  
**P299/month for 24 months\***

- Plugs into your existing modem/router
- Easy to set-up and no maintenance
- Manages all connected devices in your home plus guests devices

**APPLY NOW**

\*From the 25th month onwards, you will be charged P99/month only.

**Fam Zone App**  
Protect up to 3 mobile devices outside of home!  
**P149/month for the first app  
P99/month for additional apps**

**APPLY NOW**

Of the partnership and launch PLDT and Smart EVP and Consumer Business Group Head **Ariel P. Fermin** said, "This is a game-changing partnership for us and we are confident that, together, PLDT HOME and Family Zone will set a new bar in multimedia and digital services for Filipino families. We are honoured to work with a renowned brand that shares our mission of empowering our subscribers with the strongest connections and the most innovative technology solutions."



**Tim Levy**, Managing Director Family Zone commented, *"This is a huge achievement for my team and the incredible people at PLDT. Within a very short time frame they have launched a broad ranging service inside one of the leading and largest carriers in the world. We're excited to be a partner of PLDT and to work with them to take our shared 'peace of mind' vision to the Filipino market"*.

## Philippines Contact Centre Opened

To support the launch of Family Zone in the Philippines and expansion in Australia, Family Zone has opened a contact centre in Manila. This call centre will provide first and second level customer support with Australian support resources used for sales and escalations.



Family Zone has engaged Acquire BPO to provide contact centre services. Acquire BPO is an Australian outsourcing company with nearly 7,000 operators working from 12 state-of-the-art locations in Australia, the Philippines, the US and the Dominican Republic.

Acquire BPO's client list includes Dodo, Veda, Vocus, Optus, Melbourne IT.

**Tim Levy**, Managing Director Family Zone commented *"Working with experienced outsourcing experts Acquire BPO allows us to scale quickly and grow globally."*

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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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