



ASX Announcement

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FAMILY ZONE ACHIEVES STELLAR GROWTH IN EDUCATION; US INSTALLATIONS UP 54%, MANDATES AGREED WITH FIRST 20 SCHOOLS

- Family Zone achieves a milestone of 300 school installations, including partnerships agreed with 20 “School Community” schools. These schools will mandate the purchase and use of Family Zone to their parent communities, commencing in 2018.
- Family Zone grows US school installations by 54% since February 2017, achieving deployments into 49 additional schools.
- Successful attendance at Asia Pacific’s leading educational technology event EduTECH has extended the Company’s strong sales pipeline.

Family Zone Cyber Safety Ltd (ASX: FZO, **Family Zone** or the **Company**) is pleased to update the market on progress achieved in deploying its cyber safety platform to customers in and through the education sector.

Summary background to significant recent success in education

In December 2016, the Company acquired the intellectual property rights to schools-focused cyber security platform Sonar. On acquisition, Sonar had achieved 180 installations in Australian schools and had installations underway in 47 US schools.

The Company has worked swiftly to integrate Sonar into the broader Family Zone platform, and is now marketing a unified solution for education customers known as School Zone.

Family Zone’s unique ecosystem approach and world-leading technology permits the Company, like no other, to provide schools and parents with an integrated approach to cyber safety and security.





School Zone solves the two biggest technology problems facing schools today:

1. Managing the extension of schools' duty of care to students' mobile devices; and
2. Engaging parents and students in cyber safety.

Family Zone's recent "School Community" promotion — where schools agree to mandate the use of School Zone to parents and students — has been warmly received by new and existing education clients.

Growing business development momentum in US and Australia, with mandates beginning to flow

The Company's recent business development activities have seen Family Zone achieve a milestone of installation in 300 schools across Australia and the US, including now 125 in the US.

Furthermore, since the Company launched its "School Community" promotion in April 2017, Family Zone has agreed terms with 20 Australian schools which will see each school mandate the purchase and use of School Zone to their parent communities from the beginning of the 2018 school year.

These 20 schools will commence promoting the Company's products to their parent communities in term 3, 2017.

To put this significant step and broader opportunity in perspective:

- These 20 schools represent close to 15,000 Australian families;
- Revenue from Family Zone's partner offer will range between AU\$60 and AU\$90 per annum upfront per family; and
- To each of these families, the Company can market Family Zone add-on services, including subscriptions for cyber experts, extended family support and the Family Zone Box (safe WiFi access point).

The Company is pleased with the rapidly growing awareness of its School Zone solution within the education sector, and notes a strong sales pipeline including major Catholic, Christian and Muslim school groups and tech vendors across Australia.

Family Zone presence in the US continues to grow

Family Zone has continued to expand its presence in the US education market, adding 49 schools through two school districts in West Virginia. These schools are now running Proof of Concept deployments of Sonar with a view to transition to School Zone in the September quarter.



These deployments take Family Zone's presence in the strategically important US market to 125 schools. This represents growth in school installations of 54% since February 2017.

The Company will progressively upgrade its US school clients currently running Sonar to the integrated School Zone solution in the next quarter.

Once School Zone is in operation, the Company will commence marketing Family Zone's other services to these school communities.

Family Zone awareness building - EduTECH

EduTECH is the largest annual educational technology exhibition in Asia-Pacific and the Southern Hemisphere.

EduTECH 2017 was held in June at the International Convention & Exhibition Centre in Sydney.

Family Zone exhibited at EduTech and was very pleased with the reception given to the Company's educational offerings. The Company looks forward to updating investors on further progress with education clients flowing from its business development activities.



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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