




INVESTOR PRESENTATION  
Family Zone Cyber Safety Limited

**Goldman  
Sachs**

TechNet Conference Hong Kong May 2018

A young boy with dark hair is sitting under a white sheet, illuminated by a soft light from a smartphone he is holding. He is wearing a grey t-shirt with a blue and red pattern and striped pajama bottoms. The background is dark, suggesting a bedroom at night.

Tim Levy  
Managing Director



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# CORPORATE HIGHLIGHTS

## CAPITAL STRUCTURE

**Ordinary Shares** 134,198,731\*

Restricted (founder escrow)	22,566,971
Founders	16.2%
Top 10 Shareholders	35.4%
Top 20 Shareholders	52.2%

**Performance Based** 45,516,702

Performance Shares	30,499,997
Performance Rights	3,966,667
Employee Options	11,050,038

**Other Securities** 15,053,218

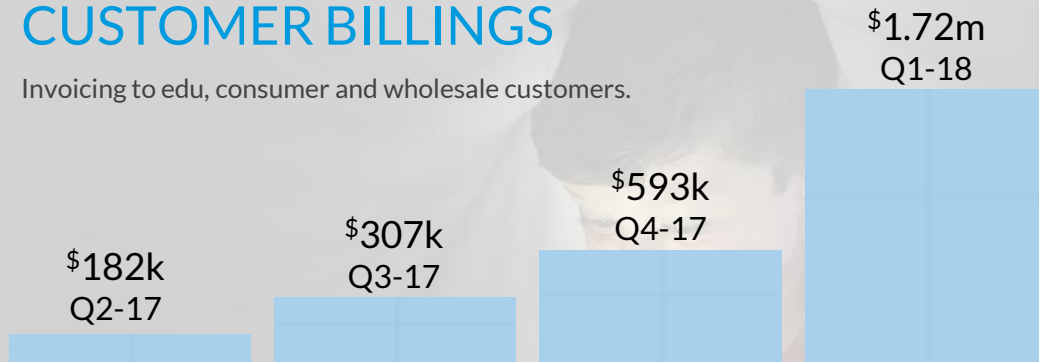
Director Options	4,000,000
Prospectus Options	6,569,688
Broker Options	4,483,530

ASX: FZO - 13.04.18

**0.54** AUD

## CUSTOMER BILLINGS

Invoicing to edu, consumer and wholesale customers.



## RECENT TRADING



\* Proforma assumes exercise Class A Performance Rights

# TEAM



**Tim Levy**

Managing Director

Experienced entrepreneur and telco executive.



**Crispin Swan**

Sales Director

Experienced global telco sales executive.



**John Sims**

Chairman

Globally regarded global telco & technology executive.

# THE CHALLENGES OF THE CYBER AGE

## CYBERBULLYING



Research shows over 30% of students have experienced cyberbullying and almost all have been exposed to it.

## SLEEP



Research clearly shows a high correlation between a lack of sleep and depression, as well as behavioural and learning issues.

## PORNOGRAPHY



According to the AMA there is a "strong link" between online porn and adverse sexual and mental health outcomes.

## SCREENTIME



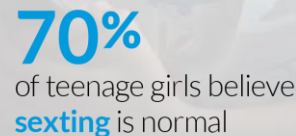
After rising since the early 1990s, adolescent self-esteem plunged after 2012. Research suggests that teens who spend less time in front of screens are "happier".

## GAMBLING



Gamblification is the term coined by experts concerned about the growing inclusion of gambling features in children's apps.

## SEXTING

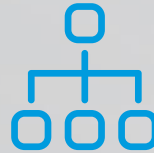


The majority of teenagers now regard sharing explicit material as normal. Over half of girls feel pressure to take & share sexual photos.

# TODAY'S APPROACH IS BROKEN



- ✓ Major challenge today
- ✓ Complex/limited options
- ✓ USD 2.5Bn market today



- ✓ Commoditised providers
- ✓ Seek differentiators
- ✓ Regulatory responses



- ✓ A major challenge
- ✓ Massive investments
- ✓ Challenges moving “off-net”

Global Opportunity

US\$100Bn

\* Parks Research

# FAMILY ZONE STRATEGY

## EMOTIVE, TOPICAL & RAPIDLY EVOLVING CHALLENGE



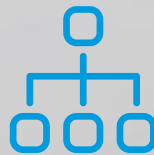
PARENTS

VAST, UNSATISFIED  
& GLOBAL MARKET



SCHOOLS

AN UNRECOGNISED  
LEVERAGE OPPORTUNITY



PROVIDERS

OFFER SCALE &  
DISTRIBUTION



# OUR CYBER SAFETY ECOSYSTEM

## Cloud policy platform



## Tech for any network and device



## World's first cyber expert marketplace







# COMMERCIAL MODELS

Designed to drive subscription revenue

## DIRECT

- ✓ \$5.95/m Family Packs
- ✓ \$89 Access Point
- ✓ \$Cyber Experts
- ✓ \$User Add Ons

## EDUCATION

- ✓ License Software
- ✓ Partner Programs
- ✓ \$59/yr Family Packs
- ✓ Sold in pack bundles

Typically \$10k-\$14k pa multi-year contract with built in growth as school penetration builds.

## WHOLESALE

- ✓ %Revenue Share
- ✓ \$Service fees
- ✓ \$User Add Ons

License Revenue

Subscription Revenue

# GROWING & GLOBAL

+ 600

Schools ANZ/USA

+ 160

Partner Schools

+ 40k

Subscriptions

+ 550

School Networks

+ 20%

School Penetration

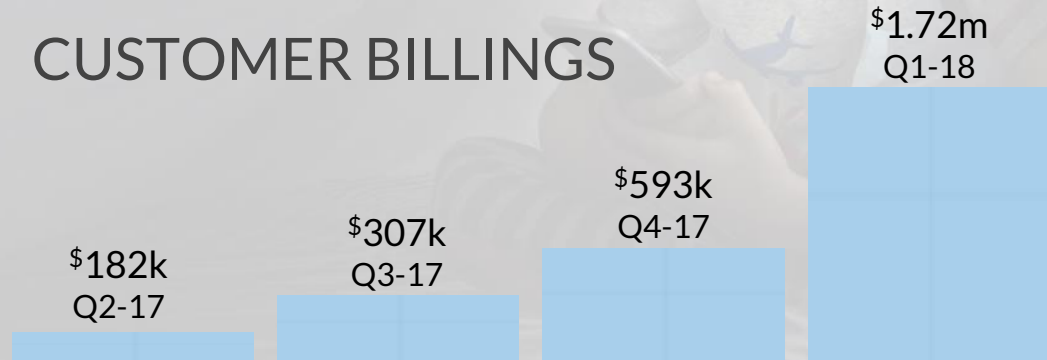
+\$5.5m

Of Contracts

+ 350k

Users Daily

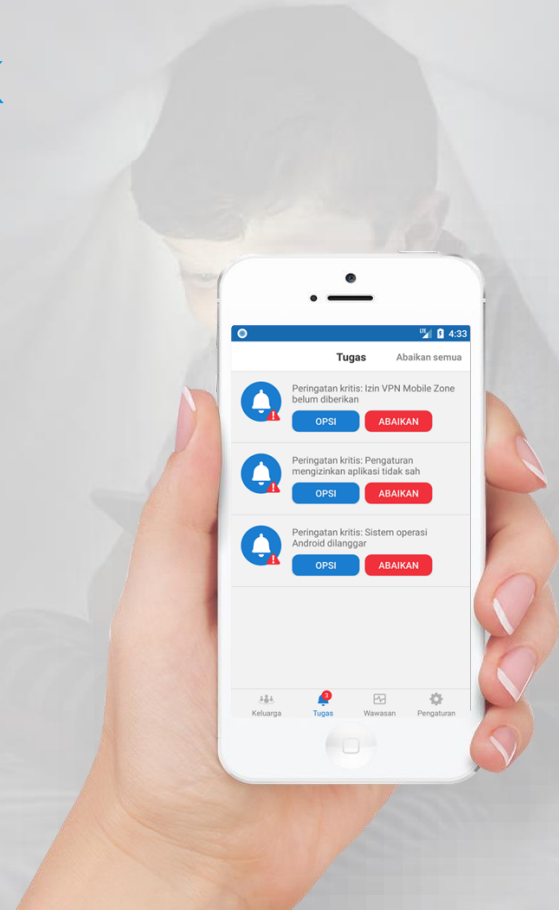
## CUSTOMER BILLINGS



## RAPIDLY EXPANDING TELCO NETWORK

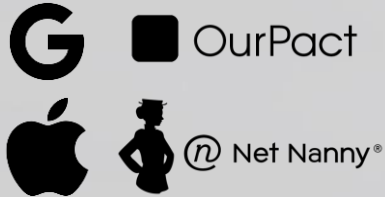


## OEM PARTNER NETWORK



# COMPETITIVE EDGE

## Consumer Yield



### Completeness: Cyber Safety



## IP Protection

Extensive patent portfolio in policy management and related features.

## Cyber Partnerships

Investment in cyber experts leverages local expertise and local advocacy.

## School Partnerships

Drive consumer take-up through solving school challenges, leveraging influence.

## Access Partnerships

Drive ubiquity through telcos and ODMs.

## Supporting the majors

Commercial model supports the objectives of telcos, OS's and platforms.

# THE POWER OF OUR ECOSYSTEM

Being 'everywhere' gives us unparalleled insights into the use of technology by children.

## SOCIAL MEDIA



**45%**

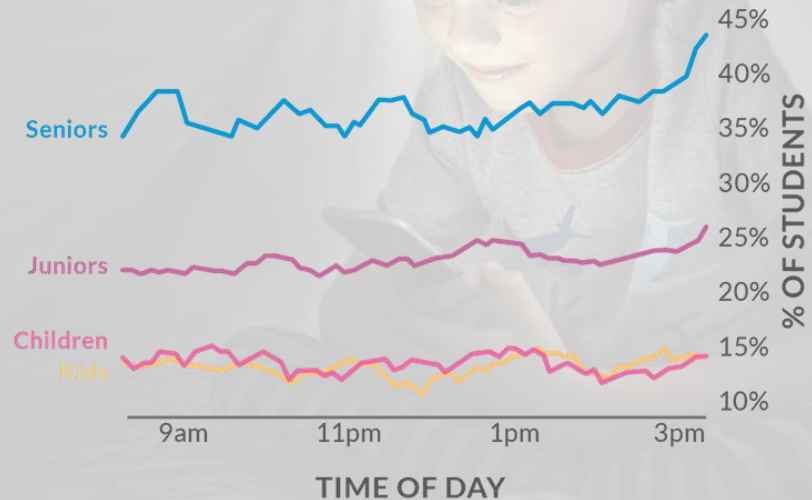
of pre-teens are accessing **social media**

**20%**

of students are on social media **during class**

Research clearly shows links between social media use and mental health, body image, behaviour and educational outcomes.

SOCIAL MEDIA USE ON MOBILES



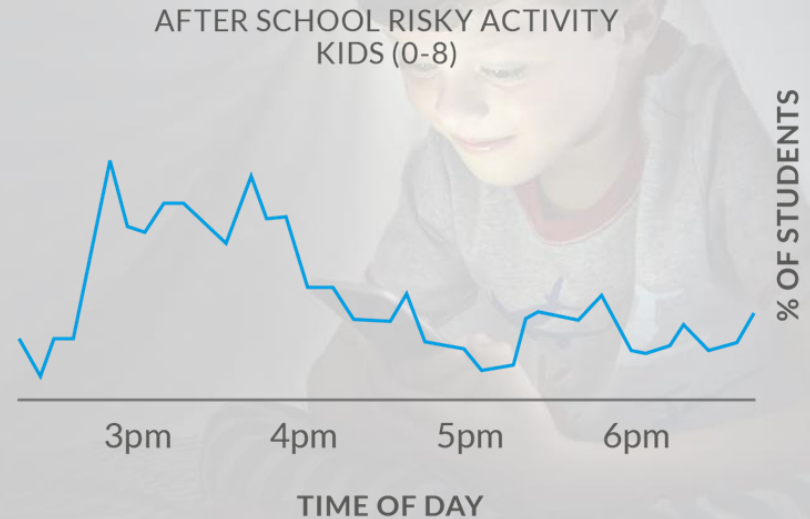
# THE POWER OF OUR ECOSYSTEM

## RISKY ACTIVITY

Accessing of **questionable content** each month:

<b>54%</b>	KIDS (0-8)
<b>65%</b>	CHILDREN (9-12)
<b>75%</b>	JUNIORS (13-15)
<b>83%</b>	SENIORS (16-17)

Research shows the high proportion of students taking risks or encountering threats online.





# THE POWER OF OUR ECOSYSTEM



A week after roll-out, 60% of Donvale families had onboarded.

“The biggest thing for us has been erasing that line in the sand between school and home. With Family Zone, for the first time, we have a platform that engages parents as the partners that we want and need them to be to keep our students safe.”

Josh Lyon  
Business and ICT Head

# INVESTMENT DRIVERS

- ✓ **MANAGEMENT** Proven experience in the areas critical to success - telco, tech & retail.
- ✓ **MARKET** Poorly addressed and open. Estimated +90Bn un-met global demand.
- ✓ **PRODUCT** Universal approach is the only workable solution to the challenge.
- ✓ **STRATEGY** Leverage built-in with schools, telcos & ODMs.
- ✓ **EDGE** Carriers and ODMs no threat. Existing products operate in silos.
- ✓ **PROOF** Already a leader in EDU. Major carriers & ODMs buying in.

## CONTACTS

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