



family zone

To support and
protect every child's
digital journey

ASX: FZO

Family Zone Cyber Safety

NWR Webinar November 2020



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We seek to support and protect every child's digital journey.

Our mission is to make parental controls a mainstream activity and Family Zone the global product of choice.

THE PROBLEM

PORNOGRAPHY

69% of males & **23%** of girls have viewed porn by age 13

64% of teens access porn at least once each week

First exposure to porn is typically between **8 & 10**

33% of kids under 8 have attempted to access porn

88% of porn contains violence against women

95% of aggression in porn is met by a pleasure response

CYBER BULLYING

37% of US teens have been victims of online bullying

Only **10%** of bullying incidents are reported to parents

42% of teens report being bullied on Instagram

Almost all children have been exposed and few intervene

Rates of online bullying have **doubled in 10yrs**

MENTAL HEALTH

Youth suicide in the US is up **56%** since 2007

Rates of depression in US teens is up **52%** since 2007

For teens, suicide in the US is up **76%** since 2007

Teen girls who use social media are the most at-risk

Suicide is the leading cause of death of children in Australia

SCREENTIME

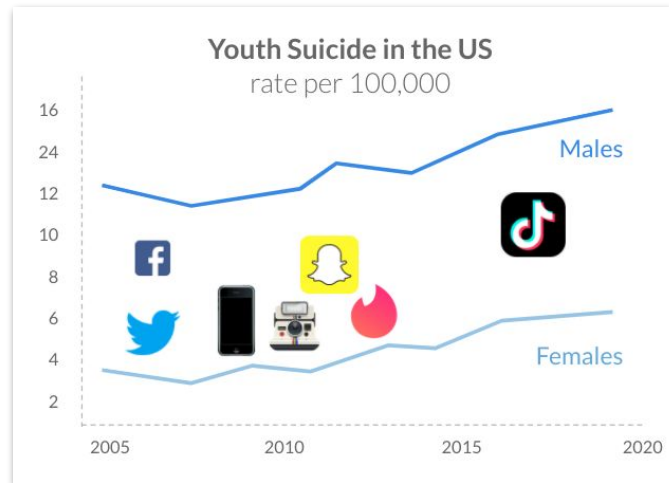
It's estimated that US teens spend **9 hrs** per day online

75% of US teens get less sleep than recommended

SEXTING

27% of children & **62%** of teens have received sexts

12% of "sexts" are shared with third parties



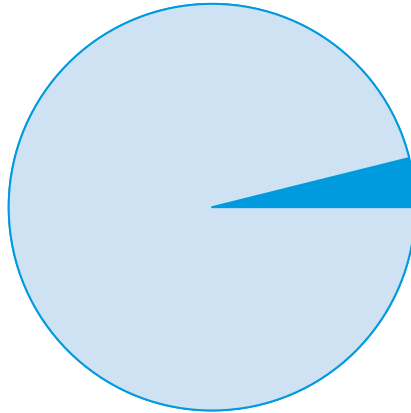
It's estimated that less than 4% of parents use Parental Controls Cyber safety is a >\$64B Untapped Opportunity

Low take-up to date

It is estimated that less than 4% of parents use parental controls in a US\$2.5B industry

Mobility & COVID-19

Increasing mobility and COVID-19 have highlighted security centric models can't work.



Fragmented industry

Fragmented industry with no dominant provider in education or consumer cyber safety.

Massive tailwinds

Increasing interest by the media, by schools and regulators is creating a massive tailwind.





USA EDUCATION

FZO entered US education 2 years ago

- ✓ Required to filter by law
- ✓ Large enterprise deals, mature channels
- ✓ 1:1 devices and virtual classes now normal
- ✓ CaresAct injecting \$12b into learning tech

FZO well positioned for growth

- ✓ Product-market fit validated
- ✓ Sales & delivery capability validated
- ✓ Channel sales model offers scalability
- ✓ Opportunities to layer products

DISTRICTS
13,500

SCHOOLS
135,000

STUDENTS
57m

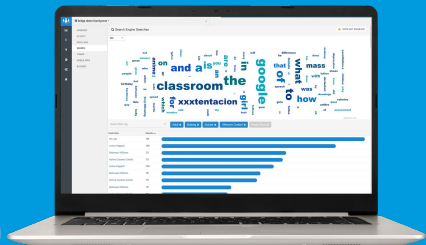
FAMILIES
83m

Our business model



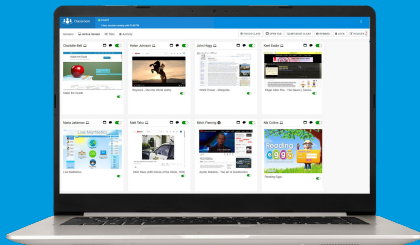


THE FAMILY ZONE PLATFORM



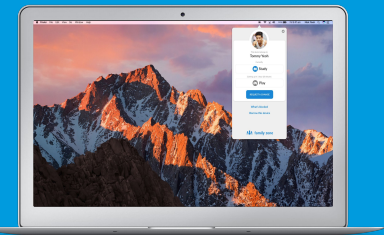
SCHOOL ADMIN

Support admins with seamless compliance, and pastoral care functions.



TEACHERS

Empower teachers in class or home instruction with visibility and control.



ALL DEVICES

Turn any device into a learning device whether on or off network.

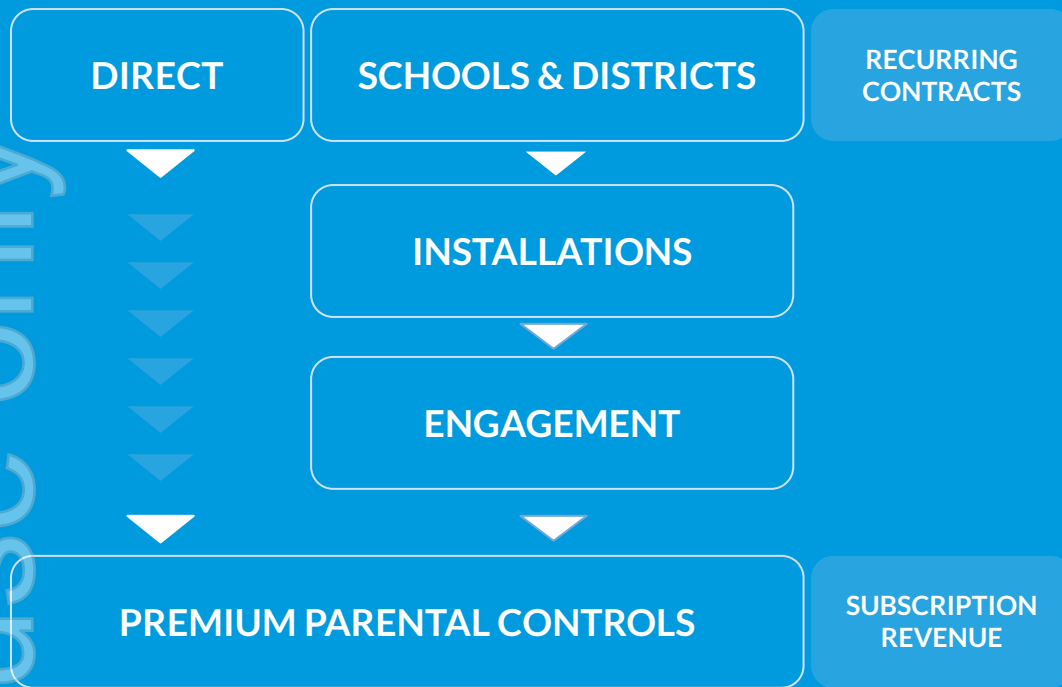


COMMUNITY

Empower parents with tools & content which work with school programs.

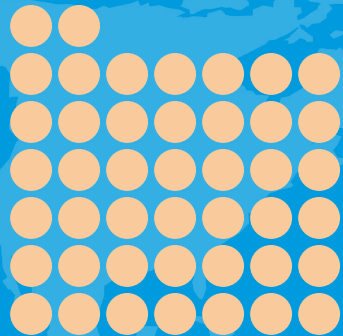


OUR BUSINESS MODEL



Results





> \$27m

FUNDS
AVAILABLE

> 1.6m
STUDENTS

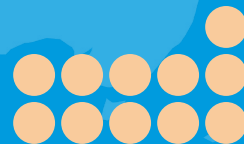
> \$10m

RECURRING
REVENUE

> 2,900
SCHOOLS

~ \$155m⁺

MARKET
CAPITALISATION



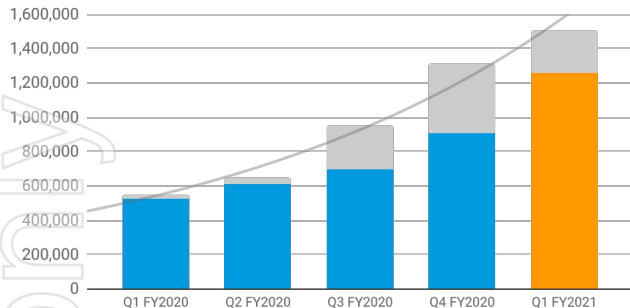
At 31 October 2020 + At 41 c per share.



Highlights September 2020

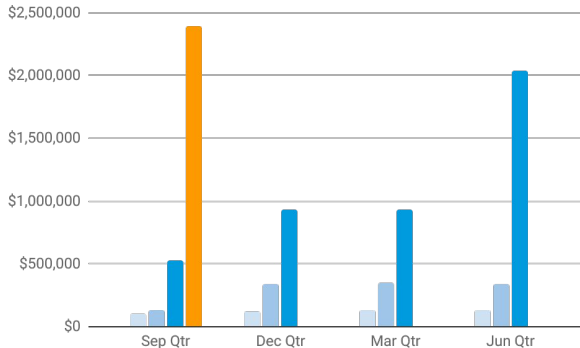
Student Licenses

POCs and Trials Students



Annual Value of Contracts Signed

FY 2018 FY 2019 FY 2020 FY 2021



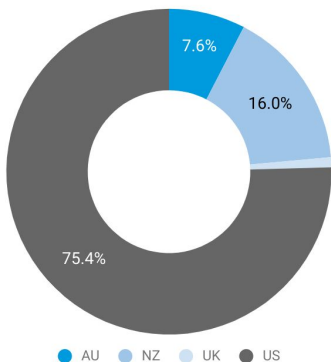
Conversion Rate POC Trials to Deals Won

83%

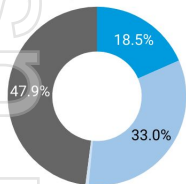
US School Districts Served by Family Zone

2.5%

Region Mix 2020

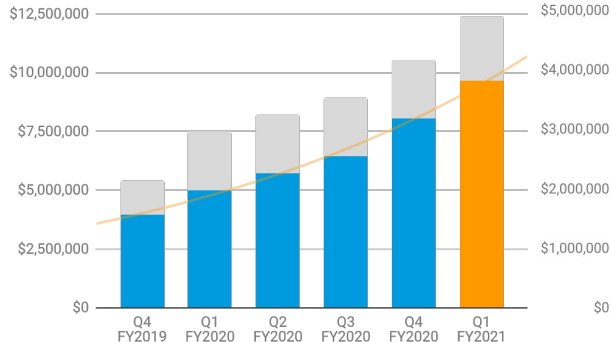


Region Mix 2019



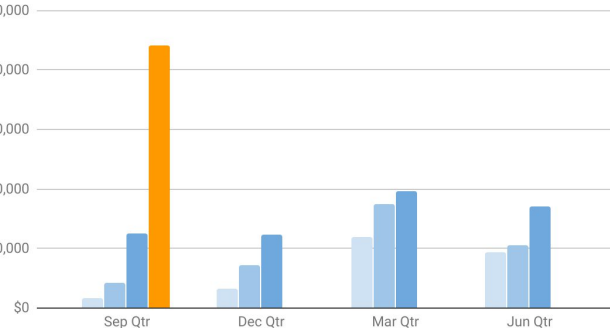
Annual Recurring Revenue & Inflows

Grants Recurring Revenue



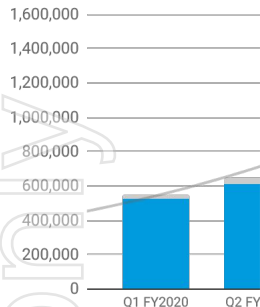
Collections from Customers

FY 2018 FY 2019 FY 2020 FY 2021



Student Licenses

POCs and Trials Students



October 2020
94,000
Students Added

Annual Value of Contracts Signed

FY 2018 FY 2019 FY 2020 FY 2021



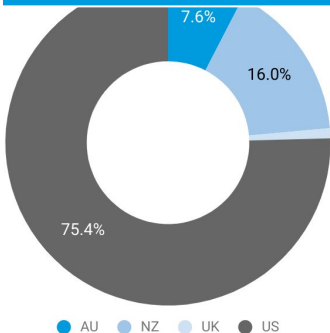
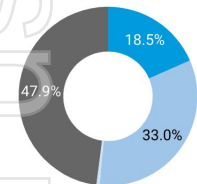
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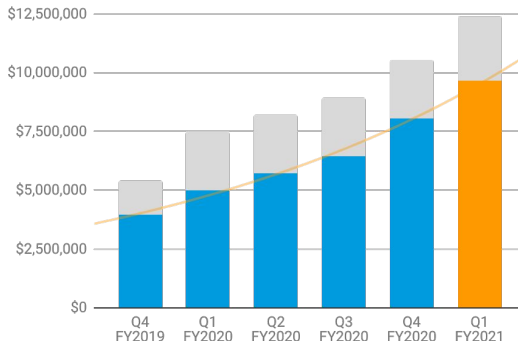
ol Districts
Family Zone
5%

In October we added more
student licenses than the entire
Dec quarter 2019.

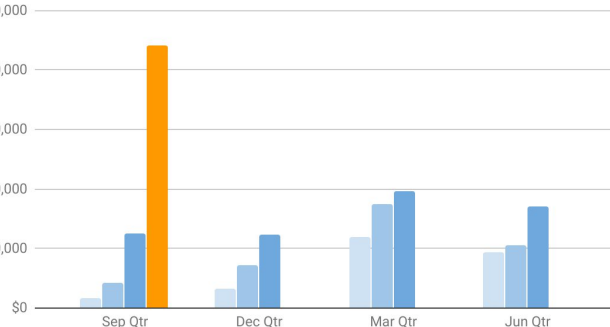
Region Mix 2019



Grants Recurring Revenue



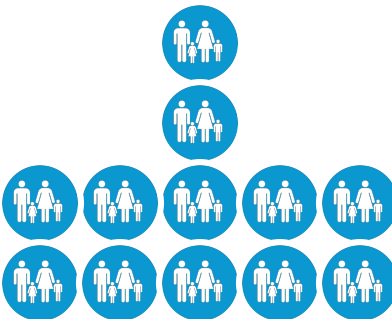
FY 2018 FY 2019 FY 2020 FY 2021



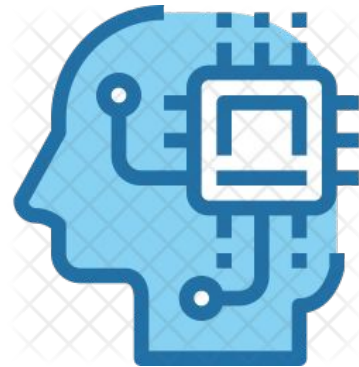
Grow our schools base in existing & new markets to drive value and access to parents



Leverage our schools base to transition to consumer subscriptions



Layer services to make our base more sticky & valuable



Invest in our platforms and organization for scale





mal use only

Corporate





Peter Pawlowitsch
Chairman



Tim Levy
Managing Director



Crispin Swan
Executive Director



Matthew Stepka
Non-Exec Director



Phil Warren
Non-Exec Director



Ben Trigger
CTO



Ross Young
VP North America



Paul Robinson
VP Product



David Dunstan
VP Marketing

CASH POST RAISE	\$27M [@]
ORDINARY SHARES	378,775,681
MARKET CAP (@41c) *	\$155M
TOP 20 SHAREHOLDERS	46%
FOUNDERS & EXECUTIVES	8%

Notes

@ \$20m placement completed 3 Nov 2020

* Calculated based on issued shares as at 3 Nov 2020.

¹ Remaining Linewize acq securities have target of NZ\$9.25m ARR from NZ and Linewize technology.

³ Exec salaries received PRs in lieu of cash

⁴ Employee incentives time based milestones

⁵ Exec incentives various performance based targets

Perf Shares/Rights

\$9.25m Rev' from NZ¹

Exec salaries³

Employee⁴

Employee & Exec⁵

32,174,664

3,000,000

5,780,497

5,875,398

17,508,340

Options

50c-60c (expiring in 2020)

75c-90c (expiring 2021)

18c-25c (expiring 2022)

18c-24c (expiring 2023)

14,275,990

1,700,000

1,033,530

7,392,460

4,150,000

COMPANY

Investor Centre

familyzone.com/au/investor

Automic Registry Services

Phone: +61 8 9324 2099

Email: info@automic.com.au

Tim Levy

Managing Director

timl@familyzone.com

+61 413 563 333

Investor Relations

Tim Dohrmann

NWR Communications

tim@nwrcommunications.com.au

+61 468 420 846