



# ASX Announcement

PERTH 26 April 2018

## FAMILY ZONE APPOINTS UK FIRM TELLUS MATRIX AS STRATEGIC ADVISOR

Family Zone Cyber Safety Ltd (ASX: FZO, **Family Zone** or **the Company**) is pleased to update the market on the appointment of strategic advisor Tellus Matrix.

### HIGHLIGHTS

- Tellus Matrix is a UK based team of world renowned leaders in finance, wealth management, diplomacy, faith, defence and security.
- Tellus Matrix operate as a strategic advisory firm specialising in supporting world changing ideas and technology through its extensive experience and networks.
- Tellus Matrix have identified Family Zone's parental control and cybersafety ecosystem as of global significance. They have agreed to act as a strategic advisor to the Company to support its global expansion.

### ABOUT TELLUS MATRIX

Tellus Matrix is a UK based strategic advisory firm staffed and advised by world-renowned leaders in finance, wealth management, diplomacy, faith, defence and security.



Tellus Matrix offers a range of advisory services to clients across the globe. A particular strength is "connecting intelligent new technologies with the networks that they need for accelerated growth".

Tellus Matrix has a track record of fostering investment and growth in areas covering cybersecurity, renewable energy, artificial intelligence, Internet of Things, robotics, fintech, biotech and environmental technologies.

The eminent Tellus Matrix team are selective and are particularly focussed on working with technologies that are of benefit to society.

Tellus Matrix has identified Family Zone's ecosystem as a platform of global significance. They have chosen to engage with the Company to support its commercialisation and drive for global scale.

The Tellus Matrix team includes the eminent figures set out below.



<b>Wes Paul</b>	Chairman, finance and technology professional, Former Global Head of Investments for JP Morgan.
<b>Sir Peter Westmacott</b>	Vice Chairman, Diplomat, Former British Ambassador to Turkey, France and the US.
<b>Lt Gen Sir Graeme Lamb</b>	Partner, Former Director UK Special Forces.
<b>Tom Madsen</b>	Partner, Former Global Head of Equities at JP Morgan and UBS.
<b>Lord Richard Chartres</b>	Advisor to the Board, Former Bishop of London
<b>Professor Michael Clarke</b>	Advisor to the Board Chair, Former Director General of RUSI and a UK Govt Security Advisor.
<b>Lord Norman Foster</b>	Advisor to the Board, Architect/Designer.
<b>Lord Bernard Hogan-Howe</b>	Advisor to the Board, Former Commissioner of the London Metropolitan Police.

To find out more about Tellus Matrix, visit: <http://tellusmatrix.com>

## THE ADVISORY AGREEMENT

The Company is excited by the opportunity to work with such a renowned team. Given their profile and expertise, Tellus Matrix choose their ventures studiously and cautiously. Their selection of Family Zone is a clear acknowledgement of the Company's vision and rapid achievements to date.

Tellus Matrix will act as a strategic advisor. They will work with Family Zone on corporate and business strategy and will work through opportunities to leverage the Tellus Matrix investments, ventures and networks.

Pursuant to the advisory agreement, Tellus Matrix is entitled to fees and an upfront parcel of 101,825 Shares.

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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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