

**8 February 2019**

Australian Securities Exchange (**ASX**)  
Level 40, Central Park  
152-158 St George's Terrace  
Perth WA 6000

## **FAMILY INSIGHTS GROUP COMPANY UPDATE**

**Family Insights Group Limited (ASX: FAM) (Company)** is pleased to provide the market with a general update on its parental control platform **Family Insights (FI)** and on general Company operations.

### **Release Highlights**

- The recent FI app UX improvements have shown a significant improvement in parental device setup completion, shifting completion rates from 28% to 95%
- Optimisation of automated reminder systems have improved FI first week child device completion rates from 3% to 19%
- Performance marketing cost per download rates have been optimised for FI to under \$10 per install over the Dec-Jan period
- With settlement of the Frugl acquisition complete the Company has begun the technical merger of the Frugl IP
- Mr Quinton Meyers has assumed the role of Company Secretary following the resignation of Mrs Loren King from the position

### **Family Insights Parental Control & Family Wellbeing Solution**

The Family Insights cyber safety product utilises advanced real-time behavioural analysis of children's network behaviours combined with research-backed advice and educational materials for parents to help families develop better digital skills together. Key features of the mobile-based product include:

- Real time behavioural monitoring and parent alerts for identified risks
- Internet scheduling allowing parents to manage internet availability to children
- GPS tracking of children including alerts for movement away from designated areas
- Research-backed advice and educational resources for families

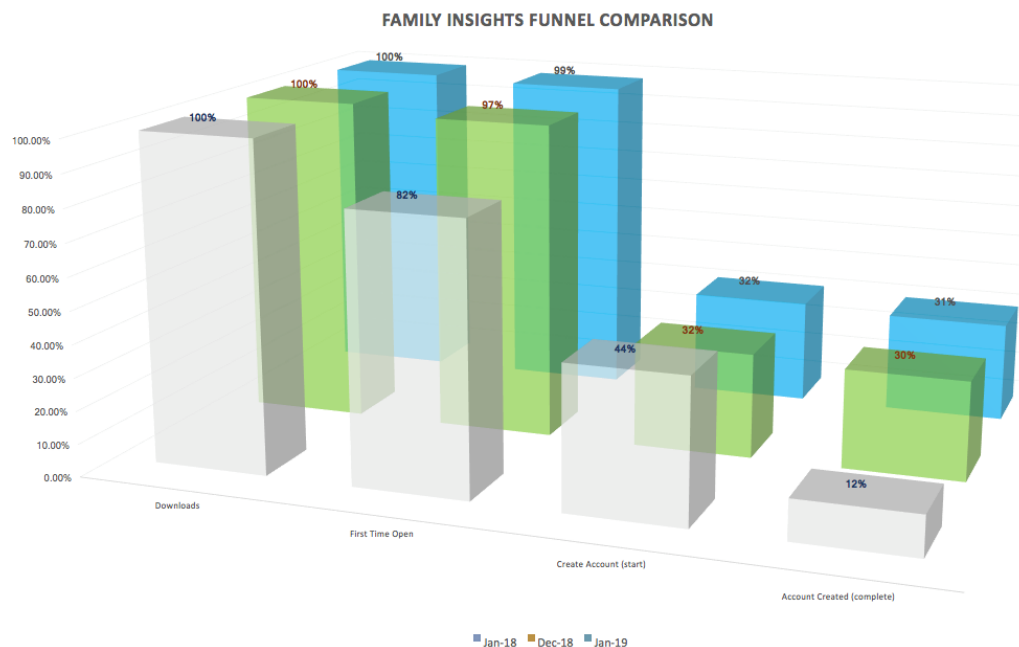
For personal use only

## Family Insights – Customer Experience Improvements

Following staged bug fix releases in November and December, the Company began investing in performance marketing to drive downloads of FI across iOS and Android platforms, with an initial goal to measure the effectiveness of the major User Experience update undertaken in the first half.

In particular, the Company was interested in improvements to the app configuration funnel where significant complexity in the initial release of the FI app had led to a large number of downloaders leaving the configuration stage incomplete.

The major UX redesign of the FI app, aimed to address the setup complexity, reduced the steps to a simple 3 step process per device, a significant simplification for parents attempting to set-up the FI platform. Early analysis of the effectiveness of the changes is showing significant improvements in device setup completion, with the January 2018 drop-out rate of 72% being reduced in January 2019 to just 5%.



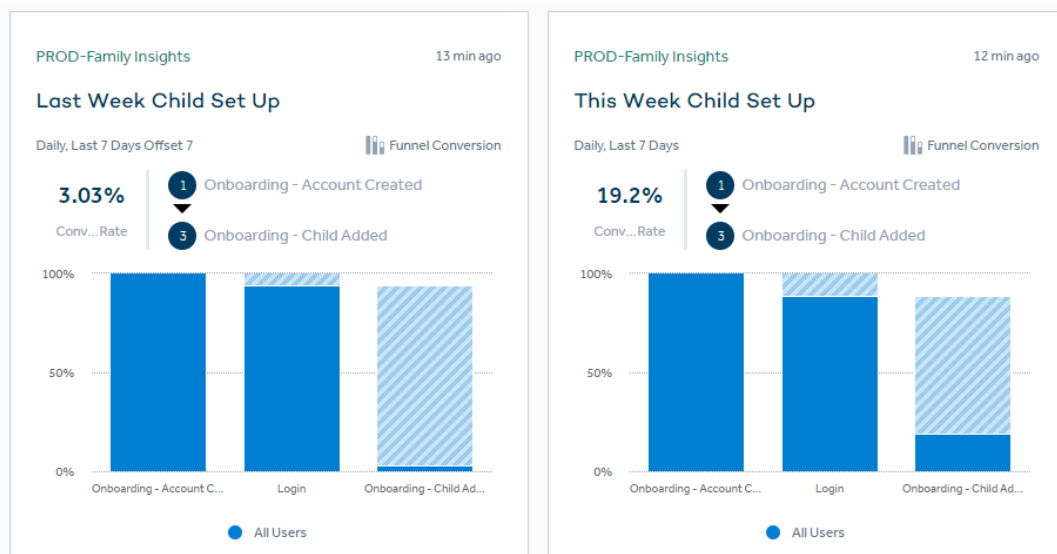
The Dec 2018 and Jan 2019 final setup rate of circa 30% of downloads has shown to be a significant improvement on the Jan 2018 version which experienced only a 12% success rate.

A further area of setup complexity to be addressed is the subsequent setup of child devices after the initial parental device setup. With parents not always having their child devices present at the time of install, further prompting for child device configuration has

For personal use only

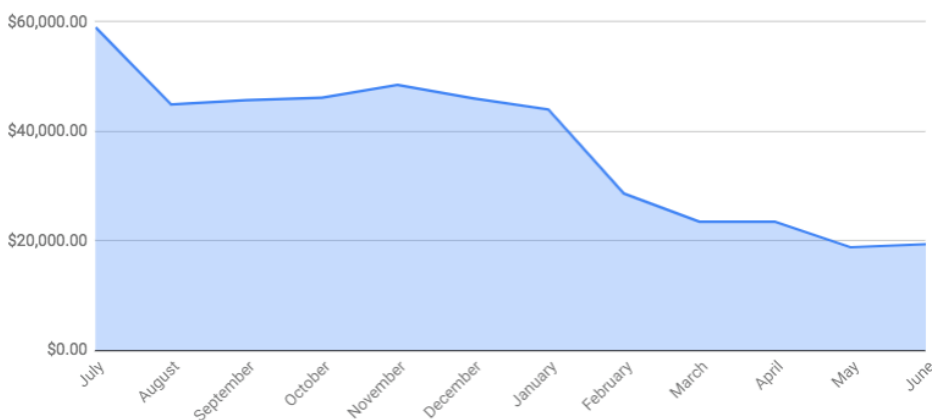
remained static with 8% of setup accounts configuring children's devices within a month of download.

Recent optimisation of automated reminder systems has shown further significant improvements, with child device configuration within the first week improving from 3% to 19% after reminder optimisation. It is anticipated that further refinement of the automation will continue to improve conversion metrics.



The Company's in-house development team is currently working on native front-end development to further optimise the customer experience and ease of use of the app, a major overhaul of platform's affiliate tracking capability, as well as preparing for a major update to the underlying infrastructure which will deliver a significant reduction in operating cost for FI in the following quarter.

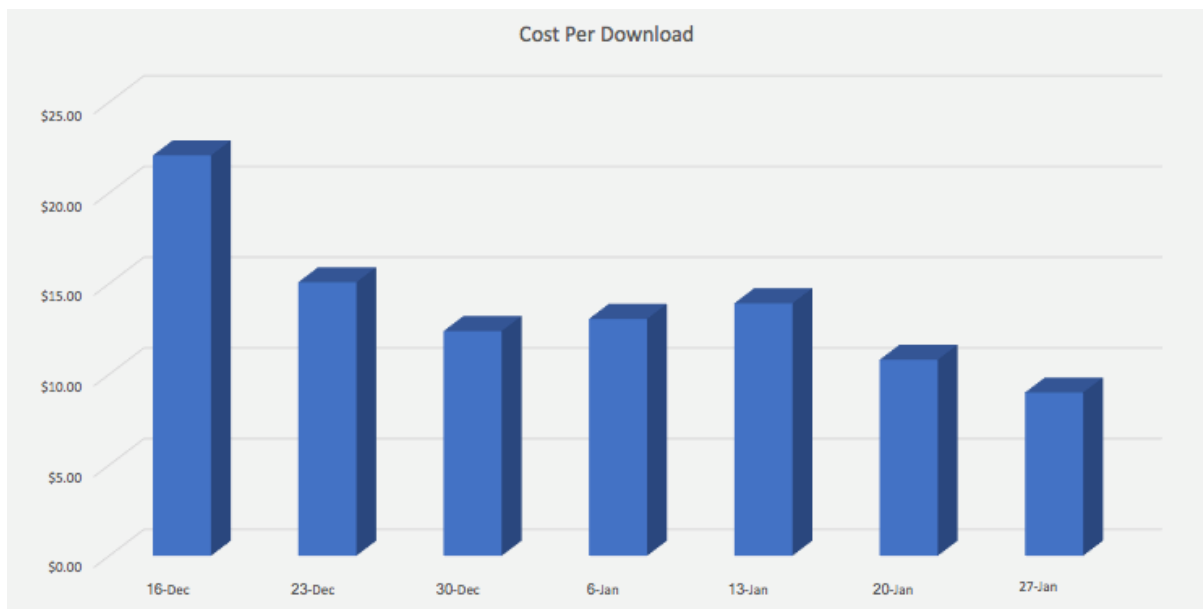
Family Insights Technology Costs - Jul 18 to Jun 19



For personal use only

## Family Insights – Marketing & Business Development

Initial marketing investment for FI has been confined to performance marketing and Appstore optimisation, with the goal of providing the lowest cost per download (CPD) as marketing efforts are optimised. Over the Dec-Jan period, the CPD was reduced from \$22.06 to \$8.99, with further optimisation underway.



The recent launch of cyber safety book “**The Parents Survival Guide to Children, Technology & The Internet**” has provided an additional self-funded marketing and PR vehicle to market the Family Insights product, with interest being generated particularly within schools, charity bodies and organisations with strong Corporate Responsibility agendas. This additional support for the commercial team has increased discussions with potential distribution partners who are looking for both technical and content driven solutions. Global sales of the book via ebook channels such as Apple iBookstore and Amazon Kindle will provide further support for international expansion later in the year.

## Settlement and Merger of Frugl into the Family Insights Group

Following the recent settlement of the Frugl acquisition, the Company’s technical group has begun the technical handover and transfer of technical IP into the Company’s infrastructure. A more detailed update on the Company’s plans for Frugl will be released to market in due course.

For personal use only

## Change of Company Secretary

The Company would like to announce that Mr. Quinton Meyers will be assuming the role of Company Secretary, replacing Mrs. Loren King who is resigning as Company Secretary.

Mr. Meyers holds a Bachelor of Commerce, majoring in Accounting and Finance, and has been working within accounting firms since 2015. Mr. Meyers has performed a range of accounting and Company Secretarial duties for public and private companies and is experienced in audit management, preparation of accounts, capital budgeting and ASX listing rules. Mr Meyers is currently serving as Company Secretary on Blaze International Limited (ASX: **BLZ**).

- ENDS -

## For further information, please contact:

### Family Insights Group Limited

Quinton Meyers

Company Secretary

P: +618 6489 1600

[info@familyinsightsgroup.com](mailto:info@familyinsightsgroup.com)

## ABOUT FAMILY INSIGHTS

Family Insights offers parents a unique approach to ensuring the safe use of the internet by children and teenagers. By utilising Family Insights' world class secure VPN network, backed by the research insights of childhood development research organisation Telethon Kids Institute, Family Insights monitors mobile network patterns in real time and advises parents of potential threats as well as providing greater details and resources to parents on the threats identified.

## ABOUT FRUGL GROUP

Frugl is a data insights business utilising a price comparison platform that allows families to compare the cost of goods between different supermarket retailers in their local areas, whilst simultaneously analysing shopper behaviours in real time against the changing landscape of product merchandising and pricing changes across over 60,000 different products from major supermarket chains.

For personal use only