



ASX RELEASE

21 April 2017

Tinybeans commences trading on the ASX

Highlights:

- **Tinybeans lists on ASX after successfully raising \$6.5 million at \$1.00 per share as part of its initial public offering**
- **A growing global social media business, focused on safely enabling parents to record and share their childrens' precious moments and milestones with family and friends privately and securely**
- **Tinybeans' platform is gaining traction with a significant opportunity to partner with global brands in the baby, childcare and family markets, linking parents with innovative products and content to assist in raising their children**
- **No sell-down by founders or other pre-existing shareholders; approximately 74.5% of shares on issue following IPO subject to escrow for between 12 and 24 months**

Social media platform provider Tinybeans Group Limited **((ASX: TNY), "Tinybeans" or "the Company")** is pleased to announce the successful completion of its initial public offering (**IPO**) and that shares in Tinybeans will commence trading on the Australian Securities Exchange (**ASX**) today at 11am AEST.

Tinybeans is the safer way for parents to record and share precious moments and milestones with family and friends privately and securely. Founded in Sydney, Australia in 2012, Tinybeans has built a deeply engaged customer base and currently has more than 578,000 monthly active users and over 1,600,000 registered users.

Commenting on the significance of listing on the ASX, Tinybeans Executive Chairman and CEO, Eddie Geller, said:

"From the start, we established Tinybeans as a global business. We have focused on enabling families like ours around the world to safely share the joy of their children's moments and helping their little ones to grow."

Tinybeans Group Limited (ASX: TNY)

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"We are now executing on our growth strategy as we strive to realise our vision of a global nurture network, connecting more than 100 million parents and family members to the people and products their children need.

"Listing on the ASX helps Tinybeans to efficiently access growth capital and allows more Australian investors to share in the Company's future.

"We're delighted so many of our first investors are with us on the journey as we begin life as a public company. On behalf of the Board, I look forward to sharing this exciting step in Tinybeans' development with our global base of users and investors."

\$6.5 million capital raising

The Company has successfully issued 6.5 million new shares at \$1.00 per share, raising \$6.5 million as part of its IPO.

The IPO did not incorporate any sell-down by Tinybeans' founders or other pre-existing shareholders. Approximately 74.5% of the shares on issue following the IPO will be subject to escrow for between 12 and 24 months. The majority of shares held by directors and founders will be subject to escrow for 24 months from the date of listing.

The proceeds of the IPO will predominantly support an expansion of advertising and marketing spend and fund further development of the Company's technology platform and potential acquisitions.

Bell Potter acted as Lead Manager and Underwriter to the IPO.

Prior to the most recent capital raising, the Company had invested \$2.6 million into bringing the Tinybeans platform to market through a series of private funding rounds.

A growing business

Tinybeans is a Sydney and New York-based social media platform focused on enabling families and friends to connect and share moments with each other. Tinybeans began around the virtues that everyone in the family, no matter who they are, should celebrate the everyday moments of the children in their family.

The Company was founded in Sydney in 2012 as a solution for sharing of family moments on a secure and private social media platform. It has since grown globally across more than 200 countries and has attracted over 1,600,000 registered users, more than one third of whom (approximately 578,000) are monthly active users.

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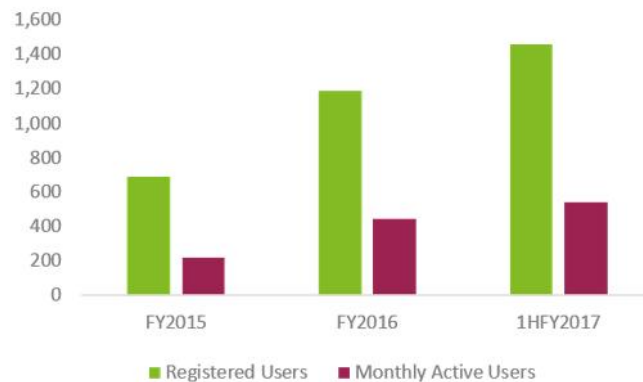
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The Company continues to innovate and refine its platform to give its users new functionality, provide parenting advice and solutions, and proactively engaging them every day to further grow their database of moments. This innovation has led to industry-leading retention rates and rapid growth in active users.



With more than 125 million new babies born globally every year, Tinybeans is gaining traction with an incredible opportunity to partner with global brands in the baby, childcare and family market, leveraging its digital family ecosystem to connect parents and families with innovative products and content to assist in raising their children.

Revenue is generated via:

- **Family Premium subscriptions** which provide increased functionality: offered by month (currently US\$8 per month), by year (US\$50 per annum) and lifetime (currently a single payment of US\$250)
- **Advertising and marketing:** offering users trusted solutions from selected advertising partners
- **Data and insights:** managing user-generated data to allow for micro-targeted marketing and anonymous data analysis with third parties seeking insights into parents and families
- **Printed products:** offering users photo printing services for their moments

The Company looks forward to updating investors as it delivers continued growth through:

- Designing a user experience that encourages daily interaction

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- Creating a platform that enables parents to easily share with family members, irrespective of their technical skill
- Forming partnerships with companies in the US who offer products and services in the infant space to drive user engagement, growth and revenue
- Investing in the technology platform to allow secure growth on a global scale

Why use Tinybeans in 60 seconds: <https://www.youtube.com/watch?v=Uf2hWH1KJHI>

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About Tinybeans Group Limited

Tinybeans Group Limited (ASX: TNY) owns and operates the established and globally trusted social media platform Tinybeans.

Tinybeans is the safer way for parents to record and share precious moments and milestones with family and friends privately and securely. Founded in Sydney, Australia in 2012, Tinybeans has built a deeply engaged customer base and currently has more than 578,000 monthly active users and over 1,600,000 registered users.

Tinybeans provides parents with rich content about developmental milestones and offers parents products and services based on the age and developmental stage of their child. The Company currently generates revenue from premium subscriptions, advertising from brands, the sale of printed products and the sale of targeted usage data and market analytics.

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