



## ASX RELEASE

1 May 2017

# **Tinybeans attracts three global brands and signs new campaign with TOMY**

### Highlights:

- **Tinybeans attracts multiple international baby brands to join the Company's platform as marketing partners: global family media brand Highlights for Children, Australian sleep suit developer Love To Dream and Dutch stroller and luggage provider Bugaboo**
- **Tinybeans deepens relationship with children's toy and baby products maker TOMY for marketing Disney co-branded products**
- **Progress of several potential partnerships with additional international baby brands to support continued growth in Tinybeans revenue**

Social media platform provider Tinybeans Group Limited ((**ASX: TNY**), "**Tinybeans**" or "**the Company**") is pleased to advise of multiple international baby brands joining the Tinybeans platform as marketing partners.

The Company has entered into arrangements which will see Highlights for Children, Love To Dream and Bugaboo commence marketing their products to parents through native integration on the Tinybeans platform.

The Company is also pleased to announce that existing client TOMY, through their "The First Years" brand, has renewed its marketing relationship with Tinybeans to help drive awareness of Disney co-branded Spoutless Cups and Helping Hand Seats.

Tinybeans Executive Chairman and CEO, Eddie Geller, said:

*"We are excited to welcome Highlights for Children, Love To Dream and Bugaboo to the Tinybeans platform. These are highly-regarded brands in the US, Australian and global markets for baby products which will enhance their brand to millennial mothers and their families whilst further enhancing the value we provide our users."*

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*"Our marketing campaigns with each of these new partners will focus on growing brand awareness of their offerings across our platform in a targeted way. That means ensuring the right messages get to the right users based on the age and stage of their children."*

*"For users, this will show up as new content in their app activity feed, dedicated emails and display banners in our daily digests, and select promotional giveaways."*

*"We are also thrilled to deepen our marketing relationship with TOMY to support their partnership with Disney. We view the success of this campaign as a significant validation point for our platform given this isn't TOMY's first campaign with us."*

*As this and other marketing partnerships progress through our sales pipeline, we see significant scope for Tinybeans to help higher-profile brands reach a fast-growing and increasingly engaged audience of millennial parents and their families."*

### **New marketing partnerships: Highlights for Children, Love To Dream and Bugaboo**

**Highlights for Children** is a global family media brand, dedicated for more than 70 years to helping families raise creative, curious, caring and confident kids. The company publishes *Highlights*, a children's magazine with a circulation of more than two million.

In addition to the flagship magazine, Highlights for Children offers a magazine for preschoolers, *High Five*; a magazine for babies and toddlers, *Highlights Hello*; publishes children's fiction, nonfiction, picture and poetry books, in addition to monthly puzzle book clubs; and a variety of digital products round out the company's publishing offerings.



**Love To Dream** provides simple, yet innovative sleep suits and swaddle bags that have helped thousands of infants and their parents to achieve a better night's sleep. Founded in

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Sydney in 2008, the company has developed a three-stage range of products that help children to sleep better from an early stage in their life.

Love To Dream's products are now stocked at more than 300 baby and nursery stores around Australia, in the UK through Cheeky Rascals, and in the US through Regal Lager.



**Bugaboo** is a Dutch design company that develops and markets a range of prams and strollers for infants and toddlers with integrated luggage systems.

Since 1994, Bugaboo has provided high-quality products to parents that are designed to last and are trusted by more than 1 million customers worldwide.



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## **Development of relationship with TOMY**

Tinybeans is pleased to build on its existing relationship with TOMY to commence communicating the benefits of TOMY “The First Years” Disney co-branded spoutless (sippy) cups and feeding and activity seats within the family journals of parents and family members in TOMY’s target demographics.

Following the Company’s successful recent ASX listing, Tinybeans anticipates the progress of several potential partnerships with additional international baby brands to support continued growth in revenue.

## **For more information, please contact:**

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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 570,000 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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