



ASX RELEASE

6 June 2017

Tinybeans boosts user growth and gains industry recognition

Highlights:

- **Tinybeans strengthens active user growth rate to nearly 53% year-on-year, with more than 642,000 parents and family members using the Tinybeans platform at least once during May. Indicative of an increasingly compelling product, underpinning value creation for users and investors**
- **Tinybeans grows its registered user base to more than 1.7 million people, positioning the Company on track to meet its near-term user acquisition goals as it continues to execute the growth plans outlined in its IPO prospectus**
- **Industry recognition as a top pick at the 2017 New York Baby Show, inclusion on the Disrupt 100 list of highest-potential businesses, and CEO interview with Alan Kohler**

Social media platform provider Tinybeans Group Limited ((**ASX: TNY**), "**Tinybeans**" or "**the Company**") is pleased to advise of continued healthy growth in user acquisition and activation rates.

As at the beginning of June, Tinybeans has grown its registered user base to more than 1.7 million parents and family members.

This represents significant growth from Tinybeans' 1.1 million-strong user network one year earlier, and positions the Company on track to meet its near-term acquisition goals.

The Company is also pleased to announce that it has continued to strengthen the rate at which it is acquiring active users.

More than 642,000 people used the Tinybeans platform at least once during May.

This represents active user growth of nearly 53% year-on-year, and active user growth of 11% since the Company's shares commenced trading on the ASX on 21 April 2017.

Tinybeans Executive Chairman and CEO, Eddie Geller, said:

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"We are continuing to expand the Tinybeans network and execute our growth plans as outlined in the Company's IPO prospectus.

"At Tinybeans, we are constantly learning from our users' activity patterns and tailoring the experience accordingly. We are busily planning and strengthening our team so that we can delight users more than ever as the platform scales up.

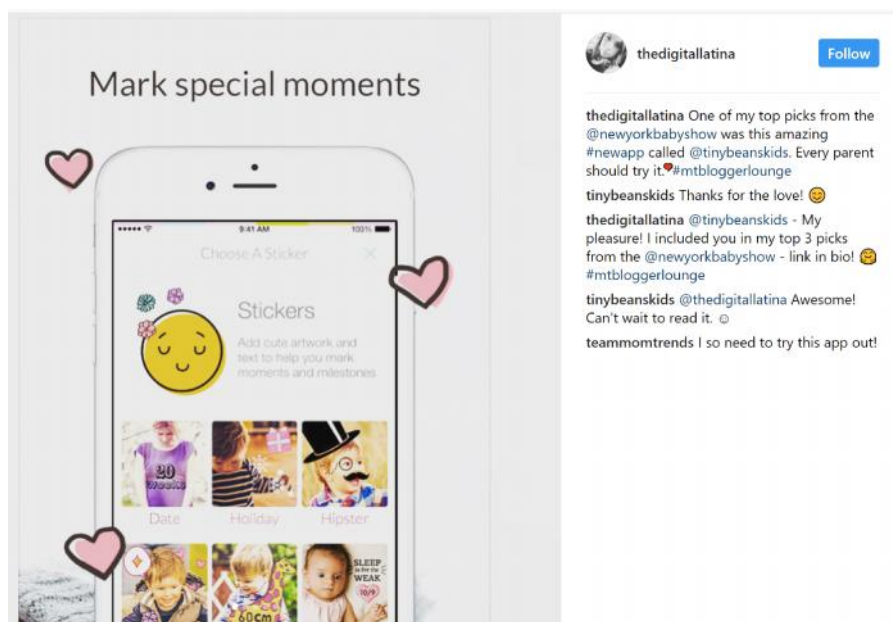
"We are particularly pleased to see Tinybeans' recent uptick in active user growth. Tinybeans' proportion of active users has been steadily growing from the March quarter through to the June quarter.

"This indicates an increasingly compelling product and underpins value creation for users and investors alike. This is a trend we will continue to drive as Tinybeans develops new features and welcomes new partners to the platform."

Tinybeans industry recognition

Tinybeans recently exhibited at the 2017 New York Baby Show, America's largest show for new and expectant mothers.

The Company gained significant attention at the show among baby product opinion shapers, and is proud to have been named as one of the show's top picks by a leading family-focused lifestyle blog:



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The Company is also pleased to note the inclusion of Tinybeans on the Disrupt 100 list, an annual index celebrating businesses with the most potential to influence, change or create new global markets.

The Disrupt 100 list is compiled and curated by a group of leading tech entrepreneurs and investors, then judged by representatives from Google, Uber, Oracle, Silicon Valley Bank, Virgin StartUp, and tech accelerators Microsoft Ventures, Accelerated Digital Ventures and Whitespace Ventures.

Investors can view Tinybeans' inclusion in the Disrupt 100 here:

<http://www.disrupt100.com/company/tinybeans/>

Tinybeans Executive Chairman and CEO Eddie Geller was recently interviewed by leading financial journalist Alan Kohler for the investment advisory service *The Constant Investor*.

Investors can find the discussion of Tinybeans' corporate journey and growth aspirations with audio playback and transcript available at this link:

<https://theconstantinvestor.com/mum-dad-investors-might-like-tiny-beans/>

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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 640,000 monthly active users and over 1,700,000 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

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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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