



ASX RELEASE

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Continued growth in Tinybeans premium subscriptions

Highlights:

- **Tinybeans grows premium user base by 23% since beginning of 2017, contributing to active user growth and continuing to boost the Company's scope to add more value to parents, families and baby product brands**
- **Tinybeans has now earned more than 5,000 five-star ratings across the Apple and Google Play app stores at an average user rating of 4.3 stars. Word of mouth continues to deliver viral growth independent of paid acquisition.**
- **The Company is preparing new features to enhance the value proposition further for Tinybeans users, focusing on delighting parents and their families**

Social media platform provider Tinybeans Group Limited **((ASX: TNY), "Tinybeans" or "the Company")** is pleased to advise of ongoing growth in user engagement with the Tinybeans platform.

The Company has grown its premium user base – those who have subscribed to Tinybeans Premium at a typical rate of between US\$25 and US\$50 per year – by 23% since the beginning of 2017 and nearly 100% from 12 months prior, to more than 9,000 families.

The Company provides all the invited friends and family of a Tinybeans Premium subscription holder with access to a richer feature set for their journal. As such, more than 155,000 Tinybeans users now have access to premium functionality, including one-click backup of all photos and videos and the ability to search for moments, add multiple photos in one upload, add longer videos and more.

The Company notes that growth in its premium user base is a strong predictor of future activity rates across its network. As user activity continues to rise, the scope to serve more targeted and relevant content advertising also rises, as does the Company's ability to provide brands with feedback and insights on their products.

As the Company continues to constantly refine the mobile app experience, Tinybeans' extremely passionate audience has been providing a regular flow of feedback.

Tinybeans Group Limited (ASX: TNY)

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The Company has gained a large number of overwhelmingly positive testimonials from Tinybeans users through app store reviews. Tinybeans is proud to note that it recently passed 5,000 five-star ratings across the Apple and Google Play app stores.

With the average Tinybeans user rating across all app versions currently 4.8 out of 5, the Company remains focused on consistently delighting users as the platform scales up.

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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 currently generates revenue from premium subscriptions, advertising from brands, the sale of printed products and the sale of targeted usage data and market analytics.

www.tinybeans.com

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