



## ASX RELEASE

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# Nike approves marketing partnership with Tinybeans

### Highlights:

- **Tinybeans teams with giant global shoe brand Nike to promote EasyKicks to the Company's large, growing active user base**
- **EasyKicks with Nike is a US-based shoe subscription service for children providing delivery of shoes on demand**
- **Tinybeans is set to help Nike drive Easykicks customer acquisition through a series of campaigns targeting segments of Tinybeans' hyper-engaged audience**

Parenting and family platform Tinybeans Group Limited ((ASX: TNY), "Tinybeans" or "the Company") is pleased to announce that it has approved a marketing partnership with Nike's children's shoe subscription service EasyKicks.

After a robust evaluation between various options, EasyKicks selected Tinybeans as their key partner to help drive brand awareness and customer acquisition for EasyKicks through a series of campaign elements targeting specific segments of Tinybeans' hyper-engaged audience.

EasyKicks is a US-based online subscription service which provides delivery of children's shoes on demand from brands including Nike, Converse, Hurley and Jordan for a low monthly membership fee. Members can return used shoes to EasyKicks for donation or recycling, depending on their condition.

Tinybeans Executive Chairman and CEO, Eddie Geller, said:

*"Tinybeans is thrilled to collaborate with a brand of Nike's global stature. Nike, through its successful and respected EasyKicks service, understands as well as Tinybeans the changing needs of parents as their children grow."*

*"Hundreds of thousands of active Tinybeans users look to our platform for content and product recommendations. Our customer data shows that over 94% of our users would consider purchasing a product recommended by Tinybeans, and at least 65% of our users regularly purchase products online."*

*"As our international user base continues to grow toward 2 million parents and family members, we believe we can help EasyKicks to build brand awareness with the right new millennial parents."*



Tinybeans expects additional large US partners to join the Company's platform in the near term.

**For more information, please contact:**

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**About EasyKicks**

**EasyKicks with Nike** is a kids' sneaker club that takes the hassle out of shopping for fast-growing children's shoes.

Headquartered in Portland, Oregon, the business was founded by shoe industry insiders who knew from personal experience the pain points for parents. They also knew that worn out sneakers could be put to good use and wanted to help families everywhere purge closets and let go of outgrown shoes (and the guilt). EasyKicks is an exclusive partner of Nike and Converse.



**About Tinybeans Group Limited**

**Tinybeans Group Limited (ASX: TNY)** owns and operates the established and globally trusted parenting utility platform Tinybeans.

Tinybeans is the parenting and family platform that enables its users to not only privately and securely capture and share everyday memories and milestones of their children, but also access relevant resources to help them in the journey of parenting. Founded in Sydney, Australia in 2012, Tinybeans has built a deeply engaged customer base and currently has more than 680,000 monthly active users and over 1,770,000 registered users.

Tinybeans provides parents and their families 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](http://www.tinybeans.com)