



TINYBEANS GROUP LIMITED (ASX:TNV) INVESTOR PRESENTATION – FY17

PRIVATE AND CONFIDENTIAL



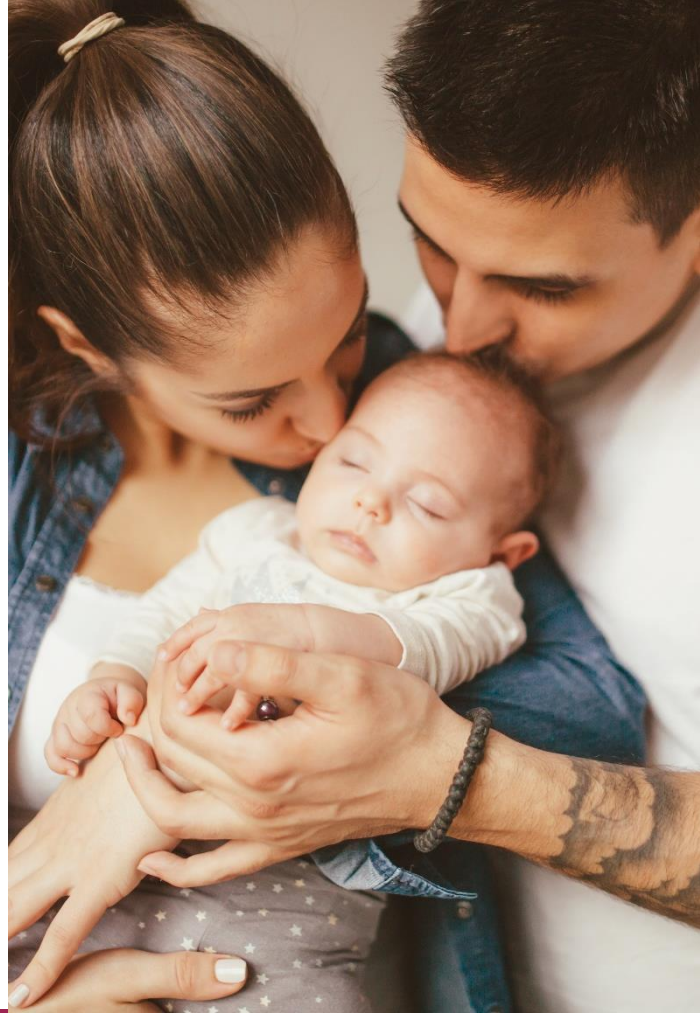
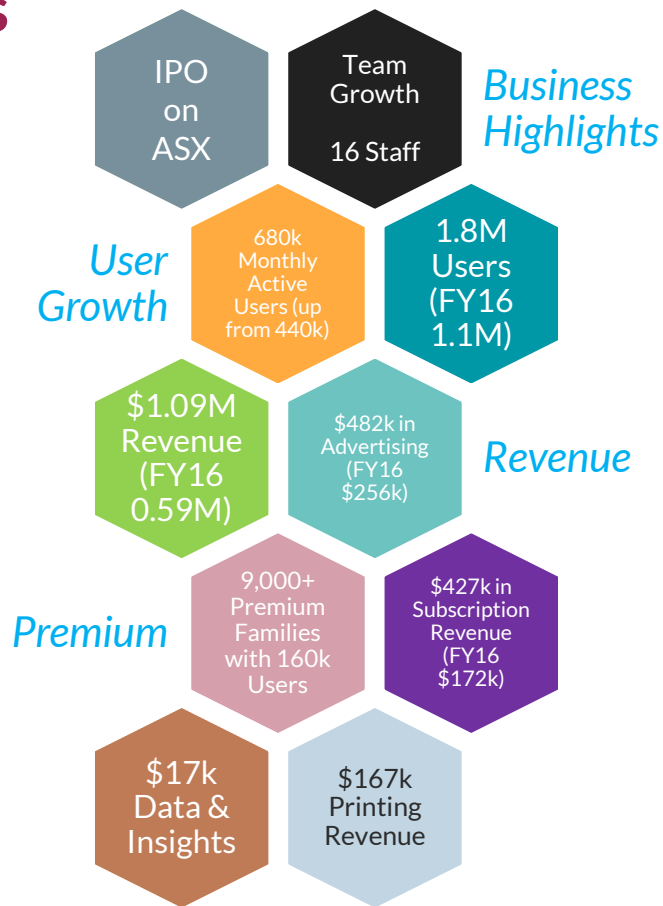
tinybeans



A trusted service that connects parents and families to the people and things a child needs



FY17 Highlights

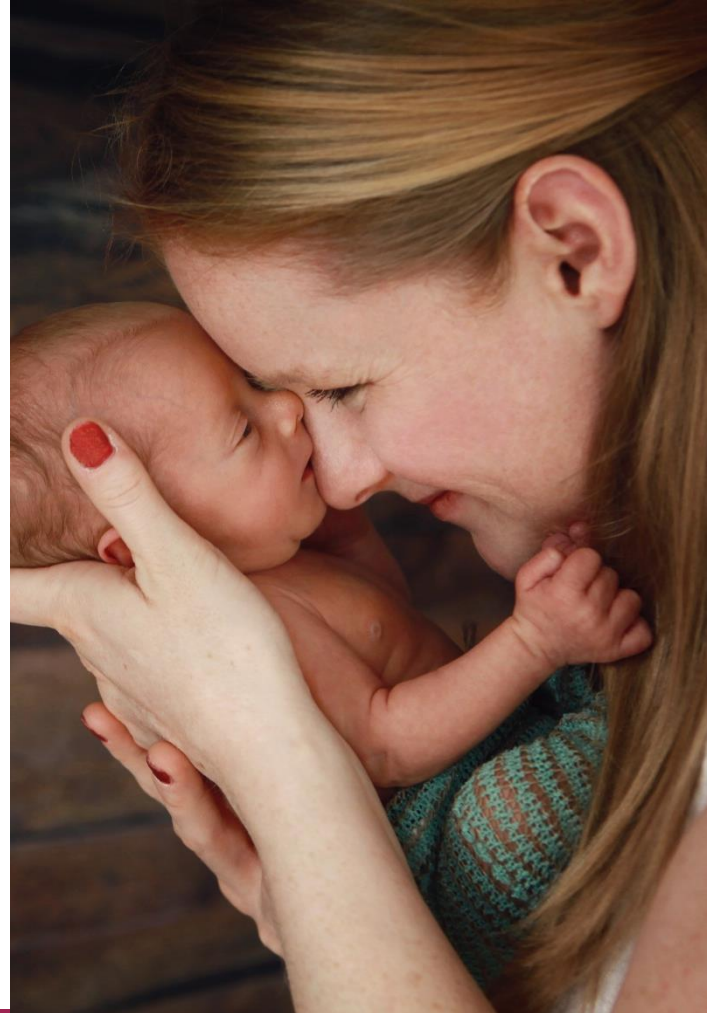
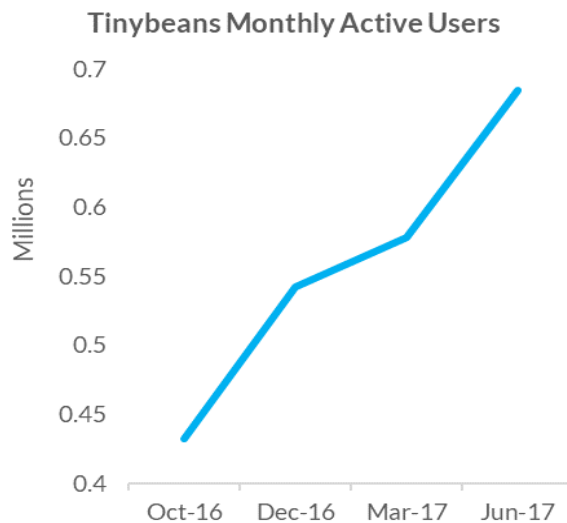
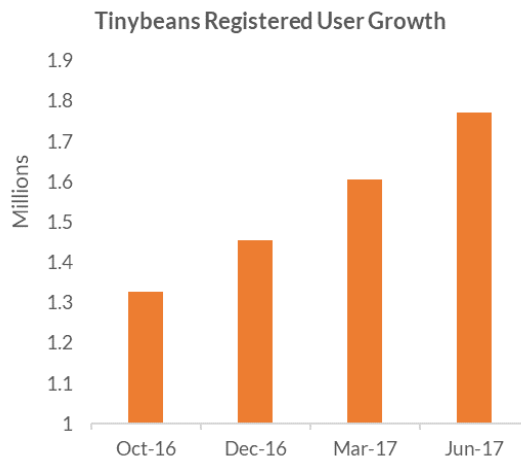


P & L

	FY16	FY17	% Change
Revenue			
Advertising (Brands)	\$ 229,029	\$ 257,812	↑ 13%
Advertising (Display)	\$ 27,811	\$ 224,421	↑ 707%
Premium Subscriptions	\$ 172,416	\$ 427,227	↑ 148%
Printing	\$ 140,062	\$ 163,325	↑ 17%
Data & Insights	\$ 10,327	\$ 17,359	↑ 68%
Other Revenue	\$ 8,798	\$ 2,878	
Total Revenue	\$ 588,444	\$ 1,093,022	↑ 86%
Gain on derecognition of convertible note	\$ -	\$ 378,533	
Recovery of R&D expenses	\$ 561,263	\$ 231,669	
Export Market Development Grant	\$ 150,000	\$ 70,955	
Other Income	\$ 711,263	\$ 681,157	
Total Income	\$ 1,299,707	\$ 1,774,178	↑ 37%
Cost of Sales			
Total Cost of Sales	\$ 124,723	\$ 189,181	
Gross Profit	\$ 1,174,984	\$ 1,584,997	
Expenses			
Marketing	\$ 448,177	\$ 501,830	
IPO related	\$ -	\$ 298,558	-
Employee related	\$ 919,663	\$ 1,641,582	
Other Operational Costs	\$ 679,757	\$ 1,203,951	
Total Expenses	\$ 2,047,597	\$ 3,645,920	
Operating Profit	\$ (872,613)	\$ (2,060,923)	
Other Income/Expenses	\$ 2,463	\$ 4,297	
Net Income	\$ (870,150)	\$ (2,056,626)	

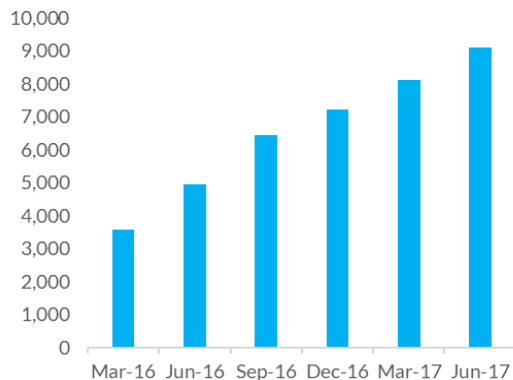


User Growth

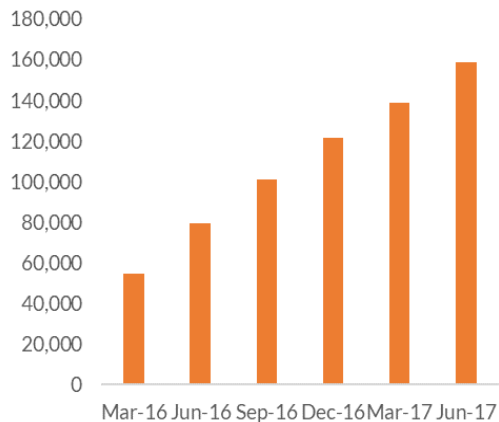


Premium Subscriptions

Families with Active Premium Subscriptions

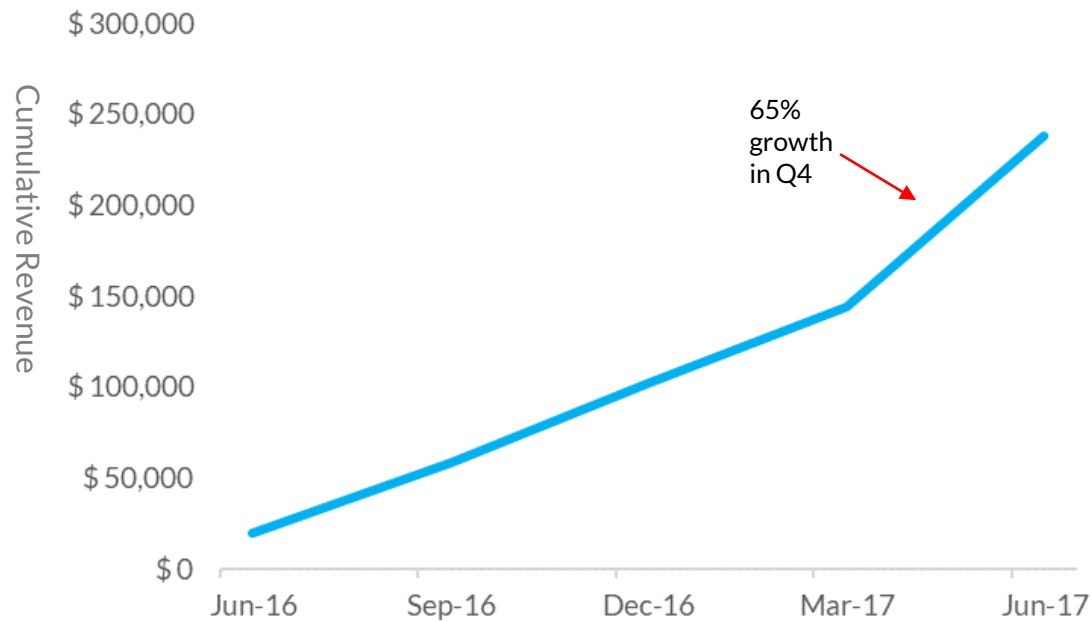


Users with access to Premium Journals



Display Advertising

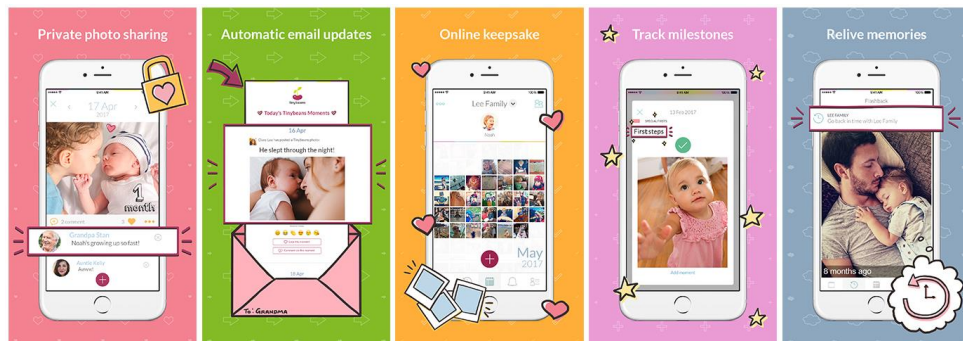
Consecutive growth in display advertising revenue



Brand Partnership Wins



Product Improvements: Driving Engagement and Revenue

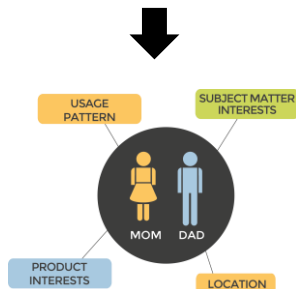


FY17 Improvements

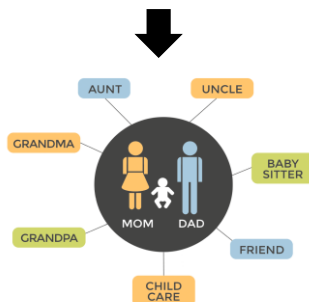
- Onboarding improvements to drive higher conversion to active users
- Additional parenting tips to support users in their parenting journey
- Flashback feature allowing users to relive past memories and drive further engagement in the app
- Many improvements to e-mail updates allowing family members with even more reason to engage with the content (emoji additions)
- Enabled printing within the app

Platform Improvements: Driving Engagement and Revenue

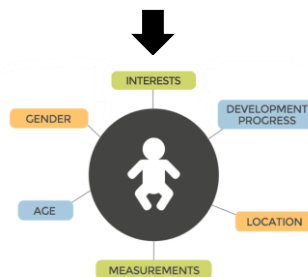
We know about the parents



We know who cares about the child



We know about the child



FY17 Improvements

- Improved location tracking
- Added robustness to gathering the “relationship to child” data – a key differentiator for brands
- Improved ways to gather more data from users
- Added pre-empting/reminders to milestones and measurements
- Additional tracking in-app on user behaviour
- Invested in scaling data management platform



Strategy for FY18

Continue to invest in the platform to drive growth in registered users and in turn active users, with revenue growth to follow

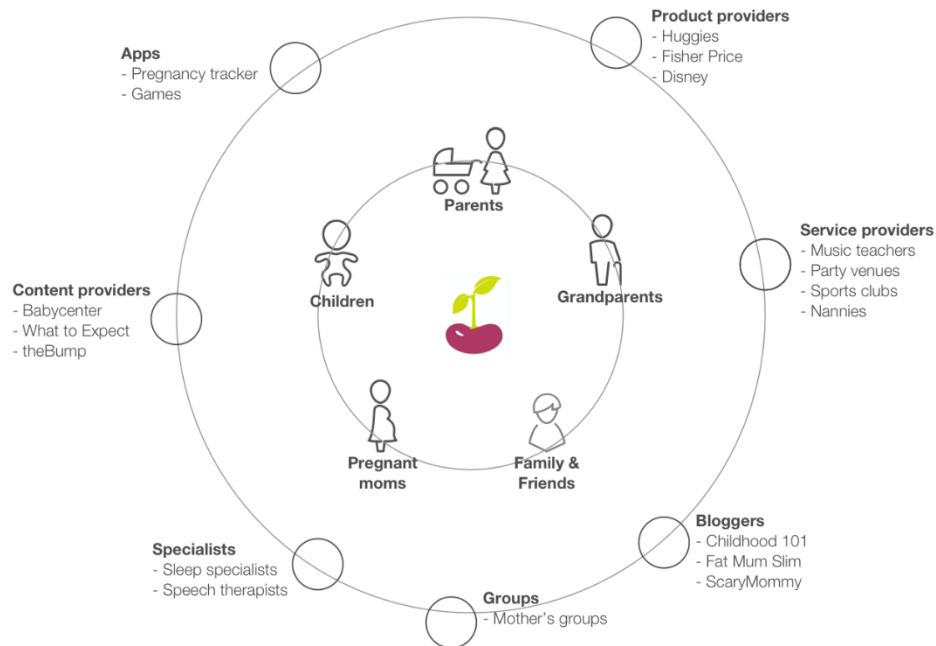
FY18 Strategy

“All in” on the US Market



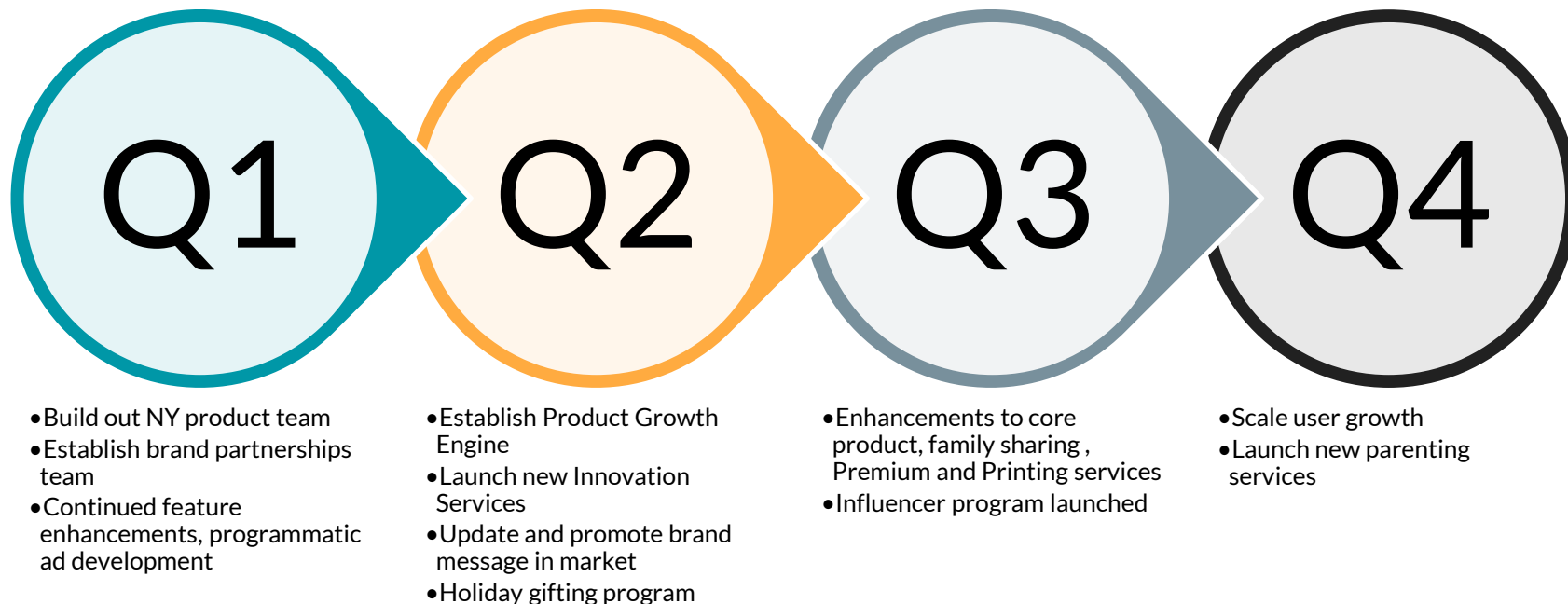
2020 Strategy

Tinybeans' vision is of a global service connecting more than 100 million parents and family members to the people and things their children need

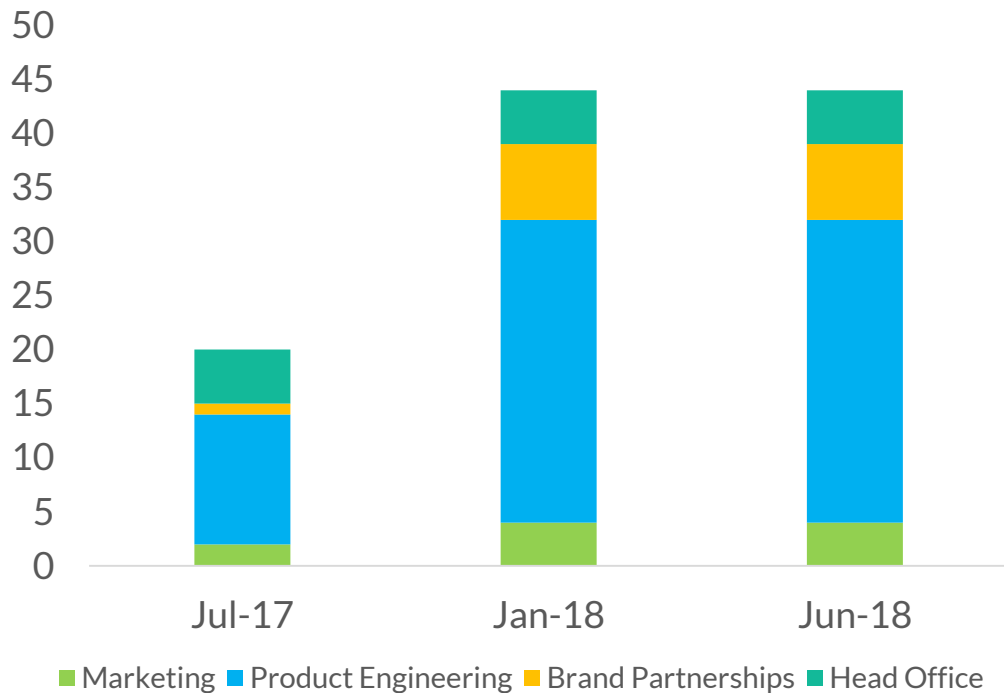


Execution Plan

Strive to accelerate user growth in 2H18 on the back of 1H18 investment



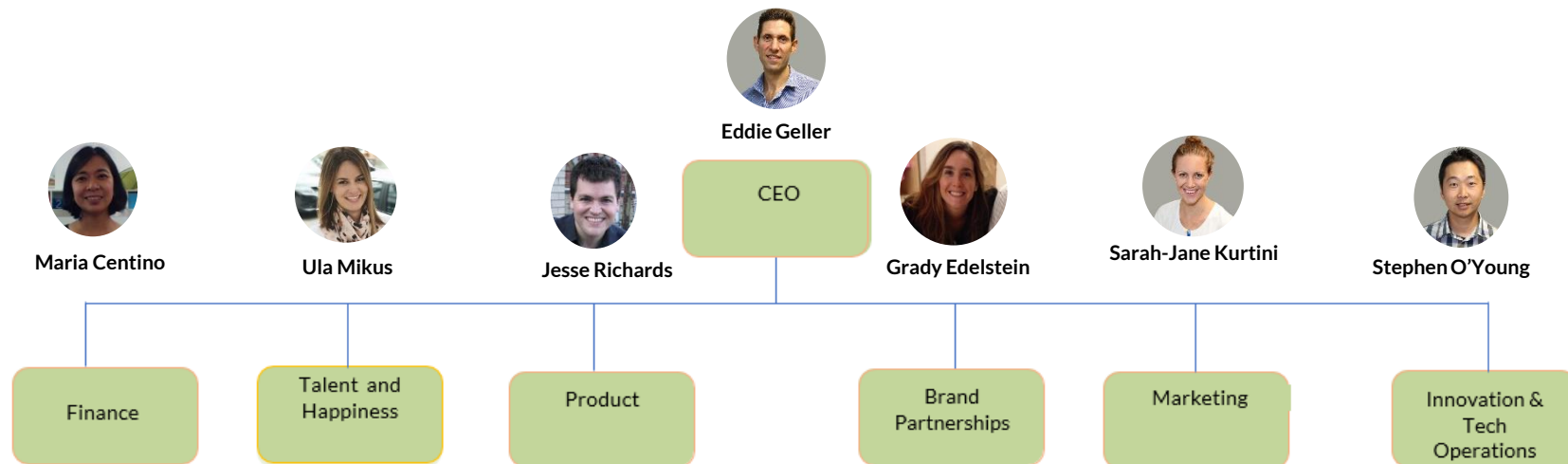
Planned Team Growth



Team growth will be driven by revenue growth and cash flow generation



Leadership Team and Structure



Appendix

A photograph of a woman and a baby lying on a bed. The woman, on the left, has long brown hair tied in a ponytail with a blue hair tie. She is wearing a white, textured knit sweater and is looking towards the baby with a gentle expression. The baby, on the right, is also wearing a white long-sleeved shirt and is sleeping peacefully with a blue and white pacifier in its mouth. They are lying on a light-colored, possibly white, bedsheet. The overall mood is calm and intimate.

Corporate Snapshot

Trading Information

ASX stock code	TNY
Share price (18 Aug 17)	\$1.00
Shares quoted on ASX (free-float)	6.7 m
Escrowed shares (24 mo)	15.9 m
Escrowed shares (12 mo)	3.6 m
Escrowed options (12 mo, 32.1-53.6c)	0.36 m
Market cap (fully diluted)	\$26.5 m









Top 10 shareholders % of issued capital

1. Stephen O'Young	25.6%
2. Eddie Geller	18.9%
3. Sarah-Jane Kurtini	11.7%
4. Pushstart Management Pty Ltd	4.5%
5. Fifty Second Celebration Pty Ltd	1.8%
6. Myaldali Pty Ltd	1.8%
7. VIP Petfoods Superannuation Fund	1.8%
8. JP Morgan Nominees AU Ltd	1.6%
9. Mulloway Pty Ltd	1.3%
10. Bollinger Investments Ltd	1.1%
Top 10 total	69.9%

Balance Sheet

ASSETS	FY16	FY17	% Change
Cash	\$ 199,738	\$ 5,205,562	↑ 2506%
Accounts Receivable	\$ 764,396	\$ 88,713	
Other Current Assets	\$ -	\$ 386,002	
Total Current Assets	\$ 964,135	\$ 5,680,276	
Total Non-Current Assets	\$ 42,385	\$ 113,797	
Total Assets	\$ 1,006,520	\$ 5,794,073	↑ 476%
LIABILITIES			
Current	\$ 315,902	\$ 663,462	
Non-Current	\$ 3,066,666	\$ 215,431	
Total Liabilities	\$ 3,382,568	\$ 878,893	↑ -74%
EQUITY			
Total Current Earnings	\$ (870,150)	\$ (2,056,626)	
Total Retained Earnings	\$ (1,975,122)	\$ (2,845,272)	
Total Other Equity	\$ 469,224	\$ 9,817,078	
Total Equity	\$ (2,376,048)	\$ 4,915,180	
Total Liabilities & Equity	\$ 1,006,520	\$ 5,794,073	↑ 476%

Competition

	 tinybeans	 lifecake	 WHAT TO EXPECT™	 babycenter		 WhatsApp		
<i>Child Centric</i>	✓	✓	✓	✓	✗	✗	✗	✗
<i>Simple & Private sharing</i>	✓	✓	✗	✗	✗	✓	✗	✗
<i>Developmental Milestones</i>	✓	✗	✗	✗	✗	✗	✗	✗
<i>Tailored content for child's age/stage</i>	✓	✗	✗	✗	✗	✗	✗	✗
<i>Rich Mobile experience (i.e. offline mode)</i>	✓	✗	✗	✗	✓	✓	✓	✓
<i>Brand sponsored editorial</i>	✓	✗	✗	✗	✓	✗	✓	✗

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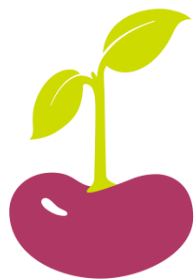
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