



ASX RELEASE

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Mead Johnson Nutrition joins the Tinybeans platform

Highlights:

- **US pediatric nutrition company Mead Johnson joins the Tinybeans platform to drive customer growth for the Enfamil Family Beginnings program**
- **Enfamil is a trusted infant formula brand based in the United States and consumed around the world. Enfamil's Family Beginnings program offers special discounts, offers and expert advice to parents of infants**
- **Tinybeans will help Enfamil to drive customer acquisition through a series of campaigns targeting the right users 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 commenced a marketing campaign with Mead Johnson Nutrition's baby formula brand Enfamil.

Tinybeans will help to drive customer acquisition for Enfamil through a campaign targeting specific segments of Tinybeans' hyper-engaged audience.



Tinybeans Executive Chairman and CEO, Eddie Geller, said:

"Parents look to Tinybeans for product recommendations based on the changing needs of their family. To meet that need, Tinybeans works with high-quality brands and introduces them to our highly engaged audience."

"The Tinybeans data platform will enable us to share the benefits of Mead Johnson's Enfamil Family Beginnings program with the parents who will value these products and information most highly."

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



About Enfamil:

Enfamil is a leading infant formula brand, manufactured by Mead Johnson since 1959 as the company's first routine formula designed to be patterned after the nutritional composition of breast milk.

Enfamil has evolved into a global family of science-based formulas tailored to the changing nutritional needs of children. It includes a range of formula products scientifically designed to meet the nutritional needs of newborns, infants, toddlers and children.



Enfamil Family Beginnings is a membership program providing parents with free formula samples, expert nutrition advice, special gifts during pregnancy, offers, discounts and sweepstakes.

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 680,000 monthly active users and over 1,770,000 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