



ASX RELEASE

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## Mustela® joins the Tinybeans platform

### Highlights:

- **Tinybeans partners with Mustela® to support users in their parenting journey and help drive customer growth for Mustela's range of innovative, eco-friendly skincare products**
- **Mustela®, part of Expanscience Laboratories, markets 50 skincare products to new and expecting mothers in more than 80 countries around the world, with strong established distribution in the U.S., home to the majority of Tinybeans users**
- **Tinybeans offers Mustela® the ability to offer new parents direct engagement with the Mustela® web site and offerings**

Parenting and family platform Tinybeans Group Limited ((ASX: TNY), "Tinybeans" or "the Company") is pleased to announce that it has commenced a marketing partnership with Mustela®, an international leader in natural skincare products for babies, children and new and expecting mothers.

Tinybeans will help to drive engagement and brand awareness for Mustela® through bespoke campaigns targeting specific segments of Tinybeans' hyper-engaged audience.

Tinybeans Executive Chairman and CEO, Eddie Geller, said:

*"Tinybeans is proud to partner with Mustela to grow awareness of its skincare brand among parents of children aged between 0 and 18 months. We are looking forward to helping Mustela educate and offer its innovative products to our hyper-engaged and fast-growing family userbase."*

*"Tinybeans' campaign will target and reach the parents who will value Mustela's proposition most highly. This will add value to Mustela's marketing efforts and leverage our platform's growing power as a trusted source of parenting product advice."*

### About Mustela:

**Mustela** draws upon its 60 years of dermatological expertise, decades of research and knowledge about the physiology of the skin to create innovative skincare products for babies, children and new and expecting mothers.



Founded in France in 1950, Mustela now markets around 50 products that are gentle, effective and increasingly natural, with a focus on plant-based active ingredients.



Mustela's distribution reach extends to more than 80 countries around the world. In the US, Mustela products are available at Target, Babies 'R' Us, Buy Buy Baby, Walgreens, CVS, Amazon.com, MustelaUSA.com and other select retailers.

**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](http://www.tinybeans.com)