



TINYBEANS GROUP LIMITED (ASX:TNV)
AGM PRESENTATION NOV 2017



tinybeans



Tinybeans is a digital platform that gives parents the big picture of their children's lives and the tools with which to nurture development



The baby economy is booming



\$2.4T

purchasing power of US
mothers



\$12K

spent on baby-related
expenses in child's first year



360K

babies born every day

Source: Parenting; Forbes (2017)

Millennials *are* the market



31%

of U.S. population



82%

of U.S. babies born

Source: Pew (2017)

Every mom is an influencer



74%

are sought out for
advice on products

16.2M
millennial moms



24
close friends

Source: Pew; Forbes (2017)



We've got your back

Tinybeans was created by parents so that we had a safe space for our children's memories.
Looking out for each other as we grow, is what we do best.

We like to play

Our children are the experts in play and they inspire us every day.
We work hard but we know how to have fun and we're always ready to join in.

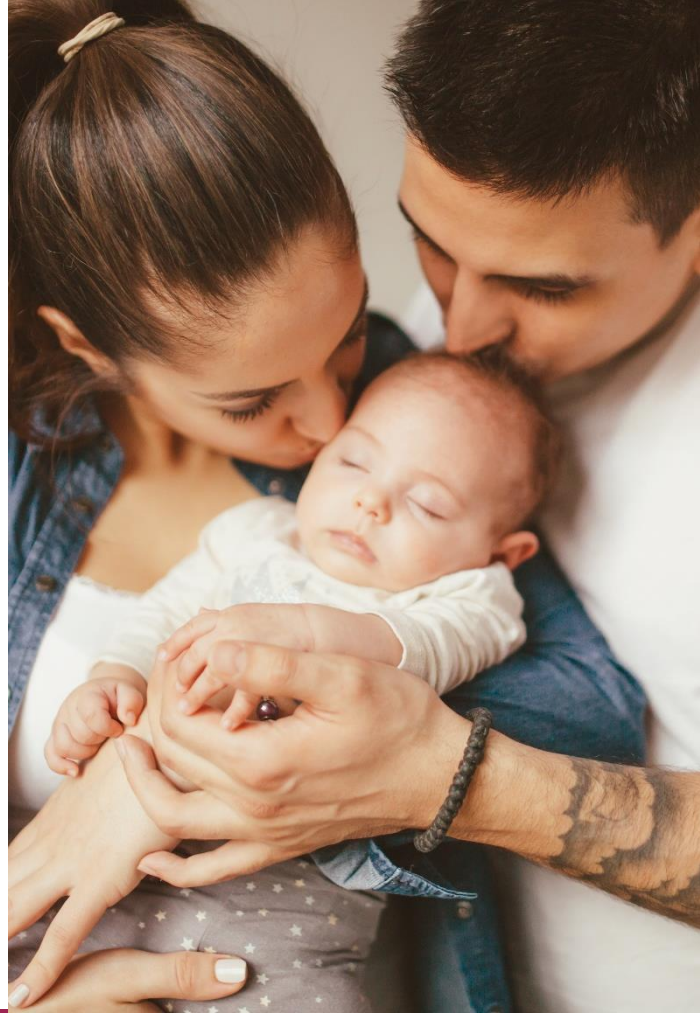
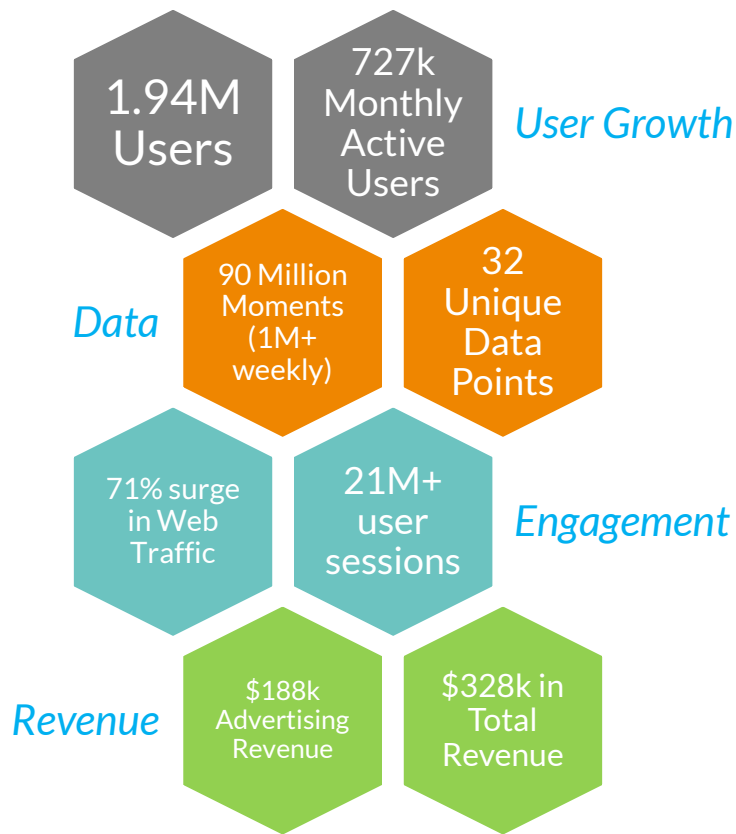
We tell it like it is

We know that families come in all shapes and sizes, and life isn't always perfect.
We want to remember it all and celebrate it along the way.

We were born in Australia

Australia will always have a special place in our hearts. Just like Aussies, we love
exploring and spreading sunshine wherever we go.

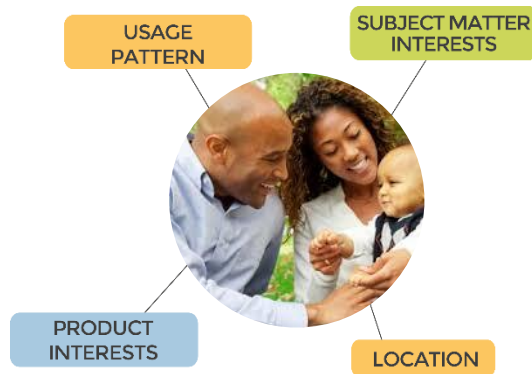
Q1-FY18 Highlights



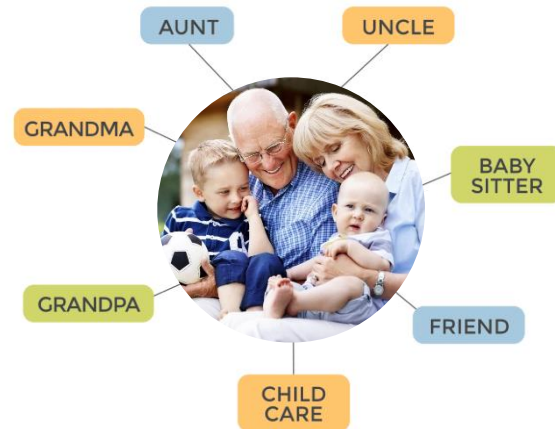
The right information at the right time



children

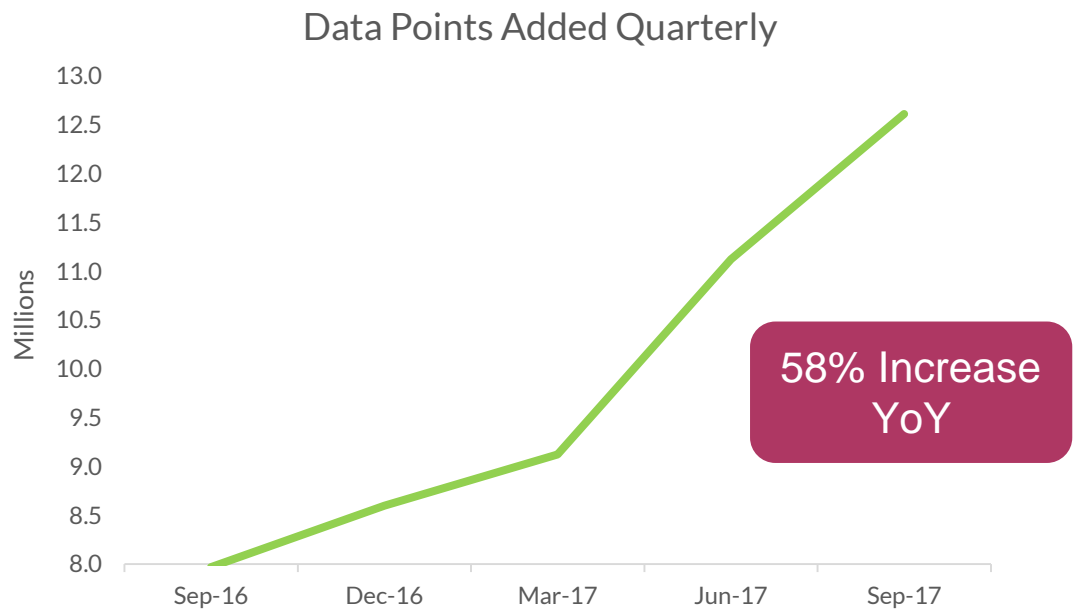


parents

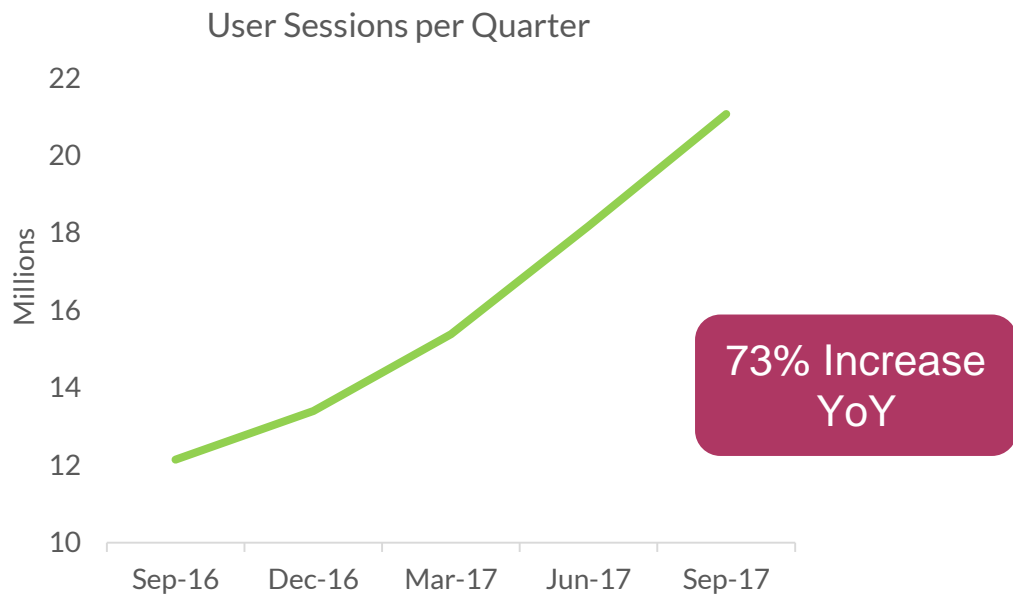


family members

Data Growth – over 90M today



Engagement



More Data

More Personalisation

More Engagement

More Revenue



New Brand Partnership Wins

24% Click Through
Rate
(Industry Ave < 3%)






Strategy for FY18


Drive revenue growth by adding new brand partnerships,
accelerated user engagement and platform optimisation

FY18 Strategy

“All in” on the US Market

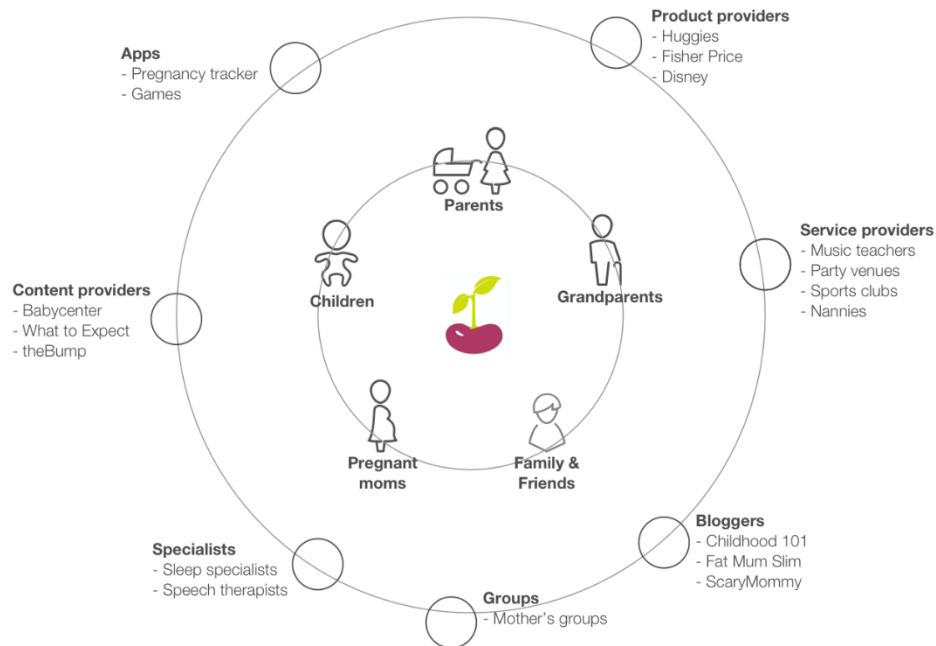


 In Progress

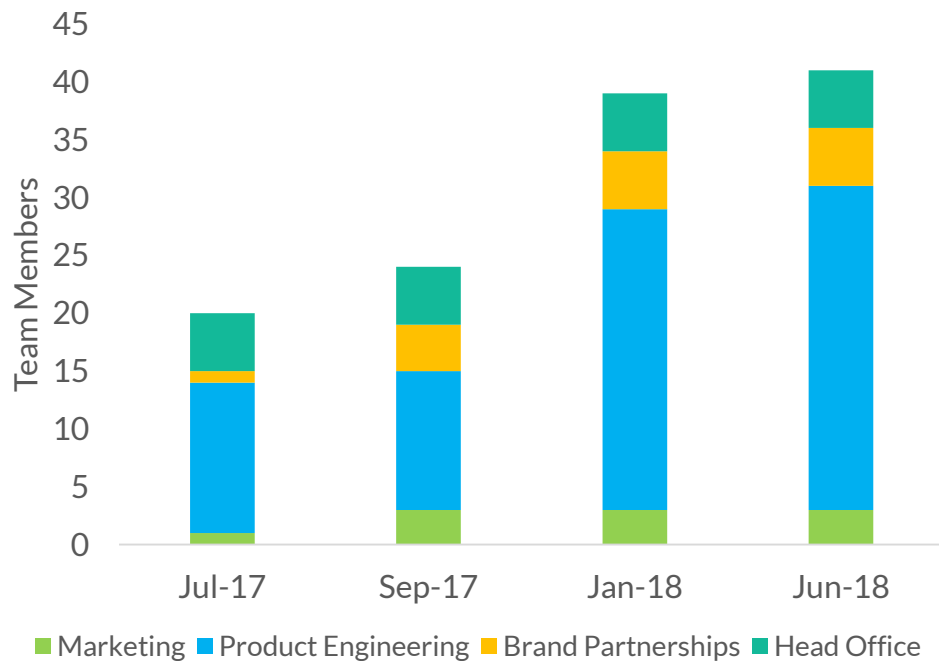
 Completed

The Internet of Family

Tinybeans' vision is to connect more than 100 million parents and family members to the people and things their children need



Team Growth



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



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

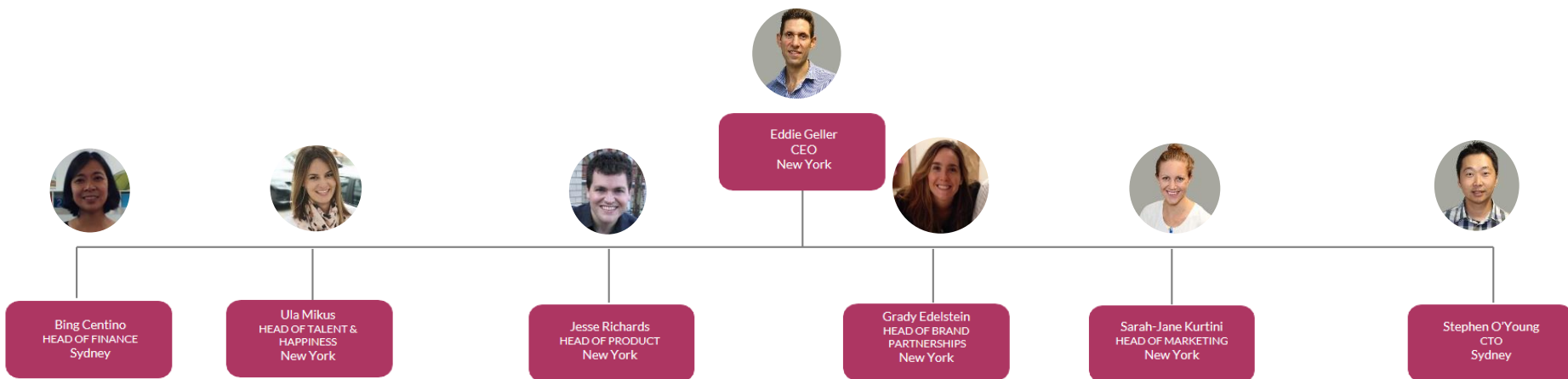
Trading Information

ASX stock code	TNY
Share price (30 Oct 17)	\$0.90
Shares quoted on ASX (free-float)	7.5 m
Escrowed shares (24 mo)	15.075 m
Escrowed shares (12 mo)	3.6 m
Escrowed options (12 mo, 32.1-53.6c)	0.36 m
Market cap (fully diluted)	\$23.5 m

Top 10 shareholders % of issued capital

1. Stephen O'Young	25.7%
2. Eddie Geller	18.9%
3. Sarah-Jane Kurtini	11.7%
4. Pushstart Management Pty Ltd	4.5%
5. J P Morgan Nominees Australia Limited	2.1%
6. Fifty Second Celebration Pty Ltd	1.8%
7. Myaldali Pty Ltd	1.8%
8. VIP Petfoods Superannuation Fund	1.8%
9. Mulloway Pty Ltd	1.3%
10. Bollinger Investments Ltd	1.1%
Top 10 total	70.7%

Leadership Team and Structure



Balance Sheet

ASSETS	Jun-17	Sep-17
Cash	\$ 5,205,562	\$ 4,078,086
Accounts Receivable	\$ 88,713	\$ 152,680
Other Current Assets	\$ 386,002	\$ 460,640
Total Current Assets	\$ 5,680,276	\$ 4,691,406
Total Non-Current Assets	\$ 113,797	\$ 133,242
Total Assets	\$ 5,794,073	\$ 4,824,648
LIABILITIES		
Current	\$ 663,462	\$ 657,507
Non-Current	\$ 215,431	\$ 223,892
Total Liabilities	\$ 878,893	\$ 881,399
EQUITY		
Total Current Earnings	\$ (2,056,626)	\$ (996,881)
Total Retained Earnings	\$ (2,845,272)	\$ (4,830,361)
Total Other Equity	\$ 9,817,078	\$ 9,770,492
Total Equity	\$ 4,915,180	\$ 3,943,249
Total Liabilities & Equity	\$ 5,794,073	\$ 4,824,648

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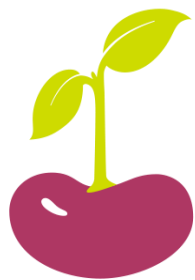
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