



## ASX RELEASE

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### **Tinybeans partners with Meredith Corporation in 600,000+ new user acquisition opportunity**

**Tinybeans Limited (ASX: TNY)** ("Tinybeans" or "the Company"), the digital platform that uses first-party milestone data to give parents and their families the big picture of their children's lives, is pleased to announce that the Company has begun a commercial partnership with Meredith Corporation, the American media conglomerate based in Des Moines, Iowa, USA. Meredith employs 3,600 people and has US\$1.6 billion in revenues.

Meredith also owns and operates various parenting publications including parents.com serving **13.7 million** readers every month.

Meredith's Media Group reaches more than 110 million women every month, including more than 70 percent of U.S. Millennial women. Meredith is a leader in creating and distributing content across platforms in key consumer interest areas such as parenting, food, home, and lifestyle through well-known brands such as Better Homes & Gardens, Allrecipes, Parents and Shape.

The signed agreement will provide the Company with access to these customers by offering a subscription to Tinybeans.

Tinybeans Executive Chairman and CEO, Eddie Geller, said:

*"We are thrilled to be partnering with Meredith Corporation, a leader not only in the USA but also in the global media market. This partnership is structured to enable Tinybeans to expand its user base rapidly, whilst also increasing revenues further with its Premium offering. Leveraging Meredith's 115-year history and brand association is very exciting as it demonstrates that Tinybeans is now being seen as a company that has commercial traction. This partnership is further validation around the Tinybeans proposition, audience engagement and growth trajectory. We're confident our strategy will yield additional results shortly."*

**For more information, please contact:**

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## **About Tinybeans Group Limited**

**Tinybeans Group Limited (ASX: TNY)**, is a digital platform that gives parents and their families the big picture of their children's lives and the tools to nurture their development.

As part of the platform, Tinybeans offers a Memory Book App for parents that organises all their children's moments and milestones in one safe place to enjoy. Forever. Founded in Sydney, Australia in 2012, Tinybeans has built a deeply engaged user base serving millions in over 200 countries.

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)