



## ASX RELEASE

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### Macy's joins Tinybeans Platform

**Tinybeans Limited (ASX: TNY)** ("Tinybeans" or "the Company"), the digital platform that gives parents and their families the big picture of their children's lives and the tools to nurture their development, is pleased to announce that **Macy's** has begun advertising on the Tinybeans platform.

Macy's, Inc. is one of the largest retailers in the United States. With fiscal 2016 sales of \$25.78 billion and approximately 140,000 employees, Macy's operates more than 700 department stores across the US.

Tinybeans is excited to have Macy's on the platform as they offer a huge array of products very relevant to our audience.

Tinybeans Executive Chairman and CEO, Eddie Geller, said:

*"We are thrilled to have Macy's on our mobile app and web based platforms. With their phenomenal brand value in the US and strong customer loyalty we're excited to see how this can grow. Brands like Macy's that target parents and their families have realized that with Tinybeans' ability to not only attract millennial parents and their family members but also build ongoing trust and engagement, Tinybeans is a brilliant platform for them to get to the right users at the right time. We're confident this will drive revenue growth over the near term."*

#### For more information, please contact:

##### Harrison Polites

Investor and Media Enquiries

[media@tinybeans.com](mailto:media@tinybeans.com)

#### 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)