



## ASX RELEASE

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### Tinybeans signs more Brand Partners

**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 the Company has signed more US centric brand partners onto its Tinybeans platform.

As previously planned, the newly formed brand partnerships team based in the US, has already had success by signing several brands that see the benefit of being on the Tinybeans platform.

Recent brand partner wins include:

- **Sago Mini** – Thoughtfully-designed apps and toys for children ages 2-5 and their parents. Sago Mini is part of Spin Master (gross sales of \$1.5 Billion US), a leading global children's entertainment company that creates, designs, manufactures and markets a diversified portfolio of innovative toys, games, products and entertainment properties.
- **LÍLLÉBaby** – Combining functionality and beautiful design to create one of the leading ergonomically engineered baby carriers on the market in the US offering different 12 different style carriers for newborns through toddler, in both organic and active materials.
- **People Toy Company** – Focused on assisting children achieve developmental milestones through play since 1977. The company creates products from a parent's point of view ranging from rattles and dolls all the way to blocks and bicycles. Tinybeans was one of their largest partners as they expanded their business in the US.
- **Stockpile** – The easiest way for beginners, including kids and millennials, to invest in their financial future. With over 1,000 participating stocks, Stockpile gift cards are a popular gift from grandparents, aunts, uncles, and others. Recently raised \$30M and growing fast.
- **MontiKids** - A recently launched Montessori-based educational program for children from birth – 2.5 yrs. Award-winning monthly subscription box arrives at a consumer's doorstep to maximize a child's potential through play-based learning and development.

The Company considers these new brand partners as a further demonstration of the value of the proposition and the power of the Tinybeans platform for leading companies that target parents and families around the age and developmental stage of their children. The



Company is thrilled to welcome these high-quality partners onto its platform and has already begun discussions for expanding the partnerships in 2018.

The Company expects to announce other brand partnerships in the near term.

**For more information, please contact:**

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Investor and Media Enquiries

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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)