



ASX RELEASE

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Tinybeans hits 100 Million Memories Milestone

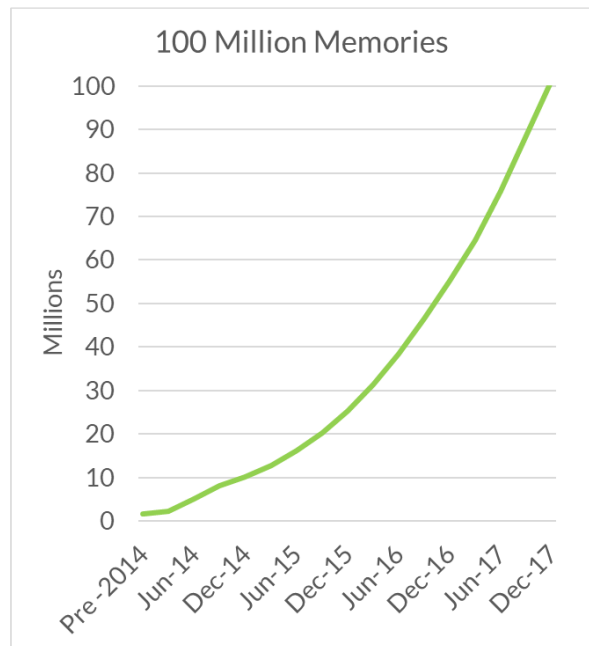
Tinybeans Limited (ASX: TNY) ("Tinybeans" or "the Company"), the digital platform that gives parents and their families the big picture of their children's lives, is pleased to announce the Company has achieved a major milestone of user engagement hitting 100 million memories.

Millennial families have added more than **100 million memories** to the Tinybeans platform. These unique data points represent the value the Tinybeans app and web site offer to its users and further demonstrates unprecedented levels of trust with the platform.

The proprietary data includes photos, videos and milestones.

This has grown 100% in under 12 months. Previously, it took the Company nearly four years for the audience to add its first 50 million memories.

Tinybeans has also been investing heavily in security to ensure that the audience can rest assured that their families' precious memories are secure. It is crucial that Tinybeans continues to be a robust platform utilizing the latest standards globally in security infrastructure.



Tinybeans has reached this key milestone at a fast pace, with management expecting this to grow substantially in the near term and accelerate into 2018.

Tinybeans Executive Chairman and CEO, Eddie Geller, said:

"Achieving over 100 million moments is a fantastic achievement. To create a compelling and trustworthy platform that encourages such usage on the platform is incredible. Our team is very proud of the robust technology created that allows us to not only capture these 100 million memories but also scale into the billions in the coming years. Using this data set to further engage our users and offer them tremendous value through the experience is vital."

"The Company will continue to increase value with the user experience to encourage further reasons to engage and add more memories in a safe space they created of their child's life."



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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 Baby Album 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.