



## ASX RELEASE

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### General Motors joins Tinybeans Platform

**Tinybeans Group Ltd (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 **General Motors** has begun advertising on the Tinybeans platform.

General Motors is an American multinational corporation headquartered in Detroit that designs, manufactures, markets, and distributes vehicles and vehicle parts, and sells financial services. With global headquarters in Detroit's Renaissance Center, General Motors manufactures cars and trucks in 35 countries. General Motors delivered 781,056 total vehicles in the July to Sept 2017 quarter in the United States.

Tinybeans is excited to have General Motors on the platform as they offer both the Chevrolet and Holden brands that are very relevant to audiences in the US and Australia.

Tinybeans Executive Chairman and CEO, Eddie Geller, said:

*"We are thrilled to have Chevrolet and Holden on our mobile app and web based platforms. With their trusted brand value in the US and Australia, and strong customer loyalty we're excited to see how this can develop. Car brands are always seeking new and innovative ways to attract young families so being on the Tinybeans platform allows them to have this targeting in place."*

#### For more information, please contact:

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Investor and Media Enquiries

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#### About Tinybeans Group Ltd

**Tinybeans Group Ltd (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)