



ASX RELEASE

29 January 2018

Accelerated Active User Growth into 2018

Highlights:

- Continued growth of monthly active users to just under 800,000 representing growth of 10% from the previous quarter.
- Growth of over 70,000 new active users in the quarter has demonstrated early success with the product development plan set for FY18.
- Active user growth was achieved while marketing costs reduced. The Company delivered the best quarter in terms of growth with a significant reduction of marketing spend, further validating the strategy for product related user growth.
- The Company expects user growth to increase through 2018 as it leverages further product investments and corporate partnerships.

Tinybeans Group Limited (ASX: TNY) ("Tinybeans" or "the Company"), the technology platform that provides parents with a happy space to capture and enjoy their children's life stories, is pleased to announce that user acquisition and activation rates have accelerated in Q2-FY18.

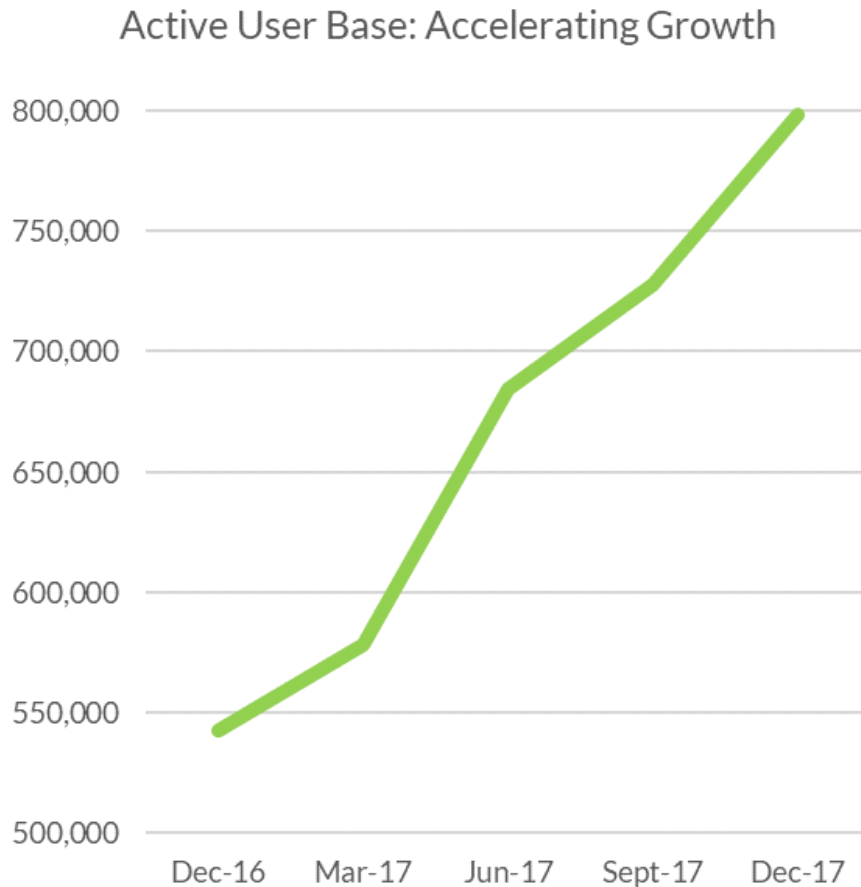
By 31 December 2017, Tinybeans had grown registered users to more than 2.11 million parents and family members, representing a growth of 9%.

December 2017 delivered a record result reaching **798,645 monthly active users** on the Tinybeans platform.

These activity levels represent growth of **47%** in Tinybeans' monthly active users compared to December 2016. The near-term growth dynamics for the Company are even more positive, with monthly active users growing by more than 70,000 (10% increase) between September 2017 and December 2017.



The chart below shows the accelerating growth profile of Tinybeans' active user base.

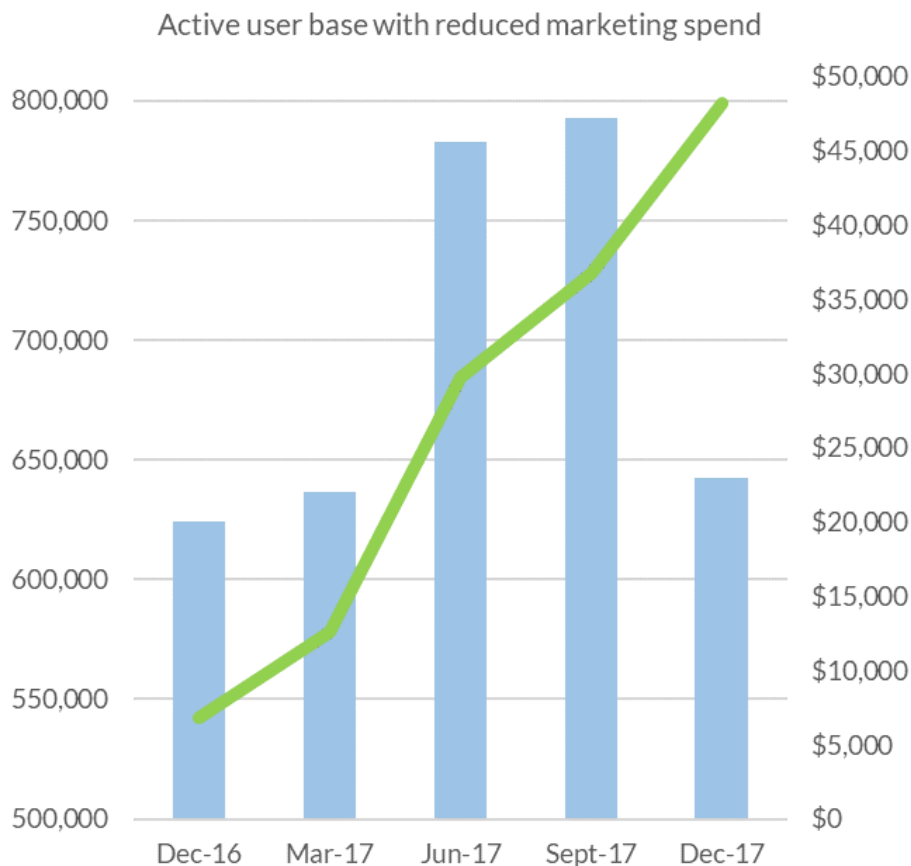


This increase in active users on the Tinybeans platform in December 2017 is a direct result of many product developments, including improved social sharing, app navigation and new onboarding enhancements.

The Company **acquired** and **engaged more users** than previous quarters with far less marketing spend, validating further, the Company's strategy in relation to product related user growth rather than larger increases in marketing spend.



The chart below incorporates the marketing spend (on the right axis) with the Active User Growth (on the left axis) noting the marketing spend was reduced by more than half in Q2-FY18 compared to Q1-FY18.



Rising numbers of monthly active users directly correlate with the revenue the Company will receive from the products and services it provides to parents and their families through its platform.

Tinybeans Executive Chairman and CEO, Eddie Geller, commented:

"The December quarter saw further growth in registered and active users. This is directly related to the product strategy we set at the start of the financial year. As we continue to execute this strategy we're confident that the growth will continue into 2018. As the Company's loyal customer base continues to grow, Tinybeans will represent an increasingly attractive and engaged audience for personalised content and product recommendations from carefully selected family or parenting brands. This will have a direct effect on the company's revenue and valuation."



For more information, please contact:

Eddie Geller

Investor Enquiries

investors@tinybeans.com

Harrison Polites

Media Enquiries

media@tinybeans.com

About Tinybeans Group Limited

Tinybeans Group Limited (ASX: TNY) is a technology platform that provides parents with a happy space to capture and enjoy their children's life stories.

Founded in Sydney, Australia in 2012, Tinybeans serves a deeply engaged user base in over 200 countries and keeps 100 million precious memories safe.

Every day millions of users including celebrities, politicians and high-profile families rely on Tinybeans as their primary platform for capturing, storing and sharing their children's life stories.

www.tinybeans.com