



## ASX RELEASE

30 January 2018

### **Tinybeans December Report and Appendix 4C**

**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 thrilled to provide an update on its activities for the quarter ending 31 December 2017.

#### **Highlights include:**

- **Continued quarter on quarter growth Q4 experiencing a 10% increase in Monthly Active Users (MAU) to just under 800,000. The results were up by 47%+ year-on-year. The company expects a continuous and sustained growth curve.**
- **Growth of over 70,000 new active users in the quarter has demonstrated success with the product development plan set for FY18.**
- **Overall registered users grew by 9% to more than 2.11 million users with nearly 80% of these users based in the US, further validating the Company's strategy of focusing in the US market.**
- **The Tinybeans Gift Guide was a huge success for our brand partners with engagement rates delivering 37% email opens (140% above benchmark\*) and 5.5% click throughs (280% above benchmark\*).**
- **Revenue increased 40% to \$461K for the Q2-FY18 quarter, the largest revenue quarter to date. 64% (\$298k) of this revenue is classified as recurring income.**
- **Cash receipts from customers increased 102% quarter on quarter to \$549K (Q1-FY18 cash receipts was \$271K).**



## GROWTH HIGHLIGHTS

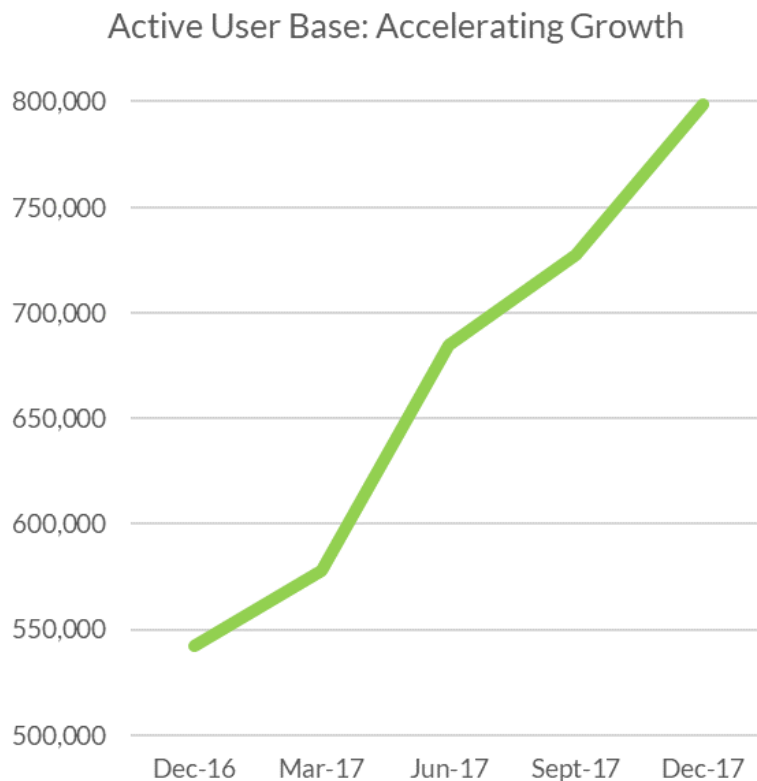
### Growing User Base

December 2017 delivered record results reaching **798,645 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.

By 31 December 2017, Tinybeans had grown its registered user base to **2.11 million** parents and family members representing growth of 9%.

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.

### Brand Partnership – Holiday Gift Guide Results

Tinybeans launched its first partner-centric gift guide in the quarter and is pleased to report that results exceeded expectations.



Some of the results for the gift guide include:

- 37% email open rate (140% above industry benchmarks\*)
- 5.5% email click through rate (280% above industry benchmarks\*)
- Over 13,000 total product clicks to partner pages

Each of the partners, which included Sago Mini, LÍLLÉBaby, People Toy Company, Stockpile and MontiKids reported fantastic sales results, which is a direct validation of the Company's strategy around recommending the right products to the right audience.

As a result, Tinybeans is now in discussions with these partners to sign ongoing programs, plus have a larger presence in the 2018 holiday campaign later this calendar year.

### **Revenue**

Tinybeans is thrilled to report revenue for the quarter grew to **\$461k**, an increase of **40%** on the previous quarter. Advertising was the largest contributor delivering \$241k (52%) of this revenue, which demonstrates growth of over 50% over the previous quarter. Both brand partnership and programmatic revenue grew substantially.

Premium subscription revenue also grew for the quarter delivering \$130k (28%) which was an increase of 16% on the previous quarter.

### **Cash performance**

Tinybeans cash receipts of **\$549k** delivered its best performance yet, representing an increase of 102% on the previous quarter (Q1-FY18 cash receipts was \$271K).

This increase in cash receipts reduced the cash burn for the quarter which resulted in cash at bank being **\$3.16M**. The Company expects this cash burn to further reduce as revenue increases through 2018.

Excluding a handful of roles, Tinybeans has now completed most of its recruitment across all the various teams, and is excited to have the team now in place to accelerate growth in users, and in turn revenues, over the next 12 months.

**For more information, please contact:**

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\*Source: eMarketer October 19, 2017

[https://www.cheetahdigital.com/sites/default/files/2017-07/Benchmark\\_Report\\_Q1\\_2017\\_0.pdf](https://www.cheetahdigital.com/sites/default/files/2017-07/Benchmark_Report_Q1_2017_0.pdf)

### **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](http://www.tinybeans.com)

## Appendix 4C

### Quarterly report for entities subject to Listing Rule 4.7B

Introduced 31/03/00 Amended 30/09/01, 24/10/05, 17/12/10, 01/09/16

#### Name of entity

TINYBEANS GROUP LIMITED

#### ABN

46 168 481 614

#### Quarter ended ("current quarter")

31 December 2017

Consolidated statement of cash flows	Current quarter \$A'000	Year to date (6 months) \$A'000
<b>1. Cash flows from operating activities</b>		
1.1 Receipts from customers	549	820
1.2 Payments for		
(a) research and development	(8)	(8)
(b) product manufacturing and operating costs	(170)	(252)
(c) advertising and marketing	(140)	(319)
(d) leased assets	-	-
(e) staff costs	(1,046)	(1,882)
(f) administration and corporate costs	(269)	(555)
1.3 Dividends received (see note 3)	-	-
1.4 Interest received	14	23
1.5 Interest and other costs of finance paid	1	-
1.6 Income taxes paid	-	(1)
1.7 Government grants and tax incentives	231	231
1.8 Other (provide details if material)	-	-
<b>1.9 Net cash from / (used in) operating     activities</b>	<b>(838)</b>	<b>(1,943)</b>

<b>Consolidated statement of cash flows</b>		<b>Current quarter \$A'000</b>	<b>Year to date (6 months) \$A'000</b>
<b>2.</b>	<b>Cash flows from investing activities</b>		
2.1	Payments to acquire:		
	(a) property, plant and equipment	(80)	(104)
	(b) businesses (see item 10)	-	-
	(c) investments	-	-
	(d) intellectual property	-	-
	(e) other non-current assets	-	-
2.2	Proceeds from disposal of:		
	(a) property, plant and equipment	3	3
	(b) businesses (see item 10)	-	-
	(c) investments	-	-
	(d) intellectual property	-	-
	(e) other non-current assets	-	-
2.3	Cash flows from loans to other entities	-	-
2.4	Dividends received (see note 3)	-	-
2.5	Other (provide details if material)	-	-
<b>2.6</b>	<b>Net cash from / (used in) investing activities</b>	<b>(77)</b>	<b>(101)</b>
<b>3.</b>	<b>Cash flows from financing activities</b>		
3.1	Proceeds from issues of shares	-	-
3.2	Proceeds from issue of convertible notes	-	-
3.3	Proceeds from exercise of share options	-	-
3.4	Transaction costs related to issues of shares, convertible notes or options	-	-
3.5	Proceeds from borrowings	-	-
3.6	Repayment of borrowings	-	-
3.7	Transaction costs related to loans and borrowings	-	-
3.8	Dividends paid	-	-

<b>Consolidated statement of cash flows</b>	<b>Current quarter \$A'000</b>	<b>Year to date (6 months) \$A'000</b>
3.9 Other (provide details if material)	-	-
<b>3.10 Net cash from / (used in) financing activities</b>	-	-

<b>4. Net increase / (decrease) in cash and cash equivalents for the period</b>		
4.1 Cash and cash equivalents at beginning of quarter/year to date	4,078	5,206
4.2 Net cash from / (used in) operating activities (item 1.9 above)	(838)	(1,943)
4.3 Net cash from / (used in) investing activities (item 2.6 above)	(77)	(101)
4.4 Net cash from / (used in) financing activities (item 3.10 above)	-	-
4.5 Effect of movement in exchange rates on cash held	(2)	(1)
<b>4.6 Cash and cash equivalents at end of quarter</b>	<b>3,161</b>	<b>3,161</b>

<b>5. Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts</b>	<b>Current quarter \$A'000</b>	<b>Previous quarter \$A'000</b>
5.1 Bank balances	3,161	4,078
5.2 Call deposits	-	-
5.3 Bank overdrafts	-	-
5.4 Other (provide details)	-	-
<b>5.5 Cash and cash equivalents at end of quarter (should equal item 4.6 above)</b>	<b>3,161</b>	<b>4,078</b>

6. <b>Payments to directors of the entity and their associates</b>	<b>Current quarter \$A'000</b>
6.1 Aggregate amount of payments to these parties included in item 1.2	177
6.2 Aggregate amount of cash flow from loans to these parties included in item 2.3	-
6.3 Include below any explanation necessary to understand the transactions included in items 6.1 and 6.2	

Item 6.1 pertain to payments for the directors' salaries and retainer fees.

7. <b>Payments to related entities of the entity and their associates</b>	<b>Current quarter \$A'000</b>
7.1 Aggregate amount of payments to these parties included in item 1.2	-
7.2 Aggregate amount of cash flow from loans to these parties included in item 2.3	-
7.3 Include below any explanation necessary to understand the transactions included in items 7.1 and 7.2	

N/A

8. <b>Financing facilities available</b> <i>Add notes as necessary for an understanding of the position</i>	<b>Total facility amount at quarter end \$A'000</b>	<b>Amount drawn at quarter end \$A'000</b>
8.1 Loan facilities	-	-
8.2 Credit standby arrangements	-	-
8.3 Other (please specify)	-	-
8.4 Include below a description of each facility above, including the lender, interest rate and whether it is secured or unsecured. If any additional facilities have been entered into or are proposed to be entered into after quarter end, include details of those facilities as well.		

N/A

9.	Estimated cash outflows for next quarter	\$A'000
9.1	Research and development	-
9.2	Product manufacturing and operating costs	62
9.3	Advertising and marketing	114
9.4	Leased assets	-
9.5	Staff costs	1,091
9.6	Administration and corporate costs	372
9.7	Other	-
9.8	<b>Total estimated cash outflows</b>	<b>1,639</b>

10.	Acquisitions and disposals of business entities (items 2.1(b) and 2.2(b) above)	Acquisitions	Disposals
10.1	Name of entity	-	-
10.2	Place of incorporation or registration	-	-
10.3	Consideration for acquisition or disposal	-	-
10.4	Total net assets	-	-
10.5	Nature of business	-	-

### Compliance statement

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.



Sign here: .....  
Director

30 January 2018

Date: .....

Edward Geller

Print name: .....

### Notes

1. The quarterly report provides a basis for informing the market how the entity's activities have been financed for the past quarter and the effect on its cash position.





An entity that wishes to disclose additional information is encouraged to do so, in a note or notes included in or attached to this report.

2. If this quarterly report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.