



TINYBEANS GROUP LIMITED (ASX: TNY)  
PRESENTATION - FEB 2018



tinybeans

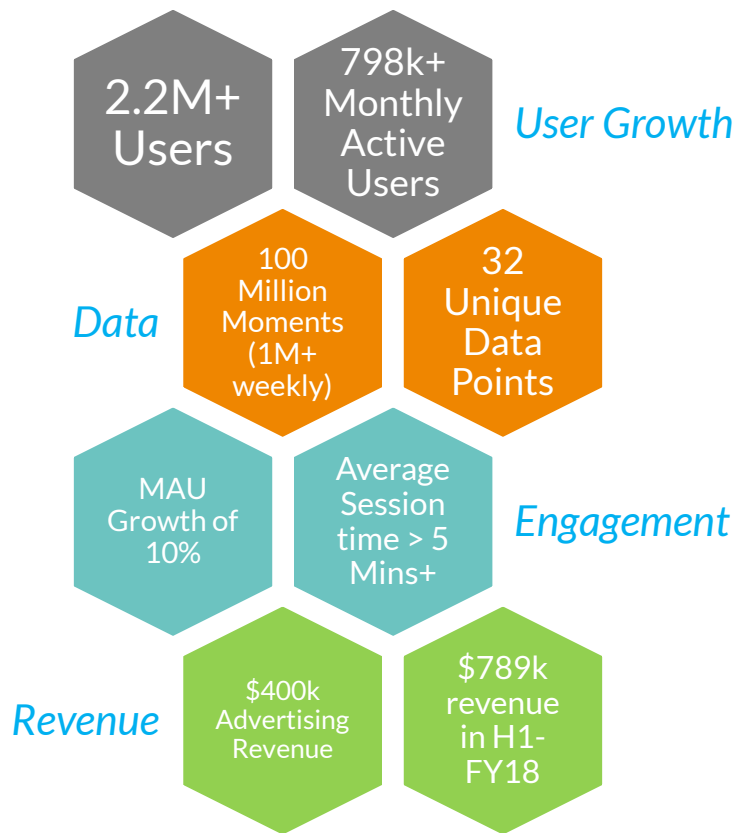


Tinybeans is a technology platform that provides parents with a happy space to capture and enjoy their children's life stories





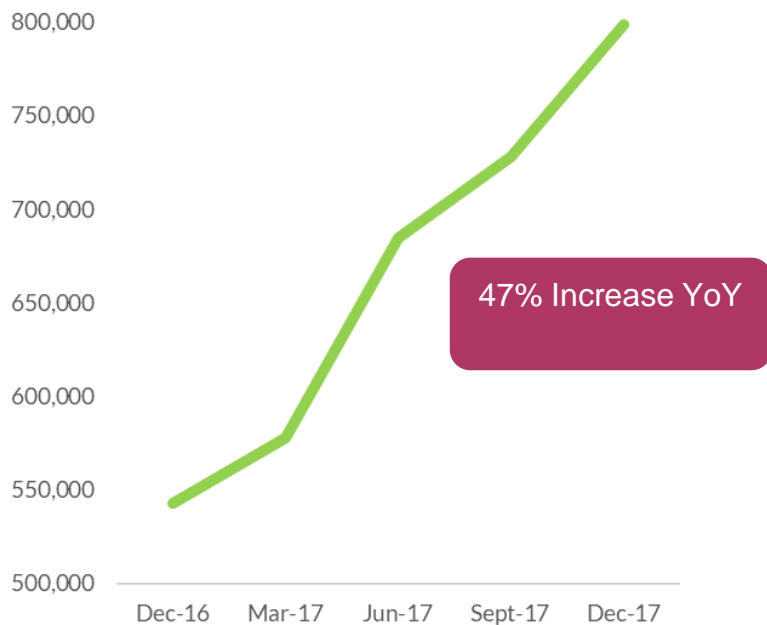
# Recent Highlights (\$ in USD)



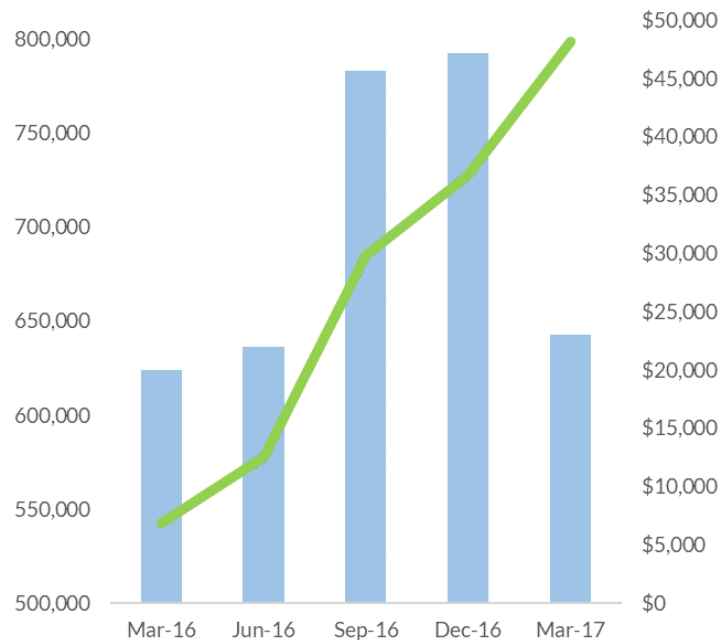
# User Growth (MAU)

Halved marketing spend

Active User Base: Accelerating Growth



Active user base with reduced marketing spend



More Users

More Engagement

More Revenue

# The baby economy is booming



**\$2.4T**

purchasing power of US  
mothers



**\$12K**

spent on baby-related  
expenses in child's first year



**360K**

babies born every day

Source: Parenting; Forbes (2017)

# Living in a new reality

Busier



75%

moms are in the  
workforce

More family focused



2x

time spent with children vs.  
previous generations

Native, not naive



1 in 3

millennials are concerned  
about posting pictures of  
their children online

Source: Forbes; The Mom Complex; Futurecast

# Millennials *are* the market



31%

of U.S. population



82%

of U.S. babies born

Source: Pew (2017)

# The App economy is booming

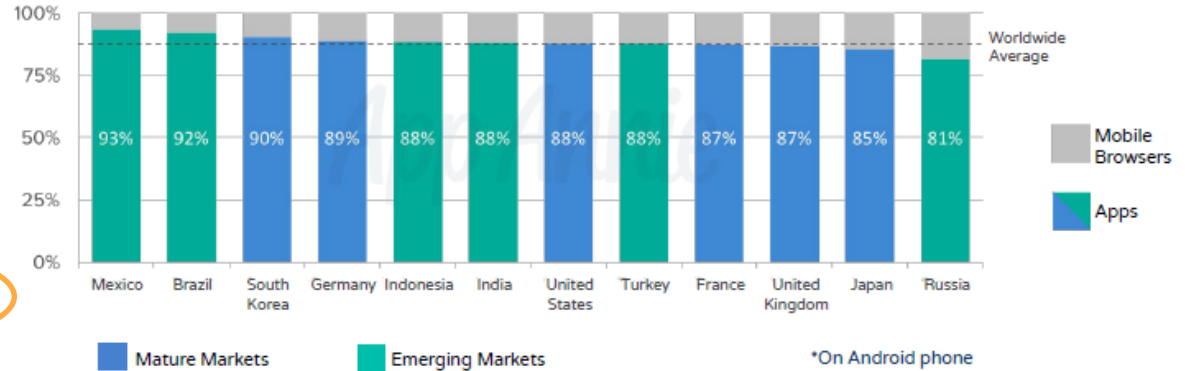
## Worldwide App Engagement Is Well Above Mobile Web

Across Mature and Emerging Markets, More Time is Spent in Native Apps than in Mobile Web Browsers

In select markets, our analysis shows that smartphone users spend 7x more time in native apps than in mobile browsers, and tend to access them [13x more often](#). This presents a big opportunity for businesses.

Some successful businesses are now seeing more than half of their sales come through mobile channels, and app users specifically [convert at 3x the rate of mobile web users](#). For example, [nearly 50%](#) of UK online sales for Domino's comes through [its app](#), and easyJet's [app](#) handled [20% of its bookings](#) by its fifth anniversary.

Breakdown of Time Spent\* in Apps in Select Markets, 2017



Source: AppAnnie (2017)



# Social Networks and their Potential

Exit Type	Company	MAU (m)	Market Cap (\$000s)	Value / MAU (\$)
M&A	LinkedIn	106	\$26,200	\$247
Public	Facebook	2,000	\$492,619	\$246
Public	Momo	82	\$8,570	\$104
Public	Snapchat	300	\$15,940	\$53
Public	Weibo	340	\$17,220	\$51
M&A	WhatsApp	450	\$19,000	\$42
Public	Zynga	80	\$3,070	\$38
Public	Twitter	328	\$11,910	\$36
M&A	MyFitnessPal	20	\$475	\$24
M&A	Twitch	45	\$970	\$22
Public	Yelp	157	\$3,230	\$21
M&A	Instagram	50	\$1,000	\$20
Public	YY	152	\$2,450	\$16
Min		5		\$16
Mean		5		\$71
Median		5		\$38
Max		5		\$247

- Platforms like Tinybeans are valued on Monthly Active Users (MAU)
- Well worn path of building large audiences first and then revenue
- 800k MAU for Tinybeans

Source: <https://www.alexanderjarvis.com/2017/09/19/value-social-media-startup-investors/>

# Brand Partnerships Programs

**Goal:** Drive awareness and holiday sales for brand partners via highly targeted communication

- Gift-giving campaign targeted by relationship to child across 8 age groups
- Email average open rate of 37%
- 1.3x Tinybeans benchmark
- 1.4x industry benchmark\*
- Email average CTR of 5%
- 1.4x Tinybeans benchmark
- 2.8x industry benchmark\*
- In-app promotion of sponsored products achieved CTR 5.8x industry benchmark\*

\*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)

**13,320 clicks**

Web/App feature

Email

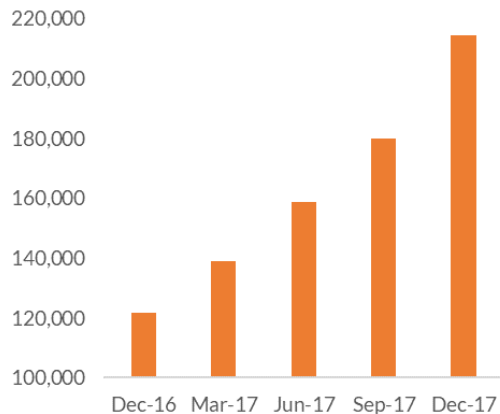
# Premium Subscriptions

Families with Active Premium Subscriptions



32% Increase  
in Dec-17 qtr

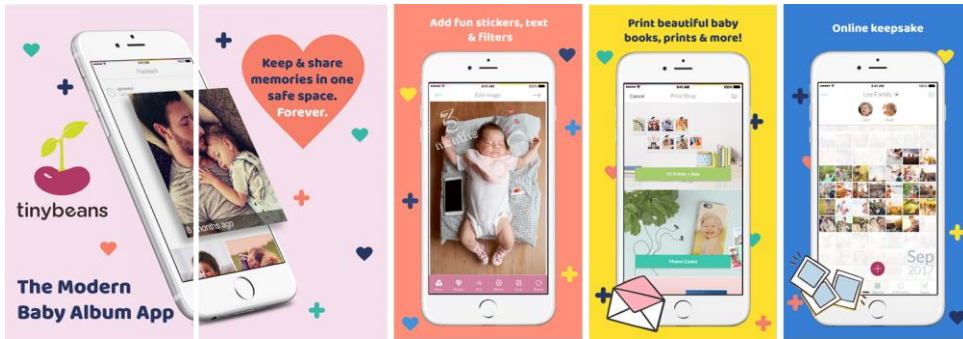
Users with access to Premium Albums



# Revenue Breakdown

<i>Revenue</i>	<i>H2-FY17</i>	<i>H1-FY18</i>	<i>% Change</i>
<i>Advertising</i>	\$ 228,688	\$ 399,967	↑ 75%
<i>Premium Subscriptions</i>	\$ 197,485	\$ 242,249	↑ 23%
<i>Printed Products</i>	\$ 36,643	\$ 105,458	↑ 188%
<i>Other Revenue</i>	\$ 8,917	\$ 40,991	↑ 360%
<i><b>Total Revenue</b></i>	<i><b>\$ 471,733</b></i>	<i><b>\$ 788,665</b></i>	<i><b>↑ 67%</b></i>

# Product Improvements: Driving User Growth & Revenue

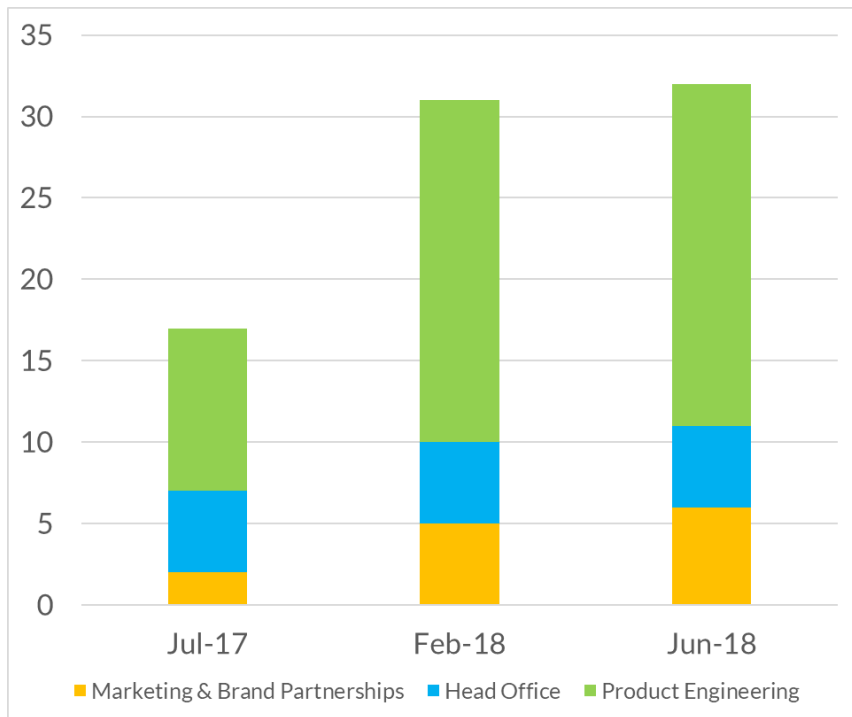


## H1-FY18 Improvements

- Added Facebook sign-in resulting in increased conversion of 22% in onboarding
- New features around social sharing
- Various onboarding optimization changes
- Added multiple uploads to free version
- Optimization of Programmatic Ad revenue



# Team Growth - Largely done



Product team recruitment complete!



## Delivering on our Promises (since IPO)

- 1 Registered User Growth Up 31%
- 2 Monthly Active User Growth Up 38%
- 3 Revenue Growth Up 67%

# Appendix



# Leadership Team and Structure



Bing Centino  
HEAD OF FINANCE  
Sydney



Uja Mikus  
HEAD OF TALENT &  
HAPPINESS  
New York



Jesse Richards  
HEAD OF PRODUCT  
New York



Eddie Geller  
CEO  
New York



Grady Edelstein  
HEAD OF BRAND  
PARTNERSHIPS  
New York



Sarah-Jane Kurtini  
HEAD OF MARKETING  
New York



Stephen O'Young  
CTO  
Sydney

# Corporate Snapshot

## Trading Information

ASX stock code	<b>TNY</b>
Share price (13 Feb 2018)	<b>\$0.70</b>
Shares quoted on ASX (free-float)	<b>6.7 m</b>
Escrowed shares (24 mo)	<b>15.9 m</b>
Escrowed shares (12 mo)	<b>3.6 m</b>
Escrowed options (12 mo, 32.1-53.6c)	<b>0.36 m</b>
Market cap (fully diluted)	<b>\$18.3m</b>

## Top 10 shareholders % of issued capital

1. Stephen O'Young	25.7%
2. Eddie Geller	18.9%
3. Sarah-Jane Kurtini	11.7%
4. Pushstart Management Pty Ltd	4.5%
5. JP Morgan Nominees AU Ltd	2.1%
6. Fifty Second Celebration Pty Ltd	1.8%
7. Myaldali Pty Ltd	1.8%
8. VIP Petfoods Superannuation Fund	1.8%
9. Gisborne Park Pty Ltd	1.5%
10. Mulloway Pty Ltd	1.4%
Top 10 total	72.2%



# Balance Sheet (AUD)

<b>ASSETS</b>	<b>Jun-17</b>	<b>Sep-17</b>	<b>Dec-17</b>
Cash	\$ 5,205,562	\$ 4,078,086	\$ 3,161,259
Accounts Receivable	\$ 88,713	\$ 152,680	\$ 152,296
Other Current Assets	\$ 386,002	\$ 460,640	\$ 401,860
<b>Total Current Assets</b>	<b>\$ 5,680,276</b>	<b>\$ 4,691,406</b>	<b>\$ 3,715,415</b>
<b>Total Non-Current Assets</b>	<b>\$ 113,797</b>	<b>\$ 133,242</b>	<b>\$ 180,988</b>
<b>Total Assets</b>	<b>\$ 5,794,073</b>	<b>\$ 4,824,648</b>	<b>\$ 3,896,403</b>
<b>LIABILITIES</b>			
Current	\$ 663,462	\$ 657,507	\$ 867,454
Non-Current	\$ 215,431	\$ 223,892	\$ 290,284
<b>Total Liabilities</b>	<b>\$ 878,893</b>	<b>\$ 881,399</b>	<b>\$ 1,157,739</b>
<b>EQUITY</b>			
Total Current Earnings	\$ (2,056,626)	\$ (996,881)	\$ (2,272,059)
Total Retained Earnings	\$ (2,845,272)	\$ (4,830,361)	\$ (4,901,898)
<b>Total Other Equity</b>	<b>\$ 9,817,078</b>	<b>\$ 9,770,492</b>	<b>\$ 9,912,621</b>
<b>Total Equity</b>	<b>\$ 4,915,180</b>	<b>\$ 3,943,249</b>	<b>\$ 2,738,664</b>
<b>Total Liabilities &amp; Equity</b>	<b>\$ 5,794,073</b>	<b>\$ 4,824,648</b>	<b>\$ 3,896,403</b>

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thank you

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