



ASX RELEASE

28 February 2018

LÍLLÉbaby signs 9-month partnership with Tinybeans

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 **LÍLLÉbaby** has signed a 9-month advertising partnership on the Tinybeans platform.

LÍLLÉbaby is an American company based in Boulder, Colorado that designs, manufactures and distributes baby carriers, slings and wraps. Based on the Scandinavian design philosophy that products should be both functional and beautiful, LÍLLÉbaby has used scientific research to merge safety and comfort with convenience and style. A celebrity favorite, LÍLLÉbaby has a social following of over 500,000 followers and millions of press impressions.

LÍLLÉbaby tested Tinybeans in the 2017 holiday gift guide and based on the success of their campaign, is tripling investment with a 9-month campaign in 2018. Tinybeans is excited to have LÍLLÉbaby on the platform for the next three seasons, as this validates the platform's unique value to partners and its ability to attract advertising investment.

Tinybeans Executive Chairman and CEO, Eddie Geller, said:

"We are thrilled to have LÍLLÉbaby re-sign and grow its investment on the Tinybeans platform. What started as a 2017 holiday gift guide campaign rooted in multi-sponsor email and in-app placements, has become a robust 3-season program spanning social video, dedicated email, in-app placements and custom content. This truly highlights the value our partners see in our platform and audience."

LÍLLÉbaby CMO, Erin Dwyer, said:

"LÍLLÉbaby's goal is to strengthen the family bond between parents and children by keeping babies close. Tinybeans was a natural partner as they share this same value by providing families with a platform to stay close regardless of how far apart they are."

The Company is expecting to announce more exciting partnerships in the near term.

For more information, please contact:

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