



ASX RELEASE

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Tinybeans Recruits Renee Skower to Further Grow Ad Revenue

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 it has recently hired Renee Skower as Head of Brand Partnerships.

Renee has over a decade of digital media experience and an extensive network of brand marketers and agency influencers within the retail, fast-moving consumer goods and many other industries. Renee was previously at WhattoExpect.com, a leading U.S. pre-natal site as Vice President of National Advertising Sales. In 4 years, Renee built the What to Expect Midwest/West Coast lifestyle division from the ground up to an annual business of \$15 million and exceeded sales goals by 130% each year. Renee's key c-level client relationships include Target, Abbott, Walgreens, Walmart, Toys R Us, Kimberly Clark, Disney and Amazon.

Grady Edelstein, acting Head of Brand Partnerships, will be transitioning to Head of Partnership Marketing.

Tinybeans Executive Chairman and CEO, Eddie Geller, said:

"I am excited to welcome Renee to the Tinybeans team. She is an industry veteran who has extensive digital experience and unparalleled relationships with many of the key brands that Tinybeans seeks to partner with. We're fortunate that Renee foresees tremendous opportunities on the Tinybeans platform and is thrilled to be introducing our service to her very senior relationships. We believe Renee's skills, experience and network will help take our Brand Partnerships to the next level and increase both Tinybeans brand awareness and revenues."

For more information, please contact:

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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.