



## ASX RELEASE

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# Largest retailer in the world joins Tinybeans Platform

**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 **Walmart** has begun advertising on the Tinybeans platform.

Walmart Inc. is an American multinational retail corporation that operates a chain of hypermarkets, mass merchandise department stores, and grocery stores. Walmart is the world's largest company by revenue – approximately US\$480 billion according to Fortune Global 500 list in 2016 – as well as the largest private employer in the world with 2.3 million employees.

Walmart Inc. brands including Walmart, Sam’s Club and Jet.com have all begun advertising on the Tinybeans platform. Each of these brands are leveraging the platform to retarget users based on being engaged on their own properties, thus focused on driving sales across their family-focused brands.

Tinybeans Executive Chairman and CEO, Eddie Geller, said:

*“Tinybeans is really excited that Walmart recognizes the value of our audience of more than two million parents and families. We are thrilled to have Walmart on our mobile app and web-based platforms. With unparalleled brand awareness and value in the U.S., Walmart’s presence signals to other retailers and the advertising community at large that the Tinybeans audience is a growing and important part of their marketing spend.”*

**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.

[www.tinybeans.com](http://www.tinybeans.com)