



**ASX RELEASE**

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## **Tinybeans Appoints two US based Directors to the Board**

**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 appointed leading executives **Megan Gardner** and **Missy Godfrey** as Non-Executive Directors to the Tinybeans Board.

**Megan Gardner**, who is based in San Francisco, is a sought-after board member for fast-growing technology businesses (portfolio spans North America, Europe, Asia, and Australia). She serves on several boards, including Crown & Caliber (chair) and DoubleNet Pay. In addition, she is the chair of YPO’s Golden Gate chapter. Back in 2011, as CEO and founder of Plum District, she raised venture capital funding from top-tier Silicon Valley investors, expanded the e-commerce company to two-dozen cities, and grew the online member base to more than one million people. Megan managed over 350 employees and contractors, worked with top retailers like Target, Gap, and Whole Foods, and created partnerships with Facebook, Google, and Disney.

**Missy Godfrey**, who is based in New York, is currently the interim CEO of Only Good News, a start-up digital video company. Previously she was the CEO of SpaFinder Wellness, a global marketing, commerce and media company sold to BlackHawk Network, as well as CEO of Socialflow, a SaaS platform for social media marketing. Missy Godfrey is a senior operating executive and general manager with a distinguished track record spanning over two decades in multiple diverse sectors, including traditional and digital media, luxury goods, advertising, private equity investing, and wealth management. She is an expert in the strategic planning, product launches and start-up growth initiatives.

Chairman, **John Dougall**, said:

*“On behalf of the Directors, I welcome Megan and Missy to the Tinybeans Board. Both Megan’s and Missy’s skills, experience and network make them both valuable and strategic additions to the Board. So much of our work focuses on the consumer experience, and branding and positioning is such a key part of those processes. I’m really excited to welcome them both to the board and admire their track record in building businesses in the US. I’m looking forward to having them around the board room table to assist us in growing and reaching our potential.”*

Director **Megan Gardner**, said:

*“I am excited about joining the Board of Tinybeans at such a key point in the journey of the Company. My business career has been built around working with companies that have identified significant opportunities and helping them to capture those opportunities. Tinybeans fits that criteria perfectly, and its medium to long term prospects are appealing. I look forward to contributing to their continued growth path.”*



Director **Missy Godfrey**, said:

*"I am thrilled about joining the Board of Tinybeans at such a key point in the journey of the Company. In my twenty plus years' experience in media, now is the best time to leverage market opportunities and strategically be relevant to brands wanting to build trust with consumers. Out of all the companies I have worked, I see a huge opportunity with Tinybeans. The Company has been able to garner a phenomenal brand trust with millennials in a very short space of time, so am looking forward to assisting them go to the next level and scale up the company. "*

**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 of over 2.2 Million users in over 200 countries and keeps over 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)