



ASX RELEASE

6 April 2018

## **Tinybeans Boosts Record User Numbers in ALL segments**

### **Highlights:**

- **Daily Active Users in the March quarter hit a record 389,488, representing growth of 40% compared to the previous quarter.**
- **Stellar acceleration in the March quarter of Monthly Active Users to 884,054, representing growth of 11% from the previous quarter.**
- **Growth of over 85,409 new active users in the quarter further demonstrates the investments in the product development plan set for FY18.**
- **Tinybeans acquired a record-setting 200,000+ new registered users in the quarter. This has been the highest number ever acquired to date within a three-month period, taking the overall registered user count to 2.31M registered users.**
- **The Company expects user growth to increase through 2018 as it continues to make investments in the core product platform.**

**Tinybeans Group Limited (ASX: TNY)** (“Tinybeans” or “the Company”), the technology platform that provides parents with one safe space to capture and share their children’s life stories with family, is pleased to announce that it has achieved accelerated user metrics and activation rates in Q3-FY18.

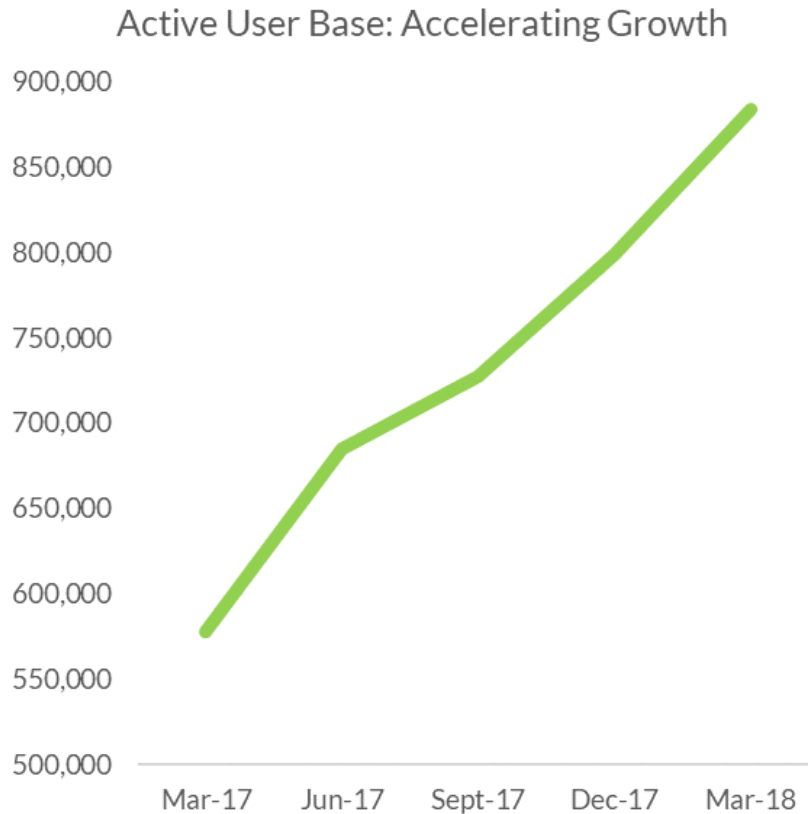
By 31 March 2018, Tinybeans had grown registered users to more than **2.31 million** parents and family members, representing growth of 11% on the previous quarter.

March 2018 delivered a record result reaching **884,054 Monthly Active Users** on the Tinybeans platform.

These activity levels represent growth of **53%** in Tinybeans’ monthly active users compared to March 2017. The growth dynamics for the Company are even more positive, with Monthly Active Users growing by more than 85,409 (11% increase) between December 2017 and March 2018.



The chart below shows the accelerating growth profile of Tinybeans' active user base.



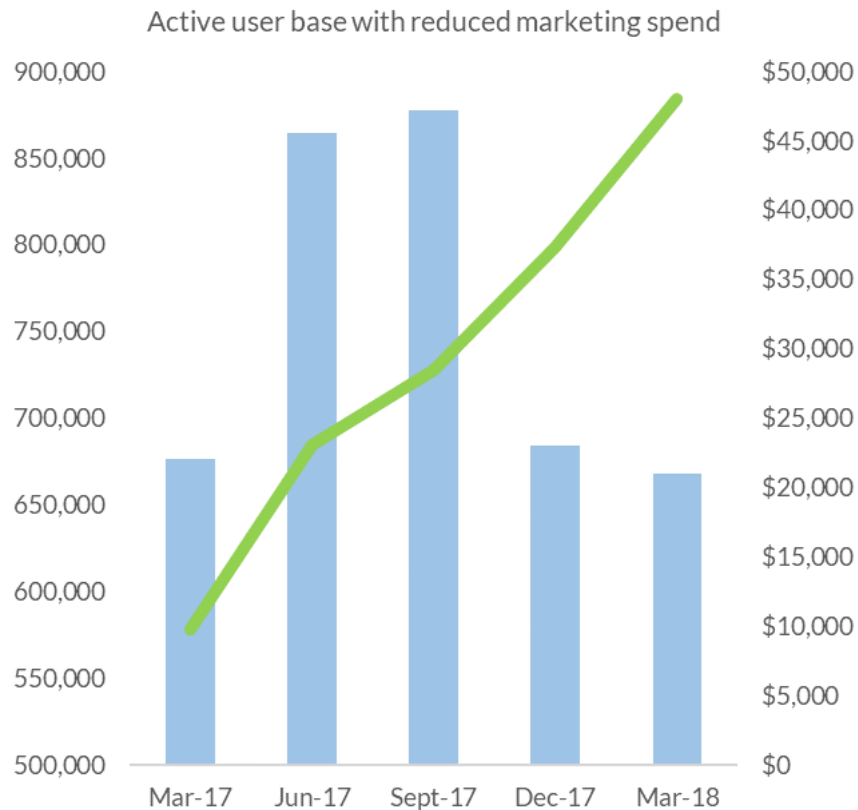
This increase in active users on the Tinybeans platform in March 2018 is a direct result of many product developments, including new branding and messaging, onboarding in app, and many improvements across the app in general.

All active metrics grew across the board. **Daily Active Users** achieved a record 389,488, meaning that through March, there were on 389,488 on the platform within a 24-hour period. **Weekly Active Users** also grew substantially, achieving 613,362 in the month of March 2018.

The Company continued its strategy to **acquire** and **engage more users** than previous quarters with far less marketing spend, validating further, the Company's strategy in relation to product related user growth rather than larger increases in marketing spend.



The chart below incorporates the marketing spend (in blue on the right axis) with the Active User Growth (in green on the left axis), noting the marketing spend was reduced even further from previous quarters.



Rising numbers of Monthly Active Users directly correlate with the revenue the Company will receive from brand advertisers that market their products and services to the Tinybeans parents and their families through the platform.

Tinybeans CEO, Eddie Geller, commented:

*“The third quarter saw growth in registered and active users like never before. We exceeded our own expectations by acquiring over 204,390 new registered users within the three-month period with very little marketing spend. This is directly related to the product strategy we set at the start of the financial year. Tinybeans continues to attract global brand advertisers that further demonstrate an increasingly attractive and engaged audience in which to market. This will have a direct effect on the company’s revenue and valuation into the future.”*



**For more information, please contact:**

**Aprille Lim**

Media and Capital Partners

+61 413 317 788

[Aprille.lim@mcpartners.com.au](mailto:Aprille.lim@mcpartners.com.au)

#### **About Tinybeans Group Limited**

**Tinybeans Group Limited (ASX: TNY)** is a mobile and web-based technology platform that provides parents with one safe space to capture and share their children's life stories with family. Tinybeans offers an experience without the distractions or privacy concerns that arise when sharing a child's memories. Tinybeans generates revenue from advertising from brands, premium subscriptions and printed products.

Founded in Sydney, Australia in 2012, Tinybeans serves a deeply engaged user base of over 2.3 Million users in over 200 countries/territories 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)