



## ASX RELEASE

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# Tinybeans signs big new brands

### Highlights:

- **Launches first sponsored Mother's Day Gift Guide generating over \$100k in ad revenue within two weeks.**
- **Canon, MacMillan Books (Jimmy Fallon Brand) and 23andMe are all new brands included in the Mother's Day Gift Guide.**
- **The Mother's Day Gift Guide has been launched to over 1.5M of Tinybeans' most active users based in the US.**

**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 thrilled to announce several new big brand deals.

The Tinybeans Mother's Day Gift Guide<sup>1</sup> has generated over **\$100,000** in revenue from several new brand partners including **Canon, Macmillan Kids** and **23andMe**. Targeting dads and other family members with ideas for Mother's Day gifting, the cross-platform program offered partners exclusivity within a relevant gifting theme, dedicated email and in-app presence, as well as additional promotion including a 15-minute Mother's Day Gift Guide episode of Tinybeans TV on social media<sup>2</sup>.

After a robust evaluation between various options, **Canon, MacMillan Kids** and **23andMe** selected **Tinybeans** as a key partner during this very important gift giving time of the year.

**MacMillan Kids**, sponsor of the First-Time Mom theme, is the children's book division of Macmillan Publishers. In addition to being part of the Gift Guide, the partnership with Everything is MAMA by #1 New York Times Bestselling author (and comedian) **Jimmy Fallon** also included a custom content article (averaging a 7% click through rate) and a sponsored giveaway (over 1,100 entries in the first 12 hours).

**Canon**, sponsor of the Memory Maker theme, is an 80-year-old global company specialising in professional imaging equipment and information systems for both consumers and business. **Canon** is the industry standard for equipment that delivers the highest quality images and videos, and with its investment on the Tinybeans platform, identified the opportunity to market its cameras to new parents and their families at the right stage of their kids.

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<sup>1</sup> <https://tinybeans.com/guides/mothers-day>

<sup>2</sup> <https://www.facebook.com/TinybeansKids/>

**23andMe**, sponsor of the Health Focused theme, is a personal genome service that helps consumers map out their personal genetic history. Based in the San Francisco Bay area, the mail-in testing service provides 75+ online reports on ancestry, traits, health and more.



## Mother's Day Gift Guide

Whether it's her first Mother's Day or she has been celebrating for years, every mom deserves something special on May 13th. Not sure what she wants? Tinybeans is here to help!



 <p>First-Time Mom</p>	 <p>Healthy &amp; Active</p>	 <p>Memory Maker</p>
 <p>Beauty Obsessed</p>	 <p>Mom-Worthy Splurges</p>	 <p>Gifts From the Kids</p>



Tinybeans Chief Executive Officer, Eddie Geller, said:

*"Based on the success of the Holiday Gift Guide, both from a partnership revenue and user engagement perspective, expanding the concept to Mother's Day was a no-brainer. Canon, MacMillan Books and 23andMe are new to Tinybeans, and if the metrics achieved are anything like the Holiday Gift Guide, we won't be surprised to see them exponentially increase investment on the platform in the near future."*

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**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 120 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)