



Tinybeans Group Limited (ASX:TNY)
Investor Presentation – June 2018





Tinybeans is a technology platform that provides parents with one safe space to capture and share their children's life stories with family.

Latest Metrics*

2.5M+
Registered
Users

Added
220k+
in Q4

.95M
Monthly
Active
Users

Growth of
8%
MAU in Q4

\$620k
H2-FY18
Advertising
Revenue

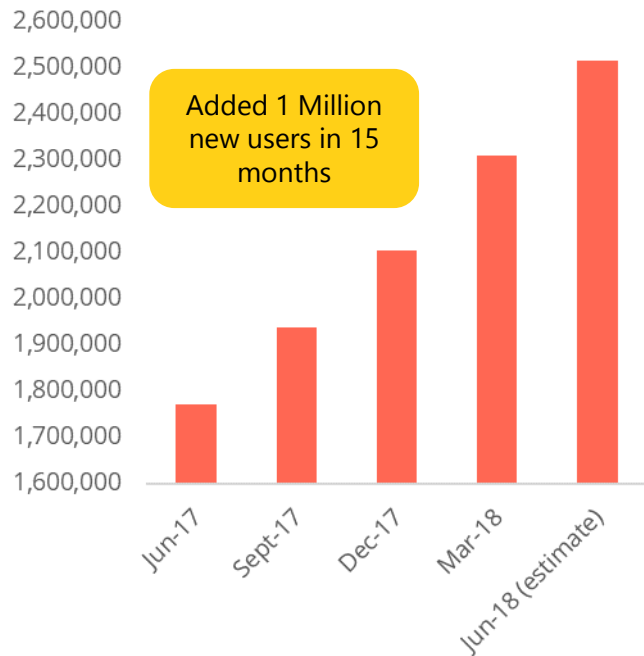
55%
Increase in Ad
revenue
Compared to
H1-FY18

* These metrics are management estimates to June 2018

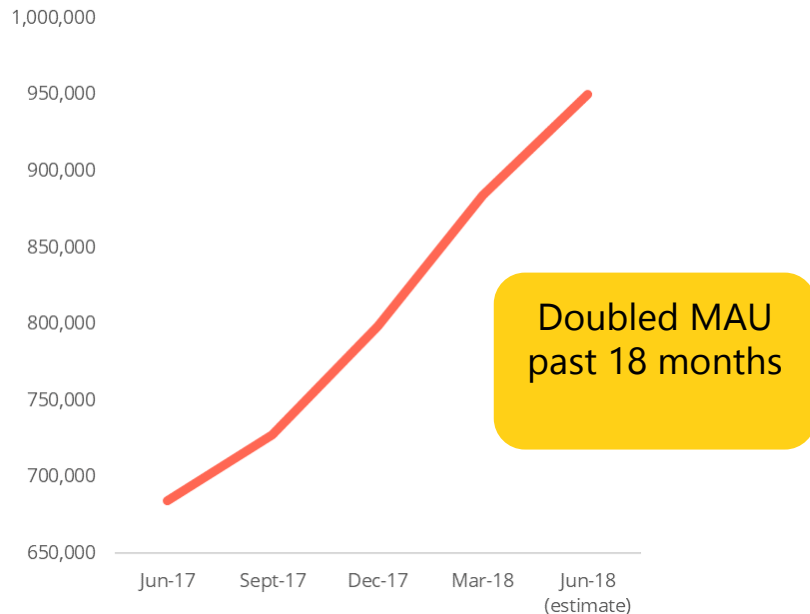


User Growth*

Registered User Base



Monthly Active Users



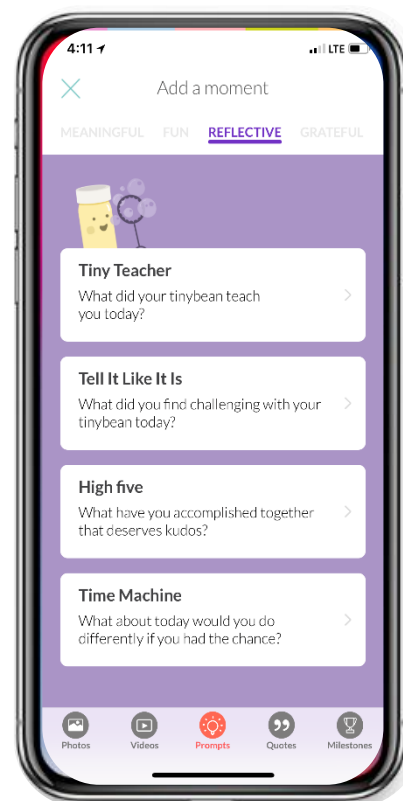
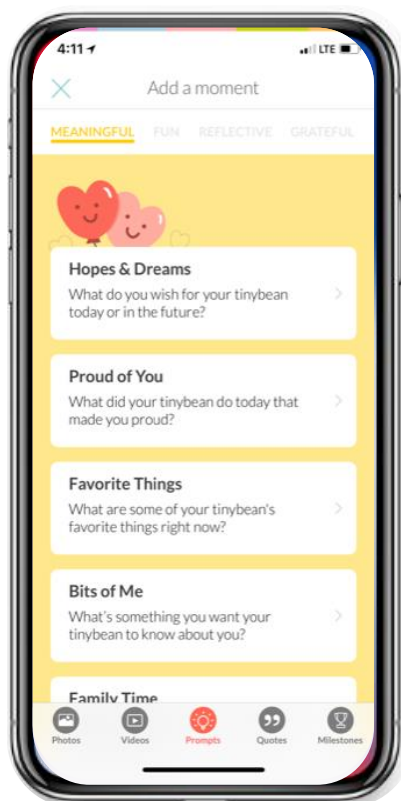
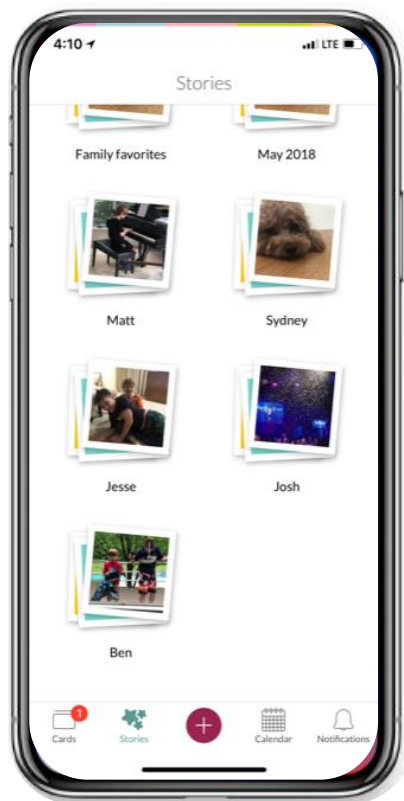
* These metrics are management estimates to June 2018

More Users

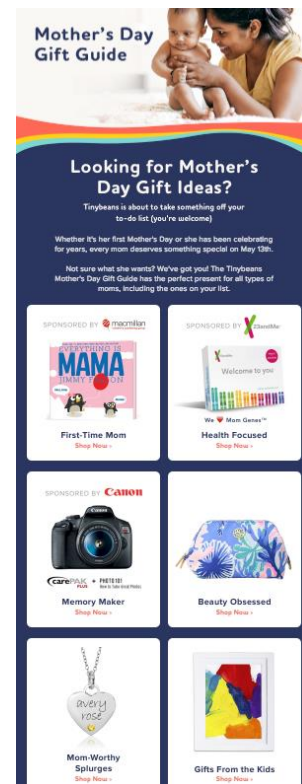
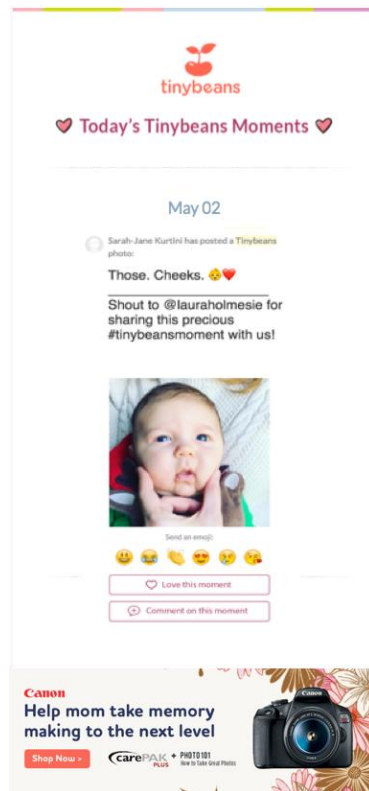
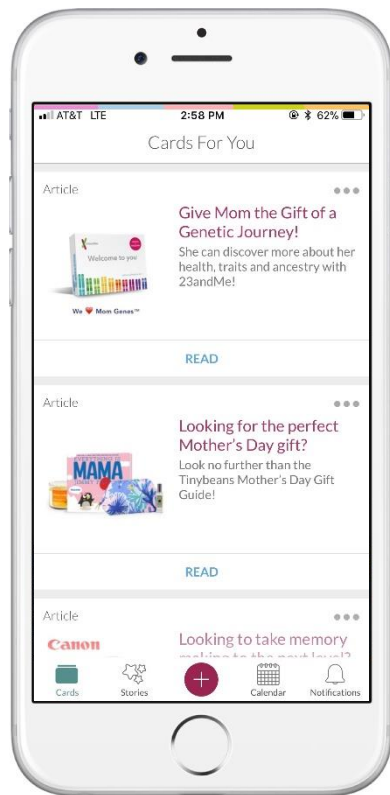
More Engagement

More Revenue

Recent Product Enhancements



Recent Partner Highlights



Mobile app & email examples

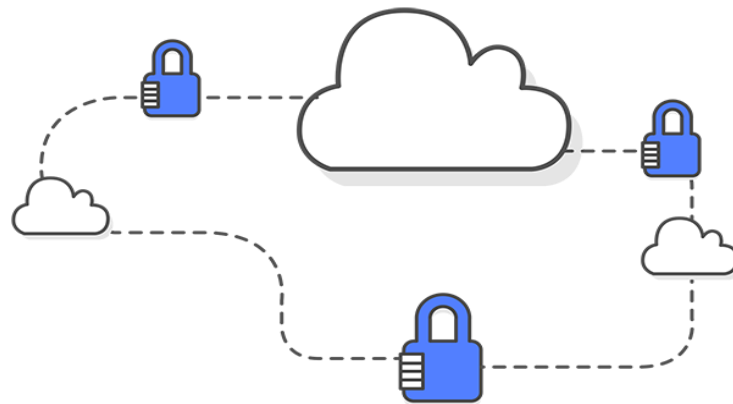
Platform security investments continue

Families trust Tinybeans to take care of their precious moments, here are some of the improvements we've made to the security of our platform in recent times:

- Enforced multi-factor authentication on all system access
- Hardened password policy on privileged accounts
- Restricted infrastructure access to only white-listed IP addresses
- Tightened security groups in hosting infrastructure

Ongoing tasks continued like...

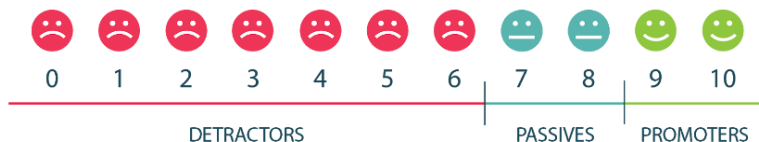
- Perform ongoing security audits on the hosting environment and all administrative access
- Implement detailed audit logs of all system access



Net Promoter Score (NPS)



How likely are you to recommend
Tinybeans to a friend?



73



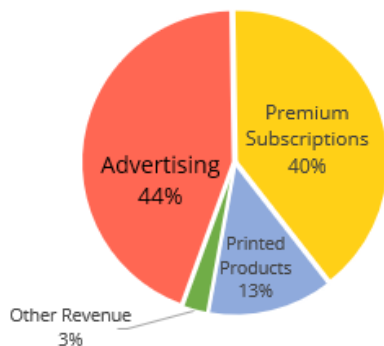
Source: NPS Benchmarks (2017)

Revenue Breakdown

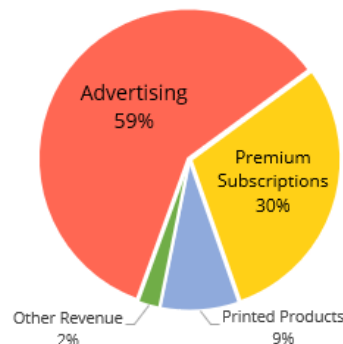
Revenue	FY17	FY18*	% Change
<i>Advertising</i>	\$ 475,268	\$ 1,019,068	↑ 114%
<i>Premium Subscriptions</i>	\$ 427,226	\$ 510,007	↑ 19%
<i>Printed Products</i>	\$ 143,953	\$ 146,269	↑ 2%
<i>Other Revenue</i>	\$ 29,228	\$ 40,991	↑ 40%
Total Revenue	\$ 1,075,675	\$ 1,716,335	↑ 60%

60% Revenue Growth

FY17 Revenue



FY18* Revenue



* These metrics are management estimates to June 2018

Since IPO to June 2018*

- 1 Registered User Growth Up 57%
- 2 Monthly Active User Growth Up 64%
- 3 Revenue Up 60%

* These metrics are management estimates to June 2018

A close-up photograph of a baby with dark hair and eyes, wearing a blue shirt, crawling on green grass. In the foreground, there are several colorful balloons (purple, red, blue, yellow). The background is a soft-focus outdoor scene with trees and a bright sun, creating a warm, golden light.

Capital Raise and Placement Offer

Capital Raise and Placement Offer

Offer Terms	Details	
Overview	Total new capital of up to \$3.5m via a share placement and Share Purchase Plan	
Pricing	Capital Raising to be conducted at \$0.55 per share	
Breakdown of Capital Raising	<ul style="list-style-type: none"> Total Raising of up to \$3.5m + SPP: <ul style="list-style-type: none"> Approximately \$3.5m to be raised from a Placement to new and existing institutional, professional and sophisticated investors; and Share Purchase Plan to existing Shareholders to raise up to the maximum permitted amount of shares 	
Lead Manager	Bell Potter Securities Limited	
Indicative Use of Funds	Marketing, Brand, PR & Customer Acquisition	\$600,000
	Business Development, Sales & Partnerships	\$700,000
	Engineering & Technology	\$1,100,000
	Costs of Offer	\$200,000
	Working Capital	\$900,000
	Total use of Funds	\$3,500,000

Indicative Capital Structure

Shares on Issue Prior to Offer ¹	26,145,160
Options on Issue Prior to Offer ²	862,837
New Shares – Placement ³	6,363,636
Total Shares on Issue post Capital Raising	32,508,796
Implied Market Capitalisation ⁴	\$17,879,837
Management Options to be Issued ⁵	7,350,000
Maximum Number of New Shares Available under the SPP ⁶	7,843,548

1: 11,069,772 tradeable shares on market – 15,075,388 Escrow Shares (Escrow in place until 21st of April, 2019)

2: Options are exercisable at various strike prices across 2020 and 2021

3: Placement of \$5.5 million at \$0.55 to investors subject to shareholder approval at TNY's General Meeting (to be scheduled)

4: At Capital Raising Offer Price of \$0.55 on an undiluted basis

5: Management Options subject to shareholder approval at the EGM and will be issued at strike prices of \$1.00, \$1.25 & \$1.50 to senior management – expiration date June 2023

6: SPP intended to be conducted in June/July 2018 at the same price as the placement and with a maximum subscription of \$15,000 per shareholder. This figure is 30% of TNY's current share capital, which is the maximum that can be issued without shareholder approval.

Timetable

Timetable Item	Date
Trading Halt	9am, Monday, 4th of June, 2018
Bids Due	8pm, Wednesday, 6th of June, 2018
Allocations Advised	8am, Thursday, 7th of June, 2018
Signed Confirmation Letters Due to the Lead Manager	9am, Thursday, 7th of June, 2018
Resumption of Trading	10am, Thursday, 7th of June, 2018
Placement Trade Date	Tuesday, 12th of June, 2018
Placement Settlement Date	Thursday, 14 th of June, 2018
Allotment of Shares under the Placement	Friday, 15th of June, 2018
Share Purchase Plan Offer Period	18 th of June to 9 th of July 2018
EGM for Shareholder Vote to approve Management Options	Mid-July, 2018



Appendix

Balance Sheet (AUD)

ASSETS	Jun-17	Sep-17	Dec-17	Mar-18
Cash	\$ 5,205,562	\$ 4,078,086	\$ 3,161,259	\$ 1,860,959
Accounts Receivable	\$ 88,713	\$ 152,680	\$ 152,296	\$ 216,692
Other Current Assets	\$ 386,002	\$ 460,640	\$ 401,860	\$ 182,896
Total Current Assets	\$ 5,680,276	\$ 4,691,406	\$ 3,715,415	\$ 2,260,547
Total Non-Current Assets	\$ 113,797	\$ 133,242	\$ 180,988	\$ 282,821
Total Assets	\$ 5,794,073	\$ 4,824,648	\$ 3,896,403	\$ 2,543,368
LIABILITIES				
Current	\$ 663,462	\$ 657,507	\$ 867,454	\$ 838,925
Non-Current	\$ 215,431	\$ 223,892	\$ 290,284	\$ 303,530
Total Liabilities	\$ 878,893	\$ 881,399	\$ 1,157,739	\$ 1,142,455
EQUITY				
Total Current Earnings	\$ (2,056,626)	\$ (996,881)	\$ (2,272,059)	\$ (3,607,007)
Total Retained Earnings	\$ (2,845,272)	\$ (4,830,361)	\$ (4,901,898)	\$ (4,710,601)
Total Other Equity	\$ 9,817,078	\$ 9,770,492	\$ 9,912,621	\$ 9,718,520
Total Equity	\$ 4,915,180	\$ 3,943,249	\$ 2,738,664	\$ 1,400,912
Total Liabilities & Equity	\$ 5,794,073	\$ 4,824,648	\$ 3,896,403	\$ 2,543,368

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