



ASX RELEASE

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Investor FAQs and CEO Video Interview

Tinybeans Group Limited (ASX: TNY) ("Tinybeans" or "the Company"), the **Number One App**¹ in the world for families' memories, is pleased to present this link to a recent video interview with Eddie Geller, TNY CEO.

In the interview, Eddie discusses the questions most frequently asked by investors. The transcript of the FAQs and responses is attached to this Announcement. A copy of the video is available on the Company's website here - <https://tinybeans.com/investors/updates/fy2018.html>

Tinybeans CEO, Eddie Geller, said

"We are pleased to provide investors with this video update and transcript of our responses to the questions we typically receive from investors. We hope this information is informative and educational. We also hope these materials convey our passion for TNY, and confidence as we begin to deliver on the Company's tremendous potential."

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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 on other platforms 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 2.5 Million members in over 200 countries/territories and keeps over 150 million precious memories safe.

Every day millions of people 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

¹ As measured by the Apple App Store when you search for "baby journal" and "baby photo sharing".



1) What's your vision for TNY and how has the opportunity progressed since the company was started?

Our vision is to create a space where millions of families can effortlessly capture and share their kids' stories. In the beginning we were about private photo sharing, but over time we've learned it's so much more. Every moment with your child is worth remembering and Tinybeans makes capturing those memories easy and convenient.

2) What market and customer demographic are you targeting and why?

We're targeting expecting women and families with babies in their first year. Historically they have derived the most value from our platform and our goal is to super-serve those families. We want to provide them a product that meets the needs they have now around organising their children's stories and sharing and the needs they don't even know they have yet, like easy ways to look back on those first moments.

3) What advantages and value add does TNY offer families, and advertisers?

We're a service for parents, built by parents and we never forget that. For families, we're a must-have that lets you effortlessly create a keepsake to last a lifetime. We make it simple to connect the entire family. We organize all those milestones and memories in a meaningful way, and we know that families like to have something tangible, so we make printing photo books or other mementos really simple.

For advertisers, we allow them to reach families at the moment they're researching what they need for the next stage of their baby's development. We allow them to reach the entire family, so parents, but also grandparents, and aunts and uncles. Oftentimes grandparents are looking for advice on what to buy for birthdays and holidays and we're there for them with age-appropriate recommendations.

4) How does the revenue model work?

We make money in several ways: hyper targeted advertising on the platform, upgrades to our premium level of service at \$50 USD per year, printed products and lastly affiliate revenue from things like gift guides, and specialised research.

5) You've been able to grow registered users to over 2.5m. How have you achieved this growth and what sales and marketing resources are you investing in for the future?

Tinybeans has grown almost entirely organically, which I think speaks to the power of our product and the usefulness of the platform. Our biggest growth channel is moms telling other moms why Tinybeans is a must-have. That being said, we are looking for additional ways to raise awareness and tell our story. We've recently expanded our partnership with the largest newborn photographer in the United States and we're investing more into content marketing and acquisition marketing in the coming year.

6) How should we think about the economics of the business model and the returns on investment?

Tinybeans has grown primarily through word of mouth, however through our various paid partnerships the average cost to acquire a new mother is around \$2 and with the growth we've seen in premium subscriptions and advertising, we're confident that we'll be able to get a return



well within 12 months. To illustrate this, premium subscription revenue has grown by over 20% and advertising has more than doubled in the last 12 months alone.

7) What were the operational and execution highlights of FY18 and why are these significant as you build the foundations for success?

We've just closed our best quarter ever in terms of revenue. Typically, the second quarter is the strongest because of the seasonal nature of advertising, but we surpassed our most recent half by 20 percent, which has set ourselves up for significant growth over the coming 12 months. In terms of user growth, the number of families on our platform has grown 34% year over year. And we've just completed significant work about our value proposition and roadmap that has us well positioned for the year ahead.

8) How is your capital and funding position given your growth ambitions?

We've just closed a round of funding, so we have cash in the bank and solid runway. We have a plan in place to increase revenues across all lines, including premium subscriptions, printing and advertising. With the advertisers in place like Amazon, Canon and Macmillan Books to name a few, we're set up for a successful future.

9) What are your priorities and KPI's for FY19?

The entire team is working single-mindedly on growing the number of families and simultaneously, revenue. We need to realize our ambitions and get to cash flow positive. We're investing in the product to further enhance the experience that drives engagement so that their time in-app grows and their reasons to keep coming back increase. We're also investing in the platform ad capabilities so that the larger advertisers we've been able to attract can continue to grow their spend.

10) Where would you like to see TNY in three years' time?

In three years' time, I would like to see a profitable and growing Tinybeans that continues to super-serve families. The team and I are very excited about what we have on the roadmap and how those efforts will delight parents. I'm confident we have the team and resources in place to get there and I'm looking forward entering the next chapter of our story.