



**Tinybeans Group Limited (ASX:TNY)**

US Investor Presentation  
October 2018



The **#1 platform** for  
families to safely store all  
of their precious memories

# A hyper engaged audience that trusts us with the most important thing in their world



**2.7M+**

parents, grandparents,  
family & friends



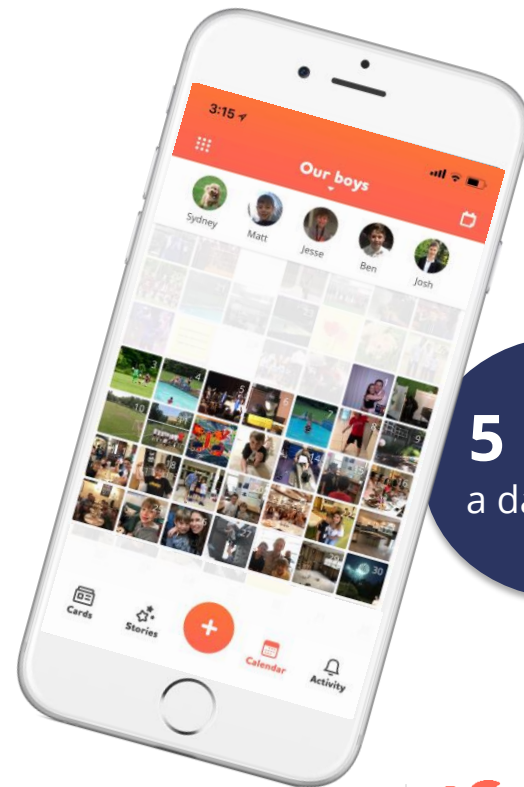
**3 in 4**

consider Tinybeans  
a mom friend



**93%**

will purchase a  
product/service we  
recommend

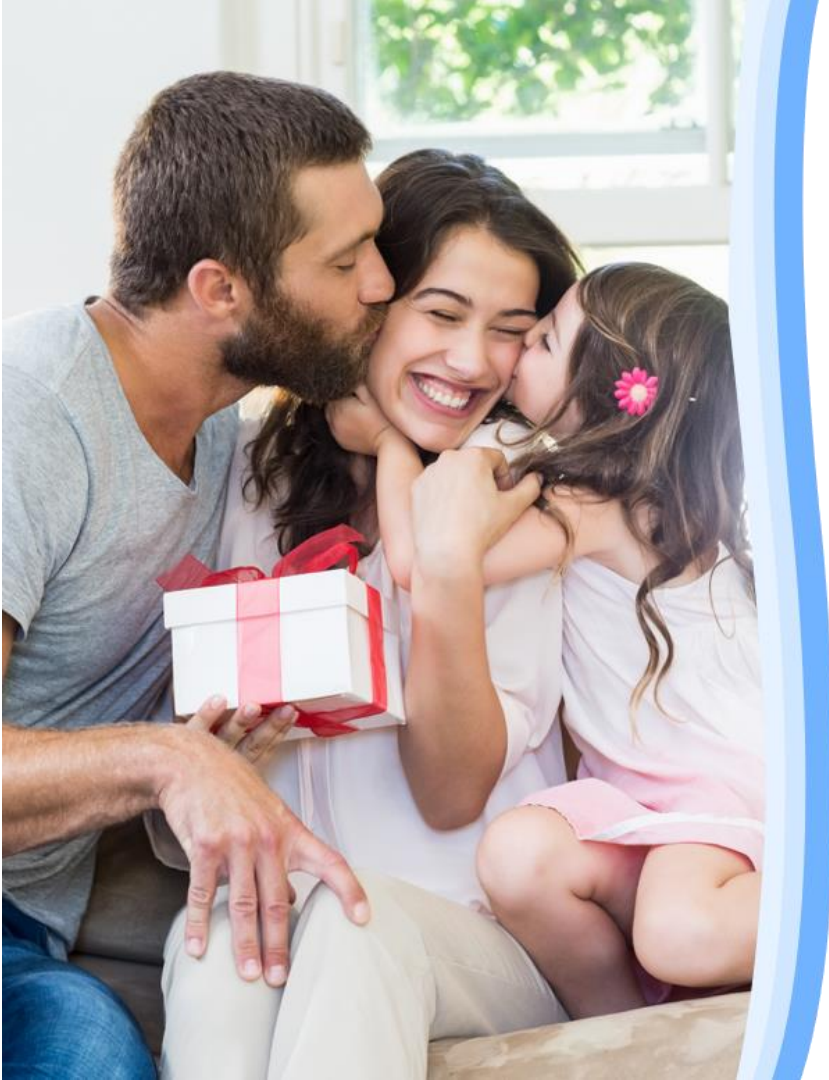


**5 mins**  
a day in-app

# Intelligence shaped by data







## Powerful millennial parents

- 2 in 3 users are millennials; Average age 32.5
- Average HHI \$120,514
  - 72% HHI \$75K+ (Index 186)
  - 55% HHI \$100K+ (Index 282)
- 83% are college graduates (Index 199)
- 39% have a postgraduate degree (Index 233)
- 72% are employed (Index 120)

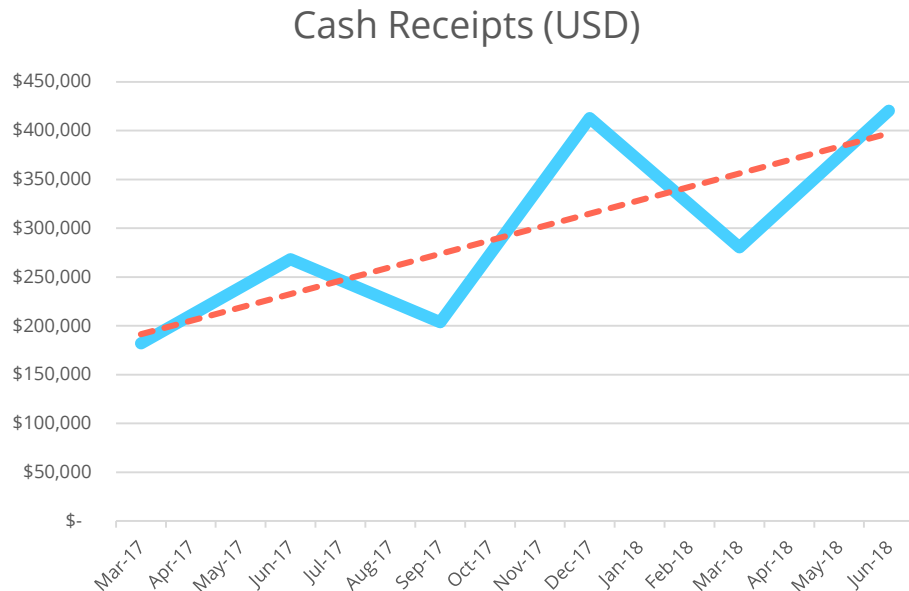
Source: Tinybeans Word of Mom research, January 2018; Index to national sample



## TNY: successfully executing growth strategy

- Monthly Recurring Revenues (MRR) of **\$153k** in June 2018, made up of Tinybeans Family Premium subscriptions, programmatic advertising and brand partnerships. This represents growth of **230%** in the past 12 months.
- FY18 validated our special customer value proposition: **+65% sales growth, +115% advertising revenue** growth and over 16,500 Tinybeans Family Premium subscriptions representing 82% growth. Signed 37 new advertising partnerships including Macmillan Books, Pottery Barn Kids, Scholastic & Canon
- Momentum is building: **Record Q4 FY18 (to June 2018)**, 58% increase in cash receipts, user growth +41% on prior period
- Well-capitalised to fund accelerated growth strategy with over **\$3M (USD) cash balance and growing cash receipts**

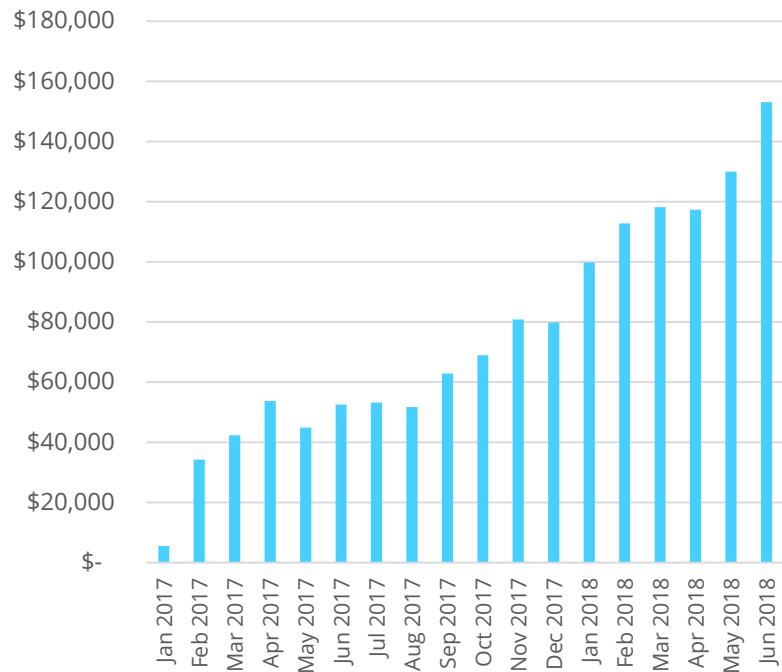
# Improving cash receipts



- Track record of strong growth in cash receipts versus prior corresponding periods
- Cash receipts growth driven by advertising and premium subscriptions
- Expected cash trajectory to continue

# Record revenue (USD) growth

Monthly Recurring Revenues

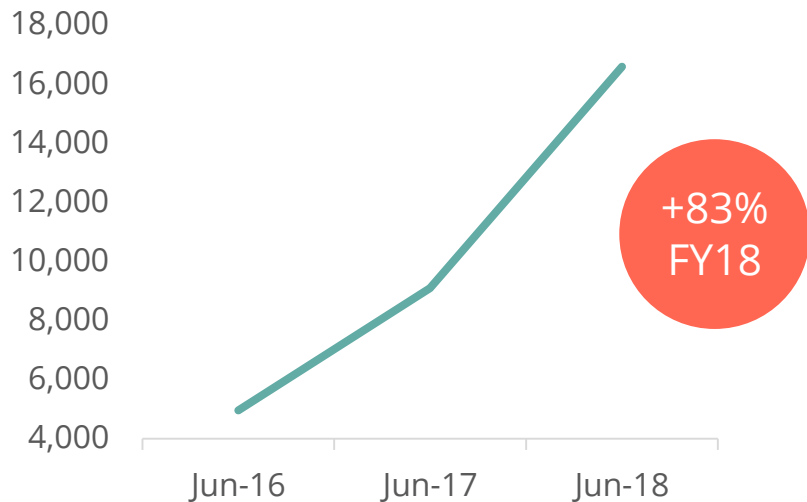


- Monthly Recurring Revenues (MRR) of \$153k in June 2018 representing growth of 230% in the past 12 months.
- Premium Subscriptions driving MRR, 85% of which are annual contracts (average \$40)
- Programmatic advertising growing quarter on quarter as more ad networks are attracted to the Tinybeans audience



# Record premium revenues

Family Premium Subscribers



No ads for your family



Download all memories in one export



Save videos up to 5 minutes long



Full-res photos for best quality printing



Easily search for specific memories



Keep certain memories to just the parents!



Exclusive printing and special offers



Receive priority customer support

- Family Premium growth in FY18 largely organic
- New features launching in H1-FY19 including:
  - Improved subscription management which will drive increased retention
  - High resolution photos and printing integration driving revenue



## Growth across all key metrics

|                                 | June 2016 | June 2017 | June 2018 |
|---------------------------------|-----------|-----------|-----------|
| Revenue (USD)                   | \$429K    | \$822K    | \$1.37M   |
| Monthly Recurring Revenue (MRR) | \$12K     | \$52K     | \$153K    |
| Annual Contract Value (ACV)     | \$144K    | \$489K    | \$937K    |
| Revenue (USD)/ Active           | \$0.37    | \$1.20    | \$1.42    |
| 12 Month Retention              | 45%       | 53%       | 58%       |



## FY19 Growth Strategies

Launch new mobile app experience driving **3X time spent in app**, which will drive advertising, premium and printing revenues

# FY19 Company Priorities



# Tinybeans highlights and outlook



## GLOBAL MARKET

Large addressable market where user growth has come largely from word of mouth

Partnerships have begun to have positive impact

Over 25,000 5-Star reviews



## REVENUE GROWTH

Monthly Recurring Revenues (MRR) growing across premium and advertising revenue streams

Programmatic Advertising growing Q on Q (177% up on FY17)

Significant investment being made into Premium and Printing products on anticipation of booming holiday period



## PRODUCT LEADERSHIP

Metrics driven product roadmap driving more time spent in app

Deep engagement with users solving their everyday needs

Evaluate complementary acquisitions to broaden product suite and user base across pre and post birth



## BUSINESS MODEL

Revenue diversified generating both consumer (40%) and corporate revenues (60%)

Attractive and trusted consumer segment insulated from downturn

Rich data that enables targeting and relevance (unique and secure child and family data)



tinybeans

THANK YOU!



# Corporate information

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