



## ASX RELEASE

18 October 2018

### Letter from the Chairman

**Tinybeans Group Limited (ASX:TNY) (Tinybeans or the Company)** wishes to advise that the attached letter from the Chairman, Mr John Dougall, has been sent to Shareholders of the Company today.

**For more information, please contact:**

**Michael Brown**

+61 400 280 080

[mbrown@pegasusadvisory.com.au](mailto:mbrown@pegasusadvisory.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 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 users in over 200 countries/territories and keeps over 150 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)



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## Letter from the Chairman

Dear Tinybeans Shareholder

Thank you for your on-going support of Tinybeans Group Limited (**Tinybeans** or **Company**).

As you will be aware our second Annual General Meeting will be held in Sydney on Monday October 29. This will be my first opportunity to meet with many of you.

In the event that you are unable to attend I would like to share with you my thoughts on our Company, why I took the Chair six months ago, and what I can contribute from my years as Managing Director of four ASX-listed Australian Technology companies. I was also President & CEO of the NASDAQ-listed Quick Response Services whose genesis was Australian-developed software for The Myer Emporium.

As a public company director for nearly 30 years I have a strong commitment to building sustainable, profitable growth. I strongly believe in good governance, disciplined capital management and the importance of having an ethical, desirable and respected corporate culture. I believe that I can assist my co-directors and management team in delivering on Tinybeans' tremendous potential, as we meet our obligations to our shareholders, our staff, our nearly three million members, and to our customers and suppliers.

My business experience has always involved developing technology solutions to meet Australian market needs and then taking those solutions to the world. With the iconic company AWA Limited my team worked closely with Civil Aviation, VicRoads and Telstra to solve problems in Air Traffic Control, Road Management Systems and Outback Telecommunications. In five years we took exports of these technologies from zero to over \$100,000,000 per annum. I believe that the Tinybeans offering has global potential.

As grandfather to five young ones I believe in the Tinybeans offering. I am proud of our private/secure technology and I believe as we grow our Company it has potential to earn significant revenue from large brands wanting to engage with our highly attractive millennial parents and their families. With our CEO Eddie Geller based in New York, our current focus is on the 35 million young families in the USA. We'll look at other markets once we capitalise on the significant potential of the US.

Your directors and staff are conscious that we are yet to be Cash Flow positive as we continue to invest in Product Development, Sales and Marketing. The 2017/18 year saw strong growth in Members and Revenues. In the 2018/19 year we have committed to a number of operational milestones which we published with our 2017/18 Audited Results on August 29. We will report on progress against those milestones throughout the next 12 months. We simply ask that you track us and judge us on what we do and deliver. We commit to turning Cash Flow positive on



a run rate basis in calendar-end 2019. I am committed to delivering on your investment. It is an exciting time to be at Tinybeans and I look forward to updating you as we progress.

I would also like to encourage you to elect to receive Shareholder communications via email by contacting Link Market Services on 1300 554 474 or via email at [registrars@linkmarketservices.com.au](mailto:registrars@linkmarketservices.com.au).

Thank you again thank you for your support.

Sincerely

John Dougall  
Chairman  
Tinybeans Group Limited