



## ASX RELEASE

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# Leading US Life Insurer Selects Tinybeans for \$200k Marketing Campaign

**Tinybeans Group Limited (ASX: TNY)** ("Tinybeans" or "the Company"), the technology platform that connects parents with the most trusted tools and resources on the planet to help every family thrive, is proud to announce it has signed an advertising contract with a New York-based life insurer for over **\$200,000**.

### Highlights:

- **Leading life insurer selects Tinybeans for the unique ability to engage parents at the moment they begin to think about life insurance for their growing family;**
- **This contract is through calendar 2019, valued at over \$200k and have an immediate impact on revenues; Payments related to the contract will be received quarterly; and**
- **Is the largest single marketing campaign secured by Tinybeans to date.**

Tinybeans will help introduce life insurance offerings through bespoke campaigns targeting specific segments of Tinybeans' hyper-engaged audience.

Tinybeans CEO, Eddie Geller, said:

"We're thrilled to announce the signing of our largest one off contract to date valued at over \$200k for calendar 2019, with a successful U.S. life insurer. Corporate confidentiality policies of the insurer's Fortune 500 financial owner limit our ability to release our clients' name in the press. We're proud to partner with them, building on several successful test campaigns they ran on the platform in 2018. Tinybeans' smart analytics will empower us to target and share the benefits of life insurance with the parents who will value the proposition most highly. This will add value to their marketing efforts and leverage our platform's growing power as a trusted source of parenting product recommendations. Also, this contract will further drive our goals of getting to cash flow positive through calendar year 2019."



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**Tinybeans Group Limited (ASX: TNY)** is a mobile and web-based technology platform technology platform that connects parents with the most trusted tools and resources on the planet to help every family thrive. 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 3 Million members and over 1.1 Million monthly active in over 200 countries/territories and keeps over 180 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](http://www.tinybeans.com)