



## ASX RELEASE

2 April 2019

### Tinybeans Appoints Claudine Patel as Advisor

**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 that it has recently appointed a leading executive Claudine Patel as an advisor to the Company.

#### Claudine Patel

Claudine Patel is a values-driven, results oriented marketing and innovation leader with demonstrated accomplishments and deep expertise across a full range of disciplines—accumulated over **19 years** of progressive global experience in **the consumer packaged goods (CPG)** industry. Claudine is a creative, quick-thinking change agent adept at visionary strategic development, portfolio management and commercialization, as well as launching margin accretive innovation. She has also seen tremendous success in mobilizing organizations and executing growth strategy, with proven expertise in developing talent and nurturing high performing teams.

Most recently, Claudine was Global Senior Marketing & Innovations Director at Kellogg's, leading the growth agenda across the global Wholesome Snacks portfolio with a focus on strategy, innovation and marketing capability acceleration. In addition, she developed and deployed the purpose-led, affordable nutrition agenda for Kellogg's across key emerging markets, working with partners like the Bill and Melinda Gates foundation. Prior to Kellogg's, Claudine was the Global Marketing & Innovations Director for Enfamil, a leading infant formula brand and spent many years at Kraft Foods and Coca-Cola.

Tinybeans CEO, Eddie Geller, said:

*"We are beyond thrilled to have such an outstanding executive leader such as Ms. Claudine Patel join as an advisor. Her experience with consumer packaged goods, innovation and how big brands think in relation to strategy, growth and gaining consumers trust, place her in an ideal position to help shape and focus our growth strategy in the U.S. and beyond. Claudine's advice will be paramount as we continue to grow our relationships and contracts with multi-national brands in the years to come."*

Senior Advisor Claudine Patel, said:

*"I'm delighted to be advising the Company and leadership team. I look forward to assisting them in accelerating their growth in the U.S. and in expanding in other markets so Tinybeans becomes synonymous as a destination for all parents and their families. In partnership with other leading U.S.*



*based brands, Tinybeans will stand positioned as a unique commercial proposition for brand partners. I have no doubt the next 12 months will see an influx of numerous key partnerships."*

**For more information, please contact:**

**Michael Brown**

+61 400 280 080

[mbrown@pegasusadvisory.com.au](mailto:mbrown@pegasusadvisory.com.au)

**Tinybeans Group Limited (ASX: TNY)** is a mobile and web-based 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.

To watch Tinybeans CEO, Eddie Geller's recent address on H1-FY19 Results, see here - <https://www.dropbox.com/s/9bc42kabvevhaz1/TechKnow%20March%202019%20Tinybeans%20MELB.mp4?dl=0>

[www.tinybeans.com](http://www.tinybeans.com)