



ASX RELEASE

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LEGO Signs Advertising Contract with Tinybeans

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 LEGO Systems, Inc.

Highlights:

- **LEGO Systems Inc will advertise their DUPLO products to families in the U.S. to toddlers/preschoolers;**
- **This contract through calendar 2019, is the largest contract Tinybeans has signed to date and will have an immediate impact on revenues;**
- **The advertising contract is the largest to date, surpassing the deal announced back in February¹; and**
- **Like traditional advertising campaigns, revenue will be CPM based. Payments related to the contract will be received monthly.**

Tinybeans CEO, Eddie Geller, said:

"We're thrilled to announce that Lego Systems Inc. will advertise its early childhood content and products on our U.S. platform. We're so proud to partner with such an iconic brand, as it again proves the immense value of Tinybeans to brands in our space. Tinybeans' smart and agile analytics will empower us to target and share the benefits of DUPLO products with the right families to help their child's development and reinforce Tinybeans' growing power as a trusted source of child-related product recommendations. Beyond the exciting partnership synergies, this contract will further drive to our goal of getting to cash flow positive through calendar year 2019."

¹The revenue that could be generated under this advertising contract through calendar 2019 is projected to be more than AUD\$200K (which is the deal announced on 8 February 2019), but less than AUD\$300K (once all advertising elements under this contract are delivered).



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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 - http://bit.ly/tny_h1fy19

www.tinybeans.com