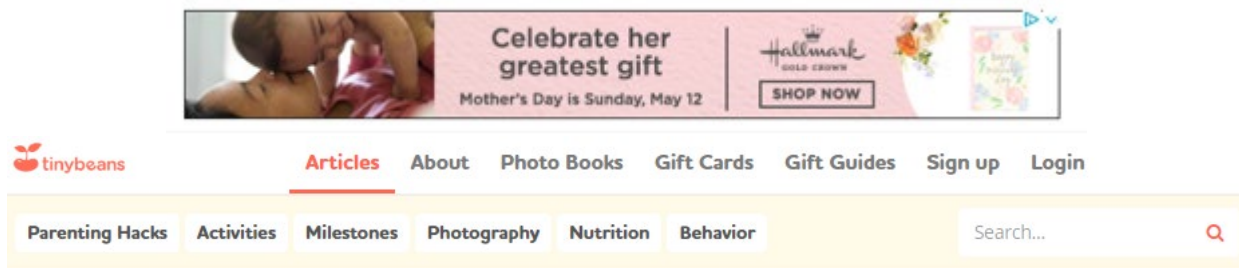


ASX RELEASE

26 April 2019

Tinybeans Launches Content Platform to the World!

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 launched a new content platform to deliver even more value to families everywhere.



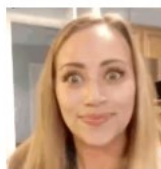
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Interview with a photographer: Angela Forker

Angela Forker is an Indiana-based photographer who strives to make a positive impact on the lives of parents, especially those with children with special needs.

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See more at <https://tinybeans.com/articles>

Highlights:

- Due to the demand exhibited by the Tinybeans audience, the Company has launched a new content platform delivering valuable content to its members;
- This platform, available to all users everywhere, will be used to offer a rich environment to access valuable parenting tips and other resources based on their children's age and stage;
- Tinybeans technology has been developed with the ability to curate not only its own content but also content sourced from other platforms. This further delivers on the vision to connect parents with the most trusted tools and resources on the planet;
- This new platform is expected to drive further activity with its existing audience members and re-engage inactive users thereby growing its Monthly Active Users via valuable content; and
- Further engagement and usage will drive growth in advertising revenues.

Some early beta feedback from members included:

"I typically just use the app to add pictures but this web site brought to light the many other things that Tinybeans has to offer."

"Your new site looks great! :)"

" I had no idea there were so many resources."

"Love the website by the way. I'm going back now to read some of the articles I saw."

"Thank you so much for creating a new home for us sharing lots of useful tips."

"Well done on the new site - some great content."

"Great website with heaps of tips. Looking forward to exploring it more!"

Tinybeans Vision



Tinybeans CEO, Eddie Geller, said:

"We're really excited to launch our new content platform to the world. Not only will this new platform serve our audience of over 3.2 million registered members, but it will be available for anyone in the world to see. With the wealth of articles here now and the thousands we're planning on adding, we believe SEO will be a new avenue of growth."

Parents are hungry for the best information out there to help nurture their children, but don't have time to scour the internet or scroll endlessly through news feeds. So this platform will include the short, actionable tips and hints we wished we'd been able to find more easily."

"This platform release enhances and strengthens our position as the preeminent experience for parents and families everywhere."

Tinybeans expects this new content platform, which has been in development in the past three months, to not only add value to its members, but also further drive the value proposition for brand partnerships. Tinybeans can now publish content external to its private platform for millions more users to consume. No additional headcount is needed to build out and support this platform. The Company anticipates that this can bring in even more engaged users with extended time spent on site and revenues as it continue to further develop the platform realising the vision.



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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 3.2 Million members and over 1.14 Million monthly active in over 200 countries/territories and keeps nearly 200 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