



## ASX RELEASE

1 May 2019

### Tinybeans briefing for US Investors

**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 releasing an updated investor briefing for a conference in the US.

Eddie Geller, Tinybeans CEO is presenting at the Planet MicroCap Showcase Conference in Las Vegas on Wednesday May 1 2019.

The attached Investor Presentation is an updated version of the Presentation released to the ASX on March 18 2019, incorporating the information contained in the March Quarterly Report and Appendix 4C released to the ASX on April 18 2019.

The updated version is expressed in USD rather than AUD. It also features updated Premium Subscription Metrics and User Growth Metrics for Q3 FY19 that have not been released prior.

#### For more information, please contact:

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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](http://bit.ly/tny_h1fy19)

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



**Tinybeans Group Limited (ASX:TNY)**

US Investor Briefing  
May 1, 2019

All \$dollars are in **US** currency



# Our Vision



# TNY: Q3-FY19 (Jan-Mar 2019) growth highlights



**3.2M**

registered users



**1.14M**

monthly active users



**\$707k**

total revenue



**\$544k**

advertising revenue



**\$229k**

monthly recurring  
revenues

All percentages are compared to the same period 12 months earlier

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# Our journey so far (and we're just getting started)

## March 2019

3.2M members and  
over \$1.9M YTD in revenues

## June 2018

2.5M members and \$1.22M  
in revenues for FY18

## December 2017

\$561k in revenues for H1-FY18 and 100  
million memories across 170 countries

## June 2017

Gets to \$.78M in revenue  
for FY17

## November 2018

Reached 1M Monthly Active users

## January 2018

Tinybeans featured on homepage of  
U.S. App Store

## November 2017

2M members

## April 2017

TNY listed on the Australian  
Securities Exchange

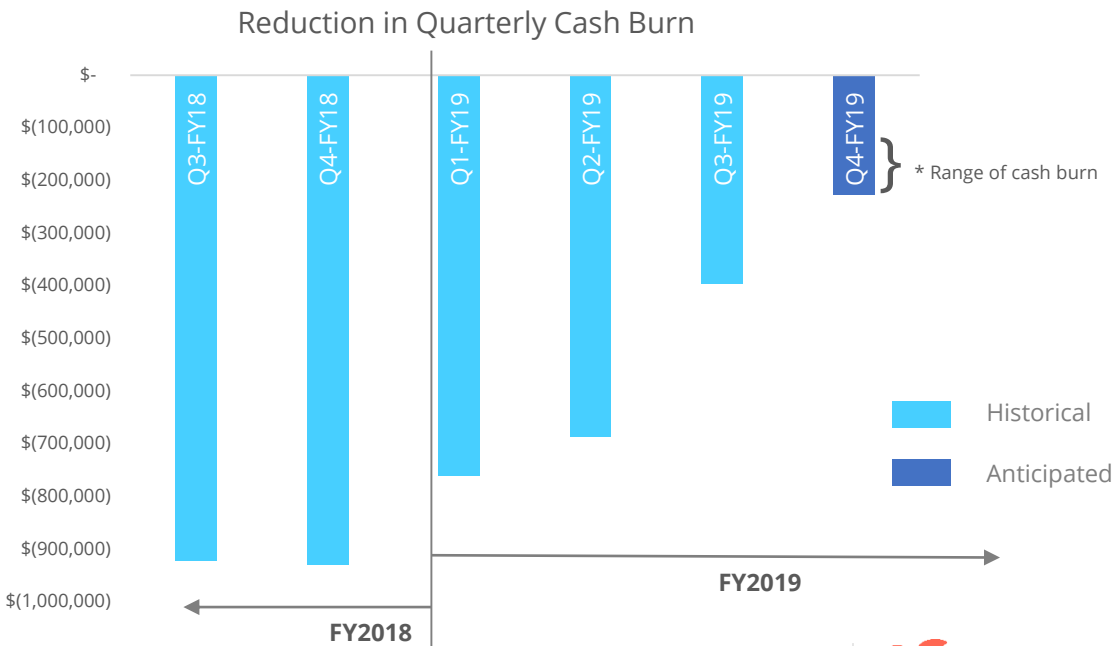
# Path to cashflow breakeven

## Positive Trajectory

- Cash burn is improving each quarter:
  - Q3-FY19 was \$467K (compared to \$686K in Q2)
  - Q4-FY19 expected to be between \$200k and \$300K\*
- We expect to maintain a positive cash balance through to turning cash flow breakeven by the end of calendar 2019 - affirmed

## Guidance Assumptions

- Cash balance of \$1M USD as at 31st March 2019
- Conservatively, we expect no increases to the cost base for the remainder of the calendar year. Q3-FY19 cost base is approximately \$1.15M
- Positive revenue outlook for H2-FY19: Direct Brand Advertising pipeline is over \$1.5M with Q4 projects focused on increasing programmatic revenues



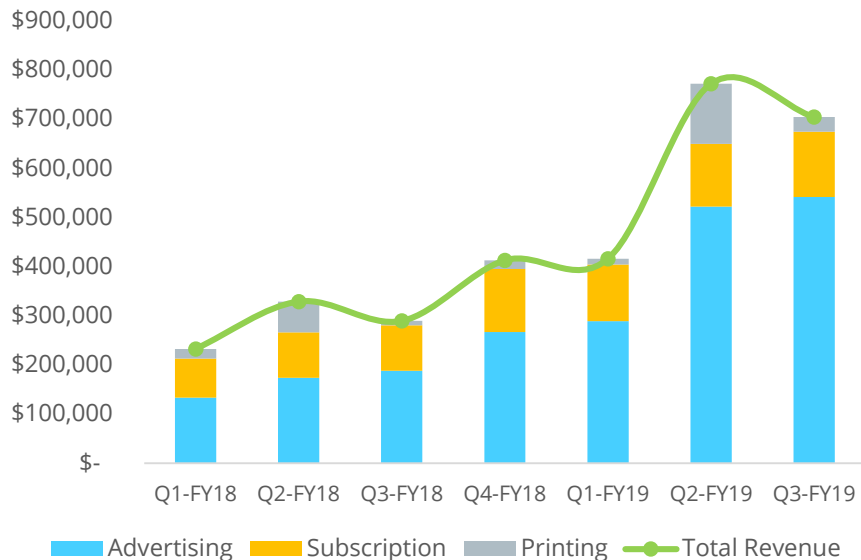
Note: TNY operates a July to June fiscal year

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# Record revenue growth

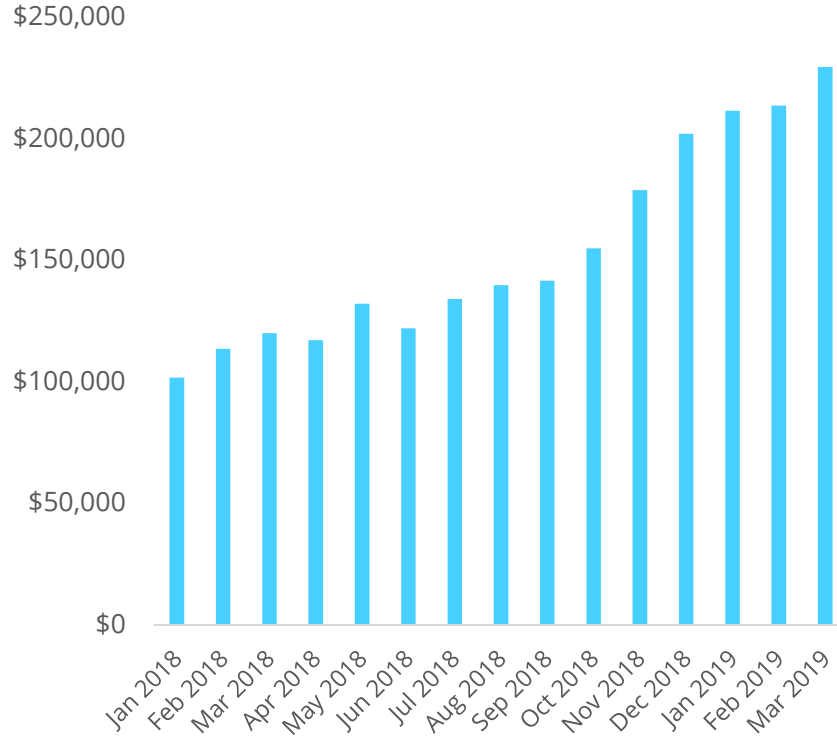
Revenues



- Growth across both direct **brand partnerships** of **253%** on the same period last year to **\$241k**, while growing programmatic advertising **\$301k**, which was **150%** on the same period last year
- Premium subscription revenue rose **44%** on the same period 12 months ago to **\$133k** for the quarter with total contract value for premium subscriptions rising from **\$1M** to **\$1.06M** in the last 3 months
- Revenue per active user grew to \$2.48 (annualized) from \$1.31 twelve months prior, an increase of 89%

	Q3FY18	Q3FY19	% Growth
Advertising Revenue	\$ 188,536	\$ 541,800	187%
Subscription Revenue	\$ 92,466	\$ 132,728	44%
Printing Revenue	\$ 8,723	\$ 29,850	242%
<b>Total Revenue</b>	<b>\$ 289,725</b>	<b>\$ 704,378</b>	<b>143%</b>

# Baseline revenues



Note: MRR includes subscription, programmatic and a 6 month trailing average of brand partnerships revenues

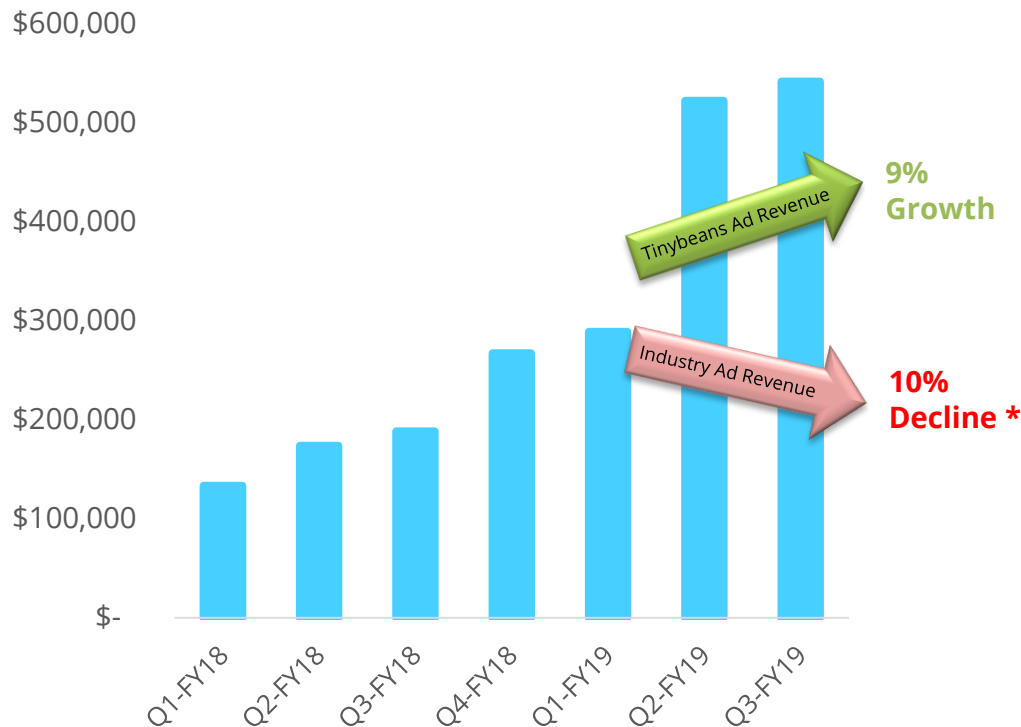
Baseline revenues accelerated to **\$229k per month**, representing a **15%** increase on the previous quarter.

The investments in programmatic advertising and premium are making the largest impact to the recurring results.





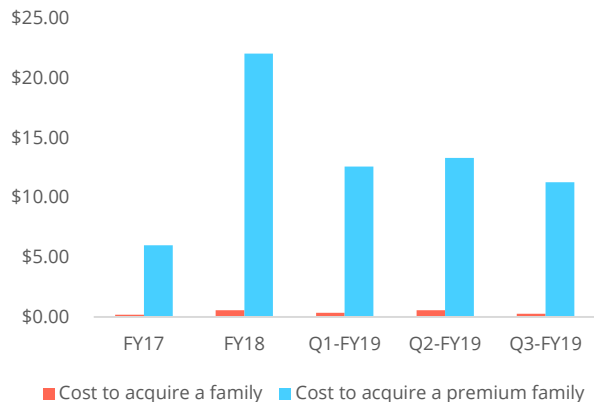
# Advertising revenues



# Premium subscription metrics

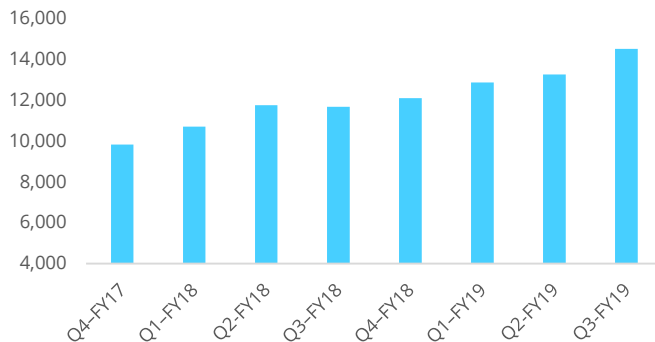


Customer Acquisition Cost (CAC)

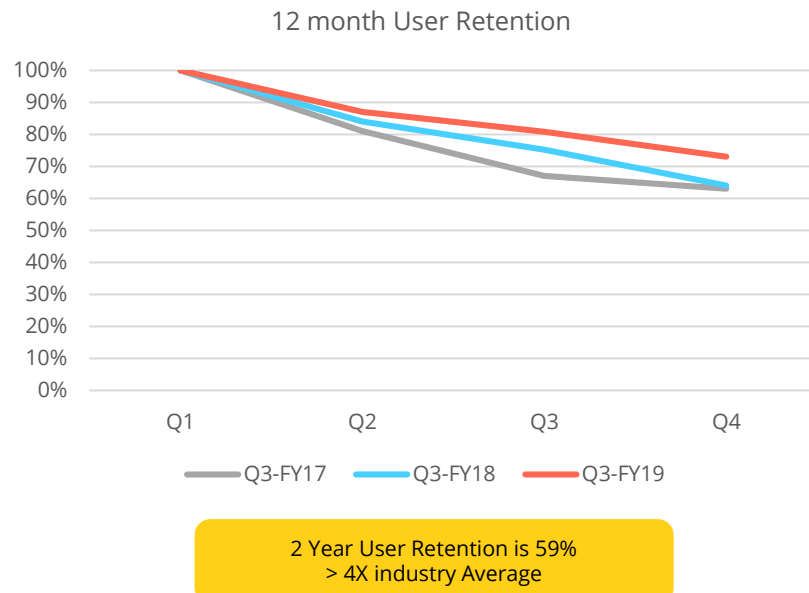
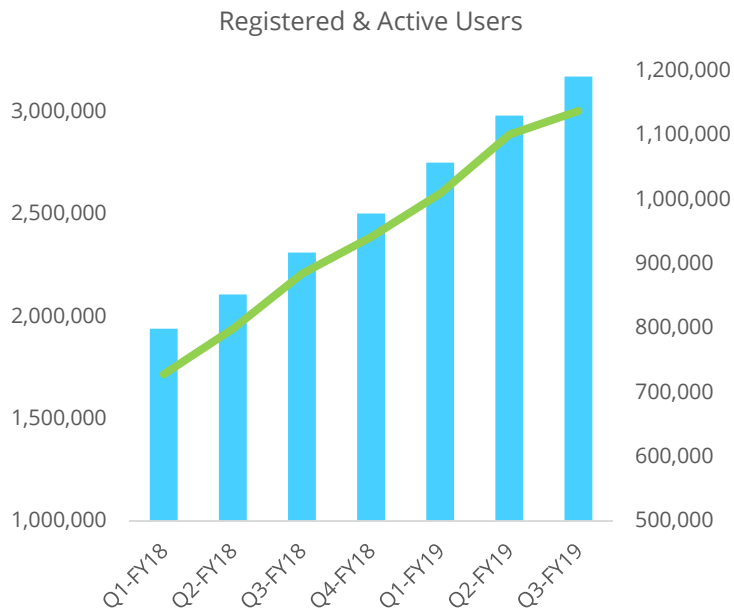


- Customer acquisition costs declined again – now at around 9 cents for FY19
- CAC to acquire a paying premium customers also reduced to \$11.30, down 17%
- Paid subscriptions reached just on 14,500, an increase of 24% on the same period 12 months prior
- Total Contract value for premium reached an all time high of \$750k US, up 45% on the same period 12 months prior

Premium Subscriptions



# User growth metrics

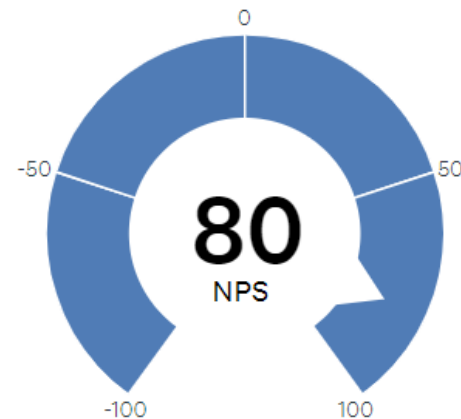


# Record NPS

- Launched NPS tracking in April 2018 with a survey to all parents.
  - Score = **73**
- Ongoing survey to new parents after their first month of membership.
  - Average Score = **60**
- End of Feb 19 we sent another survey to all parents like we did in April 2018.
  - New Score = **80**

## Overarching promoter feedback:

- “We’ve used Tinybeans for almost 5 years, and it’s been very user-friendly for our family & friends. Enjoy the depth of features as well as privacy options.”
- “I love everything about tiny beans! My favorite thing is that I can chose who gets to be see my little guys pictures and milestones. Unlike all other social media where as long as they are friends with you they see everything you post.”
- “I hate the idea of splashing my kids across social media (FB, Insta), but I have family....everywhere. Tinybeans feels like a safer way to keep the family informed and updated”



3,898 responses

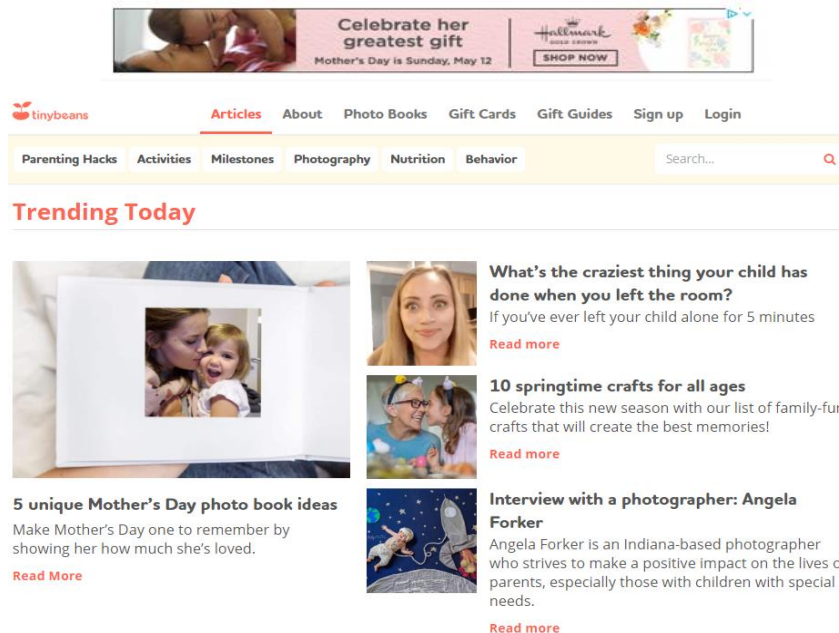
*How likely is it that you would recommend Tinybeans to a friend or colleague?*

# Technology & product developments

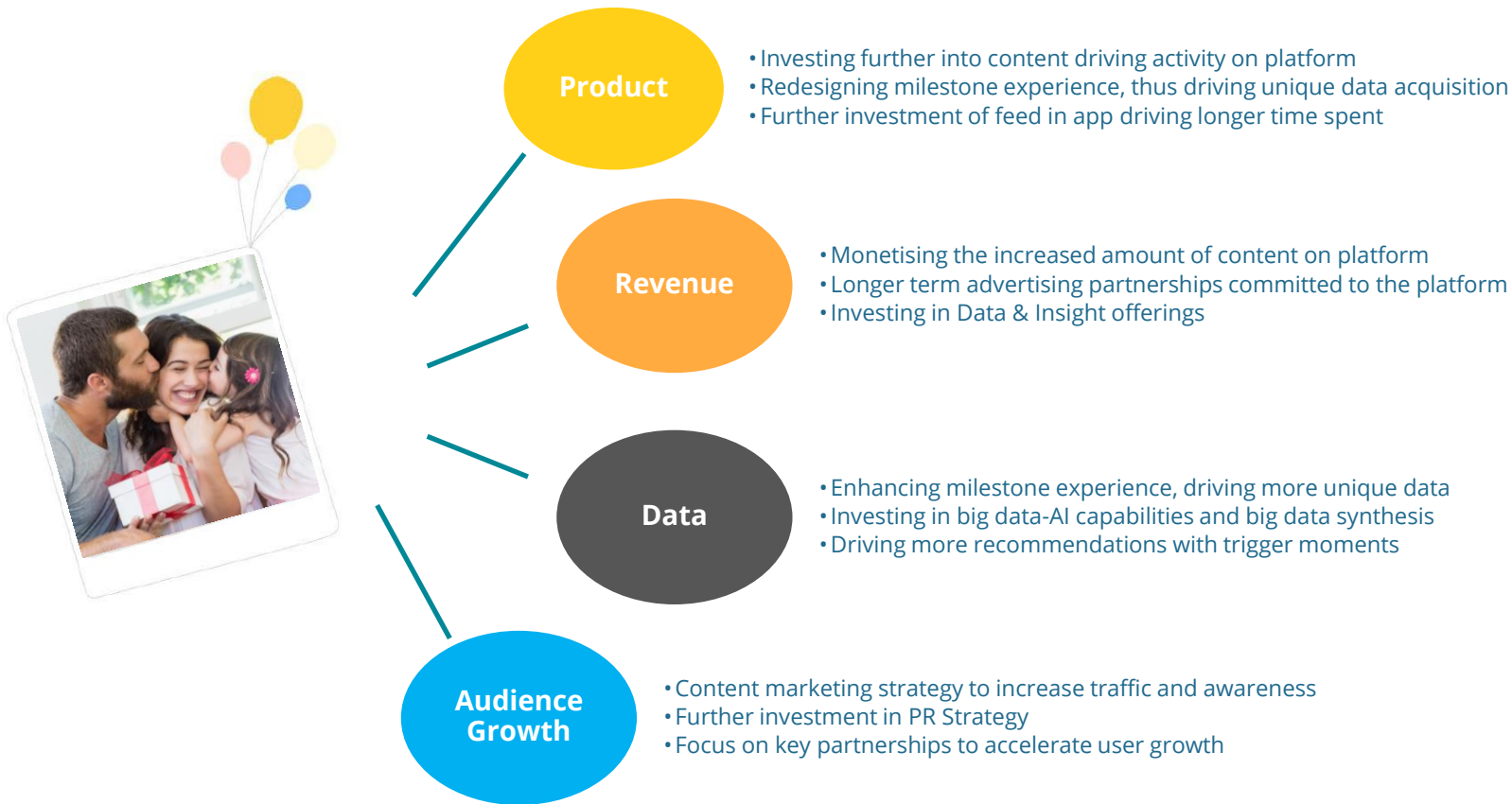
## Improvements recently released include:

- Launched a new content platform delivering valuable content to its members;
- Available to all **users everywhere** and will be used to offer a rich environment to access valuable parenting tips and other resources based on their children's age and stage;
- This new platform will drive further activity with its existing audience members and re-engage inactive users thereby growing its Monthly Active Users via valuable content; and
- Optimized the much loved Flashback feature to showcase past memories, driving a **17%** increase in screen impressions from Q2 and contributing to the **150%** YoY increase in programmatic revenue.

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



# H2-FY19 team priorities



# Why Tinybeans?



A trusted and 100% **brand safe, family-centered** platform!



Growing **revenues** quarter on quarter on track for cashflow positive!



Serving a huge market of **100M** parents/grandparents in the US alone and over **135M** babies born worldwide every year!



Fixed costs... over **80% Margin...** **Scalable** platform... Can **grow revenues** with marginal cost increases!



tinybeans

THANK YOU

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# Corporate information

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