



Tinybeans Group Limited (ASX:TNY)

US Investor Briefing
LD Micro Conference
Los Angeles, CA
June 5, 2019

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



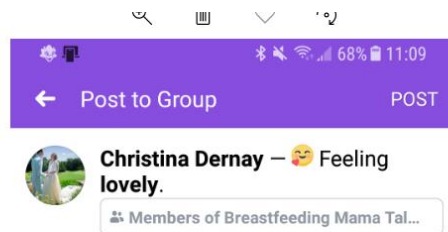
Our Vision



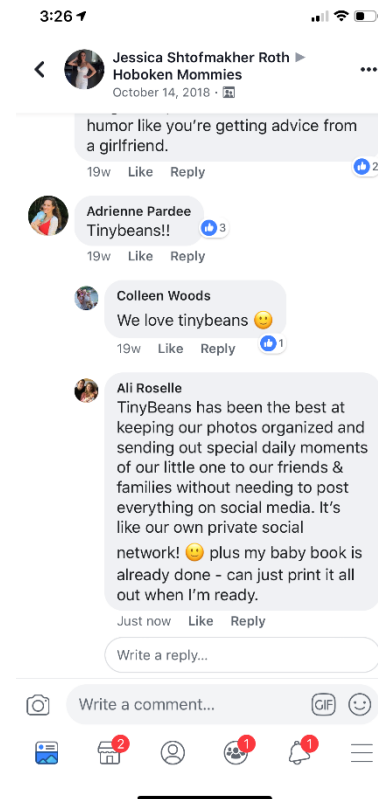
From some of our users

"[The photo] captured a true fleeting moment of calm bonding between the three boys in my life: my first cat, my husband, and my infant son. It also makes a wonderful reference for how small he really was. He was just three weeks old in the photo, spending some quality time with dad on a sleepy Saturday morning. He's only 9 months now and I already forget he was ever so tiny and fragile. **Tinybeans is the most important app on my phone.** It gives me piece of mind when I delete pictures from my phone that I still have access to old moments when nostalgia strikes!"

- Sarah, Tinybeans Mom



What is your favorite family photo sharing app? I absolutely love and highly recommend the Tinybeans app! I have been using it since our daughter was born 4 weeks ago and I feel like it's helping me stay connected with family in a way I wouldn't have without an app. How do you connect and share updates on your little one with family that lives far away? What are some things you found most important to share?



Market Validation

Lumi Labs is hiring! – (45:00)

Lightning Round – (50:00)

Favorite book: The Design of Everyday Things

Apps: Yahoo Finance, Uber, Tiny Beans, Gmail, Apple News

Movies/TV: Grays Anatomy, The Good Doctor, This is Us, The Crown

Current side project: The Corner House – (53:00)

Marissa has reinvented a mortuary into a center for working moms, kids, afterschool enrichment, and community events.



≡ Forbes

2,287 views | Apr 15, 2019, 08:49am

How Tinybeans Built A Social Network Based On Privacy



MeiMei Fox Contributor ⓘ

ForbesWomen

Market Validation



Harvard
Business
Review

Sign In

winning in this MDM wasn't really feasible, but now with digital advertising, social media, and direct to consumer business models, the affinity is amplified and is far easier to scale.

Consider Tinybeans, a fast-growing private social media network with over 3 million users. It's a photo and video sharing site focused on newborns and the many delightful milestones they achieve over the next months. Unlike Facebook, where everyone can see your photos and videos, Tinybeans is private and accessible by invitation only to close friends and family, so there is a tremendous amount of trust which encourages more sharing. This newborn MDM is extremely attractive to marketers whose products are tied to this life event, such as life insurance, a \$700 billion dollar industry that is normally unpleasant to talk about.

For a new innovation, beginning life in a MDM can make a lot of strategic sense – and provide a stepping stone toward an eventual mass-market introduction.

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 (ASX:TNY)

Tinybeans on OTC!

- Stock Ticker TNY on OTC
- TNY approved by FINRA
- Working with DTC/Sponsor to be fully approved – expected end of June 2019

TNY: FY19 to date (Jul-Mar) growth highlights



+37%

3.2M

registered users



+29%

1.14M

monthly active users



+122%

\$1.87M

total revenue



+173%

\$1.33M

advertising revenue



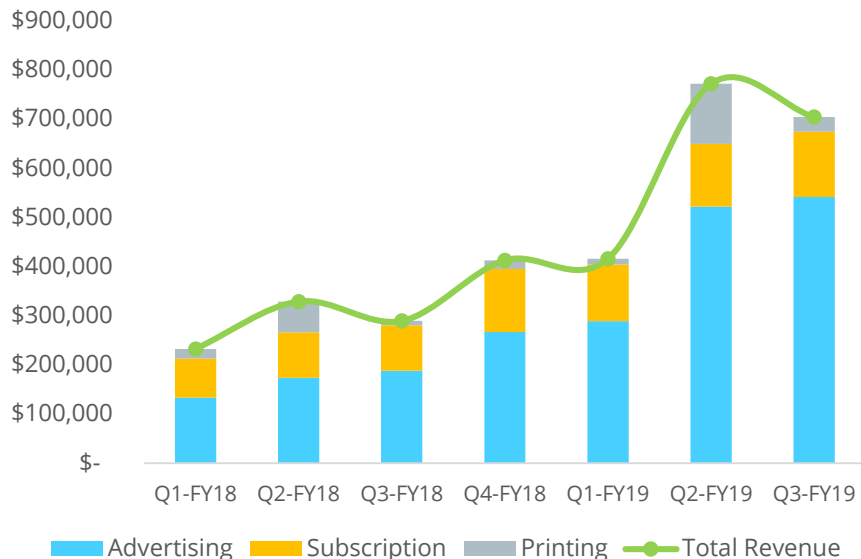
+110%

\$227k

monthly baseline
revenues

Record revenue growth

Revenues

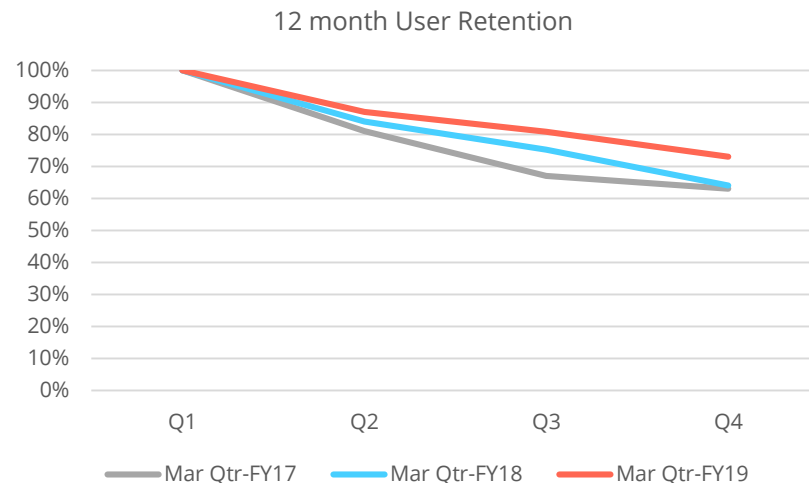
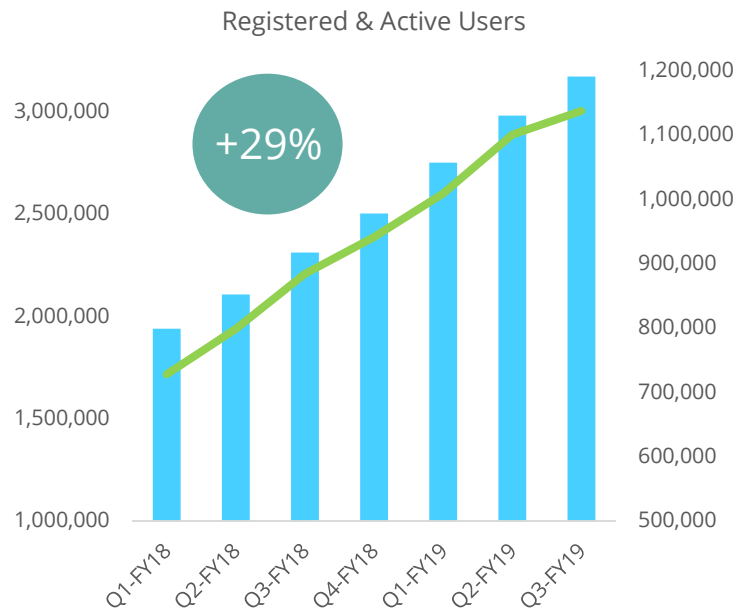


- Growth across both direct **brand partnerships** of **253%** on the same period last year to **\$241k**, while growing programmatic advertising **\$301k**, which was **150%** on the same period last year
- Premium subscription revenue rose **44%** on the same period 12 months ago to **\$133k** for 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%
Total Revenue	\$ 289,725	\$ 704,378	143%

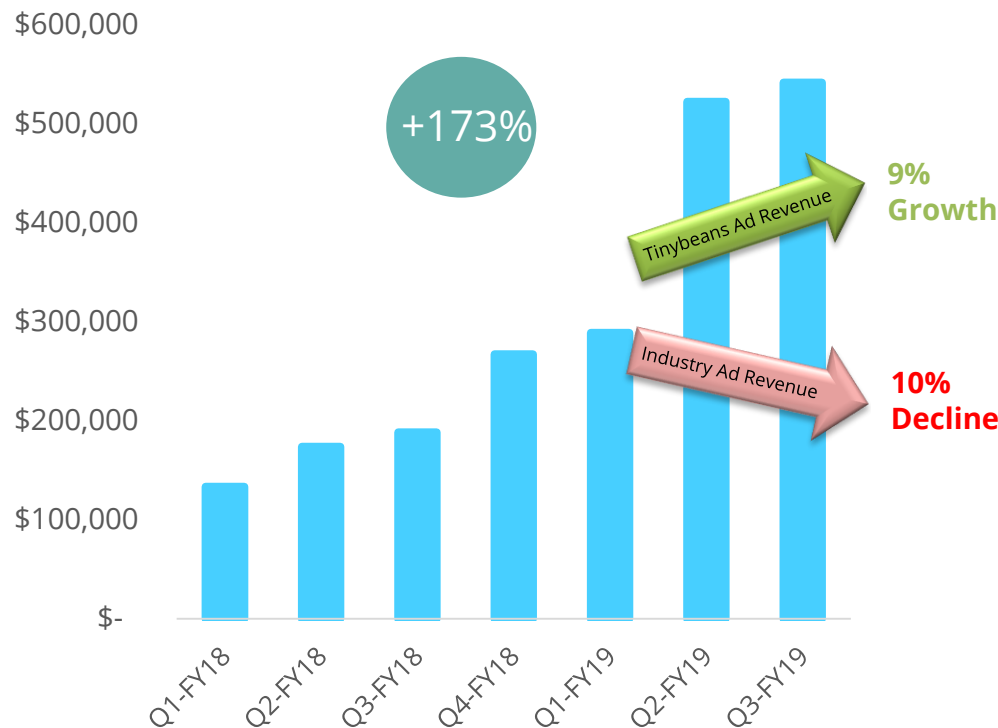
All figures are in US Dollars

User growth metrics



2 Year User Retention is 59%
> 4X industry Average

Programmatic and Brand Partnerships



* Source: https://www.iab.com/wp-content/uploads/2018/05/IAB-2017-Full-Year-Internet-Advertising-Revenue-Report.REV2_.pdf

All figures are in US Dollars

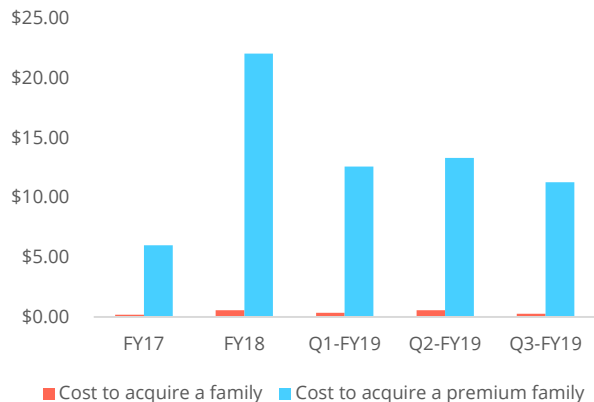
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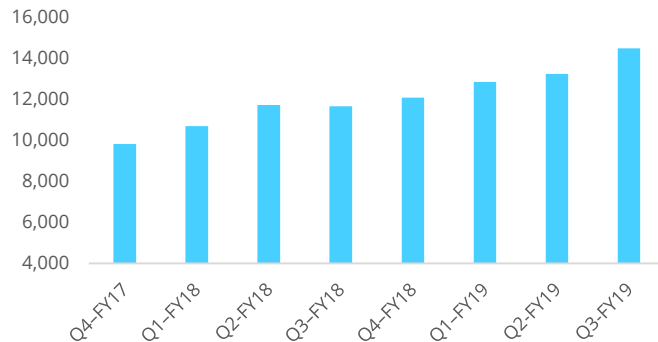
Premium subscription metrics



Customer Acquisition Cost (CAC)



Premium Subscriptions



- Customer acquisition cost for a registered Journal Holder (typically Mom) is now at \$2.50
- LTV over a 5 year period is \$16.83
- 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

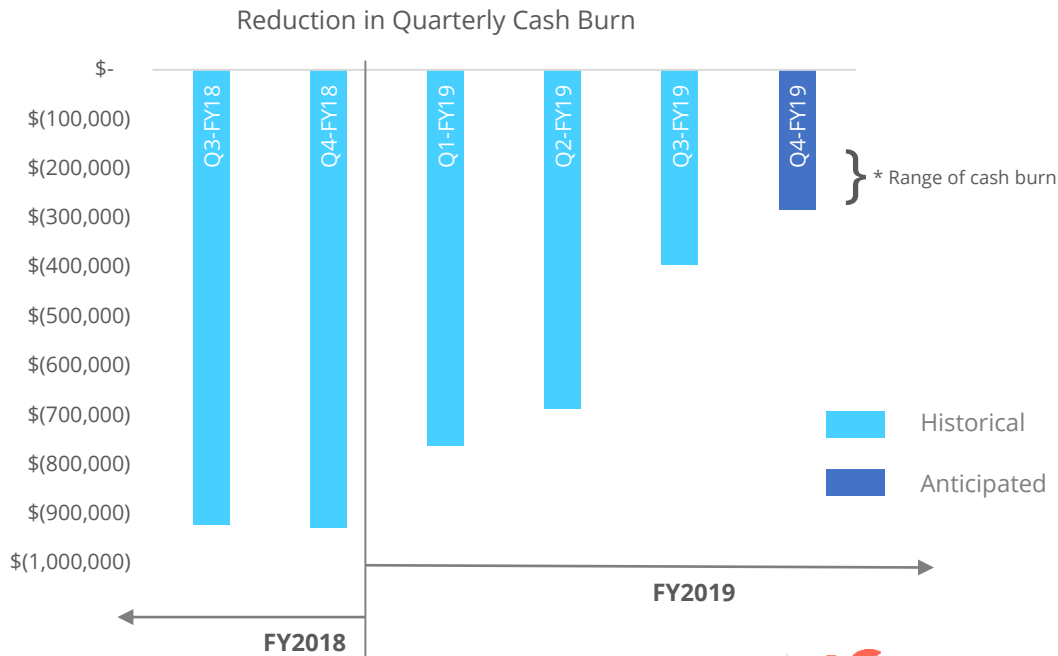
Path to cashflow breakeven

Positive Trajectory

- Cash burn (in USD) 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 USD
- Positive revenue outlook for H2-FY19: Direct Brand Advertising pipeline is over \$1.5M USD with Q4 projects focused on increasing programmatic revenues



Note: TNY operates a July to June fiscal year

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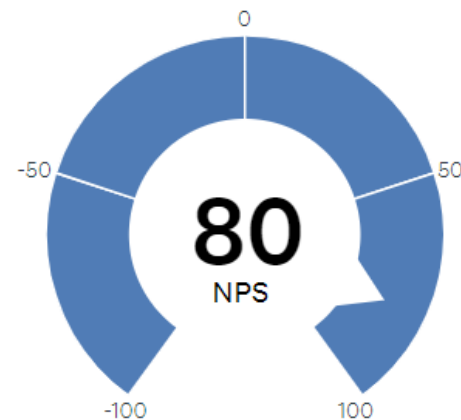


Record NPS

- 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”



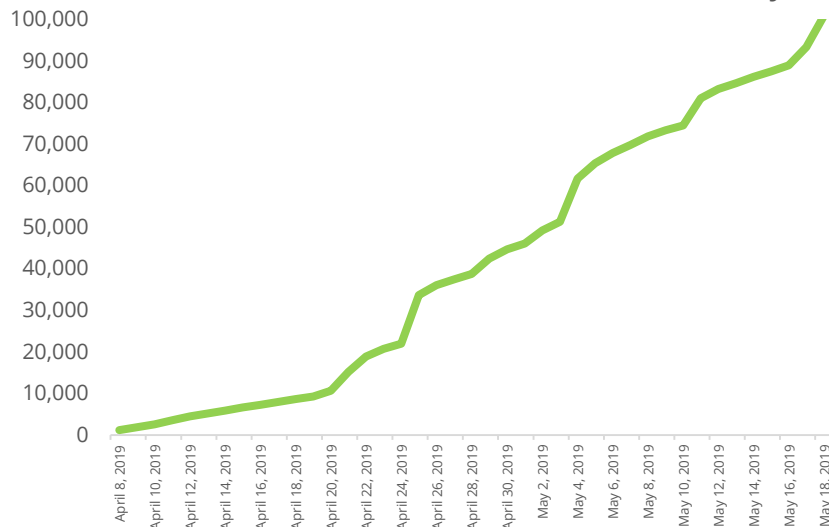
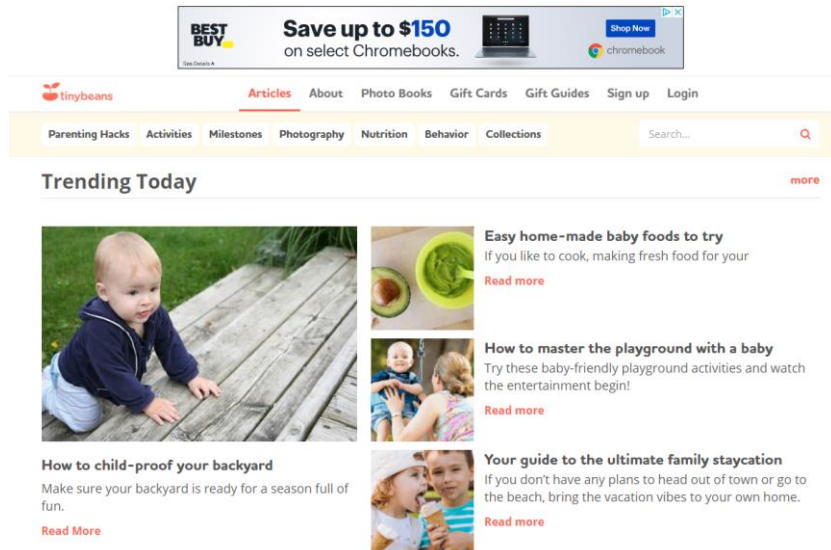
3,898 responses

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

Content platform - first 6 weeks since launch



101k
monthly uniques

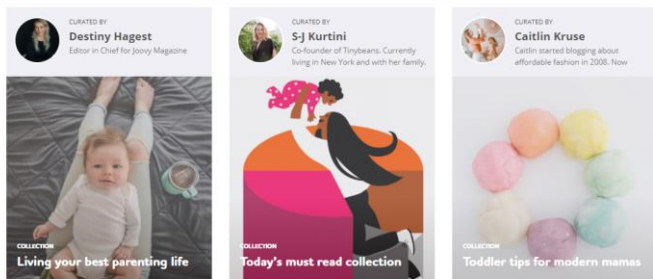


"Great website with heaps of tips. Looking forward to exploring it more!"

Content platform - Collections launched

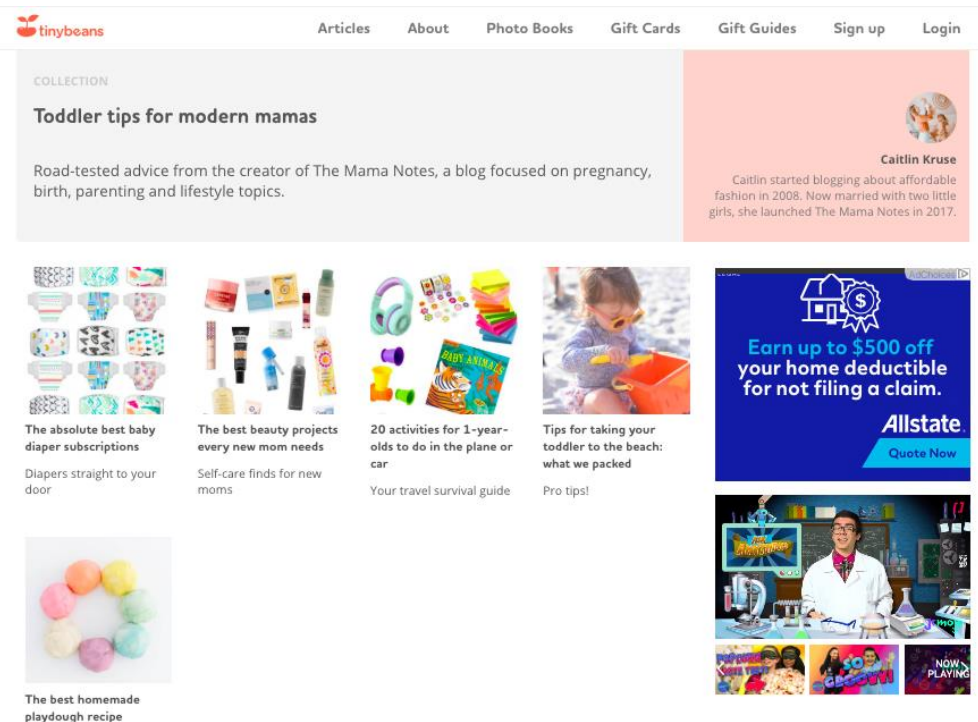
The best parenting resources curated in one convenient spot

Collections



Why is this exciting?

- Thousands of authors can create collections on Tinybeans and summarize relevant info.
- Tinybeans becomes a top quality experience and a conduit for great content.
- Allows the content platform to scale without hiring full time writers. Hundreds will soon be able to write summaries and publish on Tinybeans to service its members and the wider community.

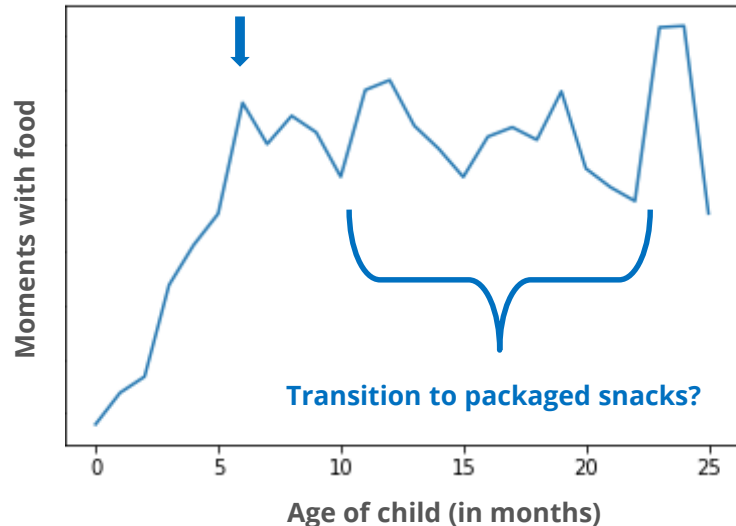


Machine learning platform

Why is this exciting?

- Tinybeans has developed a new offering using the best in machine learning techniques, with the ability to aggregate insights identified in its data.
- Over 200 million unique data points have been added to the Tinybeans platform. All of which are private and will NEVER be shared with anyone or any company, thus keeping any personal identifiable data proprietary.
- This capability of analysing millions of anonymised data points, identifies key areas of insights including behavioural patterns, consumer choices and affinities - which is what brands are craving.

Transition to solids



Children <1 month



Children 6 months old



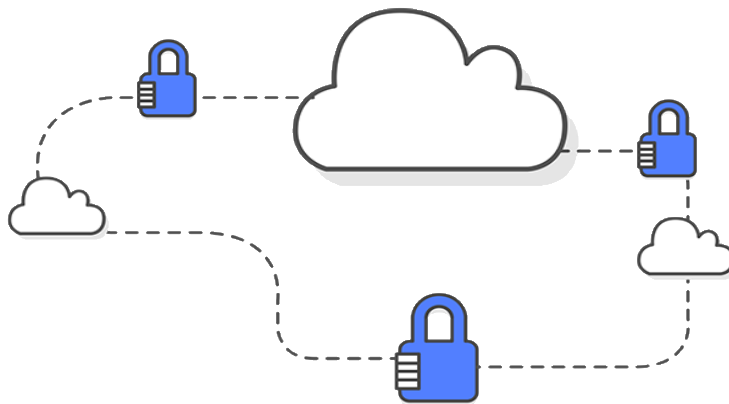
Platform security investments continue

Families trust Tinybeans to take care of their precious moments, here are some of the improvements we've made to the security of our platform in recent times:

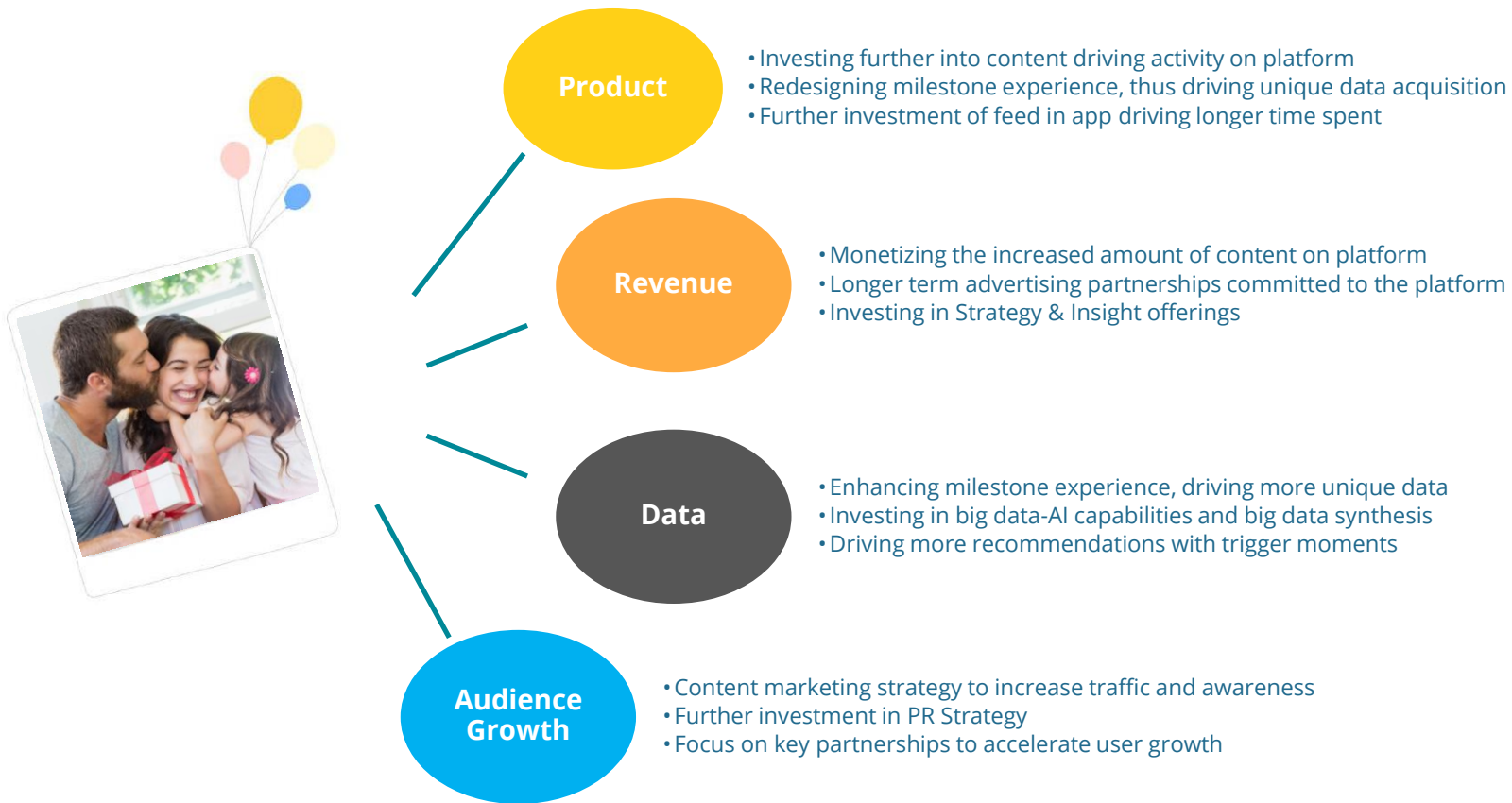
- End to End HTTPS encryption
- AWS Secrets Manager to manage database credentials
- Full Data Warehouse Encryption

Ongoing activities include:

- Strong identity foundation
- Traceability
- Data protection in transit and at rest
- Preparing for security events



H2-FY19 team priorities



Why Tinybeans?



A trusted and 100% **family-centered** platform



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



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



Fixed costs and over **80% Margin. Scalable** platform that can **grow revenues** with marginal cost increases.



tinybeans

THANK YOU

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