



ASX RELEASE

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## **Mom365 expands partnership 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 pleased to announce that it has signed a new 12 month contract to expand its existing relationship with Mom365, the largest provider of professional newborn photography in the United States.

### **Highlights:**

- **This new contract is expected to bring over 400,000 new mothers to Tinybeans through FY20. This is more than double the number of new parents acquired under the original agreement which commenced in 2014;**
- **Revenues generated through TNY’s subscription product will be shared 50/50 with Mom365;**
- **Tinybeans expects to grow each of the revenues lines through FY20 based on this contract; and**
- **The growth in users will further enhance TNY’s appeal to advertisers.**

Tinybeans has been making it easy for new parents to save, share and store family moments via this partnership since 2014, and this expansion will extend that benefit to more families. Under the agreement Mom365 and Tinybeans will offer a three-month subscription to Tinybeans Family Premium for free to approximately **400,000 new families** representing **10% of all new births** in the United States. Historically, paid renewal from a free family to a paid premium family is over 3%. Tinybeans is hopeful of growing premium subscriptions in this partnership by more than 25% and drive an **additional \$200k** in recurring revenues through FY20.

This not only significantly grows the Tinybeans audience as new parents invite their families to the platform, but will also will drive revenue growth in advertising as a result of these new registered families in years to come.



Tinybeans Chief Executive Officer, Eddie Geller, said:

*"Mom365 has been a valued partner since 2014 and we're excited to grow this relationship even more. In our expanded partnership, we will offer these new families the Tinybeans premium experience on a free three-month subscription basis. Given our high lifetime value metrics and proven ability to convert and retain new users, we look forward to demonstrating the value of our platform to these new families and in turn driving monthly active users and revenue growth."*

**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 currently 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 3.35 Million members and over 1.23 Million monthly active in over 200 countries/territories and keeps over 220 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.

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