

## ASX RELEASE

1 August 2019

### **Tinybeans Completes \$5 Million Share Placement**

**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 successfully completed a placement ("Placement") of **5 million** fully paid ordinary shares ("Placement Shares") to institutional and sophisticated investors at an issue price of \$1.00 per Placement Share to raise approximately **\$5 million** (before costs).

#### **Highlights:**

- **Tinybeans raises \$5M in a strongly supported capital raise via a placement of approximately five million shares at \$1 per share from sophisticated and institutional investors;**
- **The placement was supported with a number of new high quality institutional and sophisticated investors to the register including Thorney Investment Group;**
- **The funds will be used to accelerate growth across the sales, marketing and product areas of the Company; and**
- **Follows strong recent results including revenue growth of 120% (unaudited) and monthly active user growth by 31%.**

The proceeds of the capital raise will be used in the following areas:

#### **Audience Growth**

- Increase investment in customer acquisition to grow the Company's audience and in turn revenues;
- Further investment in PR and key partnerships;

#### **Product**

- Invest in content, launch polls and update the milestone experience;
- Launch commerce and discover features based on user recommendations;
- Further investment in the app feed to drive increased engagement;

#### **Revenue**

- Build out the media and insights sales team to further develop brand and agency relationships to grow revenues;



- Drive programmatic direct deals, which will boost CPM's and revenues;

#### **Data**

- Enhance the milestone experience, driving more unique data;
- Invest in AI capabilities and big data synthesis;
- Drive more recommendations with trigger moments.

Tinybeans Chief Executive Officer Eddie Geller, said:

*"Coming off a record year delivering revenue growth of 120% to \$3.91M and Monthly Active User growth to 1.23M, a 31% increase, we are pleased to complete this capital raise to fund the next stage of our exciting future.*

*The last twelve months has demonstrated the potential of what Tinybeans has to offer in the global market and our traction in engaging with new partners. The extended partnerships we recently announced with great companies such as Lego and others, have put us in a great position to carefully deploy the capital we have raised to enhance our customer offering and accelerate our growth. We are looking forward to growing in our core areas of business, and in our newer areas across content, products and services.*

*We're pleased to welcome the new institutional and sophisticated investors to the register. We appreciate their support and endorsement. I would also like to particularly thank our existing shareholders who have supported Tinybeans to reach this exciting inflection point. We look forward to delivering accelerated growth and strong returns for all shareholders."*

**Bell Potter Securities** acted as Lead Manager to the Placement.

Placement Shares will be issued to investors on or around 8 August 2019.

Under the Placement, the Company will issue 1,695,445 Placement Shares by utilising existing capacity under ASX Listing Rule 7.1 and 3,304,555 Placement Shares under ASX Listing Rule 7.1A.

## About Tinybeans Group

**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 serves a deeply engaged user base of 3.35 Million members and over 1.23 Million monthly active in over 200 countries/territories.

Every day millions of people including celebrities, politicians and high-profile families rely on Tinybeans as their primary platform for capturing and sharing their children's life stories while engaging in valuable and personalised content to help them in the journey of parenting.

### For more information, please contact:

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