



ASX RELEASE

4 September 2019

Tinybeans Appoints Eddie Yoon as Advisor

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 that it has recently appointed leading executive Eddie Yoon as an advisor to the Company.

Eddie Yoon

Mr Yoon is the Founder of [EddieWouldGrow, LLC](#), a growth think tank and advisory firm. The mission at EddieWouldGrow is to gather and share compelling growth stories to draw patterns, build frameworks, and help teams chart a course to greater growth and prosperity. His work includes a mix of ongoing best practices research around Superconsumers, and category growth and creation, coupled with writing, speaking and consulting work with Venture Capital backed entrepreneurs, private equity backed portfolio companies and publicly traded market leaders. Eddie also released the book *Superconsumers*, published by Harvard Business Press, which was named one of the top seven business books of 2017 by Strategy + Business.

Previously, Eddie served as a Partner at The Cambridge Group, where he generated thought leadership (100+ articles in HBR, Inc.com, etc), led and built senior client relationships (serving CEO, Presidents and CMO for billion dollar businesses and Fortune 100 companies) and helped manage the firm. His client work directly helped clients generate \$8 billion plus incremental, annual revenue.

Mr Yoon has been quoted in the Wall Street Journal, The New York Times, The Economist, Fortune, Bloomberg Businessweek. Additionally, he has appeared on MSNBC and CNBC to comment on variety of consumer trends and growth strategies.

Tinybeans CEO, Eddie Geller, said:

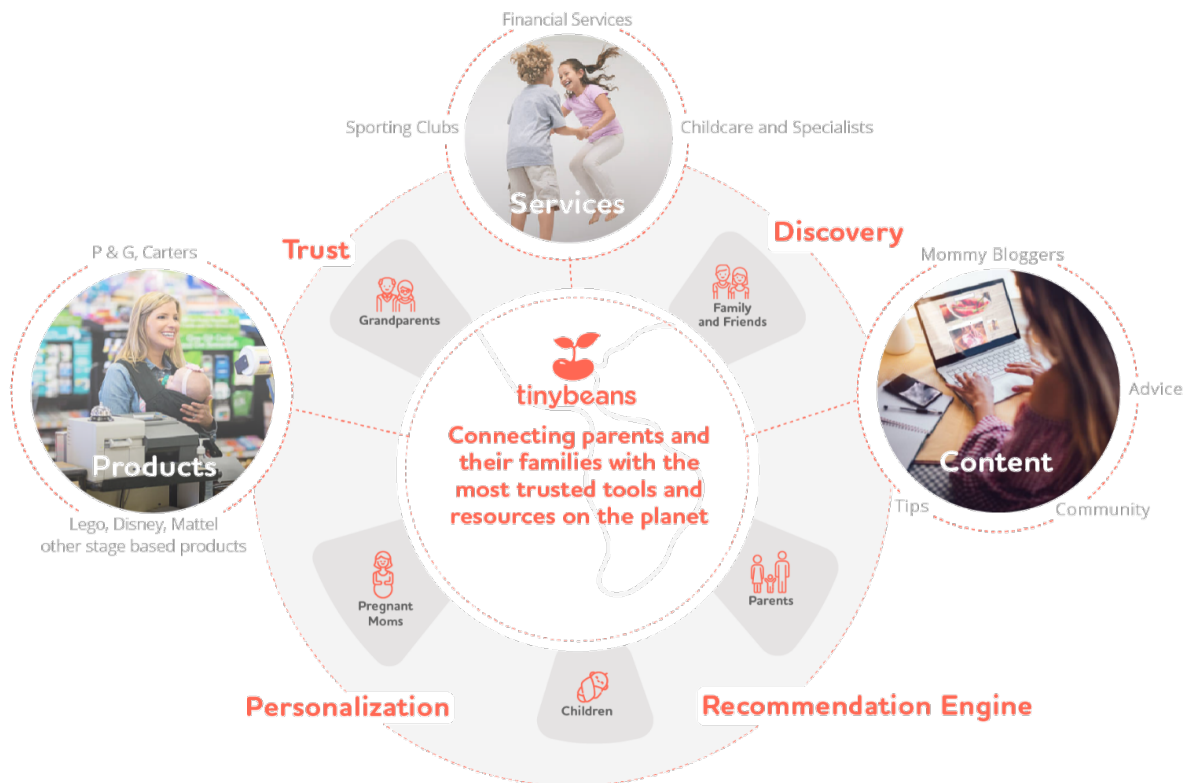
"We are excited to have Mr Eddie Yoon join as an advisor to Tinybeans. His vast experience and knowledge will certainly be an asset to the Company. Eddie's contacts, advice, and guidance will be key as Tinybeans continues to flourish. Mr Yoon will be a great asset when bringing on new key partners."

Senior Advisor Eddie Yoon, said:

"I'm pleased to have the opportunity to advise the team at Tinybeans, and look forward to helping the Company with its' growth. I believe private social networks are the future and Tinybeans has the utmost potential to be leading platform for parents and families accessing personalised services for them and their children."

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:

Michael Brown (Mobile: +61 400 248 080)
mbrown@pegasusadvisory.com.au

www.tinybeans.com