



## ASX RELEASE

19 December 2019

### Review of 2019 and Outlook

**Tinybeans Group Limited (ASX: TNY)** ("Tinybeans" or "the Company"), is pleased to provide investors with an end of year review and an outlook update from Eddie Geller, CEO of Tinybeans.

Dear Investors,

2019 has been the biggest year yet for Tinybeans, but in many ways we are only just beginning. Not only has the company grown in all key metrics, but it has cemented itself in the parent and family ecosystem as a platform with staying power. Furthermore, leveraging the early bet it made in privacy, which has been validated even more than ever before through 2019 by the world's largest social platforms, sets the company up for sustainable growth and long term success.

Here's some of our favourite highlights of 2019 that demonstrate not only the year we've had but also the foundation for future years:

#### 2019 Highlights

- **Doubling advertising revenue from calendar 2018 to 2019 to around \$3.5M\***
- **Passing 3.6M registered users and 1.36M\* Monthly Active Users (MAU)**
- **Annualized NPS of 70, which is considered "world class"<sup>1</sup>**
- **Featured as Apple's "App of the Day" in the U.S. and 100+ other countries**
- **Closed our 100<sup>th</sup> Brand Partnership deal and cemented relationships with big brands like Lego, Haven Life, Macmillan Kids and Spin Master**
- **Launched new content platform, insights offerings, ecommerce, polls and many more features that will be built upon in 2020**
- **Raised capital to further accelerate our growth**

#### 2020 Operational Priorities

- **Continue to grow registered and active users as the product growth team gets built out**
- **Upgrade our sales capability and capacity to strengthen Tinybeans and build long term sustainable growth across advertising and premium with newer revenue streams beginning to take shape around marketplace transactions**
- **Expand the value proposition for families as we offer more value around their needs. i.e. ecommerce and content**

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<sup>1</sup> <https://www.questionpro.com/blog/nps-considered-good-net-promoter-score/amp/>

\* Based on forecast to Dec 31, 2019 utilising the information available on day of release.

- Investments in user experience and data privacy to always put our users at the centre of the experience
- Grow and create buzz around the brand to further cement Tinybeans as “the must-have App” for parents everywhere
- Leverage the trust we have by offering more ways to capture, consume, and in turn transact on the Tinybeans platform

Thank you all for your continued interest and support. We wish you all a very happy holiday season. We'll come back in 2020 as we keep you informed and updated on our progress.

Regards,

Eddie Geller  
Chief Executive Officer

**Tinybeans Group Limited (ASX: TNY)** is a mobile and web-based technology platform that connects parents with the most trusted digital tools and resources on the planet to help every family thrive. Being Apple's App of the Day in the U.S. in October 2019 puts Tinybeans in the elite company of best apps in the world!



Tinybeans serves a deeply engaged user base of over 3.6 Million members and over 1.36 Million monthly active in over 200 countries/territories and enjoys over 85,000 5-star reviews in the Apple App Store and the Google Play stores.

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 an overview of FY19, see the presentation by Eddie Geller, Group CEO [here](#) and the recent innovation update presentation [here](#).

**For more information, please contact:**

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