



ASX RELEASE

2 March 2020

Tinybeans completes Red Tricycle acquisition

Tinybeans Group Limited (ASX:TNY) (“Tinybeans” or “the Company”) is pleased to announce that it has completed the acquisition of Red Tricycle Inc., a leading, trusted and highly complementary parenting platform and family business directory market place in America.

Tinybeans Chief Executive Officer Eddie Geller, said:

“We’re delighted to complete the purchase of Red Tricycle and excited more than ever before given the encouraging early feedback from users and brands. We’re now fully focused on integration to enhance our value proposition and deliver the full synergies for shareholders.”

As consideration for the acquisition, Tinybeans:

- has made a cash payment of USD\$6,499,745.12 (with USD\$750,000 held in escrow by an escrow agent to satisfy any post-completion purchase price adjustment and indemnity claims by Tinybeans); and
- subject to the receipt of duly executed documents from each seller (e.g. voluntary escrow deeds), will issue 861,625 shares, which will be escrowed for 12 months from issue.

For further details of the acquisition, please refer to the Company’s announcement on 31 January 2020.

About Tinybeans Group

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!

Every day millions of parents and their family members rely on Tinybeans as their primary platform for not only capturing and sharing their children’s life stories, but also engaging in valuable and personalised content to help them in the journey of parenting.

For more information, please contact:

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