

## ASX RELEASE

17 March 2020

### **Tinybeans signs 10 Brand Partners since completion!**

**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 since acquiring Red Tricycle, the Company's enhanced value proposition is being well received in the market with more 10 brand partners signing new advertising contracts.

#### **Highlights:**

- **Tinybeans signs 10 brands (including 2 of the Big Four technology companies) to its extensive partner roster in the past 14 days, generating over \$775,000 in revenues for Q3/Q4 FY20 and Q1-FY21.**
- **Partners include Amazon, Apple, Kraft, and National Geographic Kids**
- **Of the \$775k in signed contracts, approximately 20% is from existing brands while 80% is from new brands signing onto the platform**
- **These signed contracts will have an immediate impact on revenues and quickly demonstrate the value of the completed acquisition**

Recent brand partner wins include:

- **Amazon** – Amazon, a repeat client of Red Tricycle has partnered to promote the FreeTime Unlimited service and its Fire TV Stick. FreeTime is an all-in-one subscription that gives kids access to thousands of pieces of kid-friendly content, along with easy-to-use parental controls that help parents find the right balance between education and entertainment.
- **Apple** – has selected Red Tricycle as a partner for the launch of **Today at Apple**, a creative initiative offered in Apple retail stores around the world with the goal of educating and inspiring customers to go further with their passions and the products they love. Apple will be promoting Today at Apple events in many Red Tricycle local markets.
- **Elvie** – U.K.-based smart technology brand for women/new Mums, **Elvie** has signed a second campaign with Tinybeans. In addition to media, the silent, wearable, smart breast pump will also be a part of the Tinybeans Mamas in Miami play date event.



- **Kraft** – Kraft Foods part of the **Kraft Heinz Company** is promoting the launch of a new beverage by partnering with Red Tricycle on a custom influencer campaign that leverages over a dozen macroinfluencers (100k+ followers) to introduce the product to mums and families on social media.
- **National Highway Traffic Safety Authority (NHTSA)** - The NHTSA is an agency of the U.S. federal government, part of the Department of Transportation with a mission to "Save lives, prevent injuries, reduce vehicle-related crashes." The Advertising Council has tapped Red Tricycle to create custom content for NHTSA, promoting their Right Seat tool ensuring children are buckled up safely in cars.
- **National Geographic Kids** – National Geographic Kids is the children's publishing arm of National Geographic, a joint venture between the National Geographic Society and the Walt Disney Company with the mission of igniting the explorer within via groundbreaking storytelling. Tinybeans has been selected to support a children's non-fiction launch.

The Company considers these recent wins as further demonstration of both the value of the completed acquisition and the enlarged company's enhanced value proposition to brand partners. The natural alignment of the two brands, Tinybeans and Red Tricycle, generates more a comprehensive, integrated offering with increased scale. The cross-selling opportunities between Tinybeans and Red Tricycle are increasing week upon week as joint proposals are being crafted and being shared with brand clients. The Company is thrilled to welcome these new high-quality brand partners onto its platform.

Tinybeans CEO, Eddie Geller on these results:

*"It's really amazing to see the acquisition already showing such positive early results, as we knew it would. With these recent wins, **Tinybeans has signed over \$775,000** in contracts in the past 2 weeks across only 10 partners. I look forward to this momentum continuing into Q4 and in FY21."*

This announcement was approved for release by the CEO.

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**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.

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