



ASX RELEASE

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LEGO renews Advertising Partnership with Tinybeans

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 it has renewed its advertising partnership with LEGO Systems, Inc through 2020.

Highlights:

- **Following a very successful 2019 campaign where all engagement metrics were significantly above industry average, LEGO Systems Inc have re-committed to a 50% larger partnership in 2020**
- **LEGO Systems Inc will advertise their DUPLO products to U.S. families with toddlers/preschoolers**
- **This partnership through calendar 2020, is the largest commitment Tinybeans has signed to date and will have an immediate impact on revenues**
- **The Duplo advertising partnership surpasses all deals announced previously¹; and**
- **Like traditional advertising campaigns, revenue will be CPM based. Payments related to the contract will be received monthly.**

Based on 2019 campaign results and brand lift analysis performed, Tinybeans members agreed Lego Duplo and Tinybeans are natural partners (91%). The Tinybeans "halo effect" was strong, with target consumers on the platform agreeing that seeing Lego Duplo on Tinybeans led to more favorable opinion of Lego Duplo products (80%) and increased in likelihood to both recommend (78%) and purchase Lego Duplo products (65%).

Tinybeans CEO, Eddie Geller, said:

"We're thrilled to announce that Lego Systems Inc. has committed to Tinybeans for 2020 to advertise its early childhood content and products on our U.S. platform. We're so proud to partner with such an iconic brand, as it again proves the immense value of Tinybeans in the family space. Tinybeans' robust data targeting based on first-party analytics enables us to share the benefits of DUPLO



products with the right families at their precise moment of need—from enriching a child’s development to celebrating with the perfect gift—and reinforce Tinybeans’ growing power as a trusted source of child-related product recommendations. Beyond the exciting partnership synergies, this renewal for 2020 further demonstrates the unique offering the platform has for global brands like Lego.”

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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 and then again in March 2020 puts Tinybeans in the elite company of best apps in the world!

Every day millions of parents and their family members rely on Tinybeans (and now Red Tricycle – www.redtri.com) 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

ⁱ The revenue that would be generated under this advertising contract through calendar 2020 is projected to be more than AUD\$450K, but less than AUD\$600K (once all advertising elements under this contract are delivered).