

ASX RELEASE

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Tinybeans Achieves Record Performance in October

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 Q2 has started very positively with multiple record-setting results.

Highlights:

- **Tinybeans’ Red Tricycle web site (www.redtri.com) achieved multiple site records including:**
 - **3.1MM monthly active users (+7% vs. previous record Dec '19);**
 - **22MM monthly pageviews (+19% vs. previous record May '20); and**
 - **2.5MM organic search sessions (+27% vs. previous record April '20)**
- **The Company signed new business of over \$500k in contracts in October with key new brands including Apple TV+, Netflix, Hasbro, RB Health’s Delsym brand and Walmart+ (2nd campaign). These signed contracts will have an immediate benefit to revenues.**
- **The increases in both traffic and revenue demonstrate the increased value of the platform as a brand-safe environment in the current cultural climate of family togetherness.**

Tinybeans CEO, Eddie Geller on these results:

“After a successful Q1-FY21, we are delighted to see the momentum carry into Q2 with our strongest performance ever both from a platform engagement and new brand win perspective. We are confident that as more users and partners experience the platform, this will pave the way for what we anticipate to be a second consecutive strong quarter of growth.”

This announcement was approved for release by the CEO.



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Tinybeans Group Limited (ASX: TNY) is a leading app and web platform enabling parents to capture their children's everyday memories and share them privately with families everywhere. The platform provides rich recommendations that spark everyday family inspiration for what to do, what to buy, and which services to use for their children's needs. Being Apple's App of the Day in the U.S. in October 2019 and again in March 2020, puts Tinybeans in the elite company of best apps in the world!

Tinybeans' Red Tricycle website also is Apple's exclusive parenting partner for Apple's newest Maps feature—Guides. With 63 Guides (and counting!) Red Tricycle is Apple's biggest partner. All guides are available [here](#).

Tinybeans serves a deeply engaged user base in over 200 countries/territories and enjoys over 100,000 5-star reviews in the Apple App Store and the Google Play stores.

www.tinybeans.com