

Tinybeans Group Innovation 2020

(ASX: TNY; OTCQX: TNYYF)

A GLIMPSE OF THE FUTURE!!

Friday December 11, 2020



OUR GOAL IS TO MAKE PARENTING EASIER

LEADERSHIP TEAM



Eddie Geller Chief Executive Officer



Kyle Martin Chief Product Officer



Mark Wunsch Chief Technology Officer



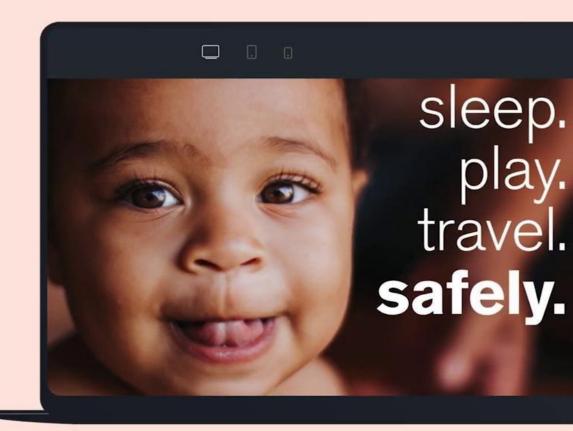
Nina Lawrence Chief Revenue Officer





BABY SAFETY MONTH

Average session
was 7 minutes
(12x industry average)











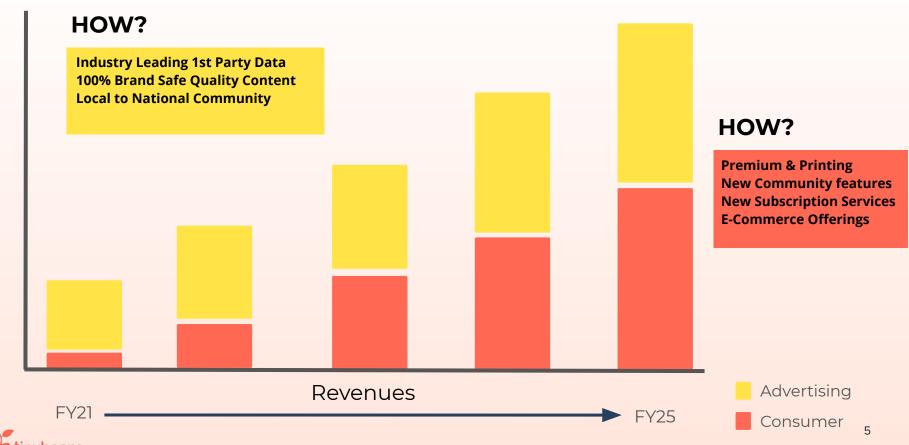




OUR GOAL IS TO MAKE PARENTING EASIER

The #1 Digital Parenting Platform

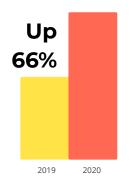
Scaling Multiple Revenue Streams



Record Last 12 Months!*

COMMENCED EXECUTION OF NEW 3 YEAR STRATEGY

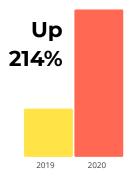
\$7.3M Revenue



Acquisition & Integration of Red Tricycle

Significantly enhanced value proposition

4M Monthly Active



Recruited new Leadership Team



Product & Engineering to the U.S.



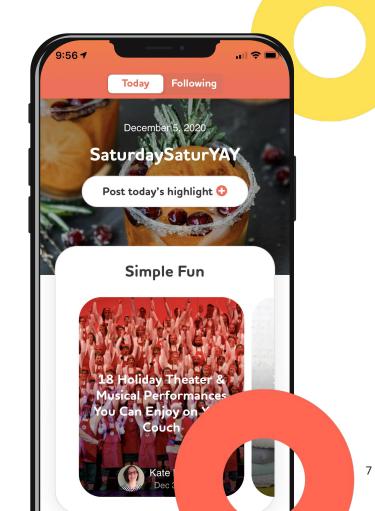


Trading Update Q2

ANOTHER RECORD QUARTER

- Strong trading in Oct and Nov, plus positive outlook for Dec, will deliver revenue in Q2 of approx AUD \$3M+, an increase of 146% on Q2-FY20, and 24% (+28% in USD) on the prior quarter
- Premium revenue will likely hit \$280k, an increase of 10% on Q2-FY20 with total paid subscriptions reaching 23k
- Monthly Active Users grew to over 4.6M, growth of 260% on Q2-FY20
- Advertising wins from both new and existing partners including Amazon, Walmart & Apple
- Tinybeans cash receipts are estimated to be around \$3M, an increase of 40% on the previous period
- US\$321k PPP Loan for Tinybeans USA forgiven
- Cash burn for Q2-FY21 is estimated to be around \$400k, with cash balance estimated to be \$4.2M as at end of the quarter

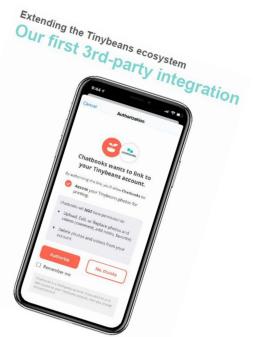




2019 Focused Innovation Strategy

DELIVERING PRODUCT INNOVATIONS







OUR GOAL IS TO MAKE PARENTING EASIER

PRODUCT STRATEGY



Kyle Martin Chief Product Officer

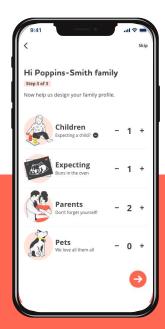


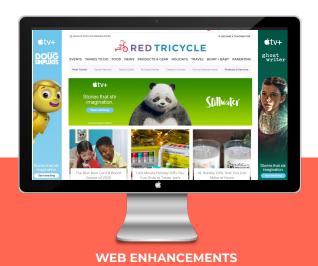
Mark Wunsch Chief Technology Officer





Setup for future growth!





21k
PAYING SUBSCRIBERS

91%
12 MONTH PREMIUM RETENTION

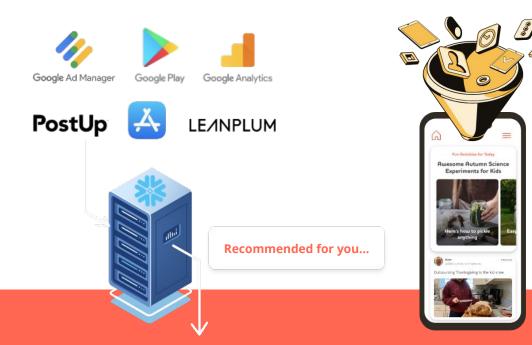


TODAY SCREEN

ONBOARDING

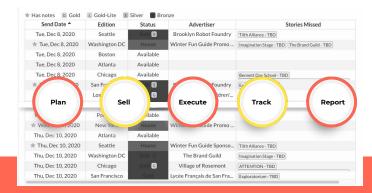


Improved our technical foundation









DATA INFRA/WAREHOUSE

FEED ARCHITECTURE

CAMPAIGN MANAGEMENT



Accelerating growth across users & revenues







COMMUNITY CONTENT COMMERCE

I want an easier way to save ideas

90%

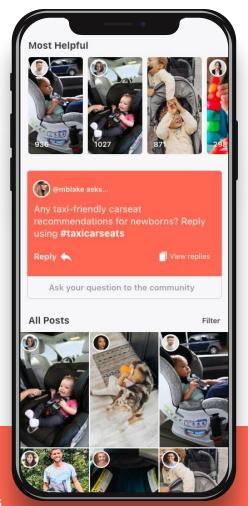
I discover parenting ideas via social feeds

61%

I want a parent-only community for sharing activities, products and tips

74%





COMMUNITY

A Parent-Powered, Resourceful Community

Parents want fast access to answers, insights + experiences from like minded people.

Because <u>time</u> is a parent's most precious resource.





CONTENT

Tailored content designed for parents in need & on-the go

Personalized newsletters and bite-sized articles that include save-able highlights produced by our editors, guest contributors & trusted local experts





E-COMMERCE

Access the products you need, curated by parents

Innovative new, in-app, shopping experiences on parent-favorite products. Seamlessly discover new products through the eyes of other parents to access amazing insights from like-minded, authentic voices.





SCALABLE TECH

Enabling the platform

Our future user growth requires us to intelligently utilize our data, while still preserving the privacy and security of our users and families.

We are expanding beyond photo memories and journals to support a much richer set of data types and user behavior, and algorithmically draw patterns between them.



Launching new products to drive consumer revenue



A lifetime of memories that are stored safely and privately shared with your loved ones.



Tailored content to the parents and childrens' life stage (location) in their inbox weekly



Members-only access to parent-favorite, products, services and local businesses.

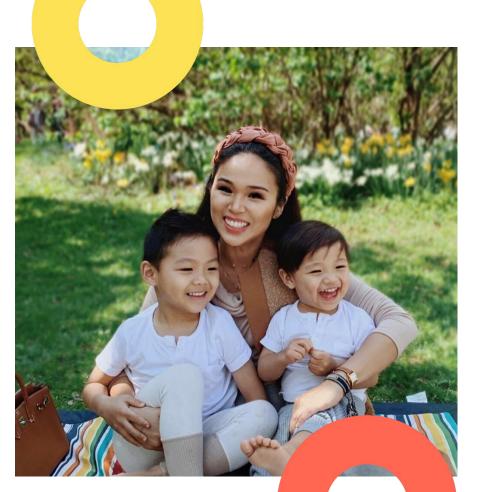


OUR GOAL IS TO CONNECT BRANDS & PARENTS

THE MARKET + MONETIZATION



Nina Lawrence Chief Revenue Officer





Biggest Market Ever

72 Million Millennials; biggest generation ever–and can't live without digital solutions* Parents of kids <18 drive the U.S. economy, +37% v families without kids

\$110B digital advertising market is first time over 50% of total



\$587 Billion

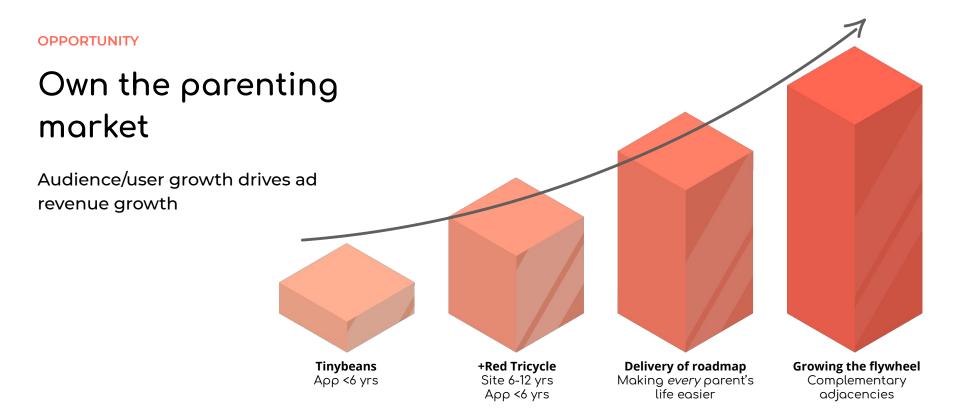
The U.S. is the second largest market for eCommerce with revenue of US\$587 billion in 2019.***



130 Million Babies

130 million babies are born every year, 3.8M in the U.S.







Developing a deeper bench of bigger (awesome) partners





































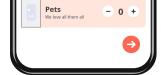












Delivering highest ROI

FIRST PARTY DATA PUTS US AHEAD OF A MARKET IN UPHEAVAL



Case Study: Shoppable content hub for Walmart Baby during Baby Safety Month

- First party data age-targeted
- Average session was 7 minutes (12x industry average)



Success led to partnership with new Walmart+ launch









Delivering highest ROI

QUALITY, BRAND SAFE CONTENT OVERPERFORMS IN ATTENTION CHALLENGED DIGITAL WORLD



Case Study: target families of children 18-40 months using developmental milestones

- 60% of those exposed to the campaign engaged
- +63% increase in ownership



"You captured some really heartwarming moments that will especially resonate in the environment we are living in."





Delivering highest ROI

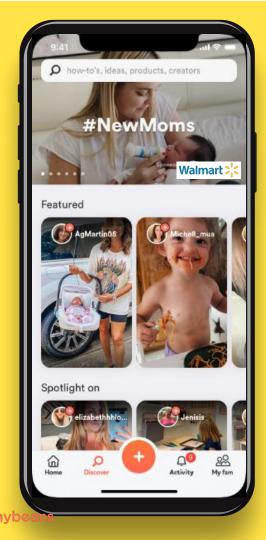
TRAVEL INDUSTRY EXPERTISE DRIVES USER AND REVENUE GROWTH



- #1 partner of Guides
- 70+ seasonal guides







OPPORTUNITY PRESENTED TO WALMART

Exclusive sponsor first ever In-App Community

- Enable moms to connect with each other in a safe space via UGC video and content sharing
- Channel will be themed to a consumer group/interest such as new moms/ toddler moms/first time moms

Monetizing consumer connections









TRUSTED BRAND

Tinybeans and Red Tricycle are much loved parenting brands with trust and loyalty driving YoY retention. World class Net Promoter Score of over 70.



Value proposition for the platform broader than just photos sharing or generic content, user growth will scale as more tailored features get enabled for parents.

MARKET LEADING PLATFORM

Clear and robust product strategy that drives many unmet needs for parents across community, content and commerce.

SCALING MULTIPLE REVENUE STREAMS

Combining our trusted brands, enriched value proposition, world class technology and deep domain expertise places us in the winning position to drive accelerated growth.





Thank you!

Eddie Geller

Chief Executive Officer // TINYBEANS



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