



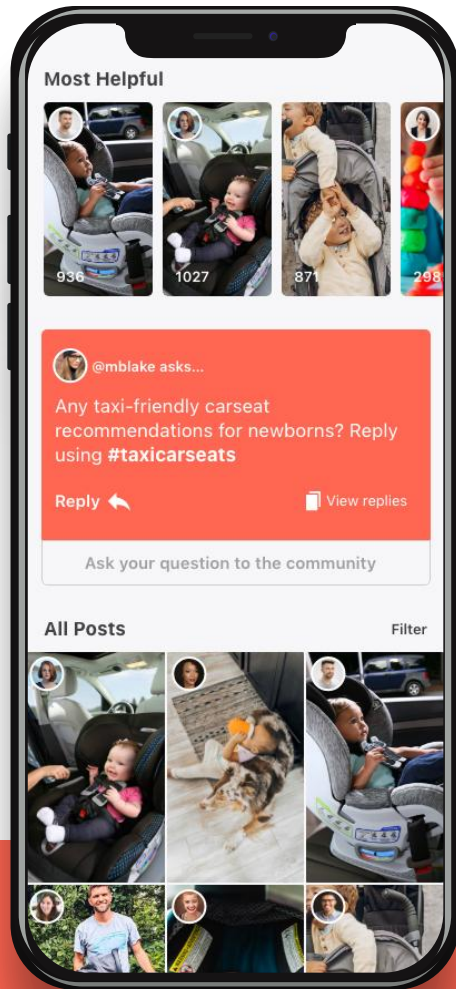
Tinybeans Group Ltd

(ASX: TNY; OTCQX: TNYZF)

Investor Presentation - H1-FY21 Review
(July-Dec 2020)

March 2021





COMMUNITY

A Parent-Powered, Resourceful Community

Parents want fast access to answers, insights + experiences from like minded people. Because time is a parent's most precious resource.

Tinybeans at a glance!

THE #1 DIGITAL PARENTING PLATFORM

- Group Revenues were \$6.07M with operational revenues hitting over \$5.63 million, an increase of 141% pcp
- Advertising revenue reaching over \$4.72 million, an increase of 185% pcp
- Subscription revenues increased to \$570k, an increase of 18% pcp
- Monthly Active Users (MAU) reached over 4.8 million, an increase of 253% pcp
- Cash balance of \$4.46 million as at December 31, 2020



Over 120k+ 5 Star reviews across iOS and Android App Stores



World class NPS > 70



23k Paying Subscribers



#1 Parenting App in the U.S.*



80 National and 168 Local Advertising Campaigns



92% 12 month Subscriber Retention



* As defined by being a parenting app (advertising and subscriptions based) in the top sites in the U.S. from ComScore.com

MAJOR GROWTH DRIVERS

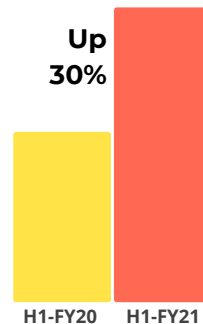
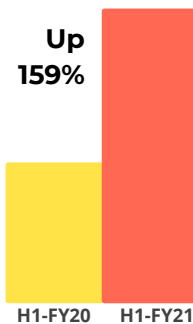
VACCINATION DRIVEN RECOVERY IN U.S.

STRUCTURAL SHIFT WITH ONLINE ADVERTISING

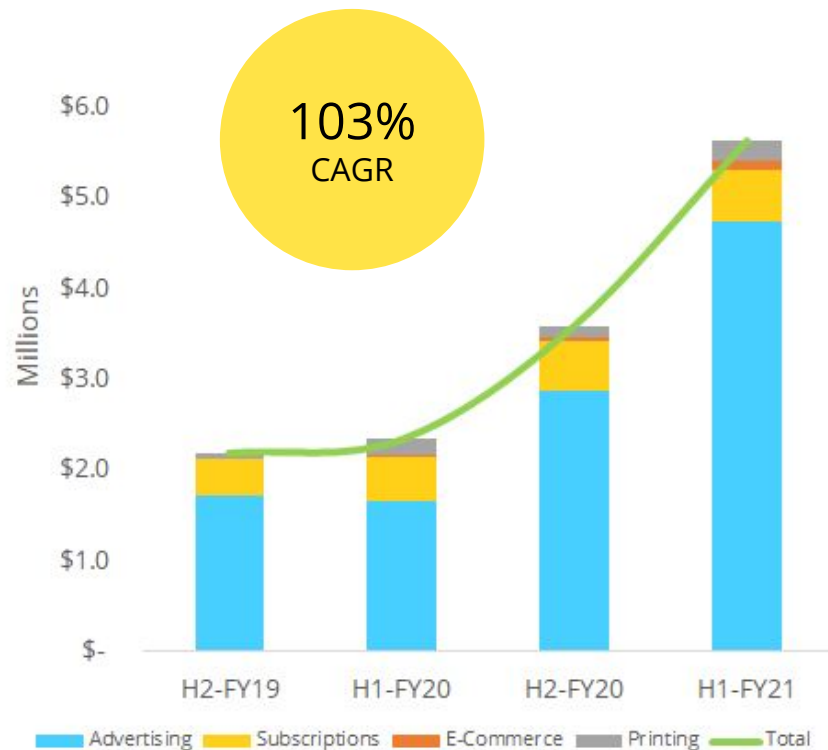
GROWTH IN HIGH QUALITY SUBSCRIPTION REVENUES

\$6.07M Revenue

4.8M Monthly Active



Record Revenue Growth



OVER 250 BRAND PARTNERS (GROWN 22% IN 6 MONTHS)

YouTube Kids



Kraft Heinz

Walmart



Google

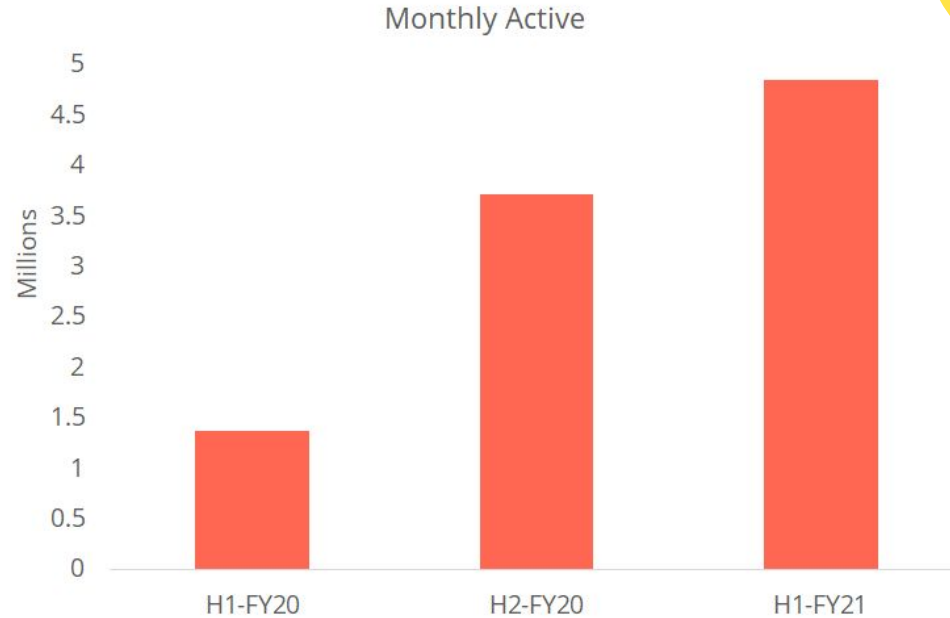
amazon



"Each year the program has gotten more successful. We want to build on that! Duplo achieved healthy metrics overall for the year and we attribute that to our partnership." Lego Client Team

| | H2-FY19 | H1-FY20 | H2-FY20 | H1-FY21 | % Growth |
|----------------------|---------------------|---------------------|---------------------|---------------------|----------|
| Advertising Revenue | \$ 1,726,239 | \$ 1,659,472 | \$ 2,866,275 | \$ 4,727,777 | 65% |
| E-Commerce Revenue | \$ 1,638 | \$ 10,816 | \$ 38,214 | \$ 116,983 | 206% |
| Subscription Revenue | \$ 396,503 | \$ 484,110 | \$ 561,157 | \$ 569,670 | 2% |
| Printing Revenue | \$ 63,027 | \$ 181,456 | \$ 125,030 | \$ 218,612 | 75% |
| Total Revenue | \$ 2,187,406 | \$ 2,335,853 | \$ 3,590,677 | \$ 5,633,042 | 57% |

Audience Growth

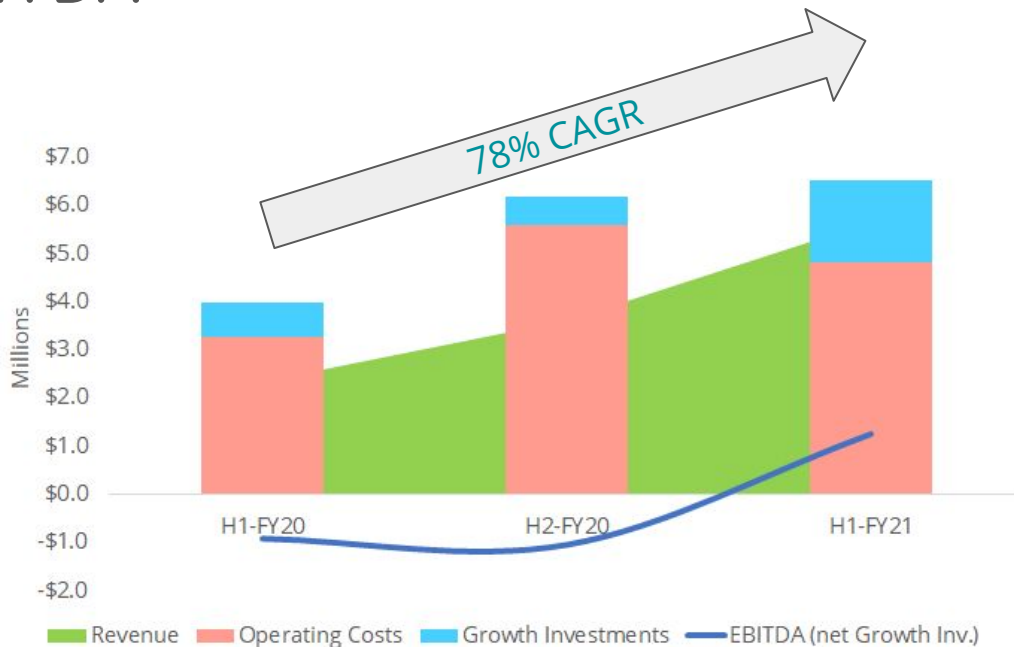


30%
6-month
Growth

Positive Operating EBITDA

94% GROSS MARGIN

- Growth investments include:
 - Core Memory experience
 - Community
 - Content
 - Subscriptions



| | H1-FY20 | H2-FY20 | H1-FY21 |
|--------------------------|--------------|----------------|--------------|
| Revenue | \$ 2,335,853 | \$ 3,590,677 | \$ 5,633,042 |
| Operating Costs | \$ 3,247,460 | \$ 5,570,803 | \$ 4,814,214 |
| Growth Investments | \$ 736,658 | \$ 595,919 | \$ 1,707,448 |
| EBITDA (net Growth Inv.) | \$ (919,188) | \$ (1,047,520) | \$ 1,251,413 |

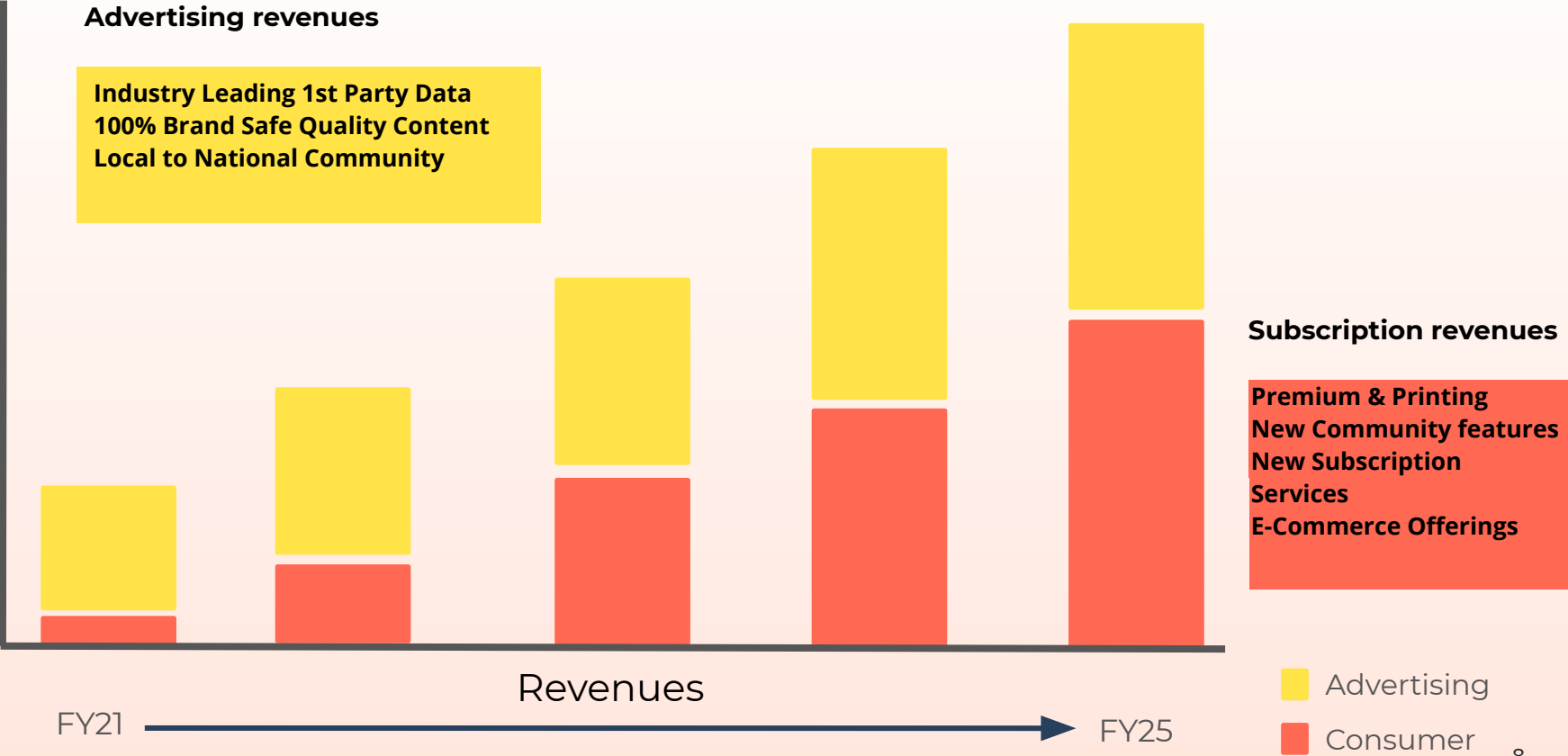
Positive Net Cash from Operating Activities

+\$96k
Cashflows

- Net operating cash flow in Q2-FY21 was +\$96k, compared to an outflow of \$675k in Q1-FY21
- Cash receipts were \$3.16M, an increase on 48% on the previous quarter and 129% on the PCP.
- Net cash balance was \$4.46m at Dec 31st. Tinybeans is well capitalized to fund its accelerated organic growth strategy.



Scaling Multiple Revenue Streams

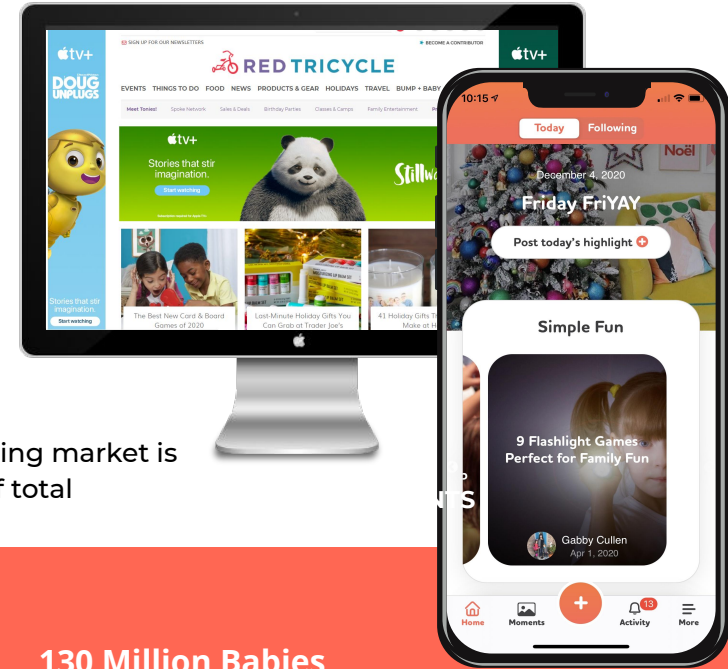


Biggest Market Ever

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.

Sources: Statista

<https://www.wsj.com/articles/google-facebook-and-amazon-gain-as-coronavirus-reshapes-ad-spending-11606831201?mod=djem10point>

<https://www.shopify.com/enterprise/the-future-of-e-commerce>

Launching new products to drive consumer revenue

INCREASING RECURRING REVENUES



Upgraded

Memories

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



Launching April

Premium Content

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



Launching April

Community

The fastest way for parents to discover relevant advice and inspiration for their family.











I want to find local moms who have done it all already so I can spend less time researching and more time with my kids.

-Heather, Mother of a 3 year old, Dayton OH

FY21 Key Execution Priorities

Solid progress through the first half

olid progress through the first half

| | | | | <u>Success Metrics:</u> |
|--|-------------------|---|---|--|
|  | World Class Sales | <ul style="list-style-type: none">Create a world class ad sales team that is consultative (idea driven), hungry, and empoweredThe success in H1 was evidenced by growth in advertising from the previous quarter of 65%Total advertisers in H1 hit a record 129 brands, The first half of the fiscal had 9 partners contract over \$100k campaigns. Average national deal size over \$50k – a record! |  | Ad Revenue Partner Retention & Growth |
|  | Marketing | <ul style="list-style-type: none">Execute innovative programs that drive user growth, build brand reputation and inspire community devotionCemented a strategic partnership with Apple by integrating content into Apple MapsThe platforms saw strong YoY growth across active users and pages/session growing 22% |  | Traffic & Affiliate Revenues |
|  | Product | <ul style="list-style-type: none">Engage users with content based on their personal tastes, family life stage, location and demographicsLaunched the new TODAY screen in the app across the US audience delivering new contentReleased its new app onboarding experience and doubled activation rates |  | User Growth and Retention |
|  | Technology | <ul style="list-style-type: none">Completed the data management platform upgrade allowing for secure & reliable accessCompleted optimization project of server infrastructure to ensure cost utilization across hosting services |  | Operation Margin and Scalability |
|  | People | <ul style="list-style-type: none">Continued to support all staff through a difficult timeContinued to drive a performance culture as one team with one goal with alignment on our values, mission & visionRecruited a top CMO to lead the consumer brand and its revenues |  | Employee Engagement |



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.



GROWING AUDIENCE

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



Corporate Information

25 W 36th St, 5th Floor
New York, NY 10018
www.tinybeans.com
investors@tinybeans.com

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