



## ASX RELEASE

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### Tinybeans Announces Record Subscription Growth

**Tinybeans Group Limited (ASX: TNY) (OTCQX: TNYF)** (“Tinybeans” or “the Company”), an inclusive, informative, go-to resource for all things parenting, announced today an update on growth in subscriptions following the launch of its new paid subscription offering, Tinybeans Beanstalk, in August 2021.

#### Highlights:

- Tinybeans Beanstalk has acquired over 3,500 new paying subscribers since being released eight weeks ago. This exceeds the 3,409 total paying subscribers added during all of FY21.
- Complementing the Q1 FY22 preliminary results Tinybeans [reported](#) on Sept 21, 2021, the Company has continued to drive strong momentum in its advertising business, with advertising revenues on track to reach record levels in Q1 FY22.
- These trends across Tinybeans’ subscription base and advertising business underscore the Company’s continued strategic focus on growing its recurring consumer revenues while supporting sustained growth across advertising revenues.

Tinybeans’ CEO, Eddie Geller, said:

“The strong early adoption trends we have experienced following the launch of our paid subscription product, Beanstalk, in August highlight the additional value we are delivering to our userbase. Not only have we added more paid subscribers on our platform after their initial 30-day free trial period in the past eight weeks than we did during the entire prior fiscal year, but we have also attracted new paid users to the platform. The rollout of Beanstalk has only just begun, and as we work to further enhance our core offerings and strengthen our platform as a comprehensive, go-to parenting resource, we believe we are well-positioned to continue driving subscription growth.

Additionally, we have maintained our momentum in our advertising business, which remains on track to deliver record revenues in Q1 FY22. We believe this is a testament to the success of our efforts to improve the platform experience for our advertising partners and increase engagement from our valued members.



We are proud of the incremental milestones that we have achieved and look forward to providing additional details when report our results for Q1 FY22.”

The announcement was approved for release by the CEO.

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**About Tinybeans Group**

**Tinybeans Group Limited (ASX:TNY, OTCQX:TNYF)** 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 twice named Apple's App of the Day in the U.S. puts Tinybeans in the elite company of the best apps in the world! Plus, Tinybeans became Apple's #1 content partner and exclusive parenting partner for one of their newest products, Apple Guides. With over 80+ partners and 1,000+ Guides on the platform, Tinybeans is the 5<sup>th</sup> most read on the platform (total views of Guides content).

Tinybeans serves a deeply engaged user base in over 100 countries/territories and enjoys over 130,000 5-star reviews in the Apple App Store and the Google Play stores.

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