ASX RELEASE

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<p style="text-align:center">**Tinybeans Q2-FY22 Investor Conference Call Summary**</p>

Tinybeans Group Limited (ASX: TNY) (OTCQB: TNYYF) ("Tinybeans" or "the Company"), the only personalized platform trusted by parents to help them raise amazing kids, is pleased to share details of the investor conference call that was held on January 27th in the U.S. and January 28th in Australia. On the call management discussed the Company's Q2-FY22 performance and plans for the future.

Tinybeans' Chief Executive Officer, Eddie Geller, said:

"We enjoyed connecting with our investor community to discuss Tinybeans' Q2 results in detail and are pleased to provide a link to a recording of the event available on demand, along with some detail on several investor questions that we answered.

"It was a pleasure to share the progress and growth that we have driven over the last three months and to give our investors details of the future. We are launching new highly engaging products to enhance the value our platform provides to brands and customers, and we are focused on building a recurring stream of subscription revenues to complement our thriving advertising business.

"We are proud of Tinybeans' record Q2 results and the promising trends we are seeing in the early days of our Beanstalk launch. As we progress through calendar 2022, we remain confident in our ability to execute on our strategy to become the go-to resource for all things parenting."

The Company has made the recording of the results available on demand here. The presentation slides are available here.

This announcement was approved for release by the CEO.

Investor Questions and Company Responses:

1. **It seems like TNY could maximize network effects by making it easier to add family/friends. Are there plans to highlight the "Add Family/Friends" option more, and possibly allow for the invite to be sent via text so that the email address wasn't needed? Speaking for myself I don't know the emails of all my family but would love to add some of them to our account. But it's an extra bit of friction to ask for their email addresses.**

We have identified several opportunities for increasing network effects, including enhancements to how users invite friends and family to follow them on Tinybeans. We want to make the process of sharing memories easier than any other platform and that starts with providing users more ways to bring users onto the platform. We will be exploring new solutions including invites via text, unique invite links and even QR codes.

2. **Could you outline the customer acquisition strategy in more detail recognizing the high Lifetime Value (LTV) and high trial-to-paid conversion metrics that you've noted? E.g. which ad platforms do you intend to advertise on, what Customer Acquisition Cost (CAC) are you targeting, etc. if you're able to share.**

As we've shared on the call, the high LTV and the potential to grow that even more lends itself to a comprehensive acquisition strategy. Also, like I shared, we've embarked on various platforms to begin trialling acquisition channels. This includes increasing visibility with "proactive" parents who are actively searching for the type of solution we offer, as well as creating unique campaigns and programs that break through the clutter to grow awareness with "passive" parents who are struggling but aren't yet aware of our solution. We'll start with paid search (Google, Apple), paid social and then begin exploring additional channels and programs that reach parents at their struggling moment (e.g. new mom, move away from family, etc.). We will simultaneously optimize conversion rates across the acquisition funnel to further optimize CAC. We will increase investment in the channels where we can achieve our targeted CAC and scale it once enough testing has occurred that we are confident in the results. Having said that, we are also focusing efforts on improving conversion rates across our existing audience. With 3.5M Monthly Active Users (MAU), we have a tremendous opportunity to grow revenues by converting initial passive users into active paying subscribers.

3. **Are you able to speak more to why the most recent equity raise happened when it did? The share price has been a bit depressed, and it seemed like the company had sufficient cash to fund operations, but I'm sure there were other factors that led to that decision. If you don't mind providing some colour that'd be very helpful.**

With the company rapidly growing, and several exciting and attractive growth initiatives available to the business, your Board decided it was imperative to raise capital in late November to enable the management team to execute the Company's long term growth strategy. The opportunities are clear as we recently announced record results. Cash balance at the time would not have enabled the growth we are experiencing, nor what is in store for 2022.

4. **With huge Total Addressable Market (TAM), how Tinybeans is going to scale the business and revenue?**

As we've shared in today's presentation, there is enormous potential across not only growing the audience of parents but also growing the lifetime value the company generates from these audiences. The launch of our paid subscription product, Beanstalk, was the first phase of this strategy, and so through 2022, we plan on further investing in it and growing the value proposition (more recently to include "for you", which is personalized content based on the age/stage of your

children) to continue to acquire more paid customers. In parallel, we plan on evaluating newer paths of revenue growth through ecommerce, as we see significant growth potential by offering parents smarter recommendations through content to commerce opportunities. More to come through this calendar year.

5. Are we running any data science and prediction models on the available data to understand target customers?

The short answer is "yes." Our data science capabilities have been focused on two distinct areas: classification of our content to extract relevant interests and using location and other profile information as a means to make personalized recommendations to users. We are continuously conducting research and studying models to better understand our customers' interests, as well as how their family stage maps to behaviour. We use that research to inform our product and content roadmaps and will be productionizing those models in the For You feature. This is a key pillar of our product offering going forward and we will be continuously seeking greater understanding and building new ways to reach and engage our customers.

6. Now capital raise is completed what are the detail marketing plans to dramatically raise the number of users to the target of 70 million

Further to the answer just provided, we plan on focusing on a range of initiatives that will grow the audience. Firstly, there are a range of projects that are there to grow organic, Search Engine Optimization and App Store Optimisation are two projects that are underway. Paid Media projects are also in the works. In recent weeks we've also been working on a range of research projects with our customers to seek and refine messaging and value propositions, which we can use to drive that scale.

Another area we know is a huge opportunity is social. As you've heard today, our content reaches 28M parents across several key social platforms. Now that we're a single brand with all social channels merged, we're crafting a new social strategy to ensure that this is a strategic growth channel of new customers and engagement. Not only across consumer growth but also across advertising.

7. How do you think you are getting subscriptions to your pay for service model? Where do you expect to be in terms of number of subscribers in 12 months?

Since launching Beanstalk, the paid subscription service, most new paying subscribers have come from the existing free users with the memories features of the app. About 20% of new paid subscribers however are new registered users who have previously never used Tinybeans. Given all of that is organic, we're pleased with the initial results. As previously mentioned, we're exploring paid media channels to grow paying subscribers amongst other strategies given the high LTV to CAC ratio of 3.6.

As far as where we believe we will be in terms of paid subscribers in 12 months, we're optimistic that we'll be able to grow substantially through 2022, but at this time not able to provide any

forecasts. Note that we're in the thick of implementing our strategy of 50/50 revenue split in the next 3 years between advertising and consumer. So balancing fast growth in subscriptions too quickly while ensuring steady growth of advertising is a vital piece of that strategy coming to fruition.

For more information, please contact:

Hugh Morgan – Director, Market Eye
P: +61 407 453 109
E: hugh.morgan@marketeye.com.au or investors@tinybeans.com

About Tinybeans Group

Tinybeans Group Limited (ASX:TNY, OTCQB:TNYYF) 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 5th 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.

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