ASX RELEASE

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Tinybeans Q3-FY22 Investor Conference Call Summary

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 held on April 28th in the U.S. and April 29th in Australia. On the call, management discussed the Company's Q3-FY22 performance and growth strategy.

Tinybeans' Co-founder & CEO, Eddie Geller, said:

"We enjoyed connecting with our investor community to discuss Tinybeans' Q3 results in detail and are pleased to provide a link to a recording of the event available on demand, along with some of the Q&A from the call.

Tinybeans delivered another strong performance in Q3, generating revenue of US$1.85 million, up 40% on the same period 12 months prior. While this quarter tends to be slower due to seasonality as advertising budgets reset in the U.S., the significant growth across both advertising and consumer segments was very positive and encouraging.

Tinybeans has been on a tear over the last two years, investing aggressively and growing revenues rapidly. Tinybeans has never been more relevant than today, as we continue to place our stake in the ground as a trusted member of the family, which parents can count on for relevant content, safe connections, and private photo sharing to help parents raise amazing kids.

As the U.S economy shows signs of stress, we are taking a more cautious approach to our growth strategy as we move toward the new fiscal year ahead. We plan to continue to deliver double digit growth in advertising revenue, but at a slower rate than previous. We will also continue to make strategic decisions to pull back on programmatic ad revenue to support growth in our subscription product.

We will employ a new customer centric product strategy aimed at restoring 5-star app ratings and rebuilding organic growth for the audience on the web, amongst other key growth drivers.

Given the company's performance and market conditions, and adjusted plans to review all our investments across te company, Tinybeans continues to have a positive revenue outlook for the rest of this year and 2023. In addition, we expect to maintain a positive cash balance without raising further capital as Tinybeans moves into cashflow positive."

The Company has made the recording of the results available on demand [here](). The presentation slides along with the supportive 4C cash flow report are available [here]().

This announcement was approved for release by the CEO.

Investor Questions and Company Responses:

1. **Long term shareholder: I am confused with the Company's falling share price given the good growth and results. What actions are you taking to improve this position?**

The Board and management cannot control the share price. Our focus is on executing our growth strategy to increase shareholder value over the long term by providing a unique digital platform that members and advertisers want to access. As you heard today, we are confident in our growth trajectory and the momentum we're generating in both our advertising and subscription businesses and have an exciting growth runway ahead of us. We are looking forward to investors recognizing this and marking us accordingly, especially given the revenue acceleration delivered through recent quarters and the continued growth expected moving forward.

2. **The Tinybeans strategy is in transition from a photo-sharing app and parenting website reliant on advertising revenues to a subscription-based full content app for parents and families. How are things progressing?**

Tinybeans currently has a successful photo sharing app for families and a parenting website with world class (as defined by Apple's partnership) editorial content. We currently largely monetize these services to parents through advertising. The Tinybeans mission is to be the place where parents go to raise amazing kids. In order to deliver on that promise, the platform must deliver on the core services we believe parents need and are willing to pay for. This starts with tailored content, a community of other parents and in the future a fully featured ecommerce experience. We are in the thick of this transition as we strive to offer more things for parents and in turn grow our consumer revenues. Our goal is to still achieve a 50/50 revenue split between Advertising and Consumer by 2026.

3. **Do you see possible friction with growing a subscription consumer business and advertising at the same time?**

While we don't see this as a significant obstacle given there are many paid for content services that generate both subscription and advertising revenues, we continue to pay close attention to the many companies' including the streaming brands--Disney+, Netflix, Apple+ etc and how they are evolving their models to accommodate both subscription and advertising. Something we're looking to evaluate is how we incorporate ecommerce, deals and coupons into our subscription service given how many incredible brand relationships we have.

For more information, please contact:

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About Tinybeans Group

Tinybeans Group Limited (ASX:TNY, OTCQB:TNYYF) is the only high trust app and web platform offering a personalized experience for new and growing families that helps them achieve their #1 goal in life–to raise amazing kids. Our purpose is bigger than simply making parenting easier. We help families thrive by giving them a safe, useful and inspirational place to go to capture and share memories, engage with trustworthy content and find thoughtful recommendations tailored to their family's needs, interests and where they live.

Tinybeans engages 28 million mindful parents every month, enjoys over 130,000 5-star reviews in the Apple App and Google Play stores, and has been recognized by Apple for excellence in both content–top 3 most viewed and exclusive parenting partner for Apple Guides, and utility–twice being named U.S. app of the day.

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