



ASX RELEASE

15 December 2022

2022 Review, 2023 Outlook and Cash flow Positive

Tinybeans Group Limited (ASX: TNY) (OTCQB: TNYF) (“Tinybeans” or “the Company”), is pleased to provide investors with an end of year review and an outlook update for calendar 2023.

While calendar 2022 was a challenging year with US advertising revenues coming under pressure, Tinybeans has made significant progress this year in building a stronger, more focused company with an enhanced consumer experience.

This quarter’s (Q2-FY23) expected results demonstrate our focus on financial independence. Excitingly, we are on track to turn cash flow positive this month¹, six months ahead of schedule. Q3-FY23 is forecast to be our first full quarter of cash flow positive results.

Calendar 2022 Highlights

- **Total revenues for calendar 2022 (around US\$9.7M) remaining flat on 2021 with an advertising industry impacted by the economic downturn.**
- **Growing consumer revenues in calendar 2022 to around US\$2.4M, up over 60%.**
- **Q2-FY23 revenues expected to be over US\$3M with over 25% coming from consumer revenues.**
- **Advertising wins from both new and existing partners, including Hill’s Pet Nutrition, Smithfield, MGA, Microsoft, VTech, Marriott and Paramount.**
- **Q2-FY23 will see affiliate revenues reach nearly US\$200k, growth of over 200% more than the same period 12 months earlier.**
- **Monthly Active Users (MAU) rebuilt back to 3M – with audience from SEO returning.**
- **Reduced operating expenses for the quarter to under US\$3M from nearly US\$4M in less than 6 months, further refining the cost base and driving to cash flow positive.**
- **December will see the first month of cash flow positive for the company – which is a huge achievement being 6 months ahead of schedule.**

¹ Based on forecast to Dec 31, 2022, utilising the information available on day of release.



Calendar 2023 Outlook and Operational Priorities

As we enter 2023, we are making parents the centre of our world. **Parent obsession is at the forefront of everything we do.** We are reintroducing choice for our consumers and removing ads from our paid experiences.

The last two years have seen tremendous growth, but not everything we did was successful. One year ago, we decided to only allow access to our app as a paid subscriber, removing choice for our consumer - the parent. That paid experience also continued to carry ads in various elements of our engagement with parents and their families.

- **We plan to launch a universally free experience across our app and email that is supported by ad revenue.**
- **We are doubling down on super serving our parents by creating a premium experience for our paid subscribers. We are removing all ads from both parents' and their families in app and email experiences for the new Tinybeans+ subscription, and introducing high value features, including exclusive coupons/deals for Tinybeans parents.**
- **We exist to delight all parents, with a focus on our core parent, the “New Mom”.**
- **We are serving parents seamlessly across all channels, without friction to unlock all the potential we have across web, email, app and social media.**
- **We are growing and creating buzz around the brand through engaging with influencers to further cement Tinybeans as “the must-have app for parents”.**
- **We are making further investments in user experience and data privacy to increase our high trust relationship with parents everywhere we engage with them and to offer more ways to capture, consume and transact on the Tinybeans platform.**

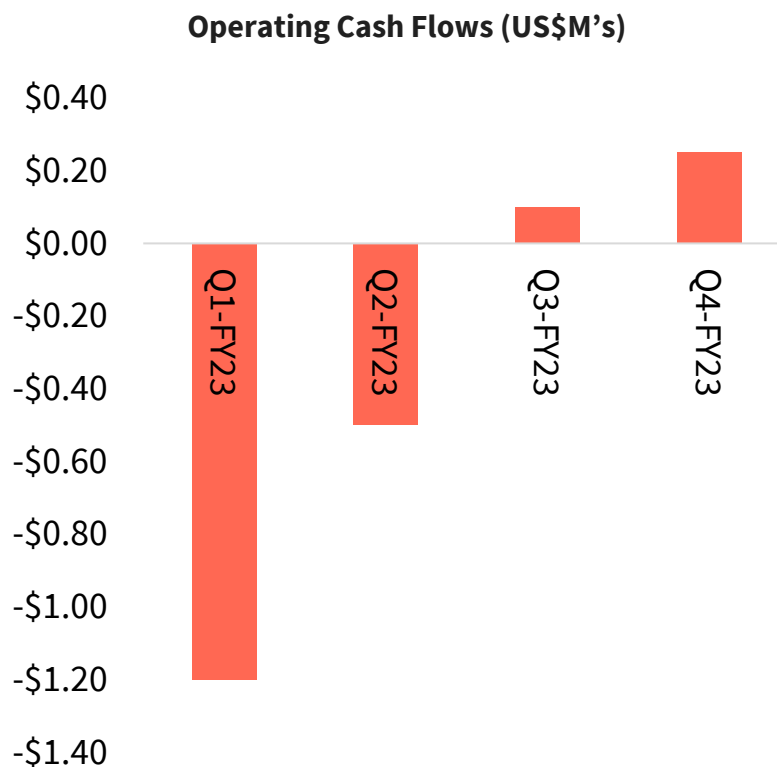


Cash Flow Positive – December 2022 inflection point²

Tinybeans expects December will see the first month of cash flow positive. Cash burn for this quarter is expected to be around US\$500k, as forecasted in October. The cash balance as at Dec 31 is forecast to be around US\$2.5M. Cashflows for next quarter (Q3-FY23) are expected to be positive of up to US\$100k inclusive of all expenses.

Q4-FY23, albeit an early forecast, is expected to be another cash positive quarter of up to US\$250k.

Tinybeans plans to fund its operations through customer receipts. Operational (Opex) costs are expected to remain largely flat.



With the increased reliance on paid subscriptions and reduced dependency of advertising revenues, the company is in a strong financial position to self-fund growth while remaining cash flow positive. Tinybeans will provide more detail on Q2 performance and cash flow towards the end of Jan-2023.

This announcement was approved for release by the TNY Board.

² Based on forecast to Dec 31, 2022, utilising the information available on day of release.



For more information, please contact:

Eddie Geller – CEO

E: investors@tinybeans.com

About Tinybeans Group

Tinybeans Group Limited (ASX:TNY, OTCQB:TNYF) 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.

www.tinybeans.com