



ASX RELEASE

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TINYBEANS ANNOUNCES CEO TRANSITION

Tinybeans Group Limited (ASX: TNY) (OTCQB: TNYF) (“TNY” or “the Company”), the Company with the platform that inspires parents to create meaningful memories, and privately sharing them through their award-winning app.

The Company announced today that the Co-Founder, Managing Director and CEO, Eddie Geller will be stepping down from his role as CEO. Mr Geller will continue to work with the Company for up to 3 months to assist in the smooth transition to a new CEO. Non-Executive Director and Chairman, Chantale Millard and US based Non-Executive Director, Andrew Silverberg, will also step in to support the transition, the TNY team and to assist with the management of the business until a new CEO is appointed. Mr. Silverberg is based in New York, in close proximity to the very capable, core Executive Team.

Mr Geller, who co-founded the Company in 2012, has been leading the business for the past 11 years and oversaw the ASX listing of the Company in 2017. The Company recently reached some key milestones, launching its Tinybeans free and Tinybeans + experience and the completion of an extensive cost reduction program with approximately \$4 million in annualised costs being removed from the business over the past 12 months. Mr Geller also oversaw the successful capital raise to purchase the Red Tricycle business in February 2020.

A global search process has commenced, and the board is confident that the Company will attract a high calibre of CEO candidates.

Eddie Geller said “I’m very proud of what Tinybeans has become and what we have achieved, but I am most proud of the team at Tinybeans, who work tirelessly to serve parents and families, with passion and commitment. It has been an honour working with this group. Along the way we have grown a platform that engages millions of parents every year and is a trusted app for them to securely share photos of their kids and loved ones. I look forward to helping the new CEO join this incredible team and take the company to the next level.”

Chair Chantale Millard, said “The TNY Board thanks Eddie for his hard work and dedication over the past 11 years. We look forward to working with Eddie to transition to a new CEO, who can build off the solid base that has been built, to realise the exciting future growth opportunities of the business. We wish Eddie every success in his future endeavours.”

This announcement was approved for release by the TNY Board.

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