



5 August 2024

ASX Announcement

Former Co-Founder and CEO of US-based Fatherly, Mr. Mike Rothman, to join the Tinybeans board as a non-executive director

Key Highlights

- Mr. Mike Rothman, former co-founder and CEO of leading US digital parenting lifestyle brand Fatherly, to join Tinybeans as a non-executive director effective from today.
- Mr. Rothman brings significant experience in scaling and increasing shareholder value for paid subscription and advertising revenue businesses with large media and corporate networks in the US parenting space
- Mr. Rothman's experience is expected to assist in accelerating the Company's strategy in the US market
- Ms. Andrea Cutright will step down as a non-executive director of Tinybeans, effective 1 September 2024

Tinybeans Group Limited (ASX: TNY) (OTCQB: TNYF) ("Tinybeans" or "the Company"), a leading global consumer subscription platform serving millions of Millennial and Gen Z parents and their families, is pleased to announce the appointment of Mr. Mike Rothman, the former co-founder and CEO of Fatherly, as a non-executive director effective 5 August 2024.

Mr. Rothman co-founded and served as CEO of Fatherly, the leading digital lifestyle brand for Dads. Under his leadership, Fatherly earned Webby awards and Peabody nominations for its website, newsletter and podcast products, culminating in a successful trade sale of the business.

Prior to his work at Fatherly, Mr. Rothman was one of the founding employees at Thrillist, where he was responsible for digital sales and revenue operations during the company's first seven years.

Mr Rothman is a daily user of the Tinybeans app, using it to share joy and memories with his family.

Mr. Rothman is committed to giving back to the community. He advises several not-for-profit organisations, including The Moth. His contributions to the parenting media space have been recognised with numerous accolades, including being named one of Ad Age's 40 under 40 and Ideo and Melinda Gates' Care100.

Tinybeans Chair, Chantale Millard said,

"Mike brings a wealth of experience, leadership, and innovative thinking from the US digital media and advertising sectors, adding value to the board's capabilities as we aim to drive growth and strategic development for Tinybeans. He has a proven track record scaling and increasing value in advertising revenue and paid subscription businesses and the board and Zsofi are excited to have Mike on the team to help unlock the growth opportunities for Tinybeans."

Mike Rothman said,

"As a parent, I have a deep appreciation for Tinybeans and the value it brings to young families. I'm excited to bring my experience in the US consumer parenting market and passion for the product to support Tinybean's energised operating team in realising its next phase of growth."

Resignation of non-executive director

Non-executive director Andrea Cutright has advised her resignation from the board, effective 1 September 2024. Ms. Cutright has been a non-executive director of Tinybeans since October 2020 and has been a key contributor to Tinybeans' strategic direction having seen the business through much change.

The board extends their gratitude to Andrea for her hard work and contribution and wishes her all the best in her future endeavours.

—ENDS—

This announcement was approved for release by the Tinybeans Board.

For more information, please contact:

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About Tinybeans Group

Tinybeans Group Limited (ASX:TNY, OTCQB:TNYF) Tinybeans is a leading global consumer subscription platform, serving millions of Millennial and Gen Z parents and their families monthly. At its core, Tinybeans is a private photo-sharing app and media platform that connects families and turns moments into memories. Tinybeans has been loved and trusted by parents and families around the world since its founding in Australia in 2012, and is an ongoing resource for parents due to its insightful, relatable and credible content written by a team of dedicated parents and experts. Tinybeans enjoys over 150,000 5-star reviews in the Apple App and Google Play stores, and has users in almost every country in the world.