



ASX RELEASE

14 November 2024

2024 AGM: Chair Address and Investor Presentation

Tinybeans Group Limited (ASX: TNY) (OTCQB: TNYF) (“Tinybeans” or “the Company”) attaches the Chair’s Address and Investor Presentation, which will be delivered at the 2024 Annual General Meeting (**Meeting**) to be held today.

The results of the Meeting will be lodged with the ASX following the conclusion of the Meeting.

This ASX announcement has been approved for release by the TNY Board.

For more information, please contact:

Zsofi Paterson
Chief Executive Officer
E: investors@tinybeans.com

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.



Tinybean's Chair Address

Dear Shareholders,

In my address today, I want to start by expressing my gratitude to shareholders for your continued support during this transformative year for Tinybeans, including the board changes in 2024. This will be my last shareholder address as Chair and director, and it has been wonderful to have been a part of this special business. Tinybeans' dedication to bringing everyday joy and connection to parents and their families is a uniting passion for our team and our customers.

FY24 was a year of significant change, highlighted by the appointment of our new CEO, Zsofi Paterson, in July 2023. Our new business strategy was developed and launched at the AGM in November 2023, focusing on growing our valuable paid subscription business while continuing to drive revenue from advertising and other channels.

To execute this strategy, we strengthened key areas of the business in FY24 to pave the way for growth in FY25 and to retain as many paid subscribers as possible during their first subscription renewal year, since the Tinybeans price increase. Key initiatives included launching a new Android app in September 2023, stabilising the core iOS product, enhancing user and customer experience, creating better content with intention and focus, refreshing the Tinybeans' branding across the web and app and building strong operational rhythms and cadence in the business.

We are pleased to report that our efforts have led to a record quarterly subscription revenue of US\$0.81 million for Q1 FY25, representing a 23% increase compared to the prior corresponding period. The high renewal rate for paid subscribers stood at 93% for Q1 FY25, underscoring the loyalty and value of our subscriber base. Total revenue also increased by 1% year-on-year to US\$1.41 million, a positive result given the continued challenges in advertising revenue.

Our focus on financial prudence led to a significant reset of the cost base in Q1 FY25, removing US\$2 million in annualised costs. This restructure aligned the business with our strategic objective of driving subscription-led growth while reducing reliance on advertising revenue. We transitioned our product development to Propel Ventures in Australia, which provides a cost-effective and flexible approach, and we are already seeing positive results. We have also hired new key team members in Product, Data & Analytics and Marketing, which has allowed us to increase our marketing efforts in a strategic and purposeful way.

Our strategic partnership with Babylist in the United States is beginning to generate brand awareness and subscriber growth. The integration effort continues to evolve with the launch of the Tinybeans gift subscription in early Q2 FY25, allowing us to be featured on the Babylist registry, and in early 2025 Tinybeans gift cards will be included in Babylist's 'Hello Baby' box, which reaches over 300,000 customers annually in the US, further driving engagement and visibility. We have also made substantial strides in partnership discussions in both the US and Australia, and the business looks forward to announcing these soon.

Engagement and user metrics remain high, with the Tinybeans app continuing to demonstrate high levels of user activity, with over 900,000 active users in the month, including paid subscribers, free subscribers, and followers. Our consistently high engagement figures are a key leading indicator for subscription growth.

Looking ahead, we are optimistic about our strategic direction and the business's ability to continue building a sustainable, scalable and valuable business. With supportive shareholders, a refreshed board and an experienced leadership team now in place, the business is well-positioned to capitalise on emerging opportunities, including our expanding role as a trusted solution for safe and private photo sharing in an increasingly privacy-conscious world.



I will work with James Warburton to ensure an orderly transition of the Chair role, with James taking over as Chair on 31 December 2024. I am confident that I am leaving the business in good hands and wish the board and the Company every success for the future.

Thank you again for being part of the Tinybeans journey.

Important Information

Summary information - This presentation (**Presentation**) has been prepared by Tinybeans Group Ltd ACN 168 481 614 (**Company** or **Tinybeans**) and contains summary information about Tinybeans and its activities which is current only as at the date of this Presentation, being 14 November 2024. The information in this Presentation is of a general nature and does not purport to be complete nor does it contain all the information which a prospective investor may require in evaluating a possible investment in Tinybeans or that would be required in a prospectus or other disclosure document prepared in accordance with the requirements of the *Corporations Act 2001* (Cth) (**Corporations Act**).

Not investment advice - The information contained in this Presentation is not investment, financial product advice or recommendation to acquire shares. This Presentation has been prepared without taking into account your investment objectives, financial situation or any other particular needs.

Industry and market data - In this Presentation, Tinybeans refers to certain market, industry, and statistical data used in connection with this Presentation may have been obtained from research, surveys or studies conducted by third parties, including industry or general publications. Neither Tinybeans nor its representatives have independently verified any such data and no representation or warranty, express or implied, is made as to its fairness, accuracy, correctness, completeness or adequacy. Some data is also based on the good faith estimates of Tinybeans, which are derived its reviews of internal sources as well as the independent sources described above.

Past and Future performance - Past performance information included in this Presentation is provided for illustrative purposes only, should not be relied upon and is not an indication of future performance. This Presentation contains forward looking statements. Forward-looking statements generally relate to current expectations, hopes, beliefs, intentions, strategies or productions about future events or Tinybeans' future financial or operating performance. For example, statements regarding anticipated growth in the industry in which Tinybeans operates and anticipated growth in demand for Tinybeans' products and services, projections of Tinybeans' future financial results and other metrics are forward-looking statements. In some cases, you can identify forward-looking statements by terminology such as "pro forma", "may", "should", "could", "would", "might", "plan", "possible", "project", "strive", "budget", "targets", "aims", "outlook", "guidance", "forecast", "expect", "intend", "will", "estimate", "anticipate", "believe", "predict", "potential" or "continue", or the negatives of these terms or variations of them or similar terminology, but the absence of these words does not mean that a statement is not forward-looking. Such forward-looking statements are subject to risks, uncertainties, and other factors which could cause actual results to differ materially from those expressed or implied by such forward-looking statements. These forward looking statements are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance and may involve known and unknown risks, uncertainties and other factors, many of which are outside the control of Tinybeans. You are cautioned not to place undue reliance on any forward looking statement. Forward looking statements in this Presentation are based on assumptions and contingencies which are subject to change without notice. Actual results, performance or achievements may vary materially from any forward looking statements and the assumptions on which statements are based. The forward looking statements in this Presentation are based on information available to Tinybeans as at the date of this Presentation and nothing in this Presentation should be regarded as a representation by any person that the forward-looking statements set forth herein will be achieved or that any of the contemplated results of such forward-looking statements will be achieved. Except as required by law or regulation, Tinybeans its related bodies corporate and their respective officers, employees and advisers disclaim any obligation or undertaking to provide any additional or updated information whether as a result of new information, future events or results or otherwise.

Non reliance and disclaimer

This Presentation is of a general nature and contains selected information only and does not purport to be complete or contain all of the information that may be relevant to the opportunity. The Presentation is provided solely for information purposes and should not be relied upon by the recipient. No representation or warranty, express or implied, is made by any person as to the fairness, accuracy, completeness, reliability, timeliness, suitability or correctness of the information, opinions and conclusions contained in this Presentation. This Presentation does not purport to summarise all information that a Recipient should consider when making an investment decision and should not form the basis of any decision by a Recipient. Except for any statutory liability which cannot be excluded, Tinybeans, its related bodies corporate and their respective officers, employees and advisers expressly disclaim all liability (including negligence) for any direct or indirect loss or damage which may be suffered by any person in relation to, and take no responsibility for, any information in this Presentation or any error or omission therefrom, and make no representation or warranty, express or implied, as to the currency, accuracy, reliability or completeness of this Presentation.

Not an offer securities

This presentation does not constitute an offer to sell, or a solicitation of an offer to buy, any securities in any jurisdiction. The distribution of this presentation and the offer of securities is restricted in jurisdictions outside Australia. Any failure to comply with such restrictions could constitute a violation of applicable securities laws. In particular, this presentation may not be released to US wire services or distributed in the United States. This presentation does not constitute an offer to sell, or the solicitation of an offer to buy, any securities in the United States or any jurisdiction in which such an offer would be illegal. The securities described in this presentation have not been, and will not be, registered under the US Securities Act of 1933 or the securities laws of any state or other jurisdiction of the United States. Accordingly, the securities described in this presentation may not be offered or sold in the United States except in transactions exempt from, or not subject to, the registration requirements of the US Securities Act and applicable US state securities laws.

Financial data - All dollar values are in US dollars (US\$ or \$ or USD) unless otherwise stated. Any financial information provided in this Presentation is for illustrative purposes only and is not represented as being indicative of Tinybeans' views on its future financial condition and/or performance.

Trademarks - This Presentation may contain trademarks, trade names and copyrights of other companies, which are the property of their respective owners. Solely for convenience, some of the trademarks, trade names and copyrights referred to in this Presentation may be listed without the © or ® symbols, but Tinybeans asserts, to the fullest extent under applicable law, the rights of the applicable owners, if any, to these trademarks, trade names and copyright.



Company overview

"Your daily dose of joy & connection"

About

Tinybeans is a trusted partner for millions of families worldwide, providing a platform that celebrates, protects and preserves the joy of parenting.

Mission

Tinybeans is on a mission to foster love, not likes. Unlike traditional social media platforms, we provide a private, secure and authentic space for intentional parents to connect with their loved ones.

Vision

By combining technology with a deep understanding of family needs and digital privacy, we exist to make parenting more joyful, simple and meaningful.



★★★★★
OVER 150K
5 STAR REVIEWS

4.9
OUT OF 5
19.4K APP STORE RATINGS



Investor Highlights

Market leading consumer subscription metrics: Strong subscription revenue growth (39% CAGR) + high LTV, low churn + high referral rate (93%).

Large, under-monetized user base, rich in 1st party data



Large, regenerating global market with 5M births every year; currently reaching less than 1%, plus ongoing privacy concerns, presents great opportunity for Tinybeans to scale

New Management & Bolstered Board in US and Australia, with renewed focus on Australian market and new highly experienced management team equipped to drive growth



Material cost base reset, with further US\$2M annualised costs taken out of business in Q1 FY25 restructure

Pursuing path to profitability and continuing shift to subscription-led business to increase EV





01

FY24

Highlights



"This app is more than posting photos, although it can be used just for that. For me, it has become a journal, a relationship building/sustaining tool and a time capsule. My relationship with my in-laws and my own family is far better because of this app."



**Parent on Tinybeans,
USA**

Highlights

A leading private family photo sharing platform with strong Consumer Subscription Software (CSS) fundamentals

\$5.4M

53% recurring

FY24 Revenue

\$2.9M

+40% pcp

Annual Recurring
Revenue

0.95M

-3% pcp

Monthly Active
Users

51K

-8% pcp

Paid Subscribers

\$72

+43% pcp

Average Revenue
Per User

\$351

+11% pcp

Lifetime Value

89%

Blended Renewal

Retention Rate

59%

DAU/MAU

Daily Use Product

64M

Memories uploaded

High Engagement

93%

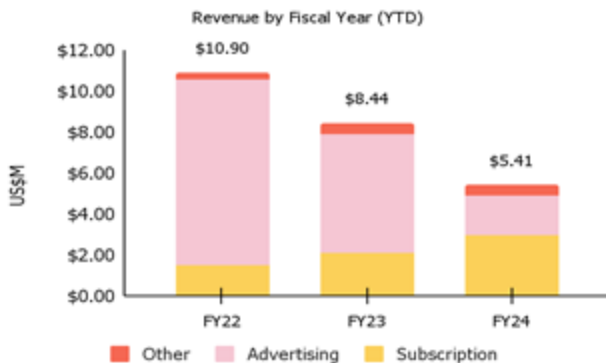
Recommend TB

Referral Rate

Highlights

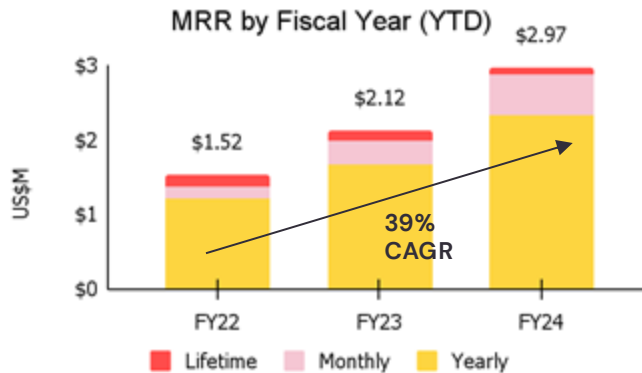
Record subscription revenue as we execute on our strategy

Total Revenue



Shifting the revenue mix to 53% ARR subscription revenue over past 3 years

Recurring Revenue (ARR)



Delivering 39% CAGR of ARR over past 3 years

Average Revenue per User (ARPU)



+43% increase in ARPU (Paid Subscribers) and minimal churn following Tinybeans+ price increase implemented May 2023

02

Q1 FY25
update



“We prefer to keep our kids off social media for the most part and also didn't want to become THOSE people posting photos and videos of their kids all the time. Enter Tinybeans - an easy way to upload photos and videos for the people you want to see them. Highly recommend to any new parents!



Parent, Tinybeans

Continued Subscription Revenue Growth, Major Restructure Executed, Reduced Cost Base & Growth Initiatives Underway

Record quarterly subscription revenue of US\$0.81M, +23% PCP, with continued high renewal rate of 93% for Paid Subscribers

Material cost-base reset, with US\$2M annualized costs taken out of business to enable strategic focus on subscription led strategy & to reduce reliance on ad revenue

Leadership team transition, with new key appointments in Product & Engineering; experienced leadership team now in place for Company's next phase of growth

Product development transition to AU under long-term contract, to tap into highly skilled, multi-disciplinary capabilities under flexible & cost effective model

Expanded Babylist partnership; plus several brand, marketing & major partnership efforts underway and expected to launch from Q2 FY25 to drive brand awareness & subscriber growth in 2025

New Board Directors James Warburton (AU), former CEO of Seven West Media, and Mike Rothman (US), founder and former CEO of Fatherly, appointed to assist in accelerating the Company's strategy in the US

Consecutive quarters of subscription revenue growth



Tinybeans in the Australian media: cementing ourselves as the solution for families concerned with digital privacy



Zoë Paterson, chief executive of Tinybeans, a private, family oriented photo-sharing app, says enforcing age restrictions will help delay children's exposure to "the often harmful effects of social media, such as cyberbullying, privacy invasions and the pressure of comparison".

Women's Health's ultimate Father's Day gift guide

Tinybeans subscription



As parents are becoming more aware of the risks associated with sharing photos of their children online, the need for alternatives is skyrocketing. Luckily, Tinybeans has emerged as a secure way for dads to share precious moments with family and friends. Tinybeans is essentially a journal, visual diary and time capsule designed for parents to preserve their family's memories and share them with a trusted circle. By gifting dad a subscription, he'll be starting fatherhood on the right foot, with the peace of mind to be able to focus on the important things.

Shop Now



Parents celebrate restricting children's access to a habit akin to 'kiddie cocaine'

WA today

THE AGE

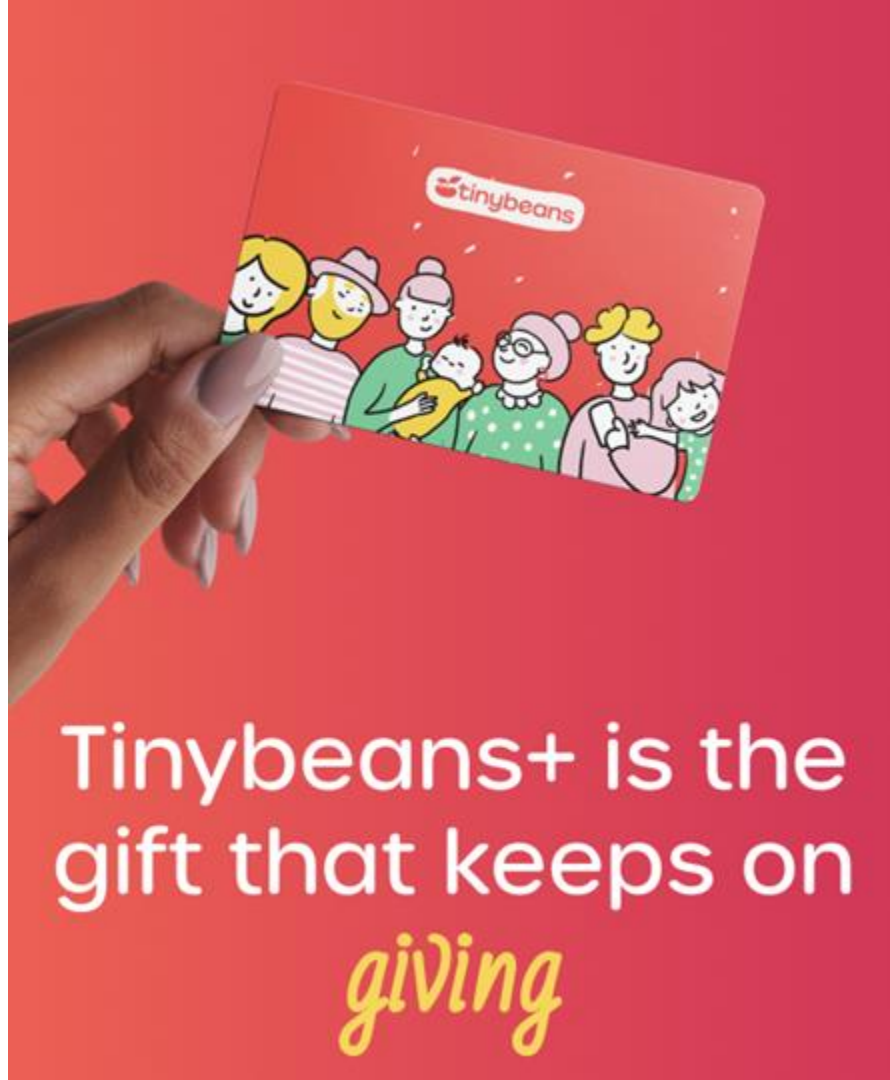
Brisbane Times



Q1 Highlights

Tinybeans+ Gift Subscription: The ultimate privacy-first gift for new & expecting mums

- Launched in October 2025
- Enables family & friends to purchase a Tinybeans+ subscription for expecting or new parents
- 6 month (\$50) and 12 month (\$75) available, priced to encourage gifting by co-workers, distant family, friends & inner circle
- Unlocks new distribution and partnership opportunities with Babylist and others, allowing Tinybeans to tap-into large and valuable baby shower & registry market



Tinybeans+ is the
gift that keeps on
giving

Building a pipeline of partnerships to unlock growth

pipeline of
partnerships

The Giftable Membership creates
new Channels for Purchase

The Product Integration
creates deeper
Engagement (2025)

The Add-on creates
new Channels for
Discovery



HR & Employee Benefits Platforms



Retailers for mum, families or baby



Hospitals, IVF Clinics, OBGYN/Pediatricians



Hampers & Baby Bundles



Subscription Boxes



Baby Registries



Health Insurers



Loyalty Programs



Parenting & Pregnancy Apps



Media & Mums/Women's Networks



Photo Printing & Related Services





03

FY25 Strategy Overview



"As someone who doesn't like the concept of my child being on Facebook, Tinybeans is a *perfect app* for *sharing* photos of my baby girl in a *safe, secure way* with the people that matter most in her life!"



Parent on Tinybeans
USA

These aspirational goals drive our strategy

Vision: To make parenting more joyful, simple and meaningful

By combining technology with a deep understanding of privacy & family needs, we create meaningful connections and lasting memories.

10m

Monthly Active Users



1 in 4 first time parents
use Tinybeans



Global leader in digital
parenting category



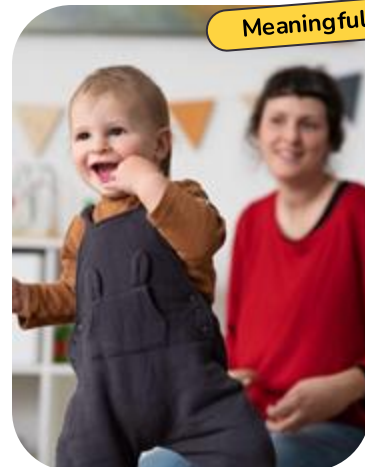
\$25 million annual
revenue, with over 50%
subscription revenue
(ARR)



Joyful



Simple



Meaningful

Our key strategic pillars



**GROW
SUBSCRIBERS**



**MONETIZE
SUBSCRIBERS**



**PURSUE
PATH TO
PROFITABILITY**

Our key strategic pillars

GROW Subscribers

Continue to invest in core app experience

Foster loyalty, advocacy & retention to drive organic growth

Enable product-led features to support organic behaviour: Referrals & Gifting

Invest in brand awareness to generate future demand & raise awareness

Optimise performance channels to convert people into subscribers

Secure major strategic & distribution partnerships

MONETIZE Subscribers

Review subscription plans, pricing & tiers to drive conversion, expand ARPU and unlock latent value from existing subscribers

Enhance and expand photo-books & physical product range to provide value to families, expand ARPU / monetization opportunities & leverage core asset

Enhance and tap into 1st party data opportunity to provide premium opportunities for brand partners

Continue transition away from scale-led publishing model

Partner where appropriate to create value and reduce overhead costs

04

Future outlook



"Such a great way to stay current on my little grandchildren despite the miles that separate us! I check Tinybeans **everyday** for picture updates!"



Grandparent on Tinybeans
USA

Market comparison by subscription revenue multiple

CONSUMER SUBSCRIPTION SOFTWARE

Public CSS valuations have rebounded over the last two years

Our CSS index, the first to track how public CSS companies are valued, includes:

 bumble

 Chegg

 Dropbox

 duolingo

 Grindr

 Intuit

 Match Group

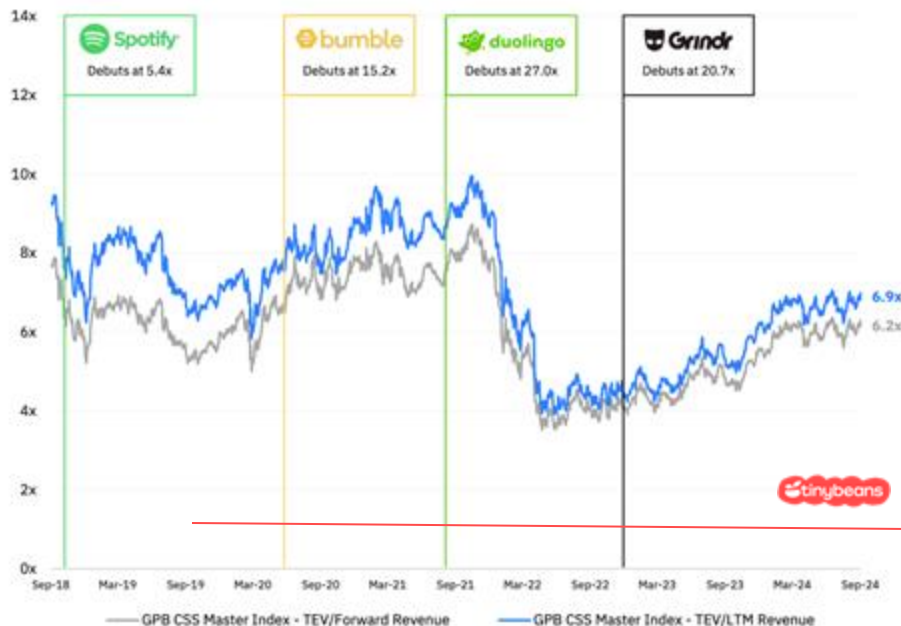
 Life360

 NETFLIX

 shutterstock

 SiriusXM

 Spotify



Source: Consumer Subscription Software - GP Bullhound, September 2024

*Tinybeans added by the Company for visual reference only

FY25 Success Metrics

Grow brand awareness and drive subscriber acquisition in key markets of US and Australia, leveraging a partnership focussed strategy & privacy thematic



Pursue path to **profitability** via continuing review of cost base and efficient use of capital in areas that will generate long-term value; reducing reliance on advertising revenue



Shift commercial strategy to drive more value for and revenue from our subscribers, with expanded photobook & physical products range, product tiering, and use of 1st party data



Secure major strategic & distribution partnerships to drive growth and monetization opportunities across US and Australia

Thank you!

Psst, know a new parent or soon-to-be parent?

Give them **Tinybeans gift subscription**, enabling years of connection & joy.

Visit: [Tinybeans.com/gift](https://tinybeans.com/gift)

For investor matters, please contact:
Zsofi Paterson - Chief Executive Officer
E: investors@tinybeans.com

