



ASX RELEASE

17 July 2025

Q4 FY25 Quarterly Activities Report

Tinybeans Group Limited (ASX: TNY) (OTCQB: TNYF) ("Tinybeans" or "the Company"), provides this update on its business activities alongside the Company's Appendix 4C cash flow report for the quarter ended 30 June 2025 ("**Q4 FY25**" or "**the Quarter**"). All references are in \$USD.

Q4 FY25 Key Callouts:

- Delivered **positive operating cash flows of US\$141k**, and the second consecutive quarter of positive operating cash flows, ending the Quarter with a **cash balance of US\$1.71M (AU\$2.62M)**. Significant improvement versus prior comparative period Q4 FY24 (pcp) which had operating cash burn of - US\$1.22M.
- **Annual subscription revenue for FY25 of US\$3.32M (AU\$5.08M)**, up 12% versus FY24, plus delivered **net paid subscriber growth** ending the Quarter with 50.6K Paid Subscribers (Q3 FY25: 50.2K).
- Named **Apple App Store 'App of the Day'** in over 100 countries including US, Australia, Canada, UK, exposing Tinybeans to millions of App Store users, a testament to Tinybeans' ongoing relevance, and quality product & brand experience.
- **Launched Tinybeans 'Legacy' plan** to monetise aged free subscribers late in Q4; plus new in-app product levers to improve conversion from Free to Paid Subscribers; both contributing to net paid subscriber growth.
- **Launched 'Tiny Moments' brand campaign**, with full-funnel activations across traditional and digital media in AU and US, including AU broadcast video on demand (BVOD) platforms, podcasts and influencer activity.
- Looking forward, key initiatives include launch of **personalised in-app Photo Store** to increase lifetime value and average revenue per user of free and paid subscribers and their families and new key marketing and brand initiatives including partnerships and talent deals.

Zsofi Paterson, Managing Director and CEO of Tinybeans, said:

"This quarter we set out to do four things: reduce cash burn, deliver net subscriber growth, launch a new product tier to monetise aged free subscribers and execute a full-funnel marketing strategy to drive brand awareness and subscriber growth."

"I'm pleased to say we delivered on each of those objectives, importantly delivering positive operating cash flows of US\$141k and net paid subscriber growth - both for the second consecutive quarter. This half has delivered a step-change for the business, and shown our valued investors and partners that we can and will deliver on our plans."

"Our product and growth roadmap and foundations are strong. We are buoyed by Tinybeans' ongoing relevance to parents and their families around the world. I'm incredibly excited about our plans for FY26, which move us a step closer to becoming the leading family memory platform, both on and offline."



Financial Performance

- Recurring subscription revenue of US\$937k for Q4 (AU\$: \$1.43M), up 21% pcp, and contributing 84% of total Q4 revenue inline with go-forward strategy.
- Total Revenue of US\$1.12m for Q4 (AU\$: \$1.71M), down 2% pcp.
- Operating costs of US\$879k for Q4, down 58% pcp, demonstrating focussed cost-out over the half, as well as investment in product development.
- Cash inflows from operations US\$141k for Q4, dramatically improved versus pcp (Q4 FY24: -\$1.22m).
- Investing cash outflows of US\$254k for Q4, representing costs for new product development.
- Overall cash outflows of US\$103k including costs capitalised for product development, down significantly from US\$1.20m pcp (excluding cash inflows from financing activities).
- End cash balance of US\$1.71m (AU\$: \$2.62M), positioning the Company well for H1.

Subscriber Metrics

- Ended Q4 with 50.6k Paid Subscribers, up from 50.2k Q3.
- Net subscriber growth driven by product led growth and lifecycle efforts focussed on converting new and aged free subscribers, plus ongoing improvement in acquisition efforts. Overall paid subscriber retention remained strong at 94% over Q4.
- US App Store rating remains high at 4.9 Stars and Play Store rating remains steady at 4 Stars, demonstrating quality of the product experience and ongoing customer love.
- Engagement remains high with Paid Subscribers uploading >100 memories per month, and Free Subscribers uploading within their limits at 18 memories per month. Over 14 million memories were uploaded and enjoyed by families across the Quarter.

Product Development

- In late June, the Company introduced storage enforcement for free users exceeding 5GB, limiting access to older photos and requiring an upgrade to continue uploading. This change drove a strong uplift in Tinybeans+ conversions among highly engaged free users. That momentum has continued into July.
- Alongside this, the Company launched Tinybeans “Legacy,” a lower-priced plan designed for users who want to preserve access to their journals but no longer need unlimited monthly uploads. In July it will be introduced into the cancellation flows to further reduce churn and extend customer lifetime value.
- Together, these changes represent a significant evolution in the Company’s subscription strategy, strengthening both upgrade and retention levers.

Marketing & Growth

- Tinybeans was named ‘App of the Day’ in the Apple App Store across 100+ countries in Q4, with additional feature placements throughout the quarter. This significantly expanded global visibility and drove a measurable uplift in organic traffic and new user acquisition.
- Launched the new ‘Tiny Moments’ brand campaign in Australia, including targeted BVOD advertising across Nine and Seven networks, using Coles data to reach expecting and new parents with greater precision.
- Strengthened brand presence through high-impact earned and social media, including collaboration with The Daily Aus, an expert interview on Nine’s Babytalk podcast, and influencer partnerships with Babytalk hosts and media personality Tayla Broad and 9News journalist Lana Murphy.
- Expanded strategic partnerships in both the US and Australia — notably with Babylist, where Tinybeans is included in the ‘Hello Baby’ gift box, and new distribution via employment benefit platforms (e.g. Abenity, BenefitHub).
- Continued to drive cost-effective acquisition through ongoing performance marketing across Google, Meta, and App Store platforms, with a focus on improving creative and optimisation strategies.



- Successfully completed CRM platform migration to Braze, unlocking enhanced personalisation, targeting, and lifecycle automation to improve user engagement, paid conversion and retention.

Looking Forward

- Looking forward, the Company remains focussed on leveraging its large free user base via product development and expansion. Key initiatives over FY26 H1 include:
 - Launch of in-app Photo Store prior to seasonal peak (Christmas/holiday), offering an expanded range of physical photo products to drive average revenue per user. With over 67% of Tinybeans' parents surveyed indicating they plan to buy a photobook in the next year¹, this enables the Company to tap further into the \$3.8B global market for physical photo products².
 - Introduction of Tinybeans "Family" plan to offer expanded value to larger families or users with greater needs, enabling a higher priced plan to sit alongside Tinybeans+ and Legacy.
 - Continued focus on product-led growth, which is the most cost-effective organic growth strategy; as well as general marketing initiatives in the US and AU including major partnerships, talent and influencer deals, and inclusion in further baby and expecting parent programs.
- The Company is open and actively reviewing unsolicited inbound corporate opportunities that align with its growth ambitions and potentially provide a catalyst for shareholder value. These discussions remain in their early stages and there is no guarantee that any transaction will eventuate and the Company will update investors in accordance with its disclosure obligations.
- As detailed in item 6 of the Appendix 4C at Attachment 1 of this announcement, the Company made payments totalling US\$80k to related parties during the Quarter for Directors' remuneration including the Managing Directors' salary.

Footnotes

¹ Tinybeans "How Moms Share & Save Memories" survey, April 2025. n=600 (300 Gen Z & 300 Millennial mothers)

² Verified Market Research, *Photobooks Market Size And Forecast*, [link](#)

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

All the financial information in this release is unaudited and all numbers are in US\$ unless otherwise stated

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.

Appendix 4C

Quarterly cash flow report for entities subject to Listing Rule 4.7B

Name of entity

Tinybeans Group Limited

ABN

46 168 481 614

Quarter ended ("current quarter")

30 June 2025

Consolidated statement of cash flows		Current quarter \$USD'000	Year to date (12 months) \$USD'000
1.	Cash flows from operating activities		
1.1	Receipts from customers	1,081	5,162
1.2	Payments for		
	(a) research and development	-	-
	(b) product manufacturing and operating costs	(157)	(612)
	(c) advertising and marketing	(115)	(425)
	(d) leased assets	-	-
	(e) staff costs	(263)	(3,284)
	(f) administration and corporate costs	(405)	(1,983)
1.3	Dividends received (see note 3)	-	-
1.4	Interest received	-	-
1.5	Interest and other costs of finance paid	-	(3)
1.6	Income taxes paid	-	(7)
1.7	Government grants and tax incentives	-	-
1.8	Other (provide details if material)	-	-
1.9	Net cash from / (used in) operating activities	141	(1,152)
2.	Cash flows from investing activities		
2.1	Payments to acquire or for:		
	(a) entities	-	-
	(b) businesses	-	-
	(c) property, plant and equipment	-	-
	(d) investments	-	-
	(e) intellectual property	(254)	(506)
	(f) other non-current assets	-	-

Appendix 4C

Quarterly cash flow report for entities subject to Listing Rule 4.7B

Consolidated statement of cash flows		Current quarter \$USD'000	Year to date (12 months) \$USD'000
2.2	Proceeds from disposal of:		
	(a) entities	-	-
	(b) businesses	-	-
	(c) property, plant and equipment	-	-
	(d) investments	-	-
	(e) intellectual property	-	-
	(f) other non-current assets	-	-
2.3	Cash flows from loans to other entities	-	-
2.4	Dividends received (see note 3)	-	-
2.5	Other (provide details if material)	-	-
2.6	Net cash from / (used in) investing activities	(254)	(506)

3.	Cash flows from financing activities		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)	-	-
3.2	Proceeds from issue of convertible debt securities	-	-
3.3	Proceeds from exercise of options	-	-
3.4	Transaction costs related to issues of equity securities or convertible debt securities	-	-
3.5	Proceeds from borrowings	-	-
3.6	Repayment of borrowings	-	-
3.7	Transaction costs related to loans and borrowings	-	-
3.8	Dividends paid	-	-
3.9	Other (provide details if material)	-	-
3.10	Net cash from / (used in) financing activities	-	-

4.	Net increase / (decrease) in cash and cash equivalents for the period		
4.1	Cash and cash equivalents at beginning of period	1,814	3,387
4.2	Net cash from / (used in) operating activities (item 1.9 above)	141	(1,152)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	(254)	(506)

Appendix 4C

Quarterly cash flow report for entities subject to Listing Rule 4.7B

Consolidated statement of cash flows		Current quarter \$USD'000	Year to date (12 months) \$USD'000
4.4	Net cash from / (used in) financing activities (item 3.10 above)	-	-
4.5	Effect of movement in exchange rates on cash held	10	(18)
4.6	Cash and cash equivalents at end of period	1,711	1,711

5.	Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter \$USD'000	Previous quarter USD'000
5.1	Bank balances	1,711	1,814
5.2	Call deposits	-	-
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
5.5	Cash and cash equivalents at end of quarter (should equal item 4.6 above)	1,711	1,814

6.	Payments to related parties of the entity and their associates	Current quarter \$USD'000
6.1	Aggregate amount of payments to related parties and their associates included in item 1	80
6.2	Aggregate amount of payments to related parties and their associates included in item 2	-
<i>Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments.</i>		

7.	Financing facilities <i>Note: the term "facility" includes all forms of financing arrangements available to the entity.</i> <i>Add notes as necessary for an understanding of the sources of finance available to the entity.</i>	Total facility amount at quarter end \$USD'000	Amount drawn at quarter end \$USD'000
7.1	Loan facilities	-	-
7.2	Credit standby arrangements	-	-
7.3	Other (please specify)	-	-
7.4	Total financing facilities	-	-
7.5	Unused financing facilities available at quarter end		-
7.6	Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.		

8.	Estimated cash available for future operating activities	\$USD'000
8.1	Net cash from / (used in) operating activities (item 1.9)	141
8.2	Cash and cash equivalents at quarter end (item 4.6)	1,711
8.3	Unused finance facilities available at quarter end (item 7.5)	-
8.4	Total available funding (item 8.2 + item 8.3)	1,711
8.5	Estimated quarters of funding available (item 8.4 divided by item 8.1)	-
	<i>Note: if the entity has reported positive net operating cash flows in item 1.9, answer item 8.5 as "N/A". Otherwise, a figure for the estimated quarters of funding available must be included in item 8.5.</i>	
8.6	If item 8.5 is less than 2 quarters, please provide answers to the following questions:	
	8.6.1 Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?	
	Answer: N/A	
	8.6.2 Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?	
	Answer: N/A	
	8.6.3 Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?	
	Answer: N/A	
	<i>Note: where item 8.5 is less than 2 quarters, all of questions 8.6.1, 8.6.2 and 8.6.3 above must be answered.</i>	

Compliance statement

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

Date:17 July 2025.....

Authorised by:by the Board.....
(Name of body or officer authorising release – see note 4)

Notes

1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
2. If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.
4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [name of board committee – eg *Audit and Risk Committee*]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".
5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.