



ASX ANNOUNCEMENT

21 August 2025

FY25 Results

Tinybeans Group Limited (ASX: TNY) (“Tinybeans” or “the Company”), a leading global, privacy-first family memory platform, today announced its results for the year ended 30 June 2025 (all financial amounts are in \$USD), marking a transformative year that positions the business for sustainable growth.

FY25 Key Callouts

- **Subscription revenue up 12% YoY** to US\$3.32M (AU\$5.13M) - now 69% of total revenue, reflecting improved paid subscriber trends and retention rates, with reduced churn
- **Gross margin of 87%** - underpinned by the Company’s capital efficient, scalable, subscription-based model
- **Operating expenses reduced by 33% YoY** to US\$6.63M - exceeding the US\$2M cost-out target as management repositioned the business for sustainable growth
- **Adjusted EBITDA loss improved 60% YoY** to US\$1.44M - benefitting from disciplined cost management
- **Operating cash outflows reduced by 64% YoY** - with **two consecutive quarters of positive operating cash flow** in 2H FY25.

Operational and Strategic Progress

During FY25, Tinybeans completed its strategic reset, with a forward focus on sustainable growth through:

- **Strengthened leadership** – bolstered the Board of Directors with two key appointments: media industry veteran James Warburton in Australia and entrepreneur and executive Mike Rothman in the US. The Company enters FY26 with a streamlined Board Chaired by James Warburton.
- **Product innovation** – launch of Tinybeans+ Legacy plan, Gift Cards and in-app enhancements to improve the user experience and drive conversion from free to paid subscribers.
- **Partnership expansion** – secured key distribution agreements with Babylist in the U.S. and Bounty Bags in Australia, raising brand awareness with high-value, target pre-natal audience by 25%¹.

¹ Hello Baby List Receivers Survey, H2 FY25, sample size 247,500 expecting mothers.

USD translated to AUD at average annual rate for year ended 30 June 2025 of AUD:USD 0.6482

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- **Global brand visibility** – featured as Apple App Store ‘App of the Day’ in over 100+ countries and executed key brand, PR and influencer marketing campaigns to raise awareness in target markets where privacy concerns are driving consumer adoption.

Financial Summary (US\$)

Metric	FY25	FY24	YoY Change
Subscription Revenue	\$3.32M (AU\$5.13M)	\$2.97M (AU\$4.58M)	+12%
Total Revenue	\$4.82M (AU\$7.44M)	\$5.41M (AU\$8.35M)	-11%
Gross Margin	87%	89%	-2pp
Operating Expenses	\$(6.63)M	\$(9.93)M	+33% improvement
Adjusted EBITDA	\$(1.44)M	\$(3.63)M	+60% improvement
Operating Cash Flow	\$(1.07)M	\$(3.02)M	+64% improvement

FY26 Growth Priorities

Following the operational turnaround in FY25, Tinybeans will prioritise:

1. **Expanding premium product range** including the launch of the in-app Photo Store and Family subscription plan to increase ARPU and drive new customer growth.
2. **Growing subscribers & building brand awareness** in the U.S and Australia through brand partnerships, paid media and key influencer marketing campaigns.
3. **Driving profitability** through continued cost discipline and leveraging high gross margins, whilst investing in product development and growth.

Zsofi Paterson, Managing Director and CEO of Tinybeans said:

“FY25 was a pivotal year for Tinybeans where our transformation program delivered a strengthened financial foundation for the Company, along with a number of operational wins across product development and marketing. We are now focused on leveraging our position as the trusted, privacy-first family memory platform to deliver sustainable growth in FY26 and beyond.”

Market call

The Company will be holding a webinar at 10.30am (AEST) today and we hope you can join us. Please register by clicking on the link below:

<https://events.teams.microsoft.com/event/528881b7-17e7-490e-b924-876d06834e28@8adfa819-6ff0-4423-a794-8c510c7ef924>



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

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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.

Forward-Looking Statements

Certain statements in this announcement may constitute forward-looking statements or statements about future matters that are based upon information known and assumptions made as of the date of this announcement. Forward looking statements can generally be identified by the use of forward looking words such as, “expect”, “anticipate”, “likely”, “intend”, “should”, “could”, “may”, “predict”, “plan”, “propose”, “will”, “believe”, “forecast”, “estimate”, “target” and other similar expressions within the meaning of securities laws of applicable jurisdictions. Indications of, and guidance or outlook on, future earnings or financial position or performance are also forward looking statements. These statements are subject to internal and external risks and uncertainties that may have a material effect on future business. Actual results may differ materially from any future results or performance expressed, predicted or implied by the statements contained in this announcement. As such, undue reliance should not be placed on any forward looking statement. Past performance is not necessarily a guide to future performance. Nothing contained in this announcement nor any information made available to you is, or shall be relied upon as, a promise, representation, warranty or guarantee, whether as to the past, present or future.