



ASX RELEASE

19 February 2025

H1 FY25 Results Update

Tinybeans Group Limited (ASX: TNY) (“Tinybeans” or “the Company”), is pleased to provide this update on its business activities for H1 FY25 further its Half Year Report released today (all financial amounts are in \$USD):

H1 FY25 Key Callouts:

- Transformative period for the Company, marked by decisive action to refine strategy, strengthen the business model, and position the Company for long-term sustainable growth.
- Material restructure was conducted to streamline operations, reduce costs and minimise reliance on a declining and unprofitable advertising revenue source, allowing focus on scalable, high-margin subscription revenue.
- This disciplined approach resulted in improved financial results for the Company:
 - Operating Expenses reduced by 20% pcp and EBITDA improved 40% pcp, underscoring improved efficiency and financial discipline
 - Monthly Recurring Revenue (MRR) increased by 16% pcp to \$1.61m reinforcing core focus on recurring revenue
 - Resilient total revenue, down marginally (-2% pcp), following the shift towards a higher-margin model
- Strongest month of new Paid Subscribers in December since the launch of Tinybeans+ in May 2023, driven by seasonal offers and lifecycle efforts. Improved already strong retention with a blended renewal rate for Paid Subscribers of 91% during the half, importantly during the key retention Q2. Further increases in Average Revenue Per User (ARPU) and Lifetime Value (LTV) driven by pricing and strong retention.
- Launched Tinybeans+ Gift Cards, enabling parents and friends to gift a Tinybeans+ subscription, with promising early sales. This enables a range of distribution and partnership opportunities, including with employers who want to offer a differentiated parental benefit to their staff.
- Executed successful marketing partnerships in Australia with major retailer Harvey Norman and popular Australian Paediatrician Dr Golly to assist with brand awareness, reach and relevance while beginning to execute an integrated marketing plan utilising micro-influencers, new paid channels and PR opportunities.
- Secured press wins in Australia where there is enhanced awareness and conversation about privacy, social media and children's data, with coverage in the Sydney Morning Herald, The Age and Channel 7.



- Bolstered the Board of Directors with two key appointments: media industry veteran James Warburton in Australia and entrepreneur and industry executive Mike Rothman in the US. The Company enters 2025 with a streamlined board Chaired by James Warburton.
- The Company enters H2 FY25 with positive momentum and remains laser-focused on growing and monetising subscribers and pursuing a path to profitability. Plans for H2 include key distribution partnerships in the US with Babylist's 'Hello Baby Box' program (inclusion in 300,000 gift boxes to expecting mothers) and Australia (inclusion in 50,000 Bounty Bags to new mothers), a brand campaign designed to raise awareness and relevance, and a thoughtful product roadmap focussed on enhancements to grow subscribers, ARPU and LTV.
- An Investor Presentation is attached to this update, providing further information on the H1 FY25 results and go-forward strategy.

Market call

The Company will be holding a market call at 11.00am (AEDT) today, and we hope you can join us. Please find the link to the market call below:

https://bellpotter.zoom.us/webinar/register/WN_KyWHpbC2QO-aUybKMc19fg#/registration

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

All the financial information in this release are in US\$ unless otherwise stated

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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.