



ASX RELEASE

25 August 2020

Tinybeans signs \$1Million in Big Brand Contracts

Tinybeans Group Limited (ASX:TNY) ("Tinybeans" or "the Company"), the technology platform that connects parents with the most trusted tools and resources on the planet to help every family thrive, is pleased to announce that it has started the new financial year strongly with over \$1 million (AUD) in new signed advertising contracts.

Highlights:

- **Since July 1st, Tinybeans signs over \$1 million (AUD) in new advertising contracts, including two of the big four technology companies.**
- **Partners include Apple, Dorel Juvenile, Google and Walmart.**
- **Of the \$1 million in signed contracts, approximately 30% are contracts with existing brands while 70% are from new brands signing onto the platform.**
- **These signed contracts have doubled the forward booked advertising contracts for the rest of calendar 2020 (to \$2.3m). Revenues from the new contracts commence immediately.**
- **New contracts demonstrate the increased value of the enhanced platform following the successful integration of Red Tricycle. TNY is a brand-safe environment and is well placed to benefit from the pandemic tailwinds of family togetherness and at-home learning.**

Tinybeans CEO, Eddie Geller commented:

"Given the summer months are typically slower in the U.S. for advertising, we are thrilled with these recent and important new contract signings. Over \$1 million dollars signed in recent weeks is a new company record and reinforces that our enhanced value proposition following the successful integration of Red Tricycle is providing more value to our partners than ever before."



Pair that brand safety with unique first-party data and some of the most engaging custom content and it's safe to say this is only the beginning of what we believe will be the first of many announcements of this magnitude. I'm proud of the early success this new sales team has managed to deliver and look forward to updating the market as we continue to grow the business."

The Company considers these recent wins further validation of the joint value proposition representing two of the most trusted brands in the parenting space. With unique first party family data and custom content that is coveted by parents with young children, Tinybeans and Red Tricycle are daily experiences, with a combined U.S. reach of 25 million every month when you include social channels.

Some of the brand partner wins include:

- **Apple** – Global technology pioneer, Apple, selected Tinybeans/Red Tricycle as a partner for the launch of **Apple Camp at Home**, an online summer enrichment program giving kids creative projects including video, art & design, and coding they can enjoy from the comfort of home. This is the fourth partnership for Red Tricycle and first for Tinybeans.
- **Dorel Juvenile** – An international leader in juvenile products, Dorel Juvenile has selected Tinybeans/Red Tricycle to support the launch of the **Maxi Cosi Coral XP** car seat to expectant and new moms via custom content from two of the most trusted voices in the parenting space.
- **Google** – The global leader in Internet-related services and technology, Google, has chosen to partner with Tinybeans/Red Tricycle, and based on the success of the previous campaign has increased its investment.
- **Walmart** – The largest retailer in the world has selected Tinybeans/Red Tricycle to support the retailer's annual Baby Safety Month promotion in September. Walmart is a new partner.

Further information will be provided when Tinybeans releases its FY20 Full Year results in the next 10 days. An investor conference call will be held shortly thereafter.

This announcement was approved for release by the CEO.



For more information, please contact:

Michael Brown

+61 400 280 080

mbrown@pegasusadvisory.com.au

Tinybeans Group Limited (ASX: TNY) is a mobile and web-based technology platform that connects parents with the most trusted digital tools and resources on the planet to help every family thrive. Being Apple's App of the Day in the U.S. in October 2019 puts Tinybeans in the elite company of best apps in the world!

Everyday millions of parents and their family members rely on Tinybeans as their primary platform for not only capturing and sharing their children's life stories, but also engaging in valuable and personalised content to help them in the journey of parenting.

www.tinybeans.com