



H1-FY23 First Half Fiscal 2023 Investor Presentation

(ASX: TNY; OTCQB: TNYYF)

Approved by the Board of Tinybeans Group Ltd
February 6th (5th in the US), 2023

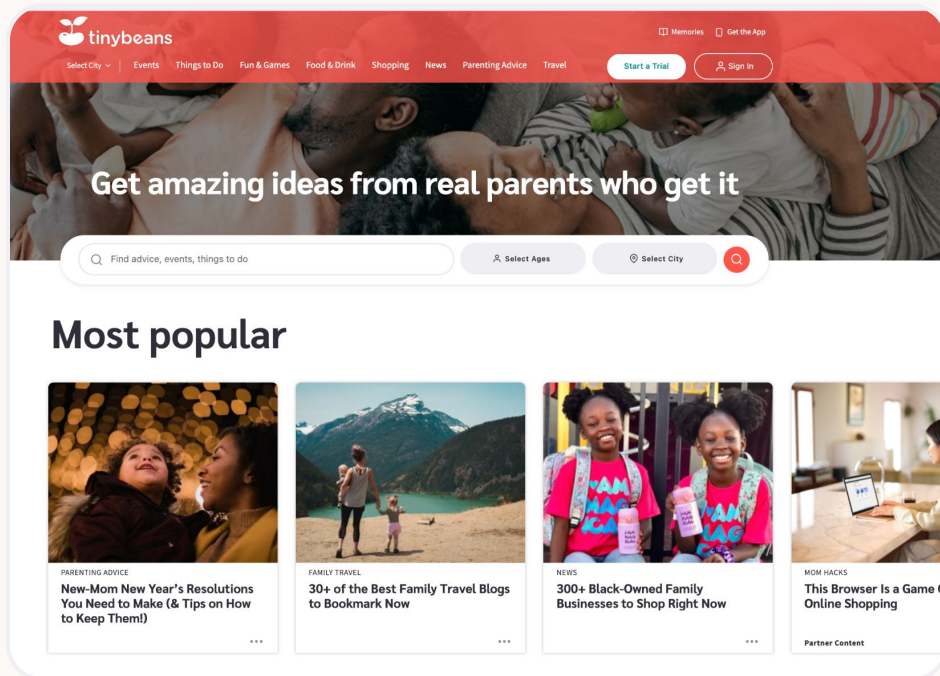


Unless otherwise noted, amounts are in **USD** and are **unaudited**

UNIQUELY TINYBEANS

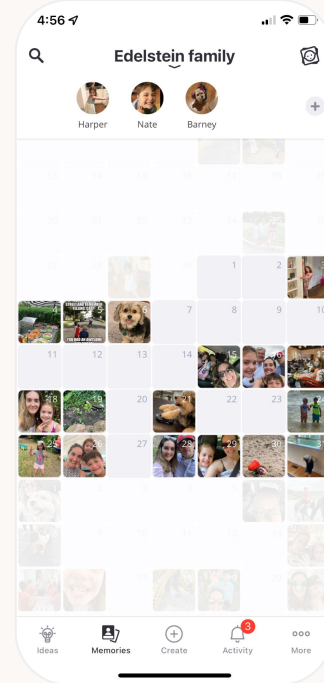
Tinybeans powers family connection

MAKE MEMORIES



OPTIMISTIC + INSPIRATIONAL CONTENT

SAVE MEMORIES



PRIVATE + SAFE PHOTO SHARING

Board refresh to take TNY to the next stage of growth



Chantale Millard

(Adelaide based)
Non Executive Director &
Chairperson



Catherine Cohen

(Melbourne based)
Non Executive Director



Andrea Cutright

(San Francisco based)
Non Executive Director



Andrew Silverberg

(New York based)
Non Executive Director



Eddie Geller

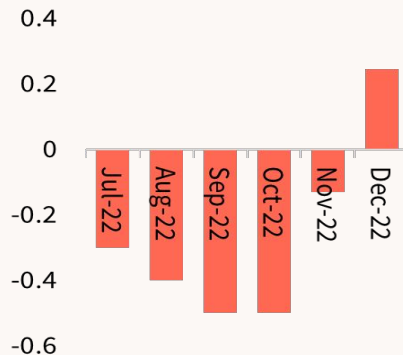
(New York based)
CEO & Managing Director

Cash inflection point, revenue of US\$5.2M

- Business achieves positive operating cash flow in December 2022
- Q2 FY23 trading EBITDA positive at 3% of net sales revenue vs -1% for Q2 FY22
- Revenues of **US\$5.2M**, **down 16% pcp**, largely driven by advertising revenues of **US\$3.8M**, **down 32% pcp**
- Subscription Revenues increased to **US\$1.02M in H1-FY23**, **up 76% pcp**.
- Affiliate revenues were **US\$257k** for H1, up 157% on 12 months prior
- Annualised cost savings of US\$4M realised in H1-FY23
- Cash at bank **US\$2.6M at H1-FY23**, with cash burn reduced and no bank debt
- Monthly Active Users (MAU) remained stable at **3.1M in H1-FY23** – however total unique users to tinybeans.com hit over **10 Million in H1-FY23**.

Cash flows in First Half

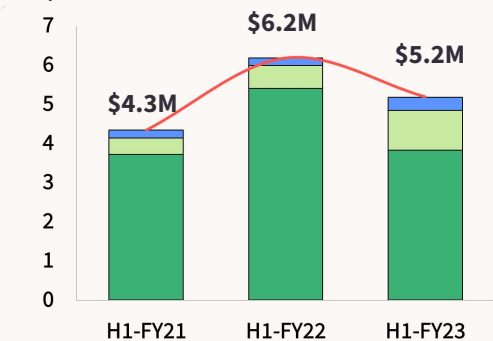
US\$M



H1 exit rate
– Cash flow
positive

Revenue to US\$5.2M

US\$M



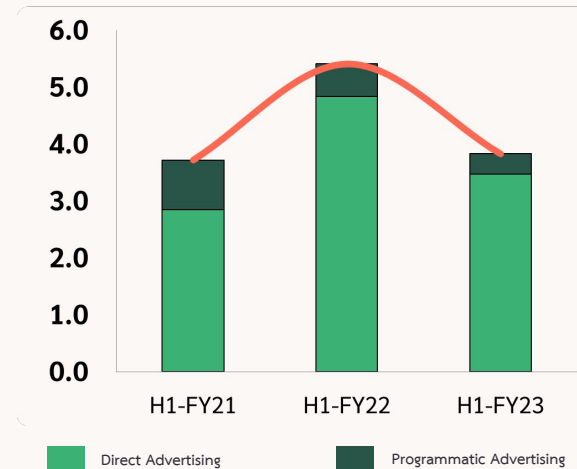
ADVERTISING REVENUES

Strong economic headwinds continue to affect advertising revenues however strong wins occurring despite challenges

- We are obsessed about serving parents and are focused on the new “Mother”. Through solving their problems, we monetize several ways including with advertising.
- Advertising revenues* hit **US\$3.83M, down 29% pcp**, related to continuing challenges in the advertising industry based on the slowdown in economic activity.
- Tinybeans expects programmatic revenues to grow again with the re-introduction of the free app experience in early Q4
- Contracted 6 x \$100k+ deals through the first half. Key partnerships in the quarter include Netflix, Marriott, Paramount+, Myrtle Beach, Smithfield and Disney+.
- A key indicator of the health of the advertising business, within a tightened market, is that Marriott, Paramount+, Myrtle Beach, Disney and Smithfield are all returning partners based on the performance delivered.

*includes programmatic

US\$M



NETFLIX



Celebrating our partners



CONSUMER REVENUES

Subscriptions Growth with affiliate

- Consumer revenues hit a record **US\$1.36M in H1-FY23, up 70% pcp**. Subscription revenue hit **US\$1.0M in H1-FY23, up 73% pcp**, with the number of paid subscriptions at **53k**. Monthly Recurring Revenues (MRR) was flat at **US\$172k**.
- Consumer revenues contribute **26% to Total Revenue in H1-FY23** further validating the benefits of a dual revenue stream business.
- Renewal rate for the half over **92%** despite the big renewal event annually in November. A year since launching the pay wall. Signalling the value and stickiness of the paid product.
- Affiliate revenues for **H1-FY23** was **US\$0.26M, up 160% pcp** driven by daily shopping content production at a high commission and flat fees.
- The Company will be launching a new mid-macro influencer strategy, the referral program as well as enhancing push notifications in Q3-FY23 to ensure keep growing our top of the funnel and increase engagement of our users.

US\$M

H1-FY23 US\$1.36M Revenue

70%
pcp

1.5

1

0.5

0

H1-FY21

H1-FY22

H1-FY23



Subscriptions



Affiliate



Photo Books

AUDIENCE ENGAGEMENT & RETENTION STRATEGY



**19 Million Unique
Parents***

visited
Tinybeans.com

**Users who have initiated at least one session
during calendar year 2022*

4 Million Unique Parents
Returned to
tinybeans.com



**Launching a new content strategy with focus on
engagement and retention of our audience**



Ask the Expert



**Video content - reels,
etc**



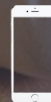
Shoppable Custom Hub



**Exclusive coupons on Products
from the most desired brands**



**Visual & Shareable content:
infographics and case studies**



**Mid term: Audio Content
available**

SOME OF OUR HAPPY USERS

“I just wanted to send a quick note that we have consistently used this app for almost 5 years (in March!) and it is absolutely wonderful. A lot of our family lives away and they LOVE seeing the kids grow. Thank you so much.”



Amy
Mom of 2 in Chicago

“I wanted to let your team know what a wonderful job you are doing. I have used Tinybeans for four years, and it is my favorite application. I notice, and love, all the improvements you have made over time. You help my long-distance family stay connected, and you provide a safe space for me to share lots of pictures of my Littles. Keep up the good work!”



Tonya
Mom of 3 in Dallas

FINANCIAL RESULTS (Unaudited and in USD)

Profit & Loss Summary

Highlights:

- Revenue down **16% vs prior year**, largely driven by the decline in ad revenues.
- **Gross Margin settled at 92%**, as ad sales costs increased in the holiday quarter.
- Operating Expenses were **down 8% in the half and down 30% in Q2** on the prior year led by reduction in people expenses and supporting administrative costs.
- Costs continued to be reduced across the entire business - now at over **US\$4M savings** across FY23.
- Positive **EBITDA result of 3% for Q2**, demonstrating how the company can become profitable more sustainably.
- Based on current forecasts and the current market conditions, the Company expects **FY23 EBITDA margins to be between -8% and -13%**, significantly better than -24% in FY22.

USD (US\$M)	H1-FY23	H1-FY22	% Chg
Total Revenue	5.2	6.19	-16%
Cost of Goods Sold	(0.43)	(0.5)	-14%
Gross Margin	4.76	5.7	-16%
Gross Margin %	92%	92%	
Operating Expenses	(5.43)	(5.91)	-8%
Adjusted EBITDA*	(0.67)	(0.75)	11%
Adjusted EBITDA Margin %	-13%	-12%	

* Adjusted EBITDA defined as reported EBITDA excluding share based payments expense & other non-operating income & expenses.

FINANCIAL RESULTS (Unaudited and in USD)

Balance Sheet Summary

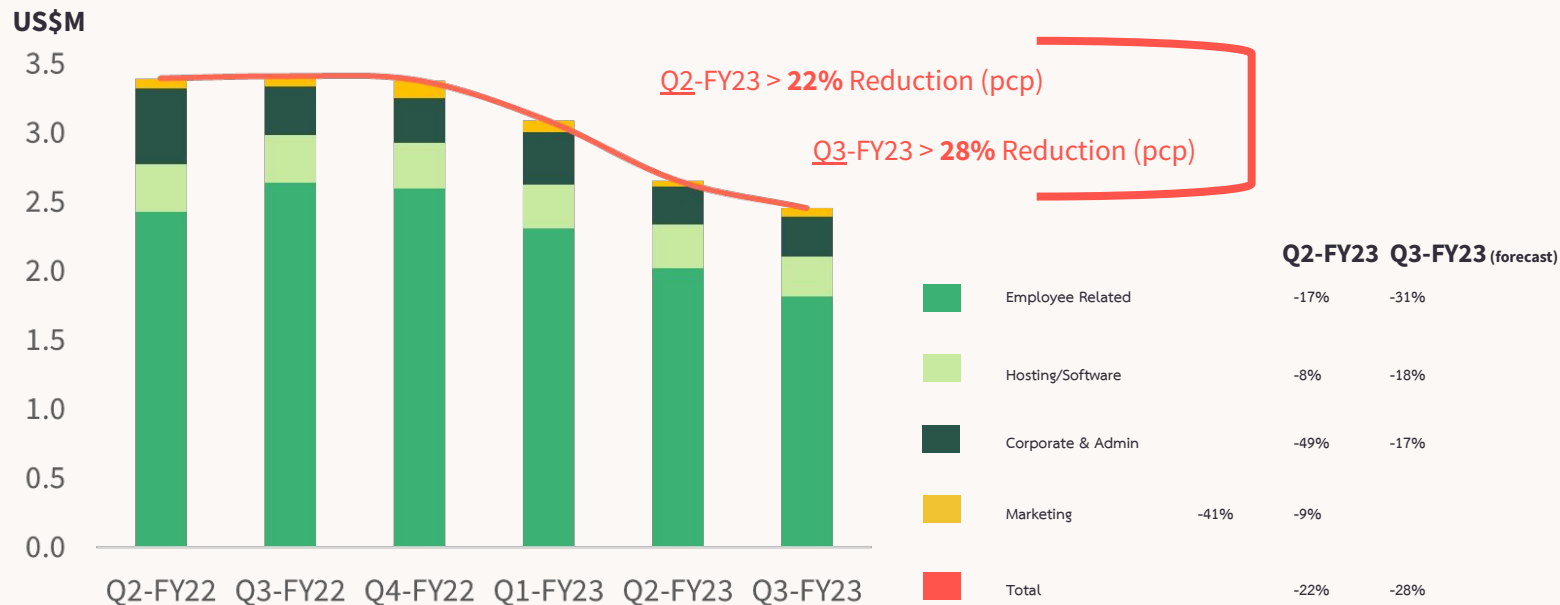
Highlights:

- Cash burn reduced significantly through 2022, reducing liabilities and stabilising cash flows.
- Accounts Receivables very robust. 3% over 90 days. 8% over 60 days.
- Outstanding director loans were converted to equity post H1-FY22, reducing Current Liabilities significantly

USD (US\$M)	H1-FY23	H1-FY22
Cash	2.62	5.16
Accounts Receivables	1.34	2.8
Other Current Assets	0.8	0.32
Total Current Assets	4.78	9.18
Non-Current Assets	5.37	5.86
TOTAL Assets	10.15	15.05
Current	0.06	3.36
Non-Current	1.82	0.18
TOTAL Liabilities	1.88	3.54
Net Assets	8.27	11.51
Total Current Earnings	(1.41)	(1.38)
Total Retained Earnings	(19.95)	(16.59)
Total Other Equity	29.55	29.38
Total Equity	8.19	11.4

* Adjusted EBITDA defined as reported EBITDA excluding share based payments expense & other non-operating income & expenses.

Operational Costs Waterfall with Q3-FY23 Forecast



Highlights:

- Operating costs run rate approx. US\$2.5M per quarter
- **Continue to optimize cost base and adapt to market forces**
- **Q3-FY23 is a forecast of the cost base as at the day of release**

FINANCIAL RESULTS (Unaudited and in USD)

Path to Sustainable Cash Flows*



Based on forecast to June 30, 2023, utilising the information available on day of release.

Guidance Assumptions

- Cash flows for this coming quarter (Q3-FY23) are expected to be positive of up to US\$100k. Q4-FY23, albeit an early forecast, is expected to be another cash positive quarter.
- Tinybeans plans to fund its operations through customer receipts. Operational (Opex) costs were detailed on page 10 of this release.
- Conservatively, the Company expects the cost base to average out at between US\$2.5M and US\$2.6M per quarter.
- Achieving 50/50 revenue split between Advertising and Consumer, is forecast to be 2026 or earlier



MANAGEMENT TEAM



Eddie Geller

CEO & Managing Director

Accountable for Company Performance



Nina Lawrence

Chief Revenue Officer

Accountable for Ad Product & Revenue Performance



Teresa Lopez

Chief Growth Officer

Accountable for Audience & Consumer Revenues



Kath Hamilton

Chief Product and Technology Officer

Accountable for all Product & Technology



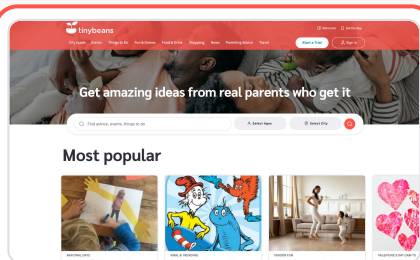
Jessica Jones

Head of Talent & Happiness

Accountable for People & Admin function

GROWTH AND STRATEGY

Tinybeans. Parent obsessed.



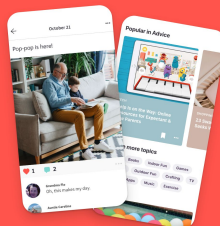
Single Brand

A single brand and destination to enrich family life. We'll do this by inspiring, empowering and uniting everyone motivated by the mission of nurturing children—through a safe and welcoming platform.



Addressable Market

The parenting market is huge and with the trust Tinybeans has with its core customers, it will create a significant opportunity to grow lifetime value and its share of the market



Audience

With the re-introduction of the free app experience in early Q4 and continued focus on SEO, Tinybeans expects audience to grow further through 2023.



Multiple Revenue Streams

Growing advertising revenues while accelerating consumer revenues to build a sustainable commercial model for many years to come, striving for a 50/50 split. Huge potential of reaching US\$1000 LTV in future years

This announcement is authorized by the TNY Board.

For More Information

E: investors@tinybeans.com I: www.tinybeans.com

Tinybeans Group Limited (ASX:TNY, OTCQB:TNYF) is a product-led company that is built by parents, for parents. We are parent obsessed. We start with serving new families and continue through all the stages of the parenting journey. Parents today are hyper focused on spending time with their kids, and Tinybeans is uniquely positioned to serve their needs by inspiring them to create meaningful memories, and privately sharing them through our high trust photo sharing app. Spending time with their amazing kids is parents' top priority. Helping them make that happen is ours.

Tinybeans engages 28 million Millennial and Gen Z parents every month through the #1 most trusted private photo sharing app and the #1 local and national website dedicated to fun things to do with your kids. Tinybeans enjoys over 130,000 5-star reviews in the Apple App and Google Play stores and has been recognized by Apple for excellence for both content-top 3 most viewed and exclusive parenting partner for Apple Guides, and utility-twice being named U.S. app of the day.

Disclaimer

This presentation is provided for information purposes only. The information in this presentation is in a summary form, does not purport to be complete and is not intended to be relied upon as advice to investors or other persons. The information contained in this presentation was prepared as of its date, and remains subject to change without notice. This presentation has been provided to you solely for the purpose of giving you background information about Tinybeans Group Ltd ("Tinybeans").

No representation or warranty, express or implied, is made as to the accuracy, reliability, completeness or fairness of the information, opinions and conclusions contained in this presentation. Neither Tinybeans, its related bodies corporate, shareholders or affiliates, nor any of their respective officers, directors, employees, related bodies corporate, affiliates, agents or advisers make any representations or warranties that this presentation is complete or that it contains all material information about Tinybeans or which a prospective investor or purchaser may require in evaluating a possible investment in Tinybeans or acquisition of shares. To the maximum extent permitted by law, none of those persons accept any liability, including, without limitation, any liability arising out of fault or negligence for any loss arising from the use of information contained in this presentation or in relation to the accuracy or completeness of the information, statements, opinions or matters, express or implied, contained in, arising out of or derived from, or for omissions from, this presentation. Tinybeans has not independently verified any of the contents of this presentation (including, without limitation, any of the information attributed to third parties). No person is under any obligation to update this presentation at any time after its release to you.

Certain statements in this presentation 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 presentation. 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. A summary of some of the key risks of Tinybeans business is set out in the appendix. Actual results may differ materially from any future results or performance expressed, predicted or implied by the statements contained in this presentation. 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 presentation 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.

This presentation is not, and does not constitute, an offer to sell or the solicitation, invitation or recommendation to purchase any securities in Tinybeans and neither this presentation nor any of the information contained herein shall form the basis of any contract or commitment. In particular, this presentation does not constitute an offer to sell, or a solicitation of an offer to buy, any securities in the United States.

This presentation may not be reproduced or redistributed to any other person. All references to dollars, cents or US\$ in this presentation are to USD currency, unless otherwise stated.

In receiving this presentation, each recipient agrees to the foregoing terms and conditions.