



## ASX RELEASE

25 July 2019

### LEGO Upsizes Partnership with Tinybeans

**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 proud to announce that following the early success of their first campaign, LEGO Systems Inc has approved a second campaign with Tinybeans.

#### Highlights:

- **LEGO Systems Inc. will advertise their DUPLO products to U.S. families of toddlers and preschoolers;**
- **This campaign is valued between \$100k-\$150k in revenues and is in addition to the milestone-focused campaign signed in April;**
- **The campaign will be focused on building brand engagement with LEGO DUPLO Animals to encourage the Tinybeans audience to purchase; and**
- **Like traditional advertising campaigns, revenue will be CPM based and have an immediate impact on first half revenues. Payments related to this campaign will be received monthly.**

Tinybeans Chief Executive Officer Eddie Geller, said:

*“We couldn’t be more pleased that Lego has already seen such positive results from the milestone campaign launched in May 2019 that they are increasing their investment with a second campaign. These results were largely driven by the engagement they are seeing across the Tinybeans platform, from open rates to click throughs.*”

*This truly reinforces the value which the world’s leading toy brand sees in the Tinybeans platform for its DUPLO products, which target children 18 months - 4 years old. Beyond deepening the level of partnership, this campaign provides a solid foundation for FY20 revenue and momentum towards growing our revenues quarter on quarter. We’re confident that Lego and other brands will continue to see the value to invest their partnership dollars into Tinybeans given the substantial growth potential still available.”*



**For more information, please contact:**

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**Tinybeans Group Limited (ASX: TNY)** is a mobile and web-based technology platform that connects parents with the most trusted tools and resources on the planet to help every family thrive. Tinybeans currently generates revenue from advertising from brands, premium subscriptions and printed products.

Founded in Sydney, Australia in 2012, Tinybeans serves a deeply engaged user base of 3.35 Million members and over 1.23 Million monthly active in over 200 countries/territories and keeps over 220 million precious memories safe.

Every day millions of people including celebrities, politicians and high-profile families rely on Tinybeans as their primary platform for capturing, storing and sharing their children's life stories.

[www.tinybeans.com](http://www.tinybeans.com)