



ASX RELEASE

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Tinybeans signs Exclusive Agreement with World Largest Baby Name Site

Tinybeans Group Limited (ASX: TNY) (OTCQB: TNYF) (“Tinybeans” or “the Company”), the only personalized platform trusted by parents to help them raise amazing kids, is pleased to announce that it has signed an exclusive relationship with Nameberry, the largest baby naming website in the World¹.

Highlights:

- **This contract will give access to over 5 million expecting parents on a monthly basis to the Tinybeans platform**
- **The Tinybeans Brand/Ad Revenue team, will become the exclusive sales agent representing Nameberry to advertisers, incorporating its large audience as part of the Tinybeans advertising proposition**
- **Tinybeans will pay Nameberry an agreed set of rates (after sale of advertising has been achieved) as part of placing its inventory with Tinybeans brand clients**
- **This strategic partnership will further grow the user audience size and appeal, doubling overnight the audience offered to advertisers**
- **Tinybeans expects to grow advertising revenues initially with a view to growing subscriptions shortly after based on this contract**
- **The contract is for an initial 12 months, with the option to extend.**

Tinybeans has been offering brands mostly a post-natal audience to engage with relevant campaign content, however with this partnership, now offers a large and highly engaged prenatal audience for brand partners, which unlocks the important baby registry market. This audience is incredibly attractive for brands as they are always looking for new ways to reach expecting parents.

Nameberry (Nameberry.com) premier baby name website features a 70k+ name database lists, a daily blog, high quality content and a one-of-a-kind baby name generator. The

¹ As defined by SEMrush.com comparing ALL baby naming web sites between Mar and Sept 2022.



partnership includes cross-brand: marketing, content promotion and exclusive advertising sales opportunities. Nameberry.com has over 5 million unique and expecting parents every month and is nearly always in the top 3 of search results on Google for baby names.

Tinybeans Chief Executive Officer, Eddie Geller, said:

"Nameberry has been a leader in baby names for over a decade, and has earned the recognition to be the largest baby name web site in the World, with the largest audience based in the U.S. We're excited about the opportunity to not only represent them to brands and augment our audiences in our offerings, but also use the audience to expand the consumer business also."

We're thrilled to have this partnership to offer these new families wonderful brand content, while also inviting them to sign up to Tinybeans in their early parenting journey."

We are very optimistic on the potential revenue generation for Tinybeans as a result of this partnership, we expect to monetise this relationship by increasing our value proposition to advertisers as the reach will increase enormously."

Nameberry Chief Executive Officer, Pam Redmond, said:

"Nameberry is excited to be working with Tinybeans, a leader in advertising sales for the products our pre-natal audience want and need. Expectant parents trust Nameberry with the decision of a lifetime, their baby's name, and so they trust us to advertise brands they can rely on through their journey as a family. Nameberry trusts Tinybeans to bring that quality advertiser and brand name to our important audience."

This announcement was approved for release by the CEO.

For more information, please contact:

Eddie Geller

Chief Executive Officer

E: investors@tinybeans.com

The Company does not consider that the commercial agreement with Nameberry is material however, this agreement does establish a key strategic partner for Tinybeans. There are no material conditions that need to be satisfied before the partners become legally bound to proceed with the terms of the commercial agreements. There is no other material information relevant to assessing the impact of the commercial agreement on the price or value of the Company's securities.



About Tinybeans Group

Tinybeans Group Limited (ASX:TNY, OTCQB:TNYF) is the only high trust app and web platform offering a personalized experience for new and growing families that helps them achieve their #1 goal in life—to raise amazing kids. Our purpose is bigger than simply making parenting easier. We help families thrive by giving them a safe, useful and inspirational place to go to capture and share memories, engage with trustworthy content and find thoughtful recommendations tailored to their family's needs, interests and where they live.

Tinybeans engages 28 million mindful parents every month, enjoys over 130,000 5-star reviews in the Apple App and Google Play stores, and has been recognized by Apple for excellence in both content—top 3 most viewed and exclusive parenting partner for Apple Guides, and utility—twice being named U.S. app of the day.

www.tinybeans.com