



Tinybeans Group Limited
(ASX:TNY)

Investor Presentation

May 7, 2020



The best memories are created when families connect.



Redefining **social media** for parents. Safely connecting families with products, services, and content to help them thrive.



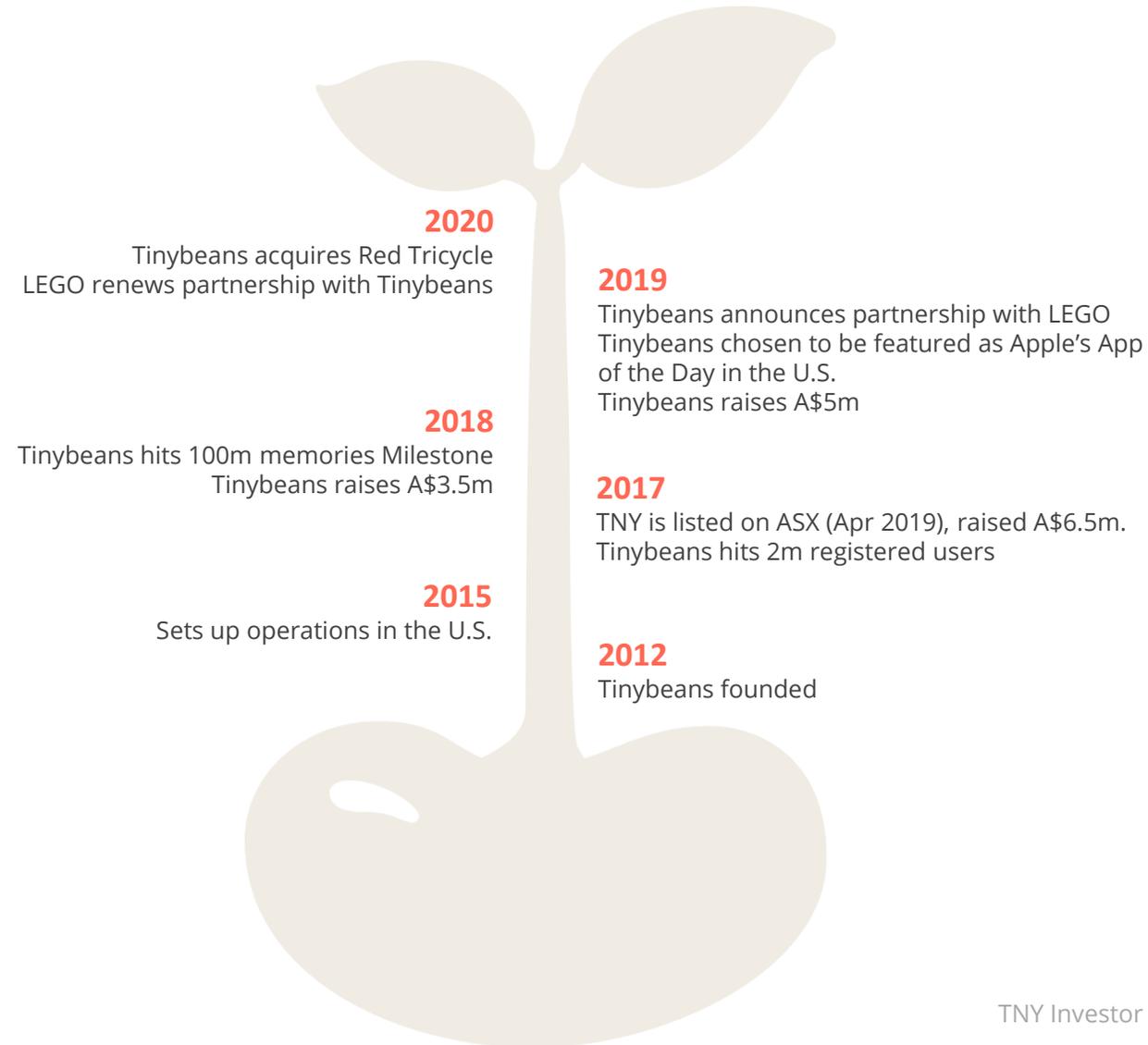
Fueling the parenting universe with **daily inspiration** for family fun. Because every day is an opportunity to create memories.

Vision



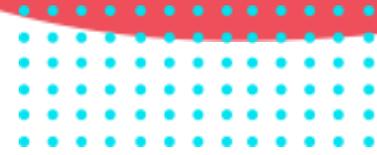


Our journey so far (and we're just getting started)

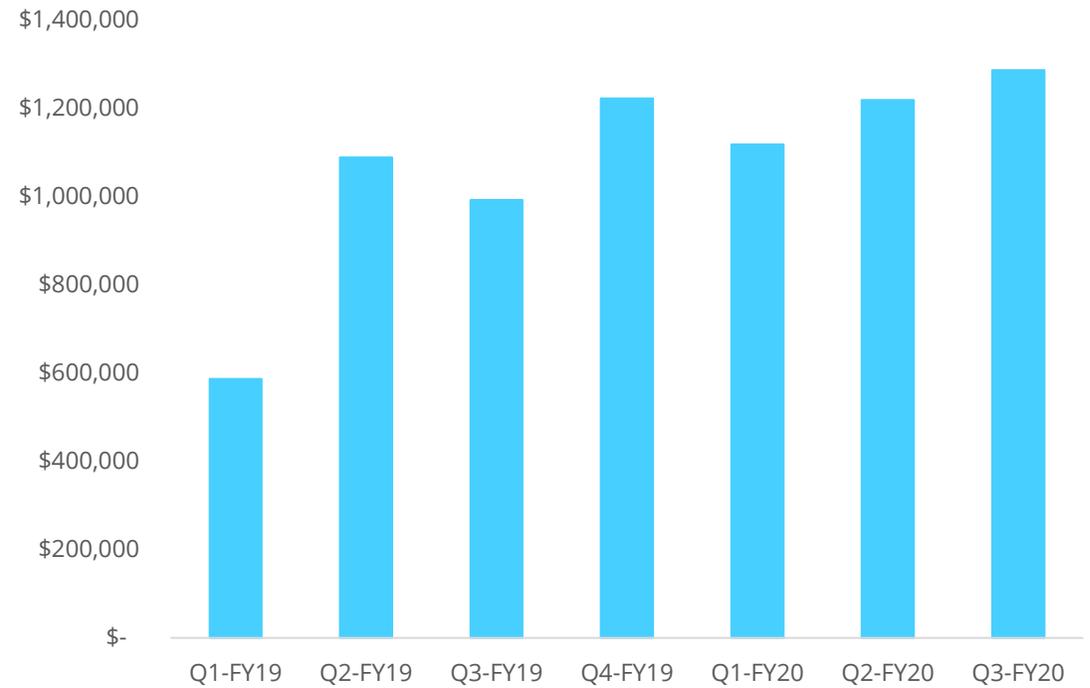


Q3-FY20 Highlights

- Successfully raised \$12M at \$2 per share and completed acquisition of Red Tricycle Inc. The integration of Red Tricycle progressing well – significantly enhances TNY’s value proposition to a broader set of brand partners. Synergy opportunities affirmed.
- Revenue of \$1.3M, an increase of 30% on Q3-FY19. COVID-19 impacted results by over \$300k, as partner campaigns postponed into later months.
- Premium revenue hit \$268k, an increase of 44% on Q3-FY19 with total paid subscriptions hitting over 19,300.
- Registered users hit 4.42M, growth of 40% on Q3-FY19. Monthly Active Users grew to over 3.5M, growth of 174% on Q3-FY19.
- Featured as Apple’s “App of the Day” in the U.S. for the second time and reached the milestone of over 100,000 5-star reviews in the Apple and Google Play stores.
- New advertising wins with great brands including LEGO (renewal), Apple, Kraft, and National Geographic Kids.
- Cash balance is \$5.8M as at the end of the quarter.



Revenues

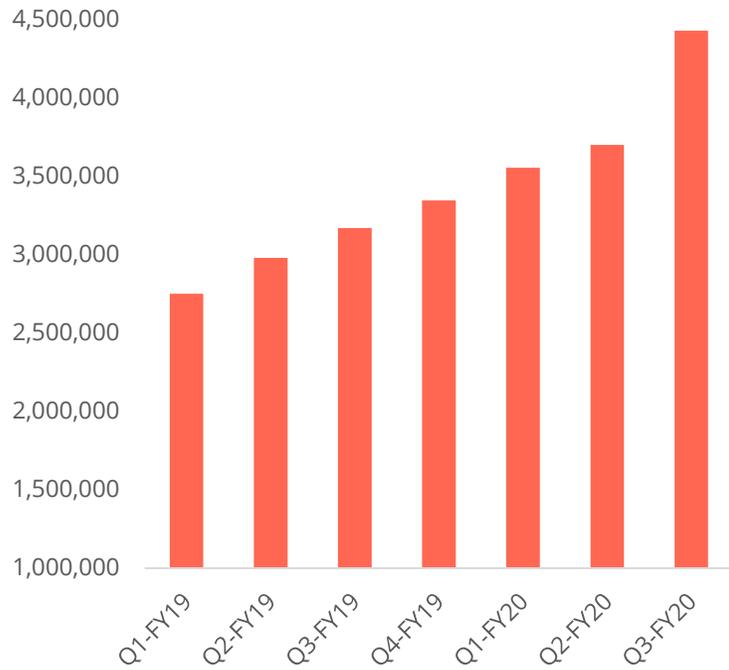


30%
12-month growth

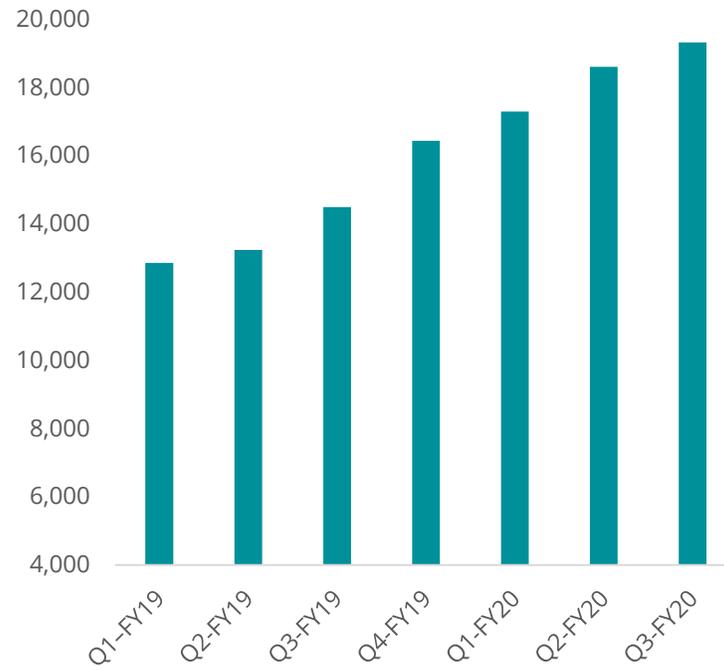
Performance Dashboard



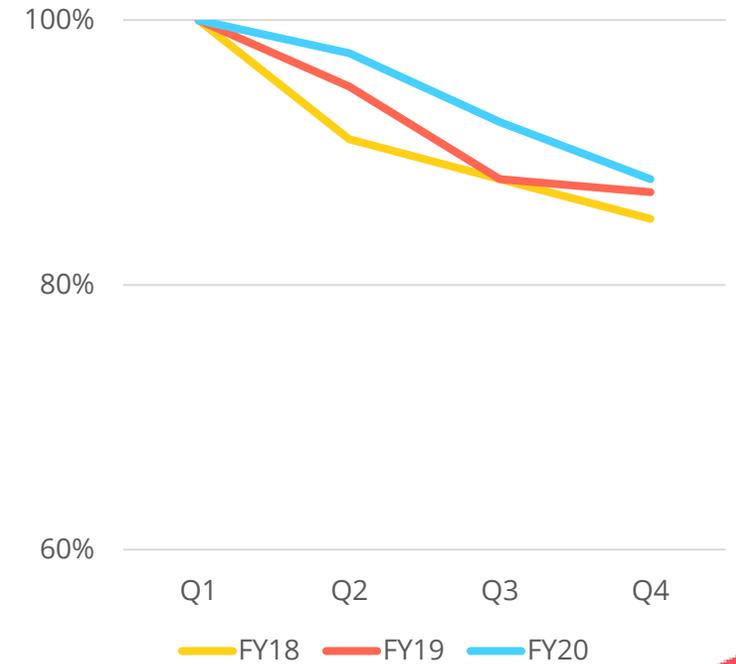
Registered Members



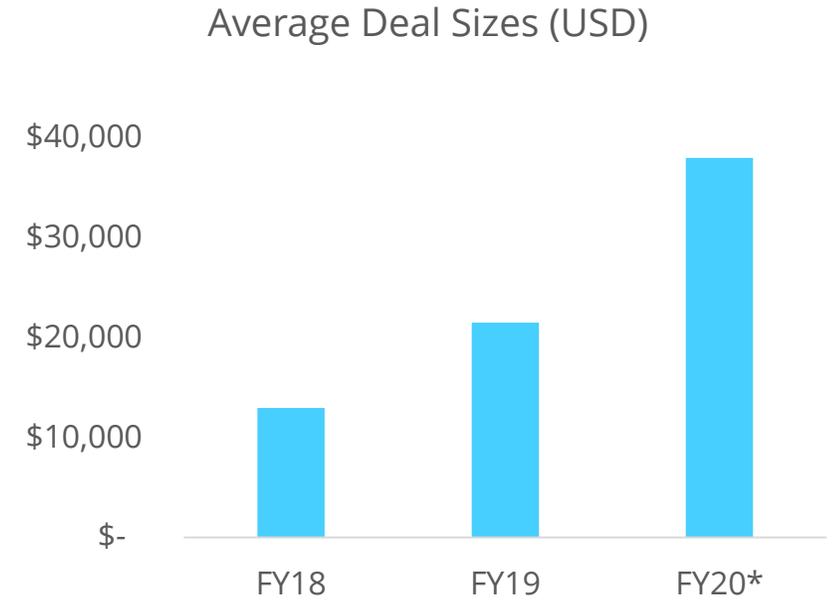
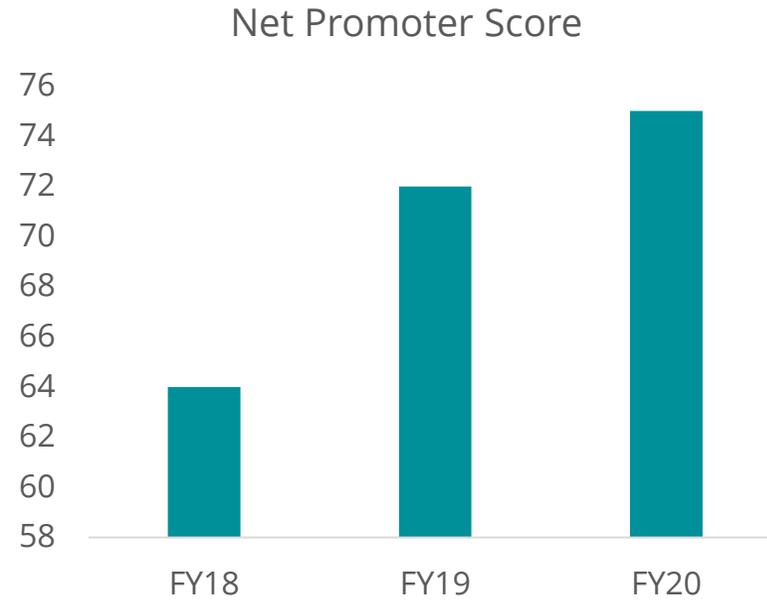
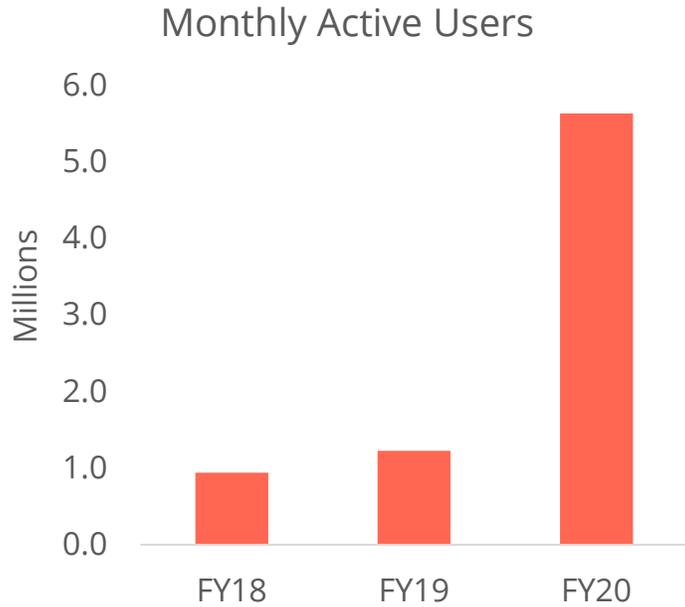
Premium Subscriptions



Premium - 12 month retention



Key Metrics



* FY20 not yet complete

Red Tricycle enhances our appeal to families and enriches the offer to advertisers



+22%

User growth

Attracting more users

+24%

Unique visitors

+26%

Monthly active users

Fulfilling new needs for connection + content

+40%

Page views

+50%

Photo/video moments captured

Increasing engagement

+55%

Daily newsletter open rate



Past Market Validation



Forbes

2,287 views | Apr 15, 2019, 08:49am

How Tinybeans Built A Social Network Based On Privacy

 **MeiMei Fox** Contributor 
ForbesWomen

Opinion | [THE PRIVACY PROJECT](#) **The New York Times**

Build an Online Presence Without Giving Up Privacy

Every social network might as well be LinkedIn.

By **Thorin Klosowski**

Mr. Klosowski is a staff writer at Wirecutter, a product recommendation site owned by The New York Times Company.

Sept. 3, 2019



Of course, we also shouldn't share everything publicly, but we're still social creatures with access to a wide variety of tools for communicating with one another. Every freelancer, job hunter or semipublic figure I chatted with used a variation of a hacked-together "private social network" to chat with small to medium-size groups. They essentially sandboxed their social selves into various less public apps, like a group text, Slack or Discord. New parents relegated baby pictures to private album sharing or dedicated apps like [Tinybeans](#). A pair of siblings used Snapchat solely for family in-jokes. It's mostly the sort of conversations that used to happen on Facebook before threads were made unintentionally public, alerting friends-of-friends that so-and-so's aunt had commented on your brother's wife's status update. It's easier and more private to just share directly with the people we actually like talking to.



Objectives

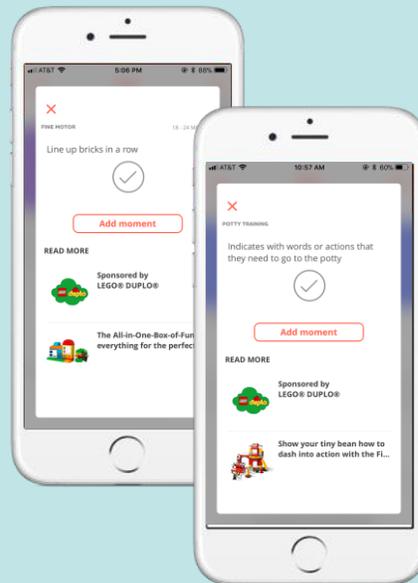
- Align with play pattern milestones to engage millennial families with children 18 months-4 years old
- Elevate DUPLO brand presence via content, video and innovative brand integration within a family-friendly everyday app
- Drive consideration at key milestone moments and celebrations to increase number of DUPLO sets purchased per year

Results

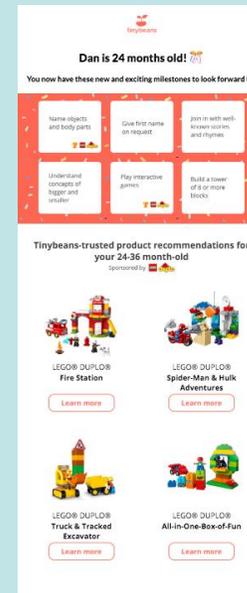
- All elements outperformed industry benchmarks
- 60% who saw the campaign engaged with custom content
- +26pt lift in Duplo ownership pre vs. post campaign
- Incremental media booked August 2019 based on early May-August 2019 success



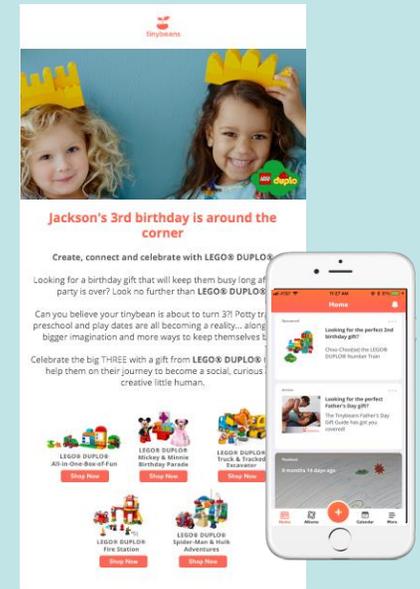
5x sponsored articles
4x sponsored videos



20x sponsored in-app milestones



3x milestone graduation emails



2nd + 3rd birthday gifting



Walt Disney Studios: The Lion King



Objectives

- Support the DVD/home release of Disney's *The Lion King* with high-impact video, banner and content placements
- Leverage custom content to bring *The Lion King* to life for moms in a bigger and more “mom” relevant way
- Authentically integrate into the family conversation via social video

Results

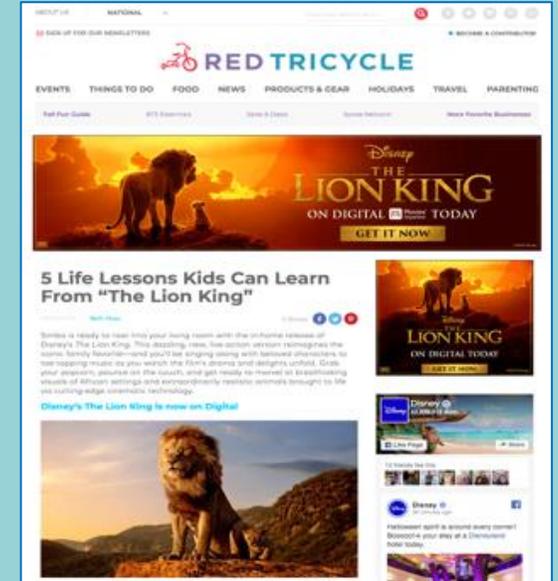
- 67k views on the custom “Hear Me Roar” social video
- Overdelivered newsletter sends by 3x to ensure impactful buzz throughout the release
- 80k total engagement across the three-week campaign



Custom “Hear Me Roar” Social Video



Homepage & Mobile Takeover



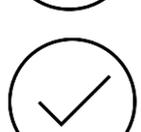
Custom Content

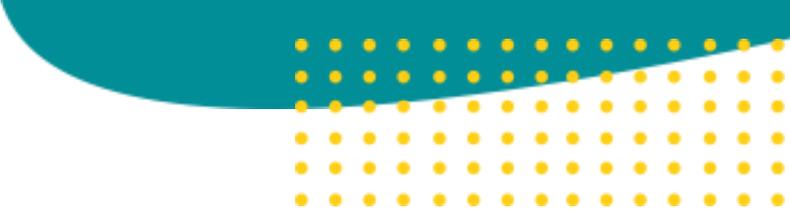
Current partners include



2020 Key Execution Priorities



-  Completed acquisition of Red Tricycle
-  Integrated sales teams to drive both national and local sales
-  Enable scaling to support recent growth in engagement
-  Integrating all teams to be a unified company driving all key metrics
-  Transitioning Product & Engineering to the US (with supporting recruitment)
-  Deliver streamlined experience in app and web between memories and content



Why Tinybeans?

- A trusted and 100% family-centered platform
- Fixed costs and over 90% Gross Margin
- \$5.8M cash in bank (as at Mar 31)
- Serving a huge market of 100M parents/grandparents in the U.S. and over 135M babies born worldwide annually
- Now in accelerated commercialisation mode with brand partnerships and recurring subscription revenues



Thank you
for your time!

Eddie Geller
Chief Executive Officer
eddie@tinybeans.com



Corporate Overview



Trading Information

ASX stock code	TNY
Share price (May 5, 2020)	\$1.00
Shares quoted on ASX (free-float)	44.9M
Escrowed shares (Aug 2020)	7.8M
Escrowed shares (Mar 2021)	702k
Options on issue	4.5M
Market cap (fully diluted)	\$50.1M

Top 10 shareholders % of issued capital

1	Eddie Geller	12.56%
2	Stephen O'Young	12.11%
3	John McBain	8.88%
4	Thorney Investments	7.79%
5	John Rubino	6.23%
6	Sarah-Jane Kurtini	5.39%
7	HSBC CUSTODY NOMINEES (AUSTRALIA) LIMITED	2.25%
8	BNP PARIBAS NOMINEES PTY LTD	2.13%
9	DuKiss Super	2.05%
10	Diana Boehme	1.72%
	Top 10 Total	61.10%

Disclaimer

This presentation ("this Presentation") has been prepared by Tinybeans Group Limited [ABN 46 168 481 614] ("Tinybeans" or the "Company") and is dated May 6 2020.

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