



ASX RELEASE

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Tinybeans Board Positioned for Next Stage of Growth - 2 new USA Board Members appointed

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, has taken steps to support the Company's next stage of growth and scale in the United States.

Tinybeans has appointed leading U.S. executives Andrea Cutright and Kathy Mayor as Non-Executive Directors commencing October 28, 2020. As U.S. Non-Executive directors Megan Gardner and Mary (Missy) Godfrey approach their three-year tenure, while remaining shareholders, they will transition off the board in advance at the upcoming AGM.

Andrea Cutright, based in San Francisco, is currently the VP, Global Subscriber Marketing and Insights for the newly launched Disney+ streaming service. She is responsible for all customer marketing touchpoints, developing strong relationships with subscribers, and overseeing market intelligence and insights. She was co-founder and CEO of Foodily.com, acquired by IAC in 2015. Andrea started her career at Yahoo! in various marketing and product positions. Andrea is passionate about understanding customer motivations and creating stand-out market strategies that drive growth.

Kathy Mayor, based in Miami, is currently the Chief Commercial Officer at Nutrient and a non-executive director for Nasdaq listed company Phunware. Two-time Chief Marketing Officer and one-time Chief Digital Officer at a Fortune 500, she has experiences across qualitative brand-building & storytelling, quantitative planning & performance marketing, and ever-innovating product management & marketing technology. Kathy has previously been on the Pinterest Advisory Board as well as the ABS-CBN Digital Advisory Board.

Incoming Director **Andrea Cutright**, said:

"I am excited about joining the Board of Tinybeans at such a key point in the journey of the Company. My business career has been built around working with companies that have identified significant opportunities and helping them to build upon their strengths to become universally known and adopted at a broad level. Tinybeans fits that criteria perfectly and its prospects are appealing. I look forward to contributing to the continued growth path."

Incoming Director **Kathy Mayor**, said:

"I am thrilled about joining the Board of Tinybeans. In my twenty plus years' experience in consumer product and marketing, now is the best time to leverage market opportunities and be



strategically relevant to consumers wanting to build trust with our products. With the increasing relevance of its current offering and untapped potential of its future, I see a huge opportunity with Tinybeans. The Company has been able to garner a phenomenal brand trust with millennials in a short space of time, so I am looking forward to assisting them go to the next level and scale up the company. "

Departing Director **Megan Gardner**, said:

"It's been a pleasure serving on the TNY board the last 3 years and I am very proud of what we've been able to deliver. Over the past years, seeing monthly active users grow 452% is incredibly rewarding for me as a director and shareholder. I am looking forward to seeing the company prosper with Kathy and Andrea joining to support the next stage of growth for the Company. "

Departing Director **Mary (Missy) Godfrey**, said:

"Tinybeans has experienced tremendous growth over the past three years and it has been a privilege to support the company during this time. Seeing the parenting app and web site platform grow from a small social network to achieve prominence as a category leader servicing some of the largest brands in the world, and growing revenues over 650%, has been impressive and gratifying. The Company is evolving the product offerings in exciting ways to benefit the consumer experience and will expand non adv driven revenue significantly; Andrea and Kathy bring tremendous expertise to the board that will positively impact this expansion."

Chairman, **John Dougall**, said:

"We have completed a detailed and considered appraisal of the skills and experiences of the Tinybeans' Board. Together we decided that in the next stage of growth the Company will benefit from proven Brand and Product skills, and hands-on experience in successfully building high growth consumer companies.

As a result of this process, I am delighted to welcome Andrea and Kathy to the Tinybeans Board. Both Andrea's and Kathy's skills, experiences and networks make them valuable and strategic additions to the Company. We admire their track record in building businesses in the U.S. and are looking forward to having them around the board room table to assist us in building scale and reaching our potential.

I would like to thank Megan and Missy for their tremendous service these past 3 years. It has been a pleasure working with them as we have executed on some very important projects. Through acquiring Red Tricycle, to transitioning product to the U.S., plus the several capital raises we've done together. I've really valued their contributions and on behalf of all shareholders, thank them for their service."

This announcement was approved for release by the TNY Board.



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About Tinybeans Group

Tinybeans Group Limited (ASX: TNY) is a leading app and web platform enabling parents to capture their children's everyday memories and share them privately with families everywhere. The platform provides rich recommendations that spark everyday family inspiration for what to do, what to buy, and which services to use for their children's needs. Being Apple's App of the Day in the U.S. in October 2019 and again in March 2020, puts Tinybeans in the elite company of best apps in the world!

Tinybeans' Red Tricycle website also is Apple's exclusive parenting partner for Apple's newest Maps feature—Guides. With 61 Guides (and counting!) Red Tricycle is Apple's biggest partner. All guides are available [here](#).

Tinybeans serves a deeply engaged user base in over 200 countries/territories and enjoys over 100,000 5-star reviews in the Apple App Store and the Google Play stores.

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