



# Tinybeans Group Limited

(ASX: TNY; OTCQX: TNYZF)

Virtual Investor Conference  
November 2020

# Tinybeans at a glance

Tinybeans is trusted by millions of parents to support them in nurturing their children

### Highlights

- Tinybeans is the leading app and web platform enabling parents to capture their children's everyday memories and share them privately with families everywhere
- The platform also 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!

### Key Statistics



**Over 100k+ 5 Star** reviews across iOS and Android App Stores



**#1** Parenting App in the U.S.\*



**World class NPS > 70**



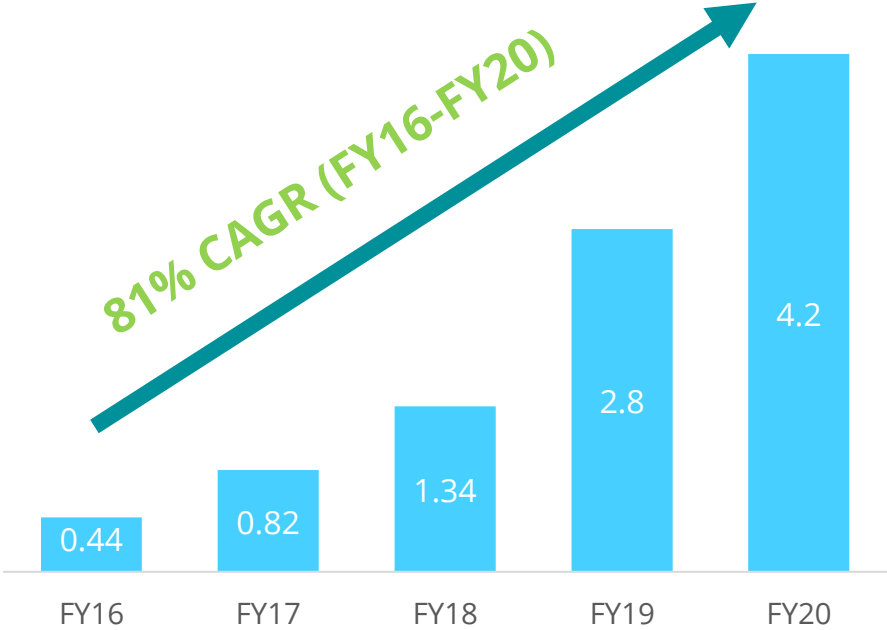
**37** Active National and **107** Local Advertising Partners

Tinybeans fiscal (FY) is July to June.

\* As defined by being a parenting app (advertising and subscriptions based) in the top sites in the U.S. from ComScore.com

\*\* Only includes revenue from the Redtri acquisition for a period of 4 months in FY20.

### Strong track record of revenue growth (USD\$M)\*\*



# Market Opportunity



130M

Babies are born every year

3.8 Million in the U.S.



\$135B\* (USD)

US Spend on digital advertising in 2020

\$38B\* focused on Baby/Parenting category



40%\*\*

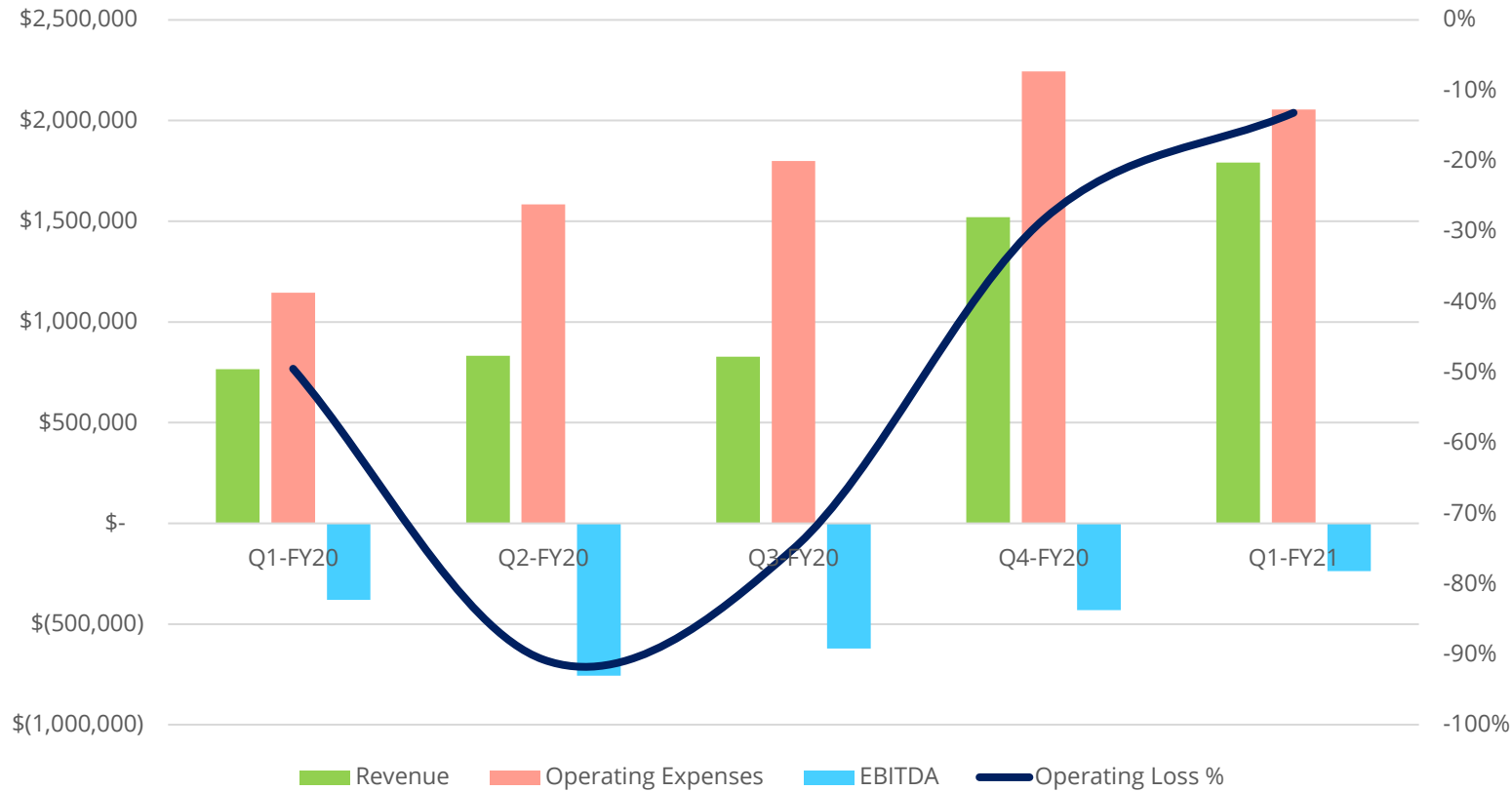
Of all baby product purchases live in households without children

The market for goods and services for babies and children is huge. Goldman Sachs' Millennial Moms report forecasts the **\$1 trillion (USD)** that parents currently spend on children each year to grow, but also shift as Millennials' unique set of values and influences — aided by new technology — leads to new choices.

\* <https://insights.digitalmediasolutions.com/articles/digital-spending-2020> and <https://content-na1.emarketer.com/us-digital-ad-spending-update-q2-2020>

\*\* <https://www.thinkwithgoogle.com/marketing-resources/micro-moments/why-consumer-intent-more-powerful-than-demographics/>

# Operating Performance (USD)

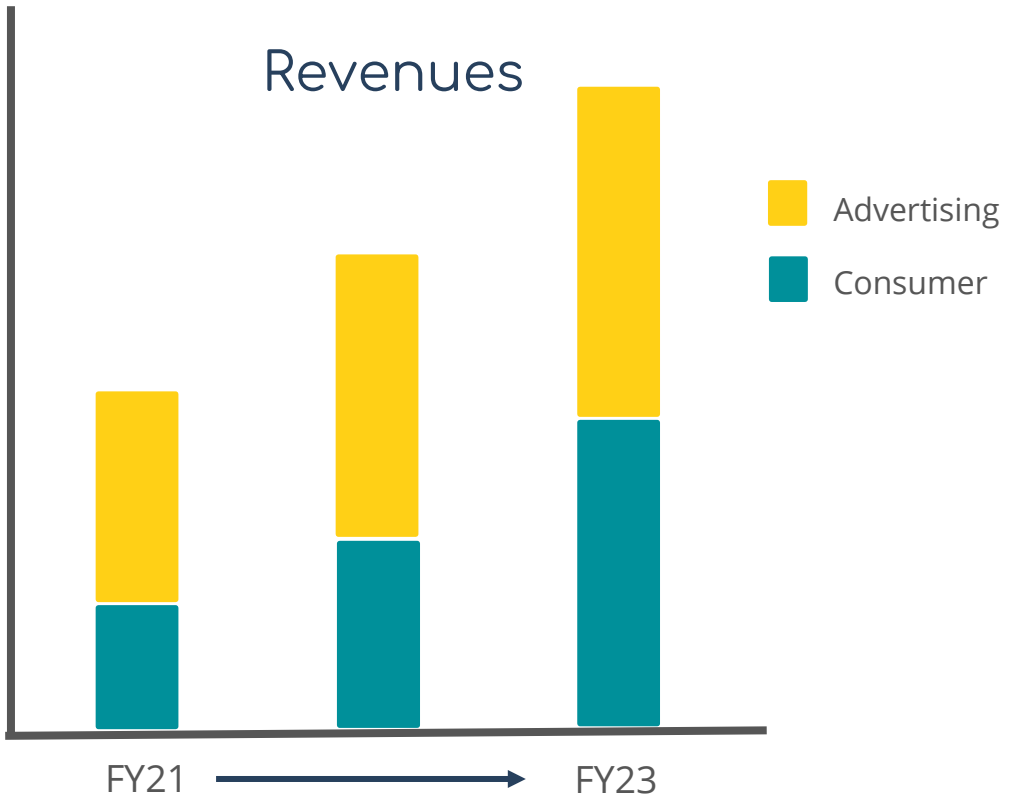


	<b>Q1-FY20</b>	<b>Q2-FY20</b>	<b>Q3-FY20</b>	<b>Q4-FY20</b>	<b>Q1-FY21</b>
<i>Revenue</i>	\$ 765,604	\$ 832,925	\$ 827,356	\$ 1,520,076	\$ 1,790,663
<i>Operating Expenses</i>	\$ 1,144,584	\$ 1,583,587	\$ 1,798,404	\$ 2,243,673	\$ 2,054,080
<i>EBITDA</i>	\$ (378,980)	\$ (755,885)	\$ (620,897)	\$ (430,856)	\$ (236,308)
<i>Operating Loss %</i>	-50%	-91%	-75%	-28%	-13%

Cash Balance as at Sept 30, 2020 was \$3.26M (USD)

# Exponential user growth expected to begin in FY22 with consumer revenue expected to eclipse advertising revenue in FY23

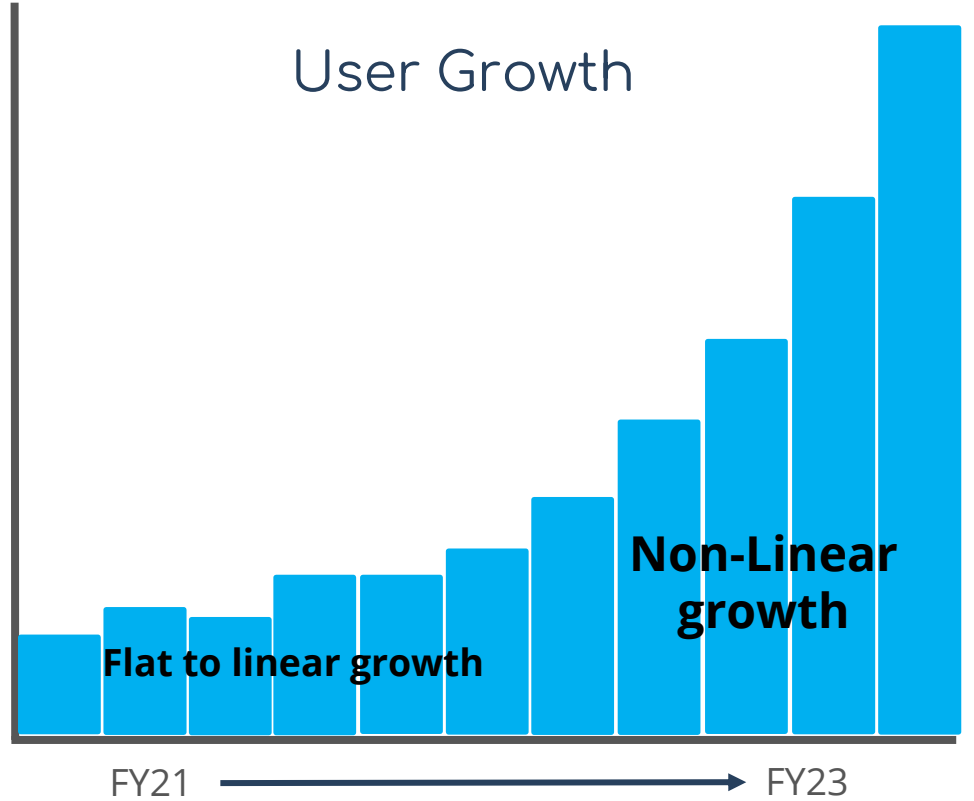
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One sales team growing revenues with current platform.

Consumer revenues growing with subscriptions and ecommerce

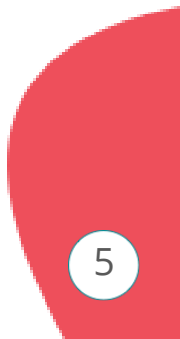
Consumer revenues (largely recurring) accelerate from non-linear user growth in FY22



Core app experience redesigned and hundreds of experiments being run

Growth engine determined and user growth expected to be non-linear accelerating in FY22 & FY23 with community, discovery and business storefronts

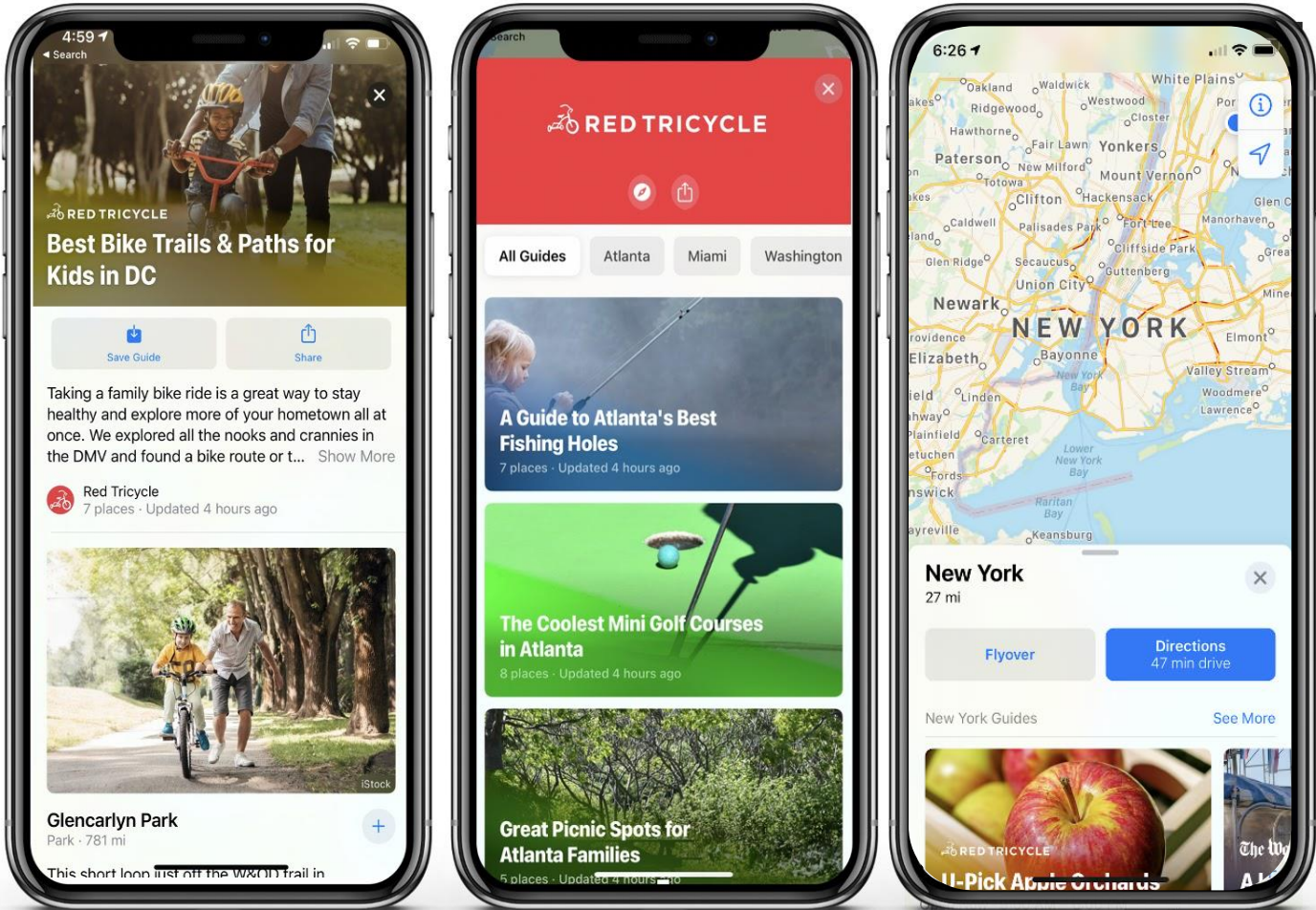
Please note that the revenue mix estimates, and the growth bars are for illustrative purposes only



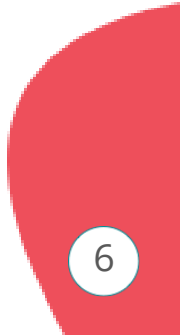


# Apple and Tinybeans

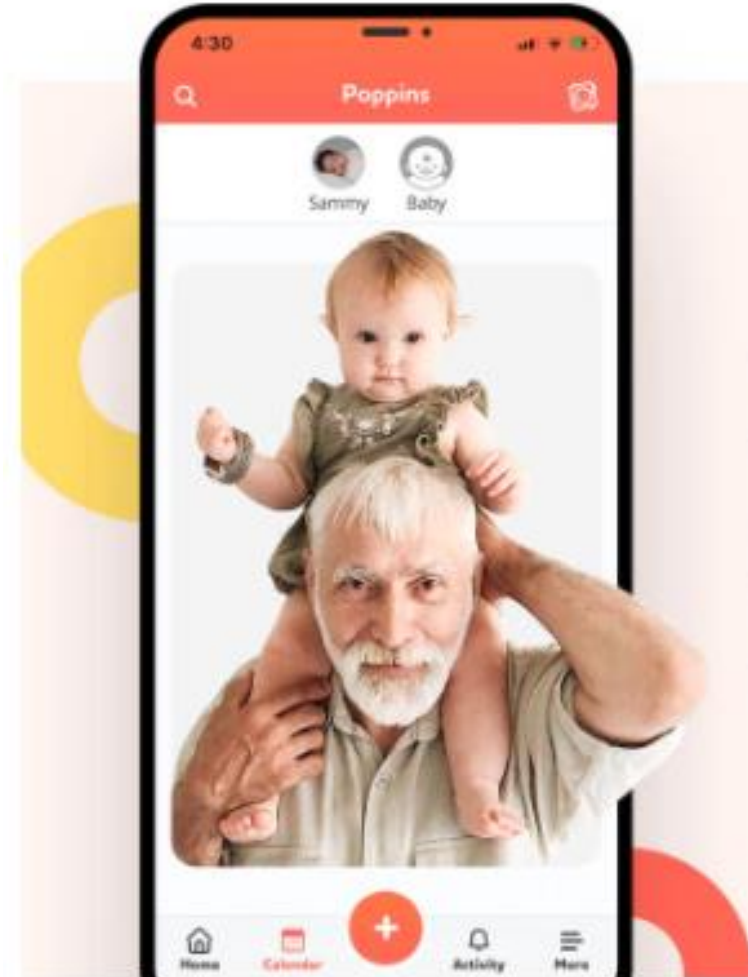
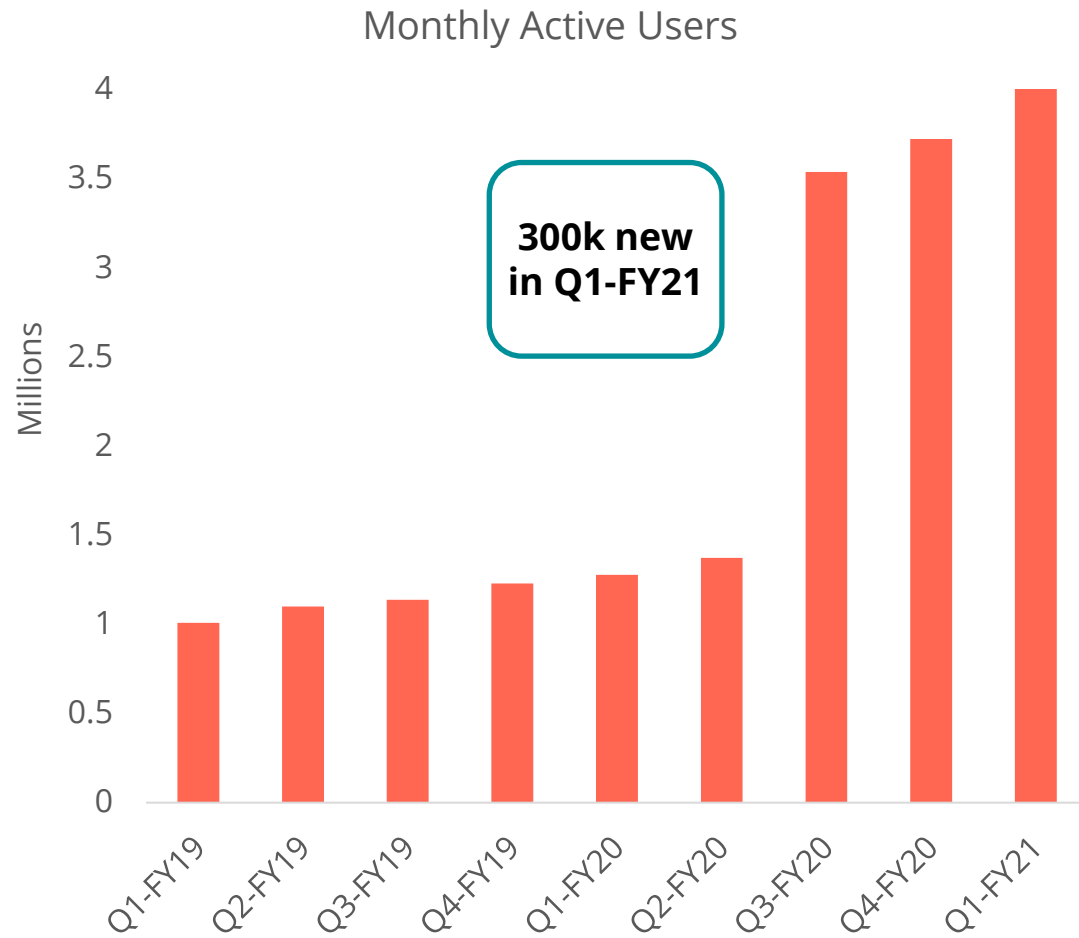
Tinybeans joins the group of trusted brands collaborating with Apple on editorial content



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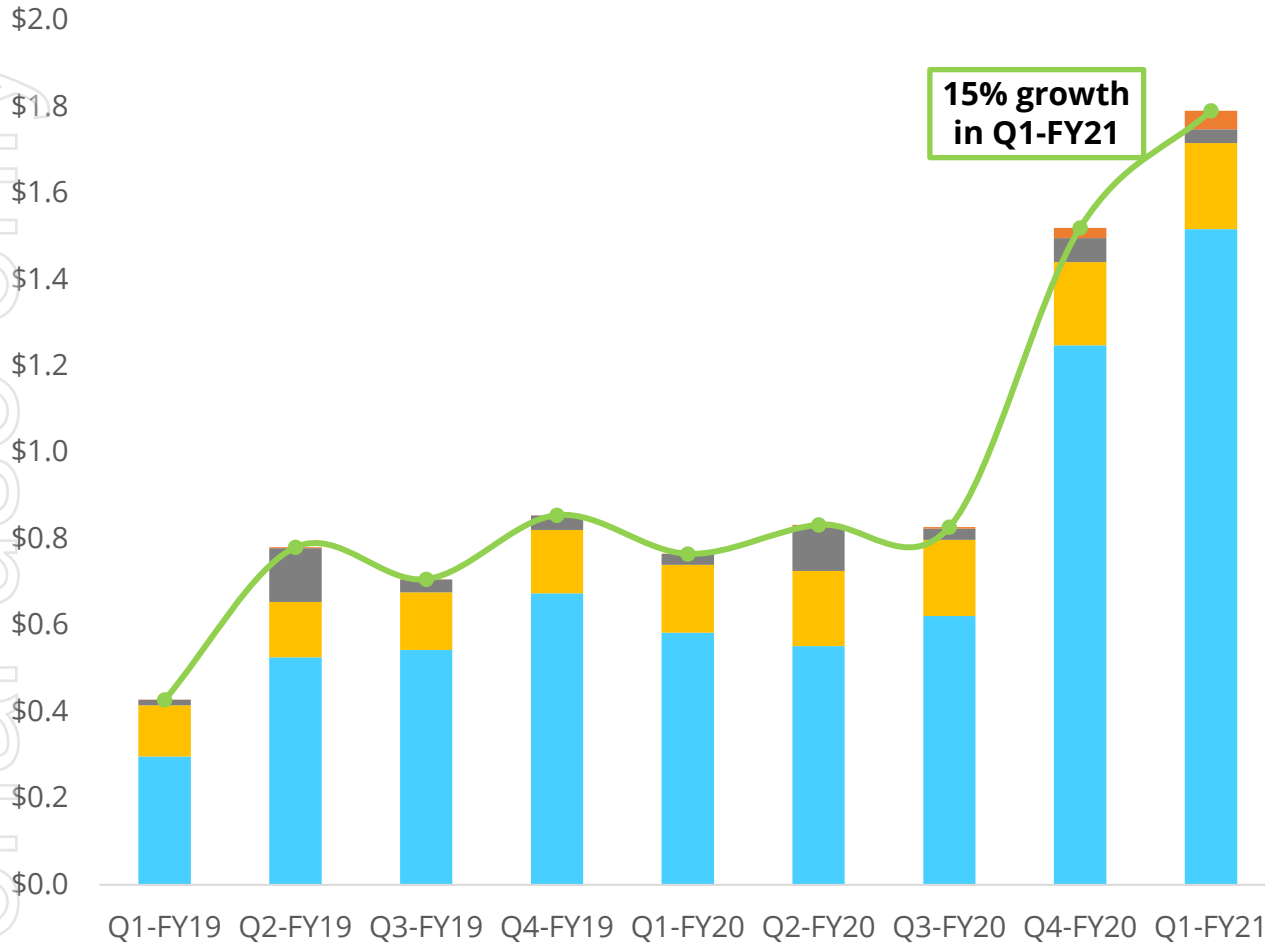


# Accelerated User Engagement



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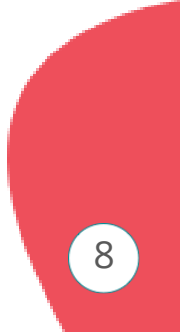
# Record Revenue Growth (USD)



15% growth in Q1-FY21

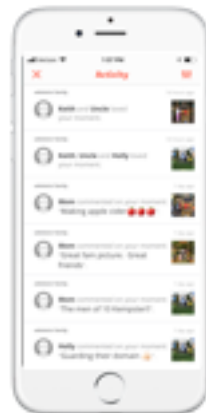
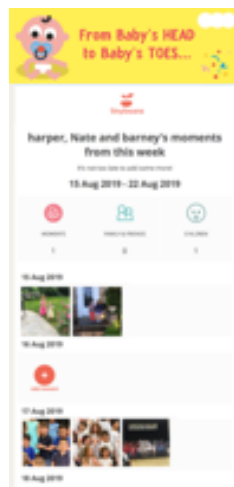


Note: FY20 only includes revenue from the Redtri acquisition for a period of 4 months.

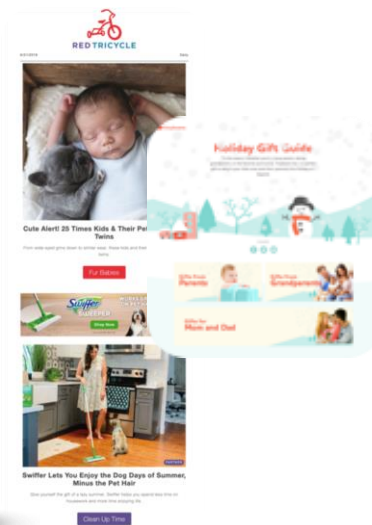
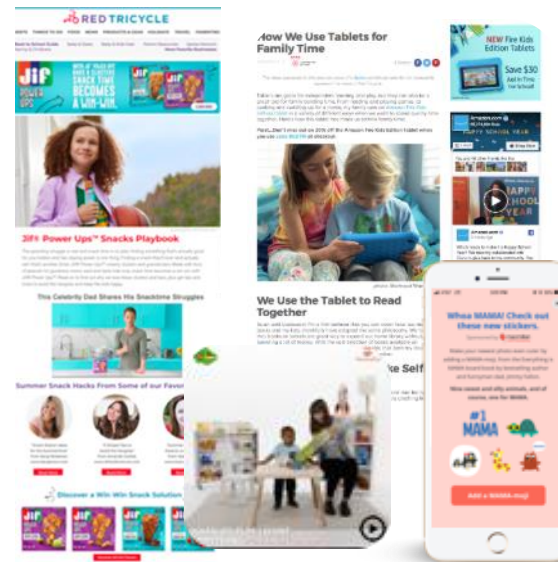




Family & Friends



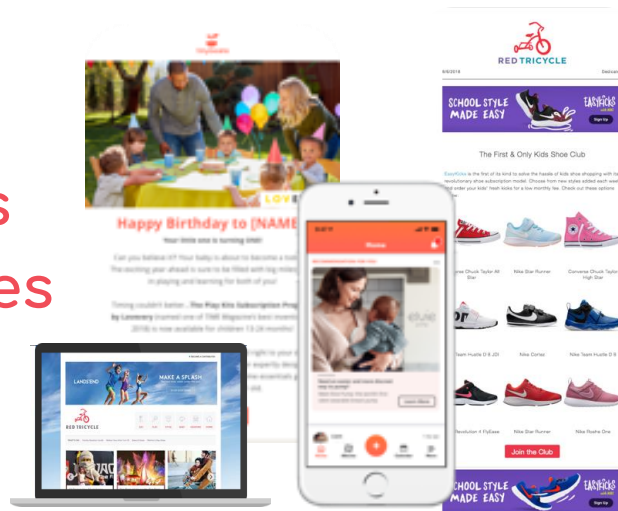
Content



Two trusted brands. A one-stop destination.

# Connecting families with everything they need to thrive

Products & Services



Utility



only

use

personal

# COVID-19 Update

In response to COVID-19, Tinybeans has taken decisive and prompt measures, including:



## Workforce

- Entire workforce remote since early March 2020, working very effectively and driving many efficiencies to productivity
- Integrated Red Tricycle acquisition, now operating under a single team, single vision and plan going forward
- We continue to prioritize employee security and supporting clients and subscribers



## New Talent

- Recruited key senior leadership roles to fill out open positions driving revenues, product growth and technical excellence
- Recruited key sales roles on the East Coast to drive further revenue growth potential largely in NY



## Product

- Customer engagement grew in recent quarters as stay at home orders were in place. Hitting over 1.7M weekly active users (combined)
- Content adapted to offer parents more virtual experiences along with more articles supporting their home bound situations



## Advertising

- While some national advertisers reduced spend, we saw an increase in advertising interest from companies in toys, online learning and consumer packaged goods. Local advertisers focus changed from experiential to vital services like hospitals and schools
- Single value proposition with targeted accounts that were increasing spend was the focus and continues to be every day



## Operating Costs

- Reviewed every cost line and renegotiated with all suppliers receiving discounts on rent, hosting, software and other services
- Applied and successfully received PPP Loans from the U.S. Government, which are still likely to be forgiven although the application process is yet to begin

# The on-demand resource for your parenting journey



How can I save all our photos and videos of the children?

How can I trust my children's memories are private?

How can I filter my child's memories by location or activity?

How can I see a timeline of all my children's photos?

What is around the corner for my child's development?

What should I do in relation to children and their milestones?

What should I do this weekend with the kids?

What products will assist with my child's development?

How do we share our child's memories privately with family?

How do we keep my family involved with my child's life?

Can I speak to someone who also has a child my son's age?

How do we meet & learn from other parents like us?

How do we find local childcare?

Can I find a trusted local babysitter tonight?

Are there any activities with paw patrol? My kids love it!

What should I buy my 3-year granddaughter for her birthday?

What products are suitable for my 2-year-old?

Is there a local music class for my daughter?

Has anyone else used this cool new couch for kids?

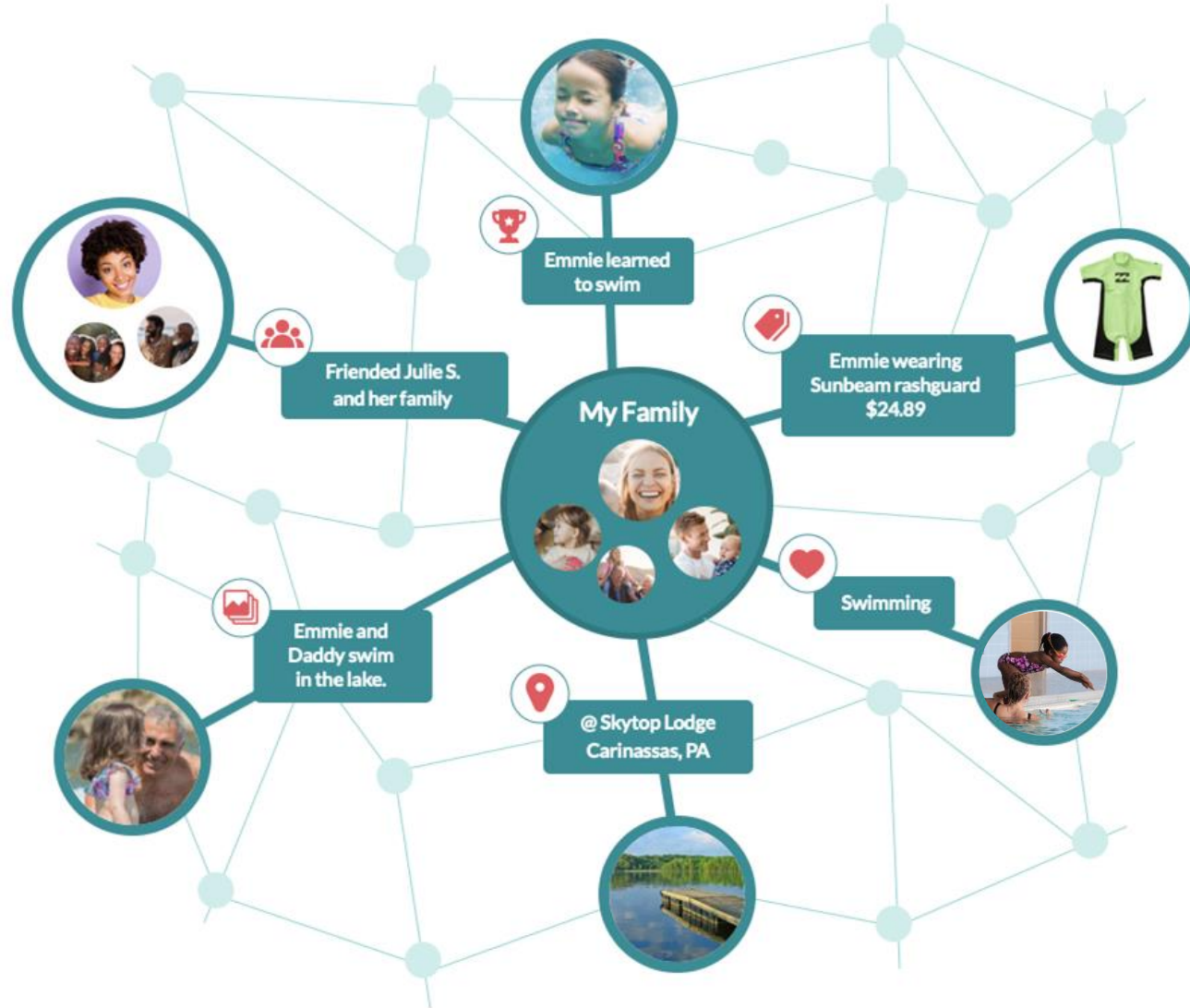
Finding a tutor for my son. Is there someone local?

Current Tinybeans Services

Future Tinybeans Services

# Audience Growth & Monetization

Broaden the experience to foster community engagement



-  **Interests**
-  **Moments**
-  **Products**
-  **Places**
-  **Users**
-  **Milestones**

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# FY21 Key Execution Priorities

Tinybeans has made a strong start to FY21



## World Class Sales

- Create a world class ad sales team that is consultative (idea driven), hungry, and empowered
- Clearly define our new cross-brand value based upon our unique combination of strengths: prenatal to pre-teen, brand-safe environments, first party data (TNY), local roots (RT), strong app, influencer network
- Curate ad products, improve inventory management and sale, reduce/remove friction in ad serving/reporting



## Marketing

- Execute innovative programs that drive user growth, build brand reputation and inspire community devotion
- Key quarterly programs to drive top of the funnel growth of web traffic and email sign ups (paid acquisition in Q3)
- Launch and grow e-commerce affiliate revenues on a recurring monthly basis



## Product

- Determine and maximize our engine for user growth and implement new features to create habit forming actions
- Engage users with content based on their personal tastes, family life stage, location and demographics
- Increase subscription revenue while experimenting and validating new, sustainable revenue channels



## Technology

- Automate key processes to facilitate rapid development and experimentation
- Refine our data management platform for securely housing and utilizing first-party data
- Rollout continuous delivery pipeline for quality control and efficient development upgrades



## People

- One Team One Goal with alignment on our values, mission & vision
- Continue to attract and retain top talent who are diverse, inspired and driven to succeed
- Driving high performance culture with individual and team KPIs, aligned to company growth plans

### Success Metrics:

Ad Revenue  
Partner Retention &  
Growth

Traffic & Affiliate  
Revenues

User Growth and  
Retention

Operation Margin  
and Scalability

Employee  
Engagement



# Why Tinybeans?

## Advertising business

- Number 1 Parenting App in the U.S.\*
- Top quality brand roster increasing their spend across brand safe platforms
- Industry changes with large brands boycotting traditional advertising platforms
- 10 sellers across the ad sales team
- Strategic marketing efforts driving unique value propositions for leading brands
- Reaching 25 million people every month including social

## Loyal Audience & Brand strength

- Tinybeans and Red Tricycle are much loved parenting brands with trust and loyalty driving YoY retention
- Audience continually providing feedback and comments to drive improvement and retention
- World class Net Promoter Score of over 70
- New Influencer network (TheHive) driving brand growth continually

## Subscription business

- Monthly recurring revenues with high margin
- High value customers driving organic word of mouth
- Strong base feature set that will evolve in FY21 to drive more recurring revenues
- Solid platform for recurring revenues with increased efforts in FY21 to grow even more
- Loyal audience with nearly 90% annual retention



\* As defined by being a parenting app (advertising and subscriptions based) in the top sites in the U.S. from ComScore.com

# Leadership Team



**Eddie Geller**  
Chief Executive  
Officer



**Kyle Martin**  
Chief Product  
Officer



**Jacqui Boland**  
Chief Marketing  
Officer (Interim)



**Ula Mikus**  
Head of Talent  
& Happiness



**Nina Lawrence**  
Chief Revenue  
Officer



**Mark Wunsch**  
Chief Technology  
Officer



**Grady Edelstein**  
Head of Partnership  
Marketing



**Maria Centino**  
Head of Finance

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# Board of Directors



**John Dougall**  
Non-Executive Chairman  
(AUS Based)



**Eddie Geller**  
Executive Director & CEO  
(US Based)



**Megan Gardner**  
(Outgoing)  
Non-Executive Director



**Andrew Whitten**  
Non-Executive Director  
(AUS Based)



**Andrea Cutright**  
Non-Executive Director  
(US Based)



**Kathy Mayor**  
Non-Executive Director  
(US Based)



**Missy Godfrey**  
(Outgoing)  
Non-Executive Director



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Thank you!

Eddie Geller  
CEO  
[eddie@tinybeans.com](mailto:eddie@tinybeans.com)



**tinybeans**  
(ASX: TNY; OTCQX: TNYF)



# Corporate Info

## Tinybeans

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