

ASX RELEASE

9 December 2020

Tinybeans on track for Record Q2

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 pleased to announce Q2 is on track for a record performance.

Highlights:

- **Strong trading in October and November with positive outlook for December. Revenue in Q2 is expected to be around AUD \$3M+, an increase of 146% on Q2-FY20, and 24% (+28% in USD) on the prior quarter**
- **Premium revenue will likely hit \$280k, an increase of 10% on Q2-FY20 with total paid subscriptions reaching 23k**
- **Monthly Active Users hit over 4.6M, growth of 260% on Q2-FY20, and 15% on Q1-FY21**
- **Advertising wins from both new and existing partners including Amazon, Walmart & Apple**
- **Tinybeans cash receipts are estimated to be around \$3M, an increase of 40% on the previous period**
- **US\$321k PPP Loan for Tinybeans USA forgiven. Loan forgiveness application with Red Tricycle Inc of \$263k USD being submitted shortly**
- **Cash burn for Q2-FY21 is estimated to be around \$400k, with cash balance estimated to be \$4.2M as at end of the quarter**
- **The increases in both traffic and revenue demonstrate the increased value of the platform as a brand-safe environment in the current cultural climate of family togetherness.**

Tinybeans CEO, Eddie Geller on these results:

"After a successful Q1-FY21, we are absolutely thrilled to have such a strong follow up by delivering another record quarter. Metrics are up across all key business drivers. From monthly active users, to revenues to cash. The Company is forging ahead in executing the strategy to build the number one digital parenting platform and drive multiple complementary revenue streams. This is a



testament to the team and the value proposition to parents and brands. This has set us up for an even better 2021 given the exciting product roadmap ahead."

This announcement was approved for release by the CEO.

For more information, please contact:

Michael Brown

+61 400 248 080

mbrown@pegasusadvisory.com.au

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 70 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.

www.tinybeans.com