

ASX RELEASE

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Tinybeans 2020 AGM Chairman's Address

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 share the Chairman's Address to be presented at the Annual General Meeting of the Company being held today.

This announcement was approved for release by the Chairman.

Your Board and the senior executive team continued to execute our agreed strategy of building out our private and secure platform from which parents and families all over the world can benefit and have their children thrive.

We have successfully integrated the Red Tricycle business which has broadened our offer to parents of children up to 12 years of age...thank you for backing that acquisition. In recognition of the fact that over 95% of our business is currently in the USA we transitioned our Product and Engineering activities from Sydney to New York and recruited a top team to continue those developments. I wish to thank co-founders Stephen O'Young and Sarah-Jane Kurtini for their support in backing that move.

We are expanding the value proposition for families as we grow our offers in Subscription Services and new Community Features while meeting their needs in e-commerce. We are looking to create buzz around the brand to further cement Tinybeans as the #1digital parenting platform for parents everywhere. Our goal is to have Consumer revenues eclipse Advertising revenues in 2023/24.

At the Corporate Governance level, we have continued to evolve by last month welcoming Andrea Cutright and Kathy Mayor to the Board, bringing with them very relevant expertise in Brand Management and Consumer Marketing. Andrea is currently the VP, Global Subscriber Marketing with Disney+, while Kathy is currently Chief Commercial Officer at Nutrient and non-executive director for Nasdaq listed company Phunware.

As they transition off the Board, I wish to thank Megan Gardner and Missy Godfrey for their advice and counsel over the past three years.

I am pleased to report that Revenue in the first three months of FY20/21 was 15% up on the prior quarter in US dollars and more than double the Previous Corresponding Period. Cash balance at the end of the September quarter stood at over \$4,500,000 .

In October this year we signed over \$500,000 in contracts with key new brands including Apple TV+, Netflix, Hasbro Toys and Walmart. We are on track for another record Quarter, which currently looks like being around \$3,000,000 which would be 20% over the first Quarter.

While Covid creates uncertainty the parenting industry is more Covid proof than most other market sectors.



As families in the US have shut down their entertainment spending they have increased their spend in other sectors such as toys, pets, food and education. We are working with brands like Amazon, Apple, Google, Target and Walmart that are doing well in the crisis and they will continue to spend with us

Your team is empowered and charging ahead at full speed, winning new business and renewing existing accounts. We have proven resilient to the challenges and demands of the past year.

My personal thanks to all stakeholders.

In Summary - We enter 2021 in a strong financial position and as you will see in our Innovation Update we are committed to the relentless execution of our strategic priorities and to our strong growth ambitions.

For more information, please contact:

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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