



Tinybeans Group Innovation 2020

(ASX: TNY; OTCQX: TNYF)

A GLIMPSE OF THE FUTURE!!

Friday December 11, 2020



Internal use only

OUR GOAL IS TO MAKE PARENTING EASIER

LEADERSHIP TEAM



Eddie Geller
Chief Executive
Officer



Kyle Martin
Chief Product
Officer



Mark Wunsch
Chief Technology
Officer

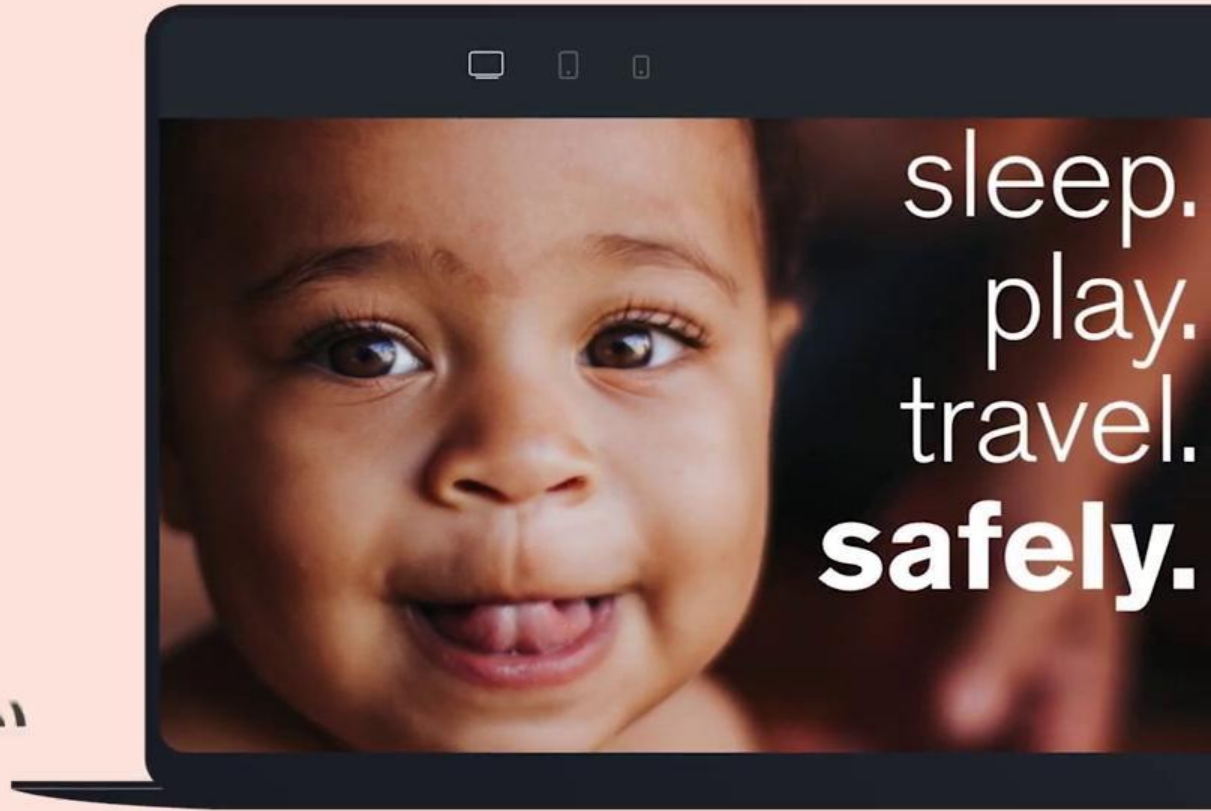


Nina Lawrence
Chief Revenue
Officer



BABY SAFETY MONTH

Average session
was 7 minutes
(12x industry average)



[CLICK VIDEO ABOVE](#)



OUR GOAL IS TO MAKE PARENTING EASIER

The #1 Digital Parenting Platform

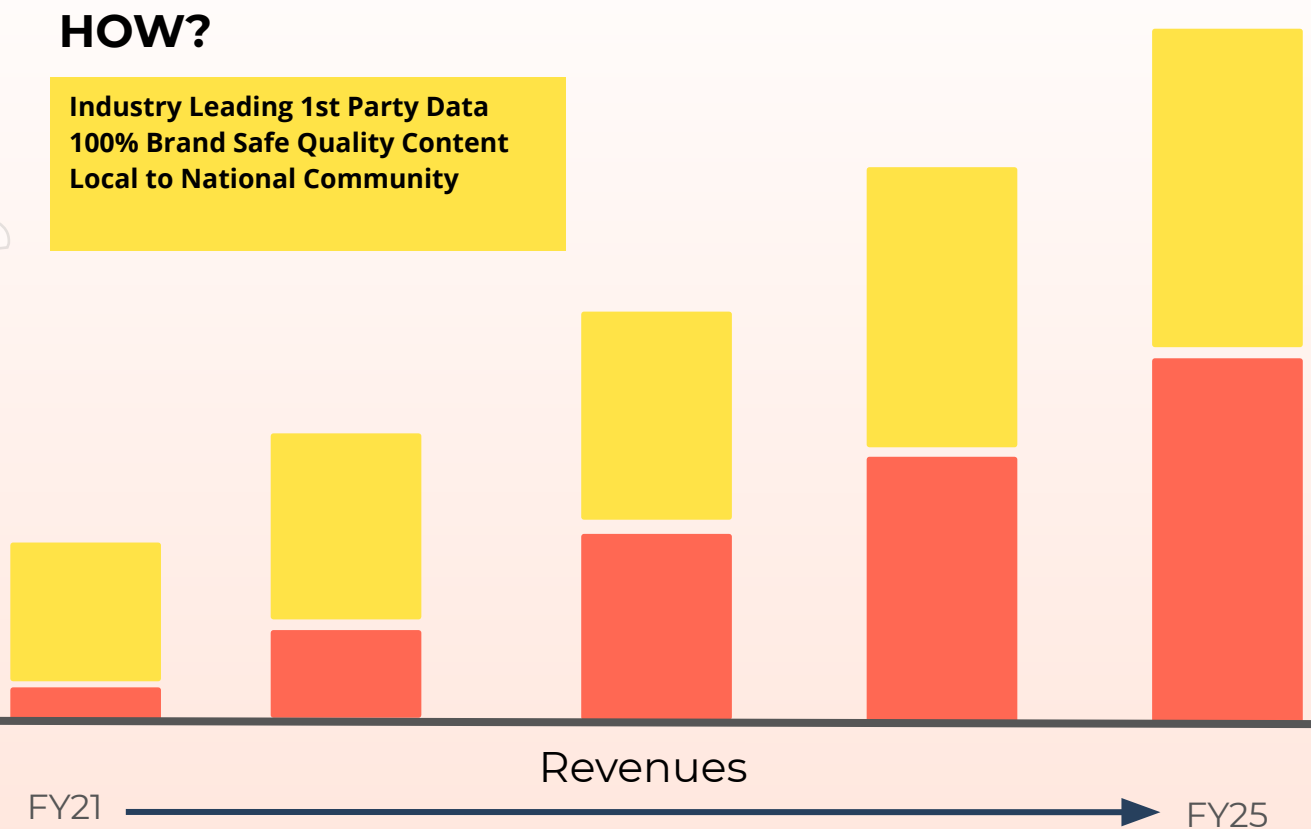
Scaling Multiple Revenue Streams

HOW?

Industry Leading 1st Party Data
100% Brand Safe Quality Content
Local to National Community

HOW?

Premium & Printing
New Community features
New Subscription Services
E-Commerce Offerings



Revenues

FY21

FY25

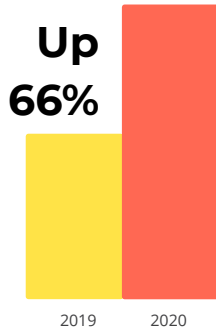
■ Advertising
■ Consumer

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

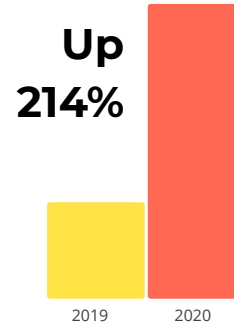
Record Last 12 Months!*

COMMENCED EXECUTION OF NEW 3 YEAR STRATEGY

\$7.3M Revenue



4M Monthly Active



Acquisition & Integration of Red Tricycle



Recruited new Leadership Team



Significantly enhanced value proposition



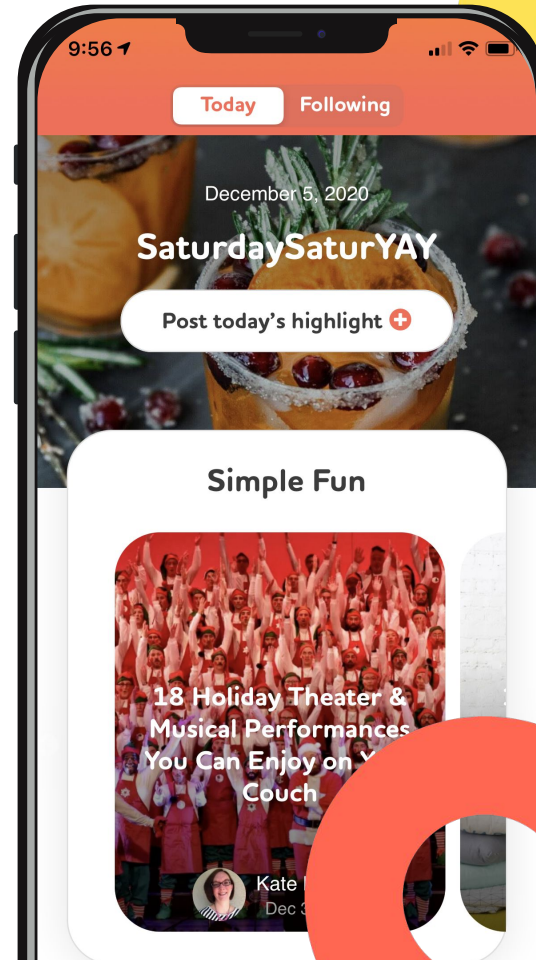
Product & Engineering to the U.S.



Trading Update Q2

ANOTHER RECORD QUARTER

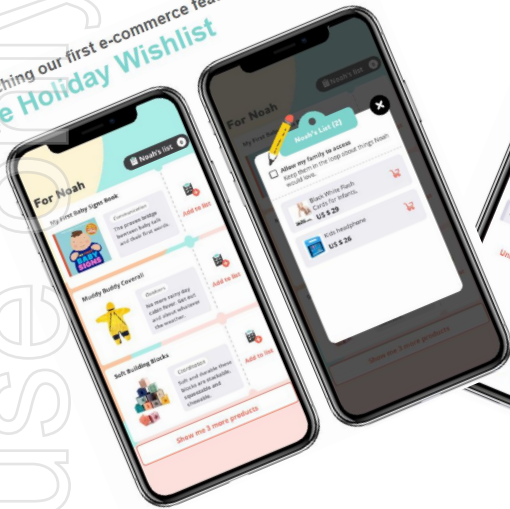
- Strong trading in Oct and Nov, plus positive outlook for Dec, will deliver revenue in Q2 of approx AUD \$3M+, an increase of 146% on Q2-FY20, and 24% (+28% in USD) on the prior quarter
- Premium revenue will likely hit \$280k, an increase of 10% on Q2-FY20 with total paid subscriptions reaching 23k
- Monthly Active Users grew to over 4.6M, growth of 260% on Q2-FY20
- 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
- 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



2019 Focused Innovation Strategy

DELIVERING PRODUCT INNOVATIONS

Launching our first e-commerce feature
The Holiday Wishlist



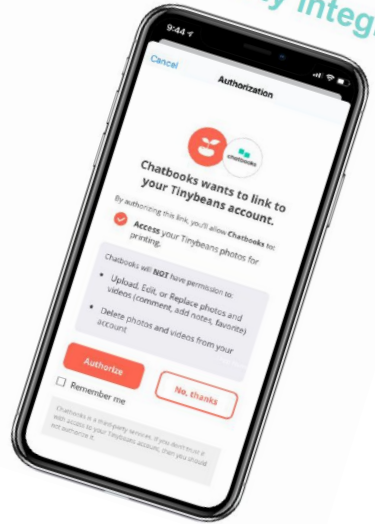
Deeper understanding of parenting mindsets
Polls



Identifying patterns
Smarter Recommendations



Extending the Tinybeans ecosystem
Our first 3rd-party integration



OUR GOAL IS TO MAKE PARENTING EASIER

PRODUCT STRATEGY



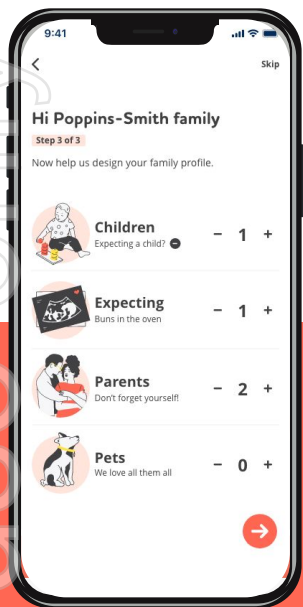
Kyle Martin
Chief Product
Officer



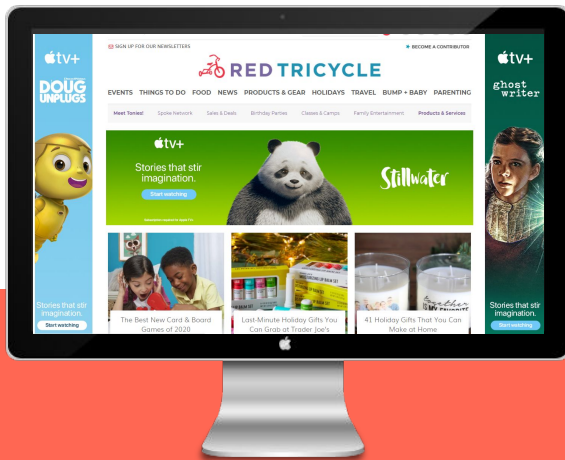
Mark Wunsch
Chief Technology
Officer



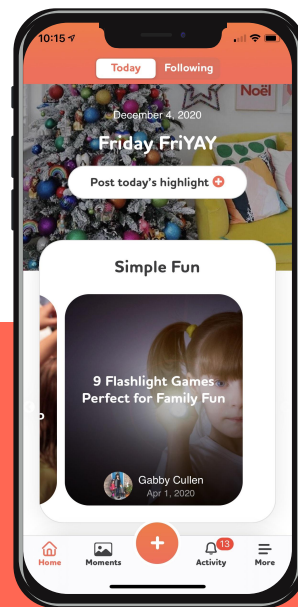
Setup for future growth!



ONBOARDING



WEB ENHANCEMENTS



TODAY SCREEN

21k
PAYING SUBSCRIBERS

91%
12 MONTH PREMIUM
RETENTION

12 month numbers based in the preceding publicly available quarters. I.e Oct 2019 to Sept 2020

Improved our technical foundation



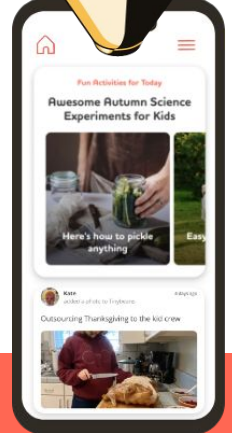
PostUp



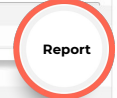
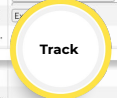
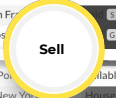
LEANPLUM



Recommended for you...



Send Date ^	Edition	Status	Advertiser	Stories Missed
Tue, Dec 8, 2020	Seattle	Sold	Brooklyn Robot Foundry	Tith Alliance - TBD
★ Tue, Dec 8, 2020	Washington DC	House	Winter Fun Guide Promo ...	Imagination Stage - TBD The Brand Guild - TBD
Tue, Dec 8, 2020	Boston	Available		
Tue, Dec 8, 2020	Atlanta	Available		
Tue, Dec 8, 2020	Chicago	Available		
★ Tue, Dec 8, 2020	San Francisco	Sold	Brooklyn Robot Foundry	Bennett Div School - TBD
★ Tue, Dec 8, 2020	Los Angeles	Sold	Brooklyn Robot Foundry	Exploratorium - TBD
★ Wed, Dec 9, 2020	New York	House	Winter Fun Guide Promo ...	
Thu, Dec 10, 2020	Atlanta	Available		
★ Thu, Dec 10, 2020	Seattle	House	Winter Fun Guide Sponso...	Tith Alliance - TBD
Thu, Dec 10, 2020	Washington DC	House	The Brand Guild	Imagination Stage - TBD
Thu, Dec 10, 2020	Chicago	Sold	Village of Rosemont	ATTENTION - TBD
Thu, Dec 10, 2020	San Francisco	Sold	Lycée Français de San Fra...	Exploratorium - TBD



DATA INFRA/WAREHOUSE

FEED ARCHITECTURE

CAMPAIGN MANAGEMENT

Accelerating growth across users & revenues



COMMUNITY



CONTENT



COMMERCE

I want an easier way to save ideas

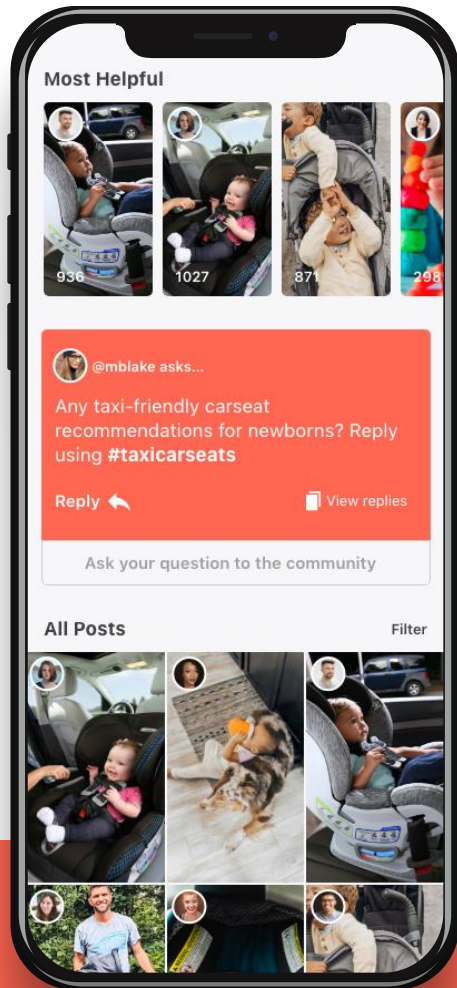
90%

I discover parenting ideas via social feeds

61%

I want a parent-only community for sharing activities, products and tips

74%



COMMUNITY

A Parent-Powered, Resourceful Community

Parents want fast access to answers, insights + experiences from like minded people. Because time is a parent's most precious resource.



CONTENT

Tailored content designed for parents in need & on-the go

Personalized newsletters and bite-sized articles that include save-able highlights produced by our editors, guest contributors & trusted local experts



E-COMMERCE

Access the products you need, curated by parents

Innovative new, in-app, shopping experiences on parent-favorite products. Seamlessly discover new products through the eyes of other parents to access amazing insights from like-minded, authentic voices.



SCALABLE TECH

Enabling the platform

Our future user growth requires us to intelligently utilize our data, while still preserving the privacy and security of our users and families.

We are expanding beyond photo memories and journals to support a much richer set of data types and user behavior, and algorithmically draw patterns between them.

Launching new products to drive consumer revenue



Memory Box

A lifetime of memories that are stored safely and privately shared with your loved ones.



Premium Content

Tailored content to the parents and childrens' life stage (location) in their inbox weekly



Tinybeans Shop

Members-only access to parent-favorite, products, services and local businesses.

*I want to find local moms who have done it all already so I can spend less time researching and more time with my kids.
-Heather, Mother of a 3 year old, Dayton OH*

OUR GOAL IS TO CONNECT BRANDS & PARENTS

THE MARKET + MONETIZATION



Nina Lawrence
Chief Revenue
Officer



Biggest Market Ever

72 Million Millennials; biggest generation ever—and can't live without digital solutions*

Parents of kids <18 drive the U.S. economy, +37% v families without kids

\$110B digital advertising market is first time over 50% of total



\$587 Billion

The U.S. is the second largest market for eCommerce with revenue of US\$587 billion in 2019.***



130 Million Babies

130 million babies are born every year, 3.8M in the U.S.

Sources: Statista

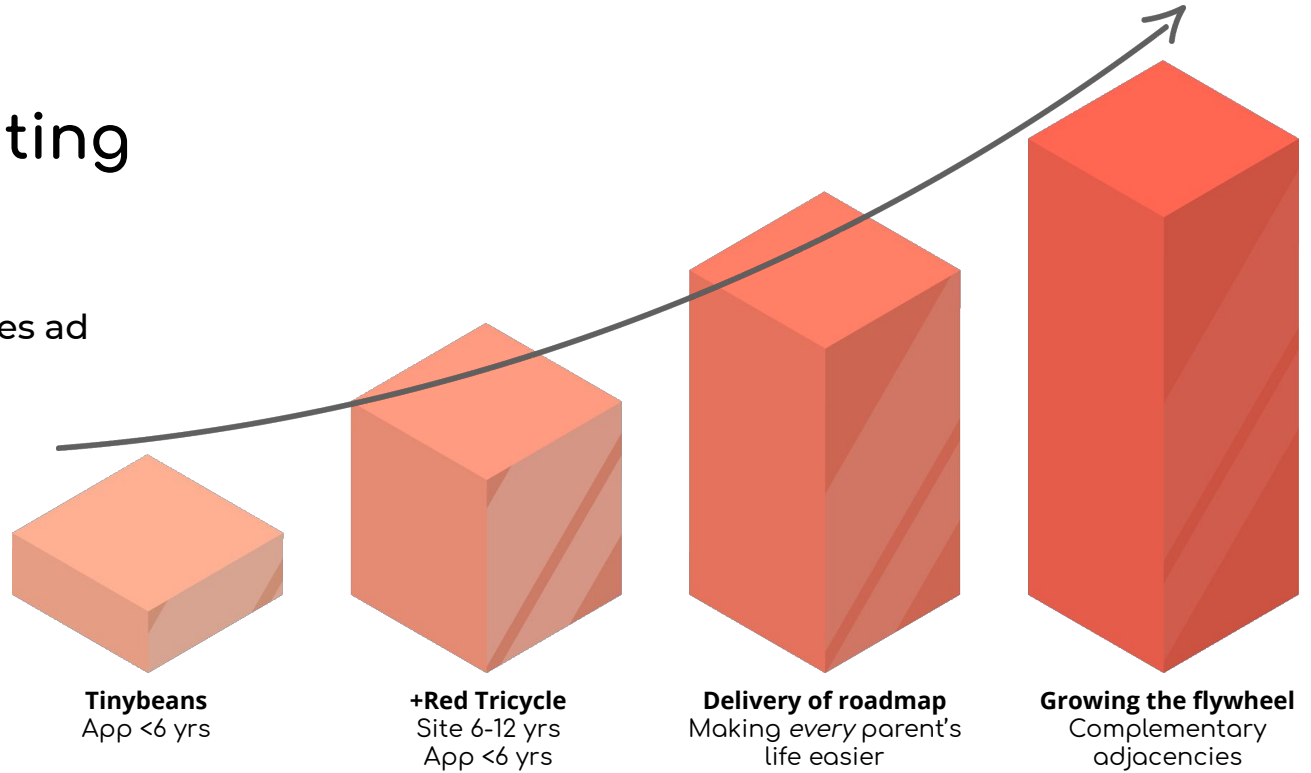
<https://www.wsj.com/articles/google-facebook-and-amazon-gain-as-coronavirus-reshapes-ad-spending-11606831201?mod=djem10point>

<https://www.shopify.com/enterprise/the-future-of-e-commerce>

OPPORTUNITY

Own the parenting market

Audience/user growth drives ad revenue growth



Developing a deeper bench of bigger (awesome) partners



Delivering highest ROI

FIRST PARTY DATA PUTS US AHEAD OF A MARKET IN UPHEAVAL

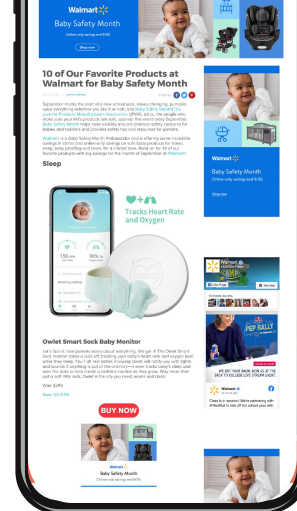
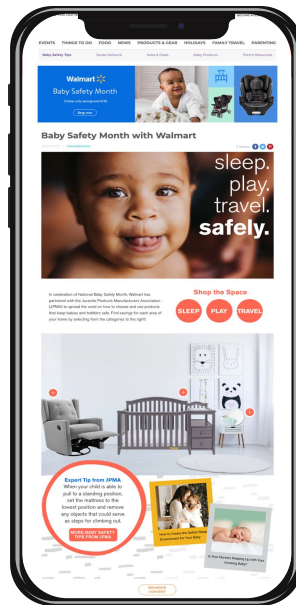
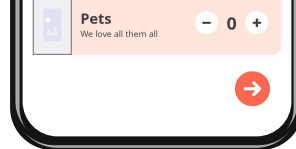


Case Study: Shoppable content hub for Walmart Baby during Baby Safety Month

- First party data age-targeted
- Average session was 7 minutes (12x industry average)



Success led to partnership with new Walmart+ launch



Delivering highest ROI

QUALITY, BRAND SAFE CONTENT OVERPERFORMS IN ATTENTION
CHALLENGED DIGITAL WORLD



Case Study: target families of children 18-40 months using
developmental milestones

- 60% of those exposed to the campaign engaged
- +63% increase in ownership

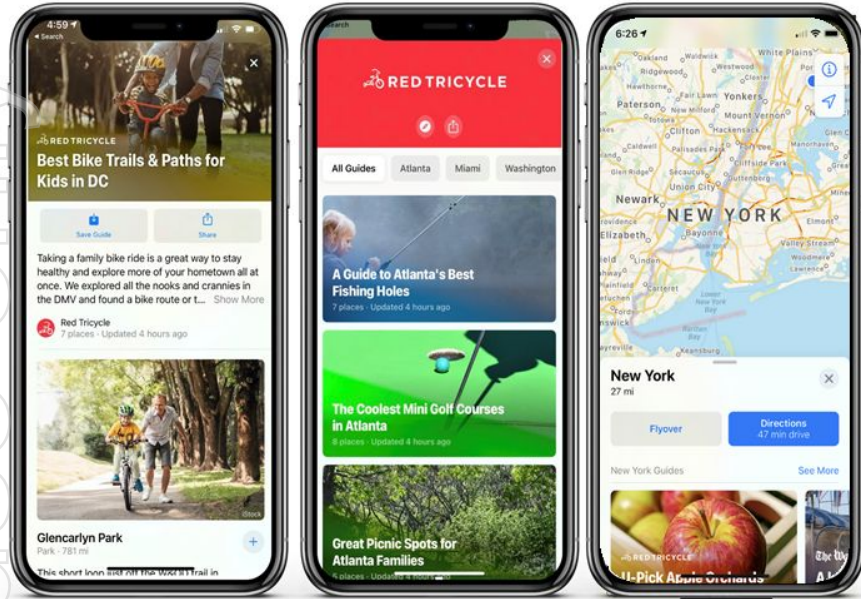



“You captured some really heartwarming
moments that will especially resonate in
the environment we are living in.”



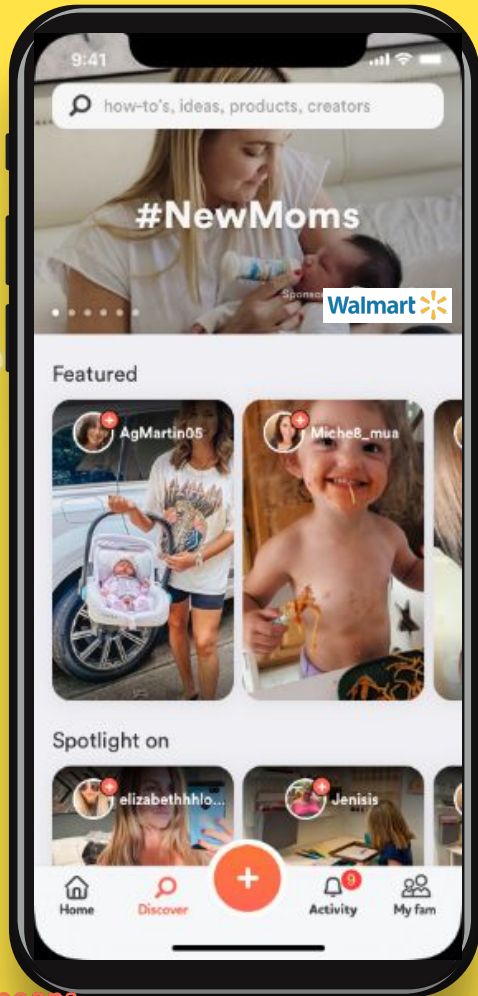
Delivering highest ROI

TRAVEL INDUSTRY EXPERTISE DRIVES USER AND REVENUE GROWTH



- #1 partner of  **Guides**
- **70+ seasonal guides**





OPPORTUNITY PRESENTED TO WALMART

Exclusive sponsor first ever In-App Community

- Enable moms to connect with each other in a safe space via UGC video and content sharing
- Channel will be themed to a consumer group/interest such as new moms/ toddler moms/first time moms

Monetizing consumer connections

DIRECT ADVERTISER TO
OMNICHANNEL REVENUE PARTNER

Direct
Advertising

Baby, Walmart+, Toys, Pet, Holiday

Premium
Content

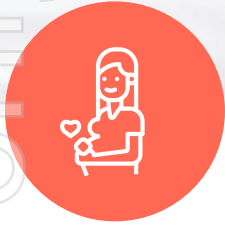
Product
Sponsorship

Walmart 

E-Commerce
Integration

Affiliate
Partnership

Programmatic



TRUSTED BRAND

Tinybeans and Red Tricycle are much loved parenting brands with trust and loyalty driving YoY retention. World class Net Promoter Score of over 70.



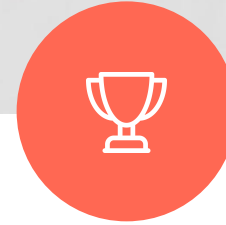
GROWING AUDIENCE

Value proposition for the platform broader than just photos sharing or generic content, user growth will scale as more tailored features get enabled for parents.



MARKET LEADING PLATFORM

Clear and robust product strategy that drives many unmet needs for parents across community, content and commerce.



SCALING MULTIPLE REVENUE STREAMS

Combining our trusted brands, enriched value proposition, world class technology and deep domain expertise places us in the winning position to drive accelerated growth.





Thank you!

Eddie Geller

Chief Executive Officer // TINYBEANS



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Corporate Information

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