

ASX RELEASE

7 January 2021

Tinybeans appoints ex-Amazon Executive as CMO

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 thrilled to announce the appointment of Allison Musmand, as the new Chief Marketing Officer (CMO) starting January 11, 2021.

[Allison Musmand](#), based in NY, has over 25 years-experience with consumer marketing and a proven track record in building successful subscription based businesses.

Allison was previously at Meredith Corp, as VP, Brand Strategy and Consumer Revenue for the Entertainment Group including the PEOPLE brand, and was responsible for managing nearly \$1 Billion in revenue across multiple digital channels. Prior to that, Allison was the Head of Marketing at Amazon Prime Now where she was responsible for marketing and driving conversion of paid customers across the platform.

As CMO, Allison will be responsible for all consumer revenues including subscriptions, printing, ecommerce and any other consumer related product the Company launches. She will work closely with the Chief Product Officer to ensure the product delivers on the revenue potential. She will join the executive management team and support the company's strategy of driving accelerated revenue growth with multiple complementary income streams.

Tinybeans CEO, Eddie Geller said:

"I am delighted to welcome Allison as the CMO of Tinybeans. The CMO role is a critical addition to our capabilities as we expand our brand partnerships and grow consumer revenues. Allison is a highly respected industry leader with extensive brand storytelling experience. She has successfully built consumer revenue subscriptions with some of the best brands in the market. As a mother of two, we're fortunate that Allison also sees Tinybeans' tremendous potential with brands and the special relationships we have with parents/families. We believe Allison's skills, experience and network will help drive the growth of our consumer revenue strategy as we shared with the market at the innovation [session](#) in December."

Incoming CMO Allison Musmand, said:

"I am excited about joining Tinybeans as its CMO. In my twenty five years' experience in consumer marketing and monetization of digital assets, I can see a huge opportunity to leverage our unique assets and be strategically relevant to consumers wanting to build trust with our products. I look forward to working with the team to deliver Tinybeans' extraordinary potential."



The 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