



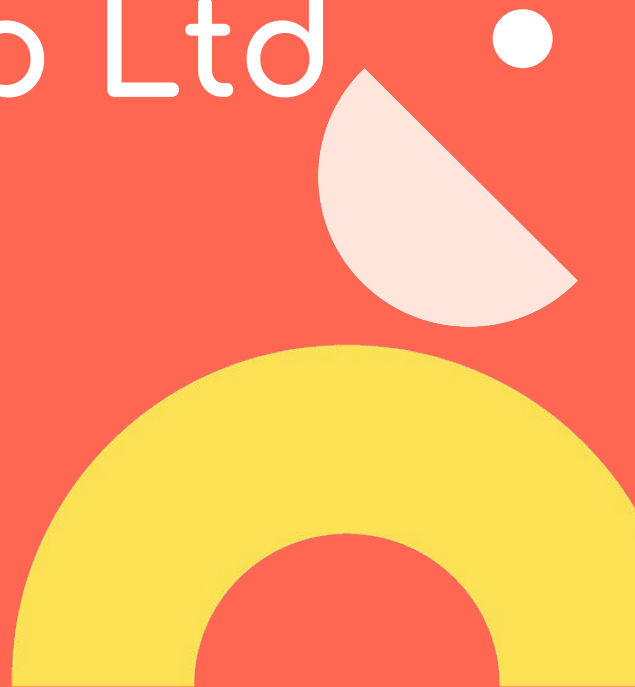
# Tinybeans Group Ltd

(ASX: TNY; OTCQX: TNYF)

Investor Presentation

January 2021

Internal use only





# Tinybeans at a glance!

## THE #1 DIGITAL PARENTING PLATFORM

- 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! Plus recently became the #1 content partner and exclusive parenting partner for one of their newest products, Apple Guides.

 **Over 120k+ 5 Star** reviews across iOS and Android App Stores

 **World class NPS > 70**

 **23k** Paying Subscribers

 **tinybeans**



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

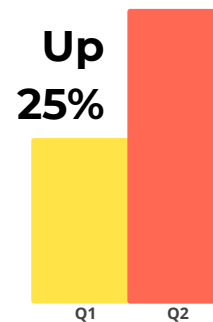


**39** Active National and **88** Local Advertising Partners

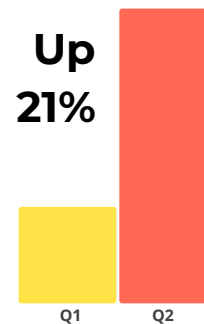


**92%** 12 month Subscriber Retention

## \$3.13M Revenue

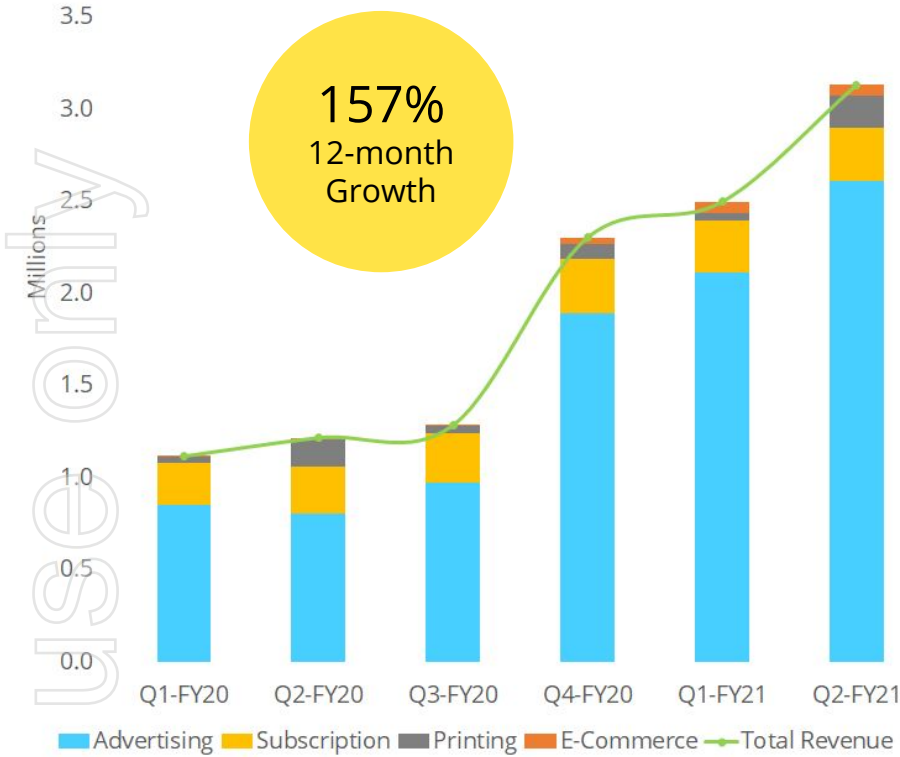


## 4.8M Monthly Active



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

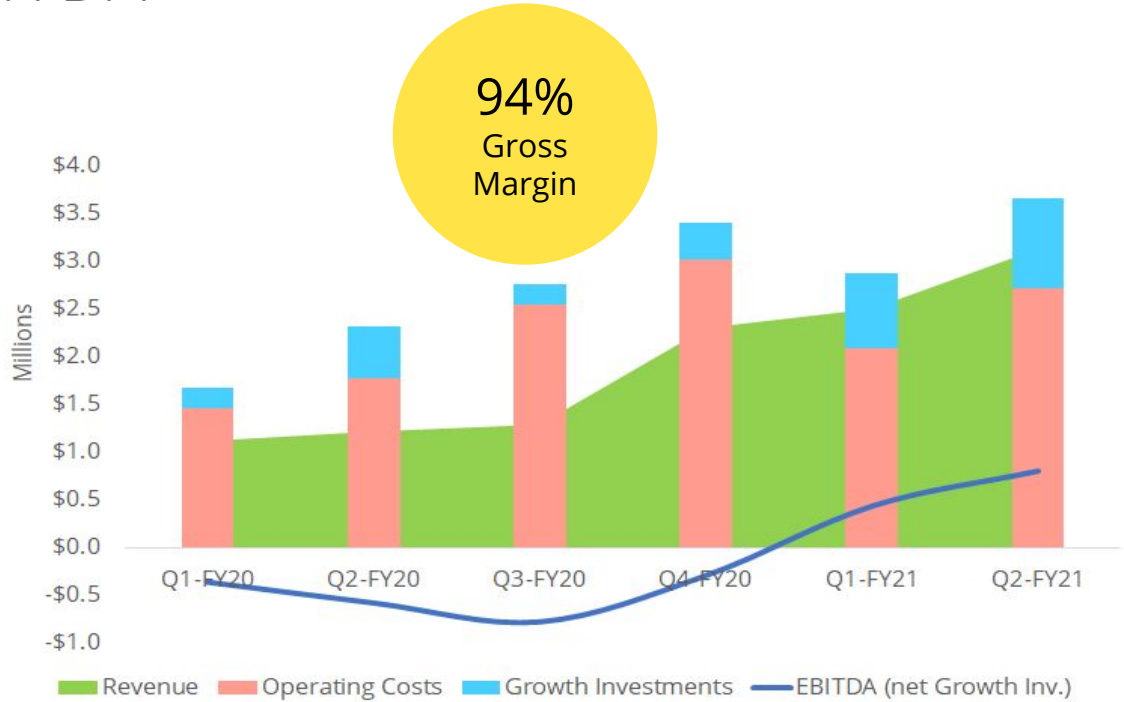
# Record Revenue Growth



	Q2-FY18	Q2-FY19	Q2-FY20	Q2-FY21	% Growth
Advertising Revenue	\$ 242,932	\$ 733,407	\$ 808,340	\$ 2,611,775	223%
Subscription Revenue	\$ 130,417	\$ 179,117	\$ 254,686	\$ 290,605	14%
E-commerce Revenue	\$ -	\$ 2,643	\$ 9,950	\$ 57,375	477%
Printing Revenue	\$ 88,472	\$ 172,755	\$ 145,502	\$ 174,080	20%
<b>Total Revenue</b>	<b>\$ 461,822</b>	<b>\$ 1,087,922</b>	<b>\$ 1,218,479</b>	<b>\$ 3,133,835</b>	<b>157%</b>

# Positive Operating EBITDA

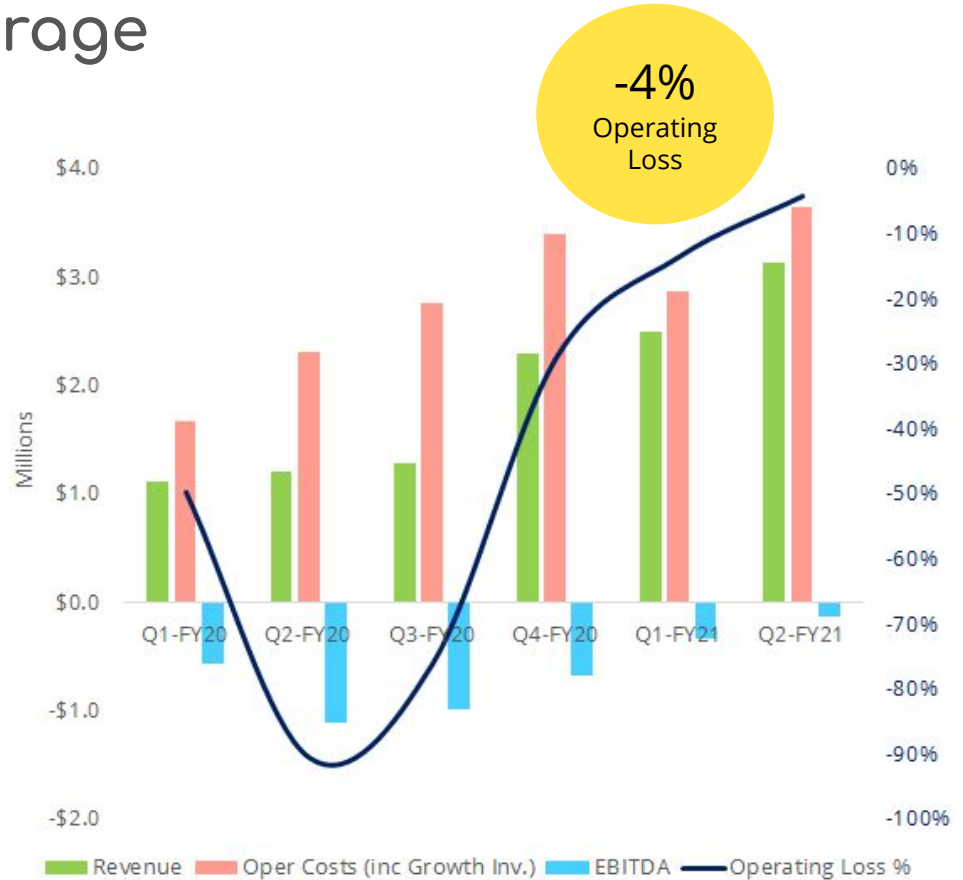
- Growth investments include:
  - Core Memory experience
  - Community
  - Content
  - Subscriptions



	Q1-FY20	Q2-FY20	Q3-FY20	Q4-FY20	Q1-FY21	Q2-FY21
Revenue	\$ 1,117,375	\$ 1,218,479	\$ 1,285,441	\$ 2,305,235	\$ 2,499,207	\$ 3,133,835
Operating Costs	\$ 1,468,232	\$ 1,779,227	\$ 2,551,440	\$ 3,019,364	\$ 2,094,559	\$ 2,719,655
Growth Investments	\$ 202,798	\$ 533,861	\$ 210,777	\$ 385,142	\$ 774,384	\$ 933,064
EBITDA (net Growth Inv.)	\$ (350,858)	\$ (568,330)	\$ (765,767)	\$ (281,752)	\$ 442,558	\$ 808,855

# EBITDA & Operating Leverage

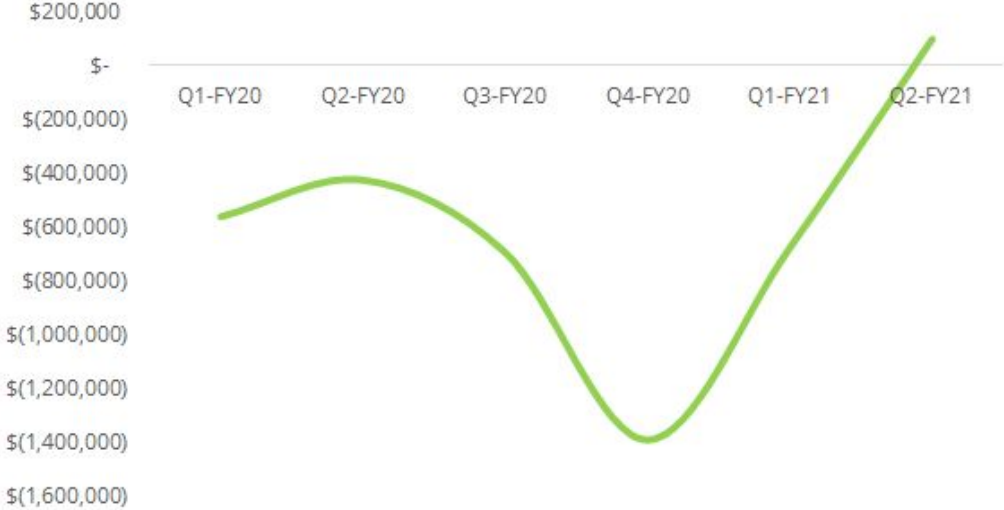
- Revenue has increased 57% half on half to over \$3.13M
- Operating costs have stabilized at around \$3.3M per quarter (+/- 5%)
- Product Growth investments at around 25% of current revenues
- Total headcount of 52 as at Dec 31 (20 in Product/Tech, 17 in Sales, 5 in Corporate, 10 in Marketing and Editorial).
- Cash balance as of Dec 31 was \$4.46M with an extensive runway given current cash burn.



# Positive Net Operating Cash flow

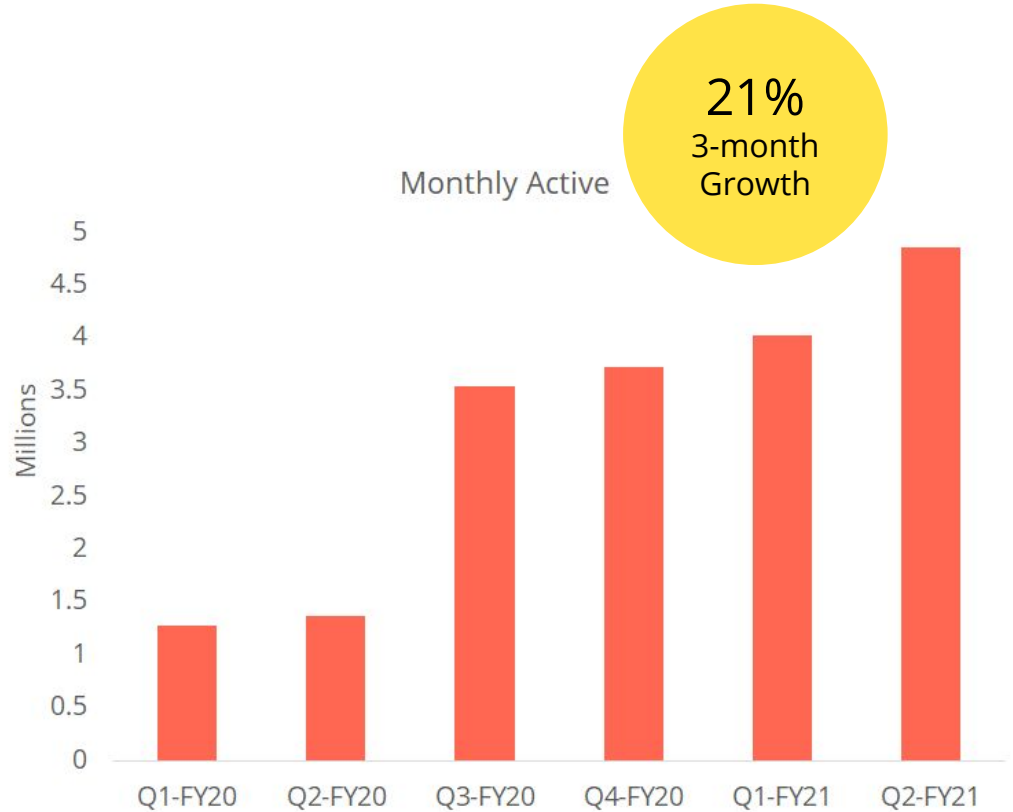
- Net operating cash flow in Q2-FY21 was +\$96k, compared to an outflow of \$675k in Q1-FY21
- Cash receipts were \$3.16M, an increase on 48% on the previous quarter and 129% on the PCP.
- Q3 receipts are typically seasonally lower than in Q2, although Q4 is usually a strong trading quarter for Tinybeans.
- Net cash balance was \$4.46m at Dec 31st. Tinybeans is well capitalized to fund its accelerated organic growth strategy.

**+\$96k**  
Cashflows



# Audience Growth

- Monthly Active Users grew to a record 4.8M, an increase of 800k new active users.
- The Company expects the rate of active user growth to reduce in this quarter given the traditionally slower Q3 activity levels.
- Some other highlights for the quarter include:
  - Redtri.com Pageviews hit 54M, up 57% on 12 months prior;
  - Redtri.com Sessions hit 10.6M, up 29% on 12 months prior; and
  - Redtri.com Pageviews per session (relates to retention/engagement) hit 5.1, up 22% on 12 months prior.



# FY21 Key Execution Priorities

Solid Progress through the first half



## World Class Sales

- Q2 continued to deliver on the commitment to further develop the advertising sales team
- The success in Q2 was evidenced by growth in advertising from the previous quarter of 23% (in USD).
- Total advertisers in Q2 hit a record 127 brands. 88 local advertisers and 39 national advertisers
- The first half of the fiscal had 9 partners contract over \$100k campaigns. Average national deal size over \$50k – a record!



## Marketing

- Cemented a strategic partnership with Apple by incorporating our parenting content into Apple Maps and Guides products
- The platforms saw strong YoY growth across active users and pages per session growing 22% to over 5
- Re-launched Bump & Baby on redtri.com growing audience 10% MoM. Including new user generated, shoppable content



## Product

- Launched the new TODAY screen in the app across the US audience delivering new content to the parents daily
- Released its new app onboarding experience and doubled activation rates so more registered users experience the app features faster
- Redesigned the redtri.com newsletter subscription flow to drive more conversion of email subscribers



## Technology

- Completed the data management platform upgrade allowing for secure & reliable access to the Company's first-party data
- Completed optimization project of server infrastructure to ensure cost utilization across hosting services are maximized



## People

- Continued to support all staff through a difficult time, both in terms of COVID-19, but also significant unrest across the U.S., through November and December
- Continued to drive a performance culture as one team with one goal with alignment on our values, mission & vision
- Recruited a top CMO to lead the consumer brand and its revenues

### Success Metrics:

**Ad Revenue  
Partner Retention  
& Growth**

**Traffic & Affiliate  
Revenues**

**User Growth and  
Retention**

**Operation Margin  
and Scalability**

**Employee  
Engagement**

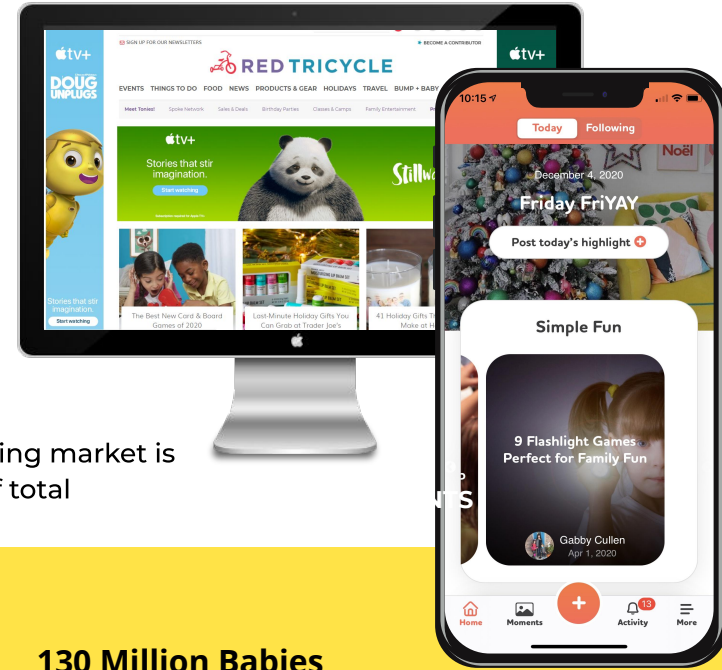


# Biggest Market Ever

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-ecommerce>

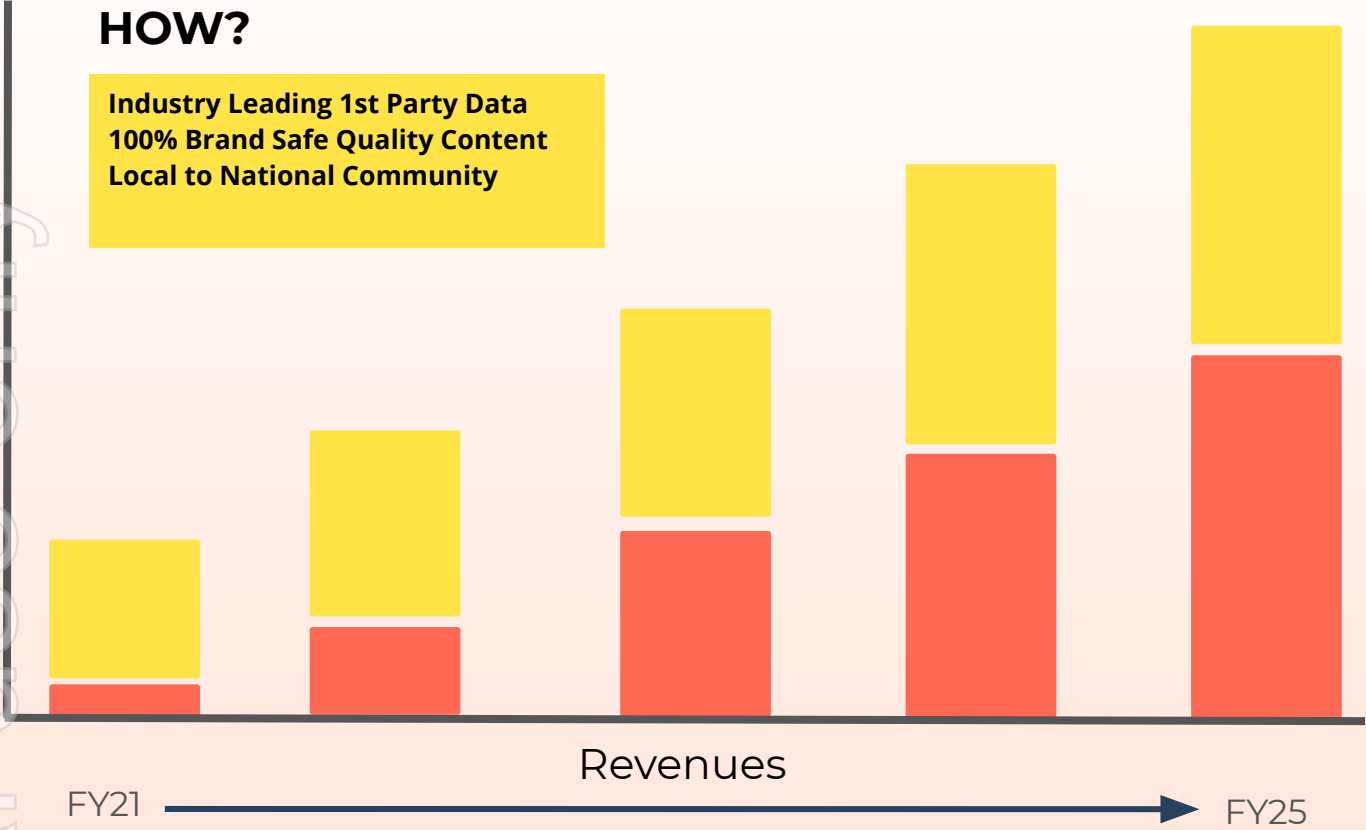
# Scaling Multiple Revenue Streams

## HOW?

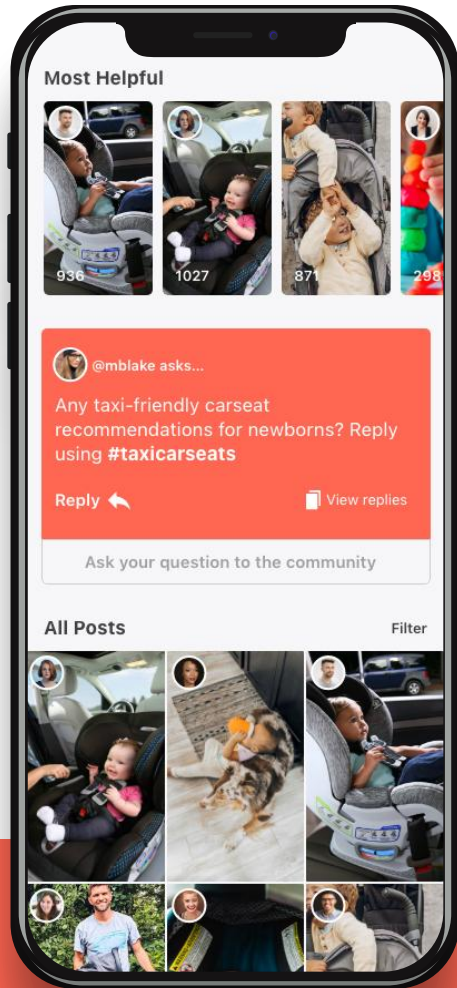
Industry Leading 1st Party Data  
100% Brand Safe Quality Content  
Local to National Community

## HOW?

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



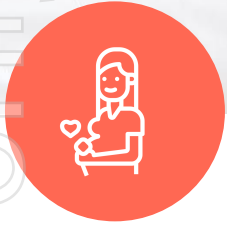
■ Advertising  
■ Consumer



## 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.



### 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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