



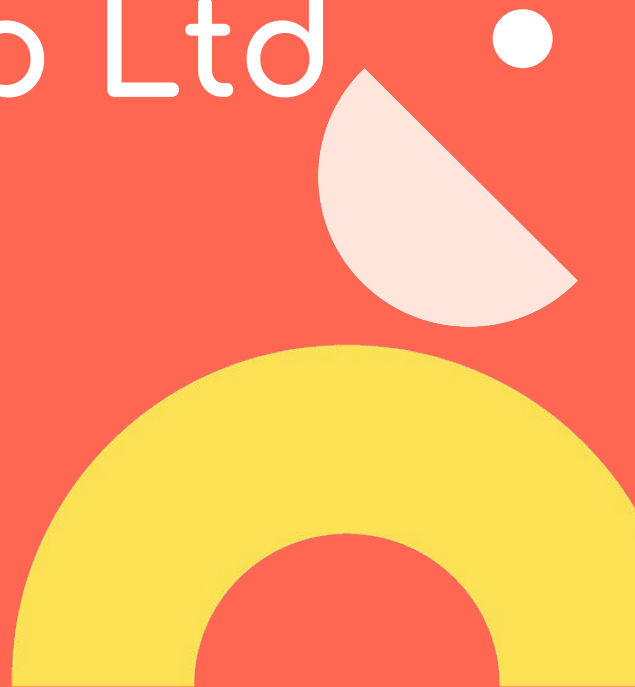
Tinybeans Group Ltd

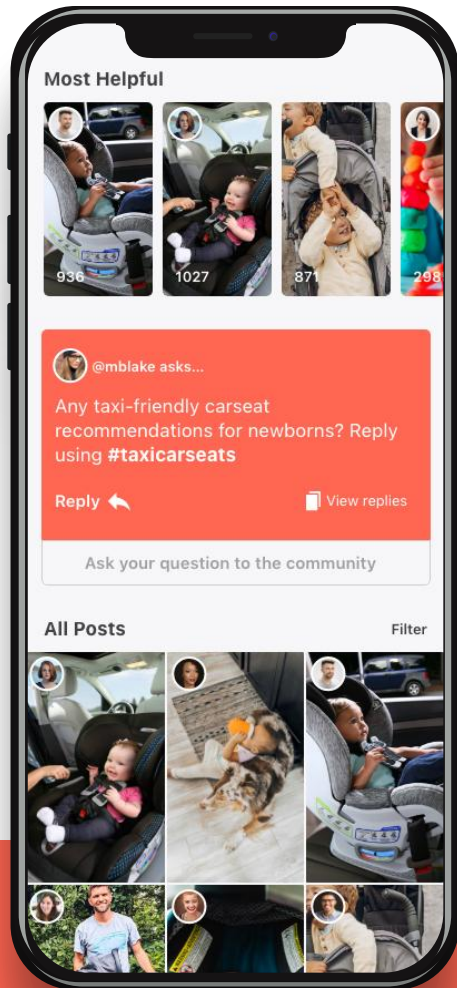
(ASX: TNY; OTCQX: TNYZF)

Investor Presentation - H1-FY21 Review
(July-Dec 2020)

March 2021

Internal use only





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.

Tinybeans at a glance!

THE #1 DIGITAL PARENTING PLATFORM

- Group Revenues were \$6.07M with operational revenues hitting over \$5.63 million, an increase of 141% pcp
- Advertising revenue reaching over \$4.72 million, an increase of 185% pcp
- Subscription revenues increased to \$570k, an increase of 18% pcp
- Monthly Active Users (MAU) reached over 4.8 million, an increase of 253% pcp
- Cash balance of \$4.46 million as at December 31, 2020

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

 **World class NPS > 70**

 **23k** Paying Subscribers



#1 Parenting App in the U.S.*



80 National and **168** Local Advertising Campaigns



92% 12 month Subscriber Retention



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

MAJOR GROWTH DRIVERS

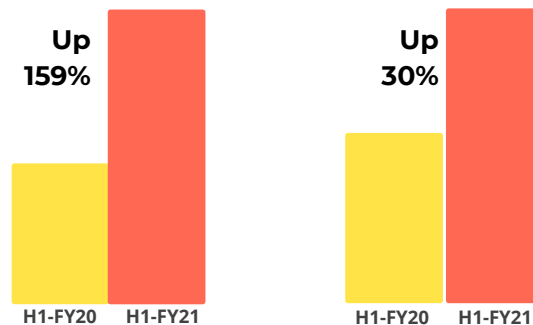
VACCINATION DRIVEN RECOVERY IN U.S.

STRUCTURAL SHIFT WITH ONLINE ADVERTISING

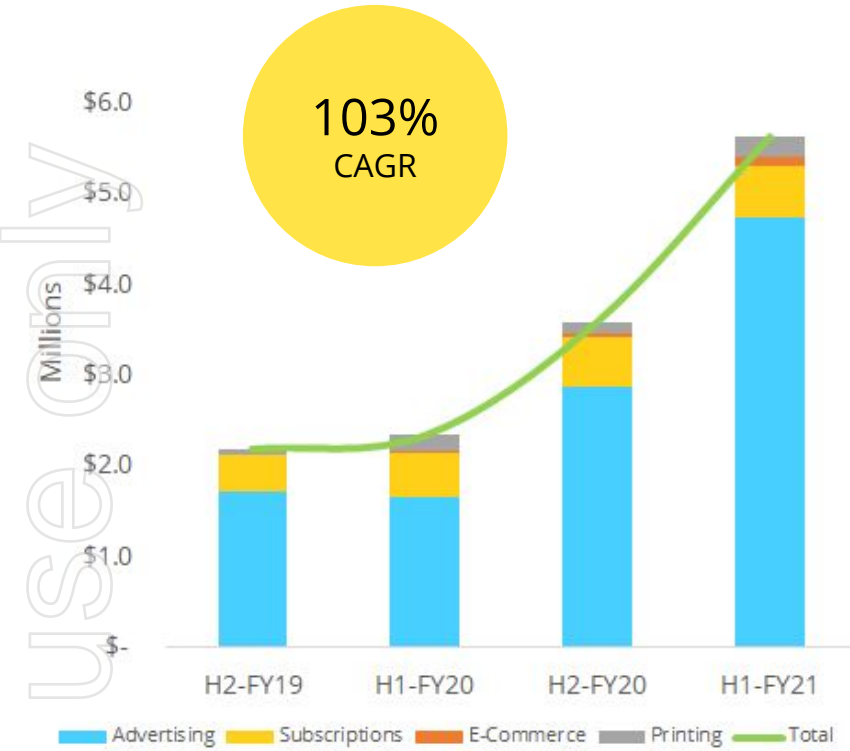
GROWTH IN HIGH QUALITY SUBSCRIPTION REVENUES

\$6.07M Revenue

4.8M Monthly Active



Record Revenue Growth



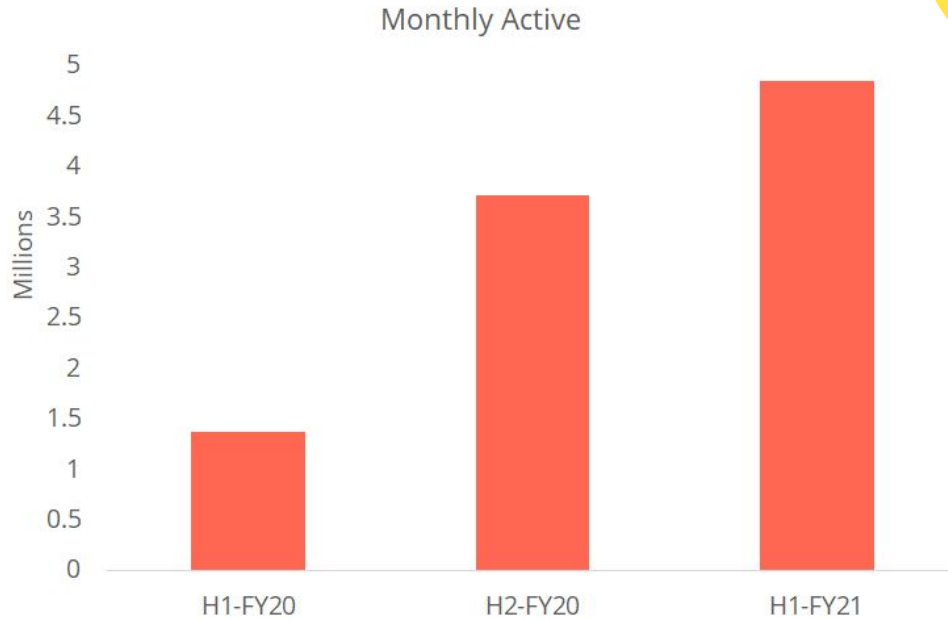
OVER 250 BRAND PARTNERS (GROWN 22% IN 6 MONTHS)



"Each year the program has gotten more successful. We want to build on that! Duplo achieved healthy metrics overall for the year and we attribute that to our partnership." Lego Client Team

	H2-FY19	H1-FY20	H2-FY20	H1-FY21	% Growth
Advertising Revenue	\$ 1,726,239	\$ 1,659,472	\$ 2,866,275	\$ 4,727,777	65%
E-Commerce Revenue	\$ 1,638	\$ 10,816	\$ 38,214	\$ 116,983	206%
Subscription Revenue	\$ 396,503	\$ 484,110	\$ 561,157	\$ 569,670	2%
Printing Revenue	\$ 63,027	\$ 181,456	\$ 125,030	\$ 218,612	75%
Total Revenue	\$ 2,187,406	\$ 2,335,853	\$ 3,590,677	\$ 5,633,042	57%

Audience Growth

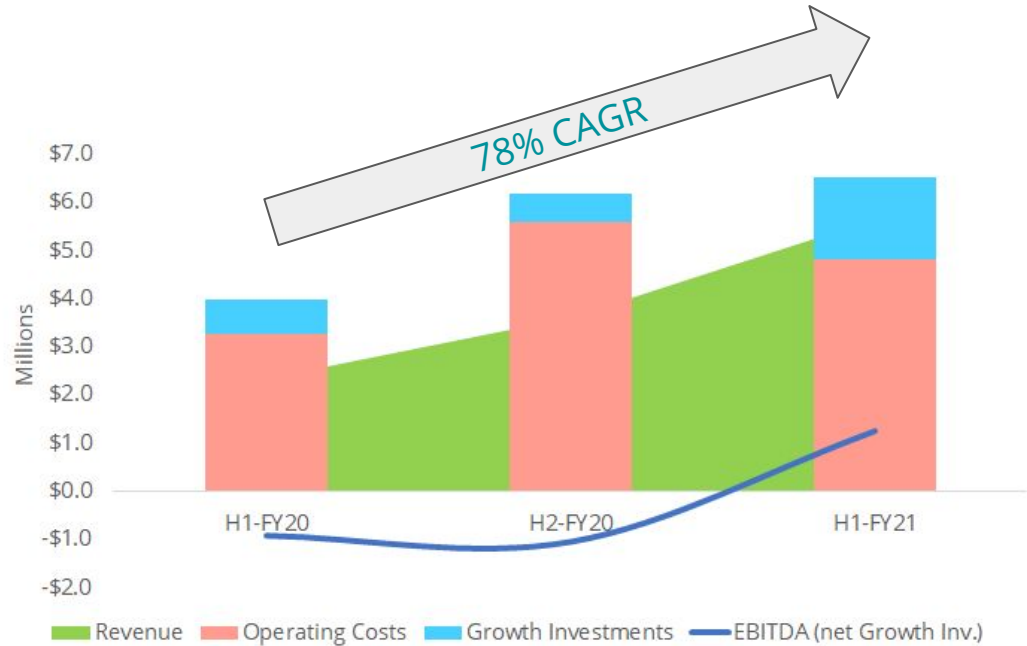


30%
6-month
Growth

Positive Operating EBITDA

94% GROSS MARGIN

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



	H1-FY20	H2-FY20	H1-FY21
<i>Revenue</i>	\$ 2,335,853	\$ 3,590,677	\$ 5,633,042
<i>Operating Costs</i>	\$ 3,247,460	\$ 5,570,803	\$ 4,814,214
<i>Growth Investments</i>	\$ 736,658	\$ 595,919	\$ 1,707,448
<i>EBITDA (net Growth Inv.)</i>	\$ (919,188)	\$ (1,047,520)	\$ 1,251,413

Positive Net Cash from Operating Activities

- 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.
- Net cash balance was \$4.46m at Dec 31st. Tinybeans is well capitalized to fund its accelerated organic growth strategy.

+\$96k
Cashflows



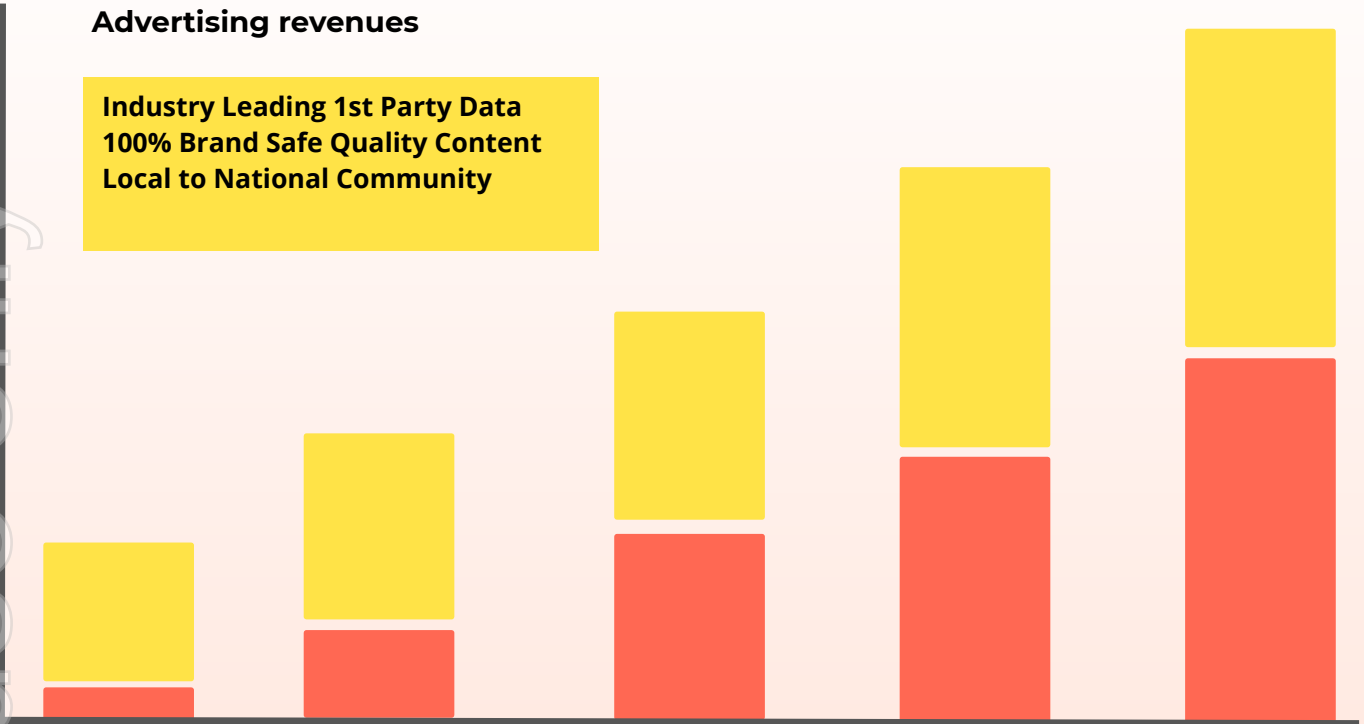
Scaling Multiple Revenue Streams

Advertising revenues

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

Subscription revenues

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



Revenues

FY21



FY25

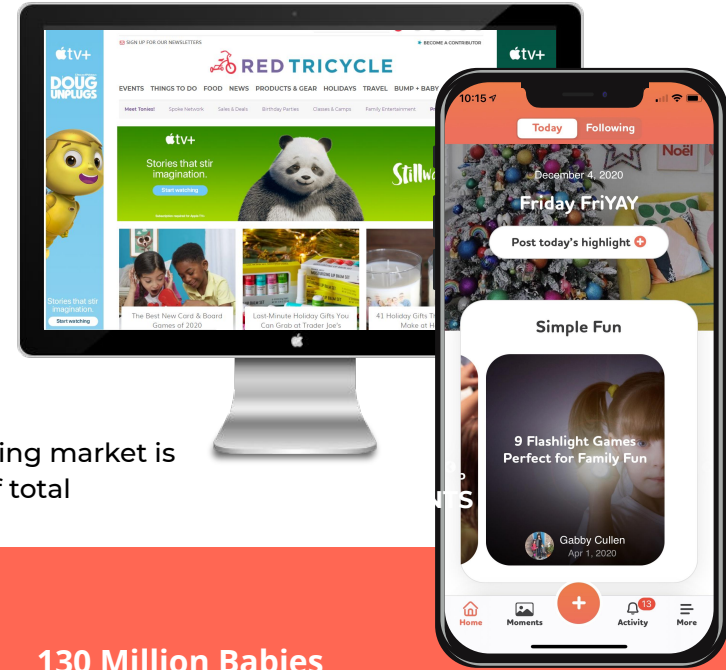
- Advertising
- Consumer

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>

Launching new products to drive consumer revenue

INCREASING RECURRING REVENUES

only use



Upgraded

Memories

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



Launching April

Premium Content

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



Launching April




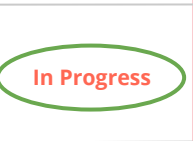
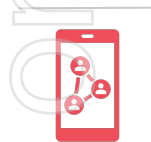

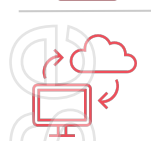
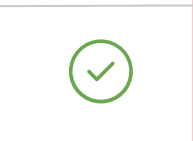

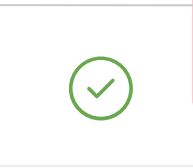
Community

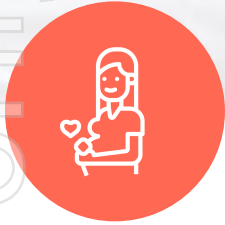
The fastest way for parents to discover relevant advice and inspiration for their family.

*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*

FY21 Key Execution Priorities

Solid progress through the first half

	<h2>World Class Sales</h2>	<ul style="list-style-type: none"> • Create a world class ad sales team that is consultative (idea driven), hungry, and empowered • The success in H1 was evidenced by growth in advertising from the previous quarter of 65% • Total advertisers in H1 hit a record 129 brands, The first half of the fiscal had 9 partners contract over \$100k campaigns. Average national deal size over \$50k – a record! 		<p>Success Metrics:</p> <p>Ad Revenue Partner Retention & Growth</p> <p>Traffic & Affiliate Revenues</p> <p>User Growth and Retention</p> <p>Operation Margin and Scalability</p> <p>Employee Engagement</p>
	<h2>Marketing</h2>	<ul style="list-style-type: none"> • Execute innovative programs that drive user growth, build brand reputation and inspire community devotion • Cemented a strategic partnership with Apple by integrating content into Apple Maps • The platforms saw strong YoY growth across active users and pages/session growing 22% 		
	<h2>Product</h2>	<ul style="list-style-type: none"> • Engage users with content based on their personal tastes, family life stage, location and demographics • Launched the new TODAY screen in the app across the US audience delivering new content • Released its new app onboarding experience and doubled activation rates 		
	<h2>Technology</h2>	<ul style="list-style-type: none"> • Completed the data management platform upgrade allowing for secure & reliable access • Completed optimization project of server infrastructure to ensure cost utilization across hosting services 		
	<h2>People</h2>	<ul style="list-style-type: none"> • Continued to support all staff through a difficult time • 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 		



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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