



# Tinybeans Group Ltd

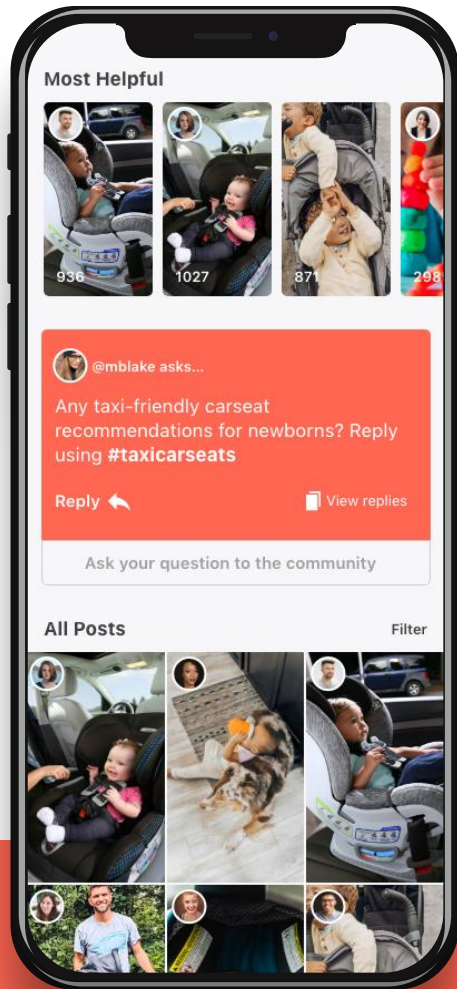
(ASX: TNY; OTCQX: TNYZF)

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

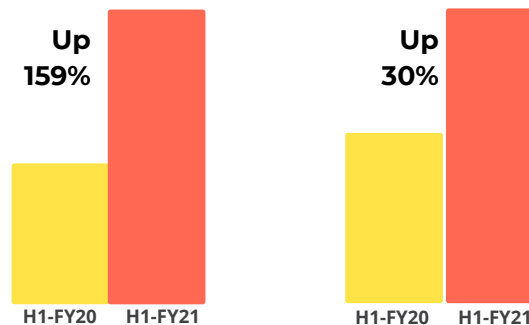
VACCINATION DRIVEN RECOVERY IN U.S.

STRUCTURAL SHIFT WITH ONLINE ADVERTISING

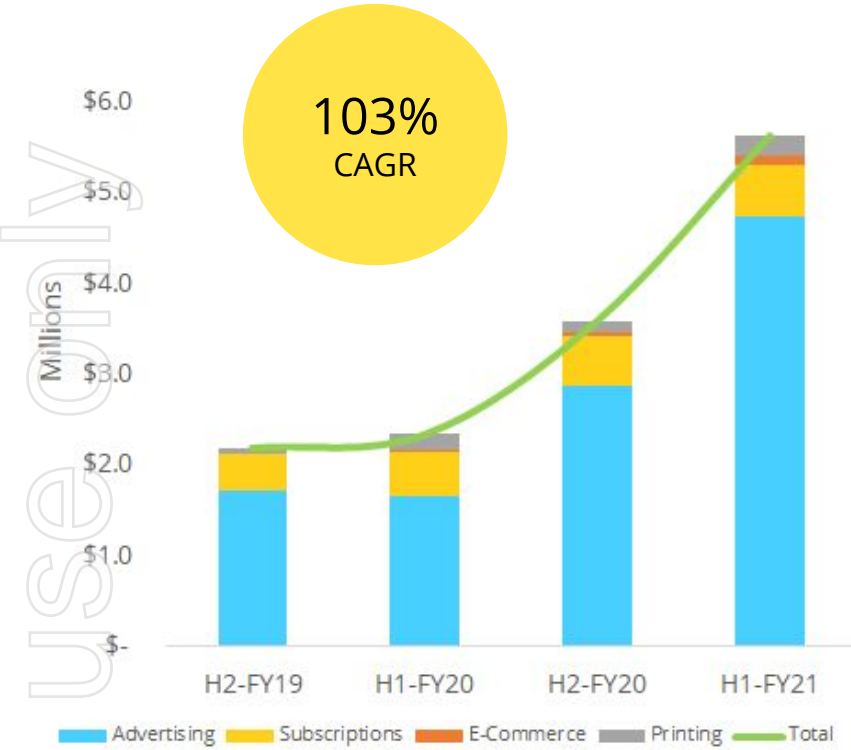
GROWTH IN HIGH QUALITY SUBSCRIPTION REVENUES

**\$6.07M Revenue**

**4.8M Monthly Active**



# Record Revenue Growth



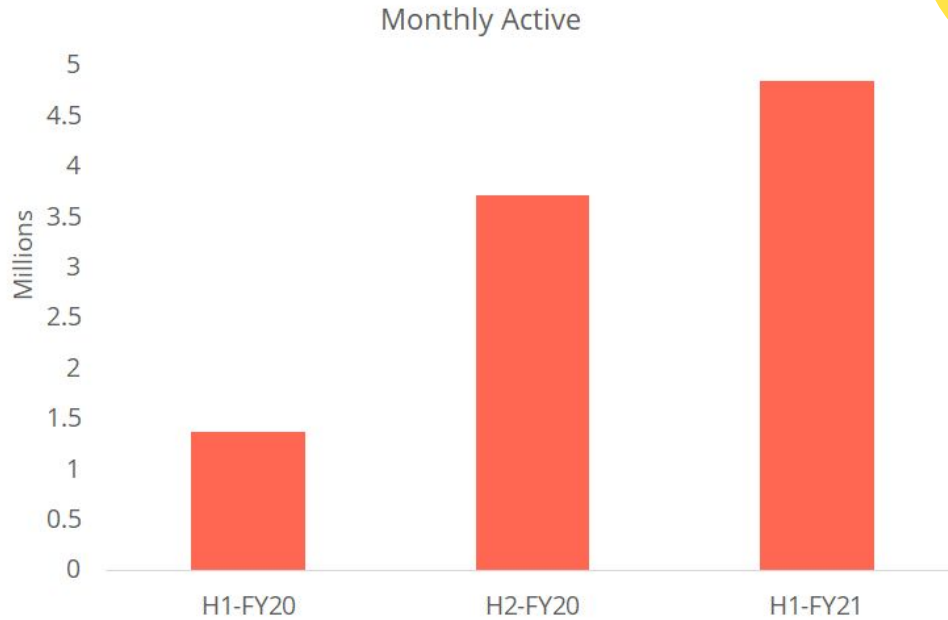
OVER 250 BRAND PARTNERS (GROWN 22% IN 6 MONTHS)



*"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%
<b>Total Revenue</b>	<b>\$ 2,187,406</b>	<b>\$ 2,335,853</b>	<b>\$ 3,590,677</b>	<b>\$ 5,633,042</b>	57%

# Audience Growth

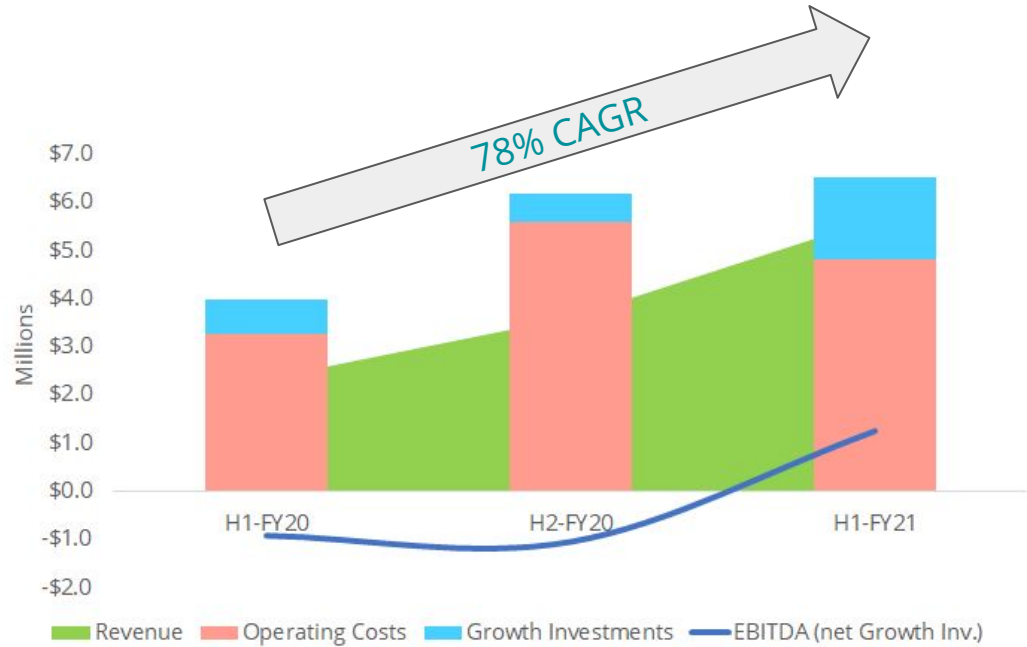


30%  
6-month  
Growth

# Positive Operating EBITDA

94% GROSS MARGIN

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



	<b>H1-FY20</b>	<b>H2-FY20</b>	<b>H1-FY21</b>
<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

**+\$96k**  
Cashflows

- 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.



# Scaling Multiple Revenue Streams

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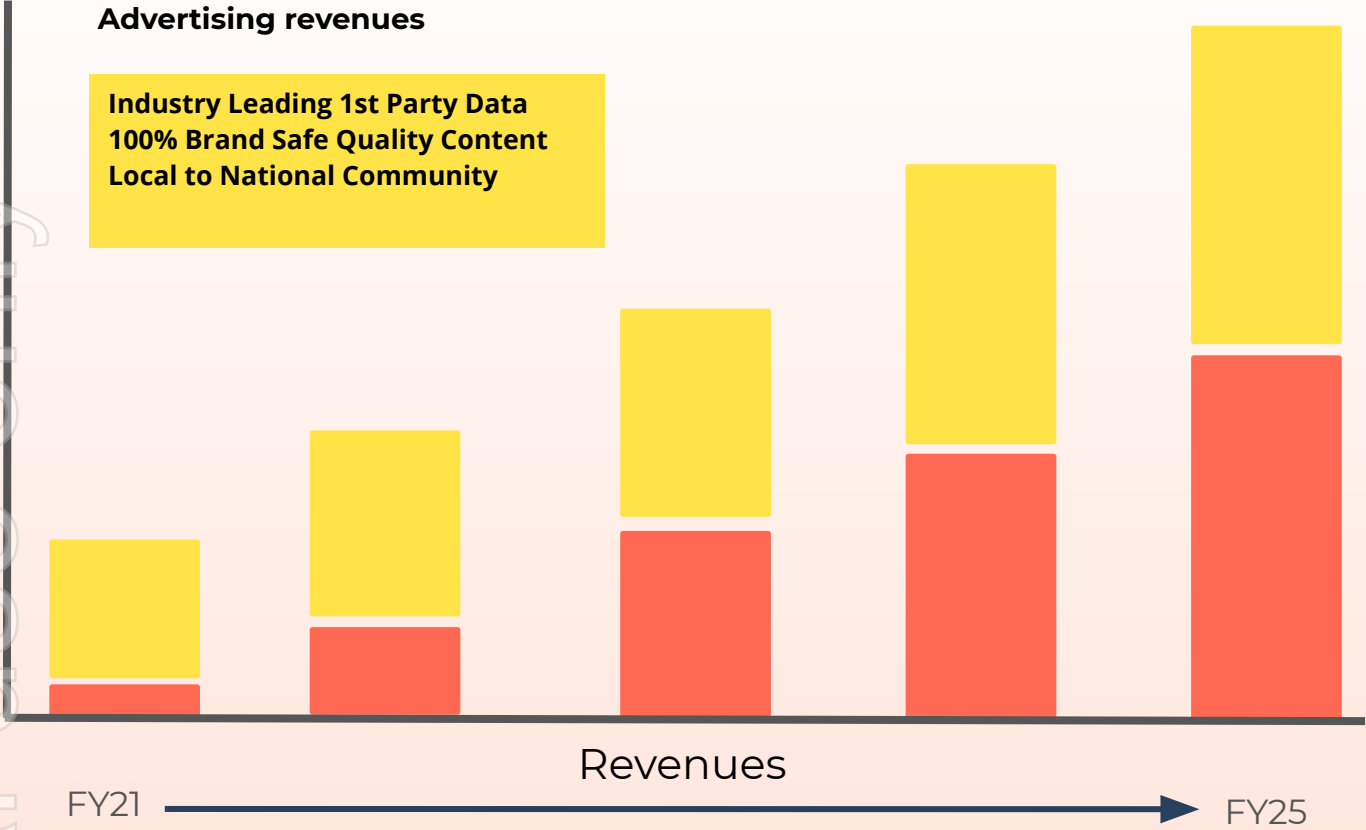
## Advertising revenues

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

- Advertising
- Consumer



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

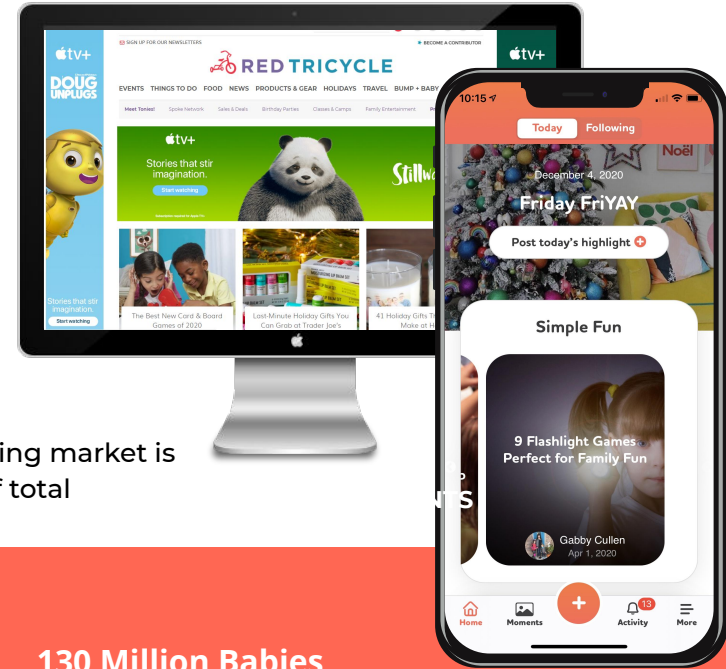


# Biggest Market Ever

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



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





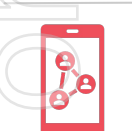





The fastest way for parents to discover relevant advice and inspiration for their family.

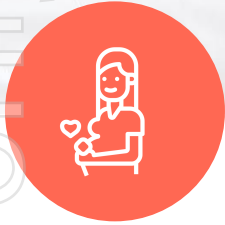
*I want to find local moms who have done it all already so I can spend less time researching and more time with my kids.*

*-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"> <li>• Create a world class ad sales team that is consultative (idea driven), hungry, and empowered</li> <li>• The success in H1 was evidenced by growth in advertising from the previous quarter of 65%</li> <li>• 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!</li> </ul>		<p><b><u>Success Metrics:</u></b></p> <p><b>Ad Revenue Partner Retention &amp; Growth</b></p> <p><b>Traffic &amp; Affiliate Revenues</b></p> <p><b>User Growth and Retention</b></p> <p><b>Operation Margin and Scalability</b></p> <p><b>Employee Engagement</b></p>
	<h2>Marketing</h2>	<ul style="list-style-type: none"> <li>• Execute innovative programs that drive user growth, build brand reputation and inspire community devotion</li> <li>• Cemented a strategic partnership with Apple by integrating content into Apple Maps</li> <li>• The platforms saw strong YoY growth across active users and pages/session growing 22%</li> </ul>		
	<h2>Product</h2>	<ul style="list-style-type: none"> <li>• Engage users with content based on their personal tastes, family life stage, location and demographics</li> <li>• Launched the new TODAY screen in the app across the US audience delivering new content</li> <li>• Released its new app onboarding experience and doubled activation rates</li> </ul>		
	<h2>Technology</h2>	<ul style="list-style-type: none"> <li>• Completed the data management platform upgrade allowing for secure &amp; reliable access</li> <li>• Completed optimization project of server infrastructure to ensure cost utilization across hosting services</li> </ul>		
	<h2>People</h2>	<ul style="list-style-type: none"> <li>• Continued to support all staff through a difficult time</li> <li>• Continued to drive a performance culture as one team with one goal with alignment on our values, mission &amp; vision</li> <li>• Recruited a top CMO to lead the consumer brand and its revenues</li> </ul>		



### 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.



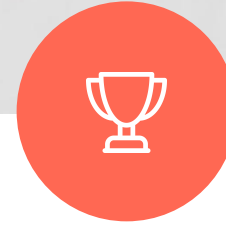
### GROWING AUDIENCE

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

25 W 36th St, 5th Floor  
New York, NY 10018  
[www.tinybeans.com](http://www.tinybeans.com)  
[investors@tinybeans.com](mailto:investors@tinybeans.com)

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