



ASX RELEASE

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Tinybeans Appoints New CFO

Tinybeans Group Limited (ASX: TNY) (OTCQX:TNYF) ("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 Chris Motsay as the Company's new Chief Financial Officer (CFO), starting April 19, 2021.

[Motsay](#), based in New York, has over 15 years of experience with leading finance strategically for global, large cap, and start-up companies. He was previously at Viacom as SVP, Financial Planning & Analysis, working across more than 20 branded content channels, including Nickelodeon, MTV, BET, Paramount Network, Comedy Central, and Paramount Pictures film studios.

As CFO, Motsay will be responsible for the overall financial and operational management of the company, which includes day-to-day responsibility for planning, implementing, managing and controlling all financial-related activities. This will also include direct responsibility for accounting, financial planning and analysis, strategic planning, deal analysis and negotiations, investor relationships, partnership compliance, and private and institutional financing.

Tinybeans' CEO, Eddie Geller, said:

"I am pleased to welcome Chris as the CFO of Tinybeans. The CFO role is a critical addition to our capabilities and the last role to be filled on the leadership team. Chris is a highly respected industry leader with extensive finance experience across both media and consumer revenue streams. He has successfully built systems and processes to drive operational performance across both early stage and mature companies. As a father of two, Chris also sees Tinybeans' huge potential to build a company that can be tremendously successful. We believe Chris's skills, experience and operational focus will help drive growth across the entire company while ensuring it is done with sound execution."

Incoming CFO Chris Motsay said:

"I am incredibly excited about joining Tinybeans as its CFO and proud of its family first product and company culture. In my fifteen plus years of experience in financial planning and operational execution, I can see significant opportunity to build out a large company that can drive growth internationally while ensuring prudent and well-measured decision making. I am looking forward to working with the team to deliver on Tinybeans' extraordinary potential."

The announcement was approved for release by the CEO.



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Tinybeans Group Limited (ASX: TNY) is a leading app and the fastest growing parenting platform with over 4.8 million monthly active users. Tinybeans inspires, informs, services and delights parents and their families, all in one place.

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 is also Apple's exclusive parenting partner for Apple's newest Maps feature—Guides. With 70 Guides (and counting!) Red Tricycle is Apple's exclusive parenting partner. All guides are available [here](#).

Tinybeans serves a deeply engaged user base in over 100 countries/territories and enjoys over 120,000 5-star reviews in the Apple App Store and the Google Play stores.

www.tinybeans.com

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