



# Tinybeans Group Ltd

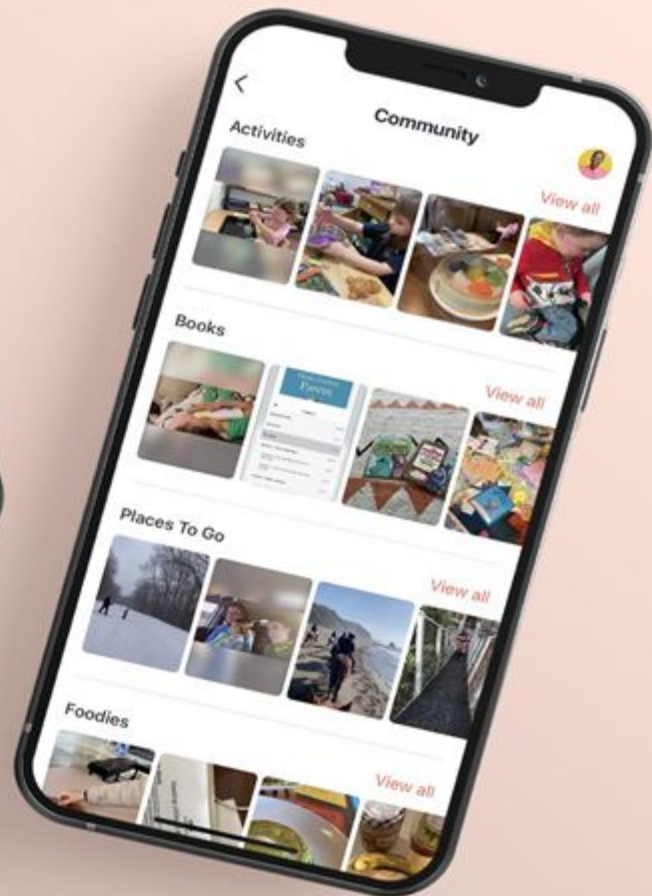
The #1 Trusted Parenting Platform

(ASX: TNY; OTCQX: TNYF)

Investor Presentation  
Fiscal Third Quarter 2021 Review

April 2021

Unless otherwise noted, all amounts are in AUD



# Tinybeans at a glance!

## THE #1 DIGITAL PARENTING PLATFORM

- Company strategy is to grow recurring subscription revenues complemented with increasing advertising revenues from brands
- Operational Revenues in Q3 increased 58% to \$2.0M pcp, Advertising revenue increased 66% to \$1.6M pcp; subscription revenues increased 6% to \$284k pcp; E-Commerce revenue increased 45% to \$83k compared to previous quarter, Monthly Active Users (MAU) increased 21% to 4.2M pcp
- Cash balance of \$3.3M as at March 31, 2021
- Outlook: Forward contracted revenues reached \$3.2M, supporting a record revenue forecast in Q4-FY21



**24k** Paying Subscribers



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



**88%** 12 month Subscriber Retention



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



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

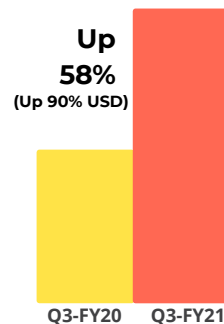
## MAJOR GROWTH DRIVERS

VACCINATION DRIVEN RECOVERY IN U.S.

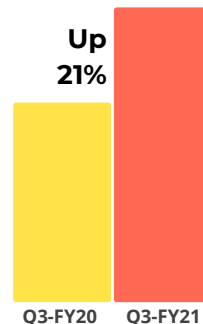
STRUCTURAL SHIFT WITH ONLINE ADVERTISING

IMPENDING LAUNCH OF NEW SUBSCRIPTIONS

**\$2.0M Revenue**



**4.2M Monthly Active**

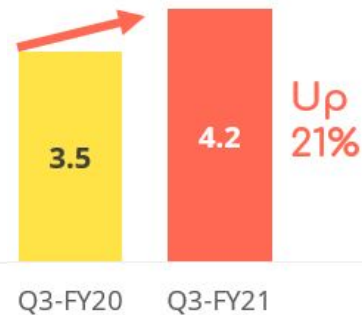


# Strong Growth and Performance (\$M)

Sales Revenue



Monthly Active Users



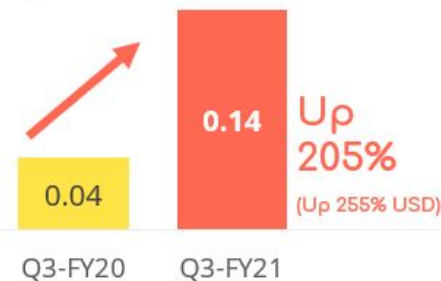
Advertising Revenue



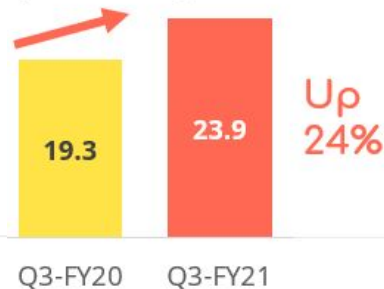
Subscription Revenue



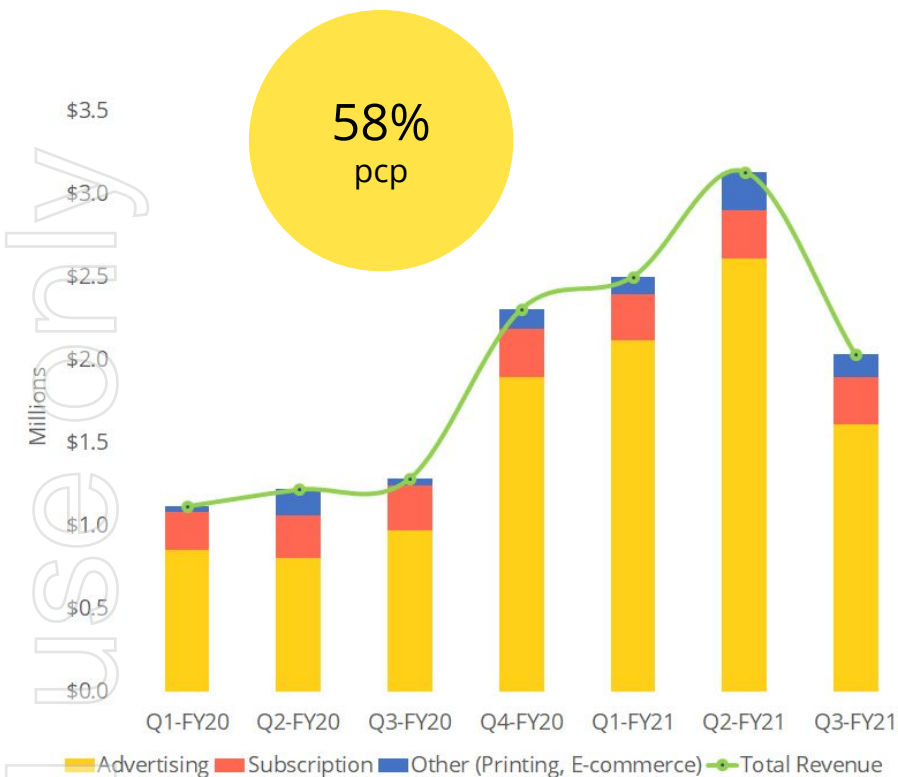
Other Revenue (Printing/E-commerce)



Subscription Customers (K)



# Revenue Growth



Google



KraftHeinz

Walmart



amazon

DOREL JUVENILE

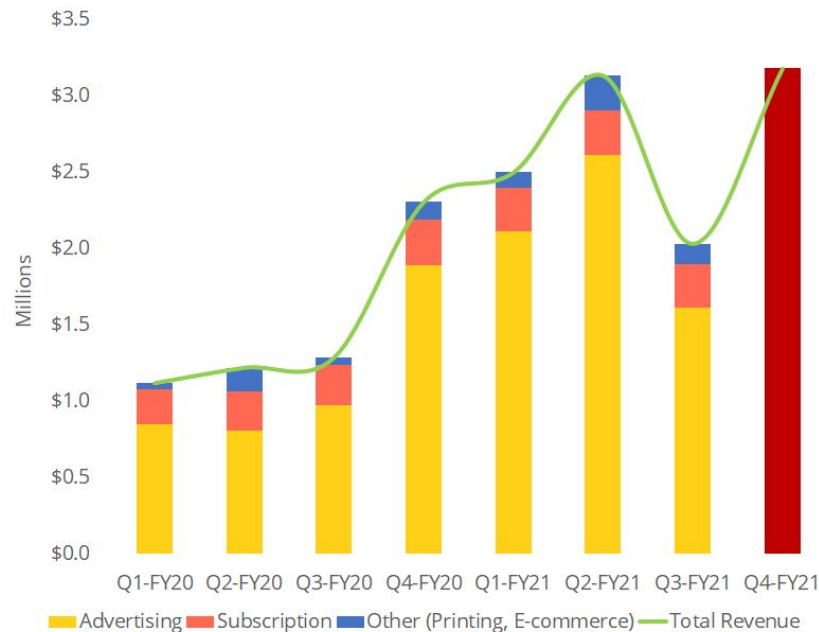
*"Each year the program has gotten more successful. We want to build on that! Duplo achieved healthy metrics overall for the year and we attribute that to our partnership." Lego Client Team*

|                          | Q3-FY19           | Q3-FY20             | Q3-FY21             | % Growth   |
|--------------------------|-------------------|---------------------|---------------------|------------|
| Advertising Revenue      | \$ 762,511        | \$ 972,592          | \$ 1,611,236        | 66%        |
| Subscription Revenue     | \$ 186,941        | \$ 268,326          | \$ 283,677          | 6%         |
| Other (Printing & E-com) | \$ 42,630         | \$ 44,524           | \$ 135,873          | 205%       |
| <b>Total Revenue</b>     | <b>\$ 992,082</b> | <b>\$ 1,285,441</b> | <b>\$ 2,030,786</b> | <b>58%</b> |

# Forward Contracted Revenues

## Q4-FY21 ON TRACK FOR RECORD REVENUE QUARTER

- As of Mar 31, Tinybeans has \$3.2M in forward contracts through the rest of calendar year 2021.
- This \$3.2M in forward contracts include \$2.6M in Direct Advertising and over \$630K in Premium Subscriptions. (without assumed auto-renewals)
- These revenues are related to signed contracts with Hills Science, Kraft-Heinz and many other brands that have committed to the platform for calendar 2021.
- Pipeline of brand partner opportunities has continued to develop strongly. The qualified pipeline (over 50% probability) for the next 60 days is over \$4M.



■ Q4-FY21 Revenues based on the forward contracted revenues are shown above.



# Adjusted EBITDA

## UNDERLYING EBITDA POSITIVE WITH INVESTMENTS TO DRIVE SCALE AND SIGNIFICANT GROWTH

- Tinybeans reported EBITDA (excluding discretionary growth investments) of \$293k.
- Product Growth investments continued at similar pace to the previous quarter.
- The operating cash burn of \$1.1M was elevated as a result of revenue offsets from seasonal advertising weakness. In Q3, team costs remained largely unchanged from Q2. We expect these costs to rise in Q4 as we ramp our investments across the brand, consumer revenues and marketing.
- Net cash balance was \$3.3M at March 31, 2021



|                          | Q1-FY20      | Q2-FY20      | Q3-FY20      | Q4-FY20      | Q1-FY21      | Q2-FY21      | Q3-FY21      |
|--------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Revenue                  | \$ 1,117,375 | \$ 1,218,479 | \$ 1,285,441 | \$ 2,305,235 | \$ 2,499,207 | \$ 3,133,835 | \$ 2,030,786 |
| Operating Costs          | \$ 1,468,232 | \$ 1,779,227 | \$ 2,551,440 | \$ 3,019,364 | \$ 2,094,559 | \$ 2,719,655 | \$ 2,986,797 |
| Growth Investments       | \$ 202,798   | \$ 533,861   | \$ 210,777   | \$ 385,142   | \$ 774,384   | \$ 933,064   | \$ 904,662   |
| EBITDA (net Growth Inv.) | \$ (350,858) | \$ (568,330) | \$ (765,767) | \$ (281,752) | \$ 442,558   | \$ 808,855   | \$ 292,802   |

# Our Journey so far

AND WE'RE JUST GETTING STARTED

**2021**

Building a more comprehensive platform to meet more parents' everyday needs - all in one app and under one subscription

**2012-2019**

Built out an incredible platform that parents loved and spread word of mouth, which drove strong organic user growth.

**2021+Beyond**

Continued investment in advertising partnerships and consumer subscription services with commerce and marketplace on the horizon!

**2020**

Acquired Red Tricycle, a beloved parent-focused digital media platform expanding our age 6-12 content library and empowering our launch of new features, such as curated Apple Guides

**2012**

Founded and launched Tinybeans, a secure family photo sharing app targeted towards families with children age six and under

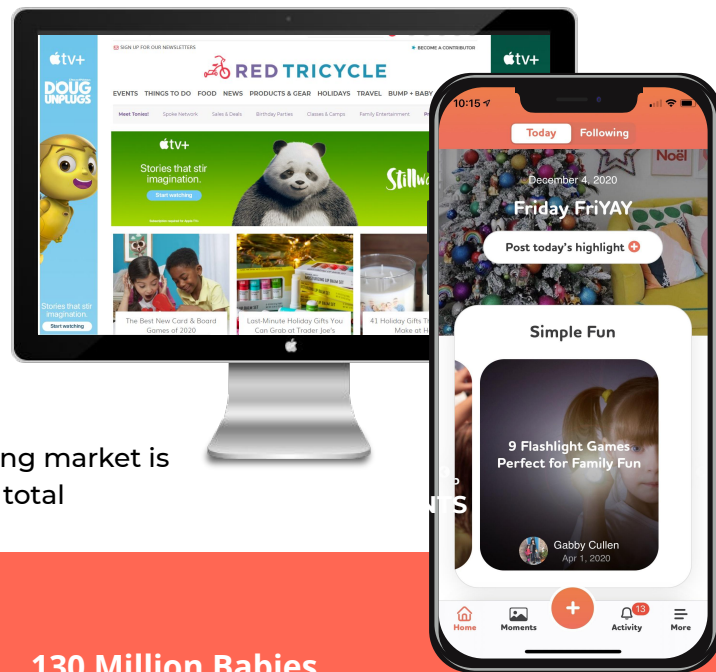


# Massive Addressable Market

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.

# Our Audience

OUR USERS ARE RAISING CONFIDENT TINY HUMANS

33.2

Median parent age

57%

2+ kids in HH

55%

HHI \$100K+

71%

Working parents

70%

Plan to increase spending  
within 3-6 months



# Scaling Multiple Revenue Streams

## Advertising revenues

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

## Subscription revenues

One Subscription with  
memories, content and  
community  
+ Future E-Commerce  
offerings

2020

Revenues

2024

Advertising  
Consumer

# 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.



Launched April

### Premium Content

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



Launched April

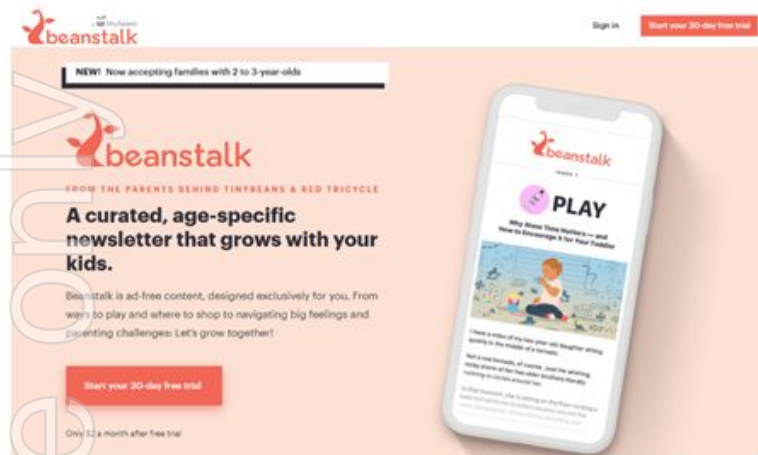
### Community

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.*

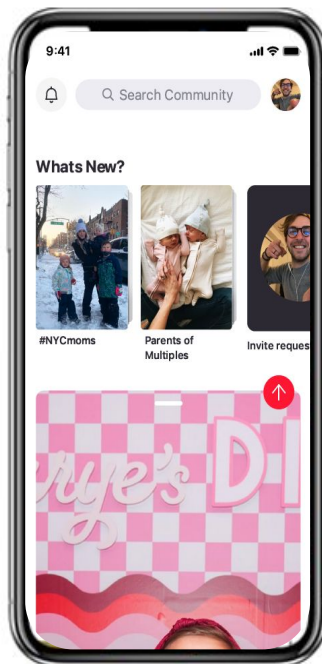
*-Heather, Mother of a 3 year old, Dayton OH*

# Product Strategy



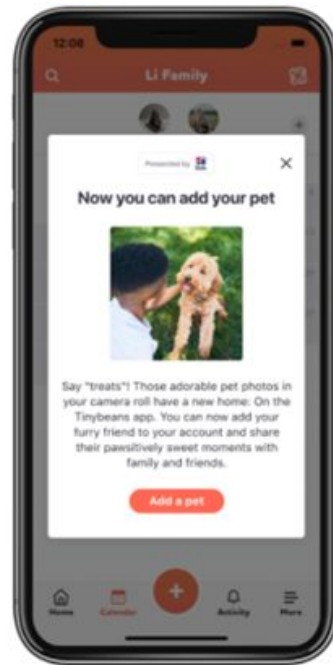
## CONTENT

Tailored and recommended content



## COMMUNITY

A video-first parent community



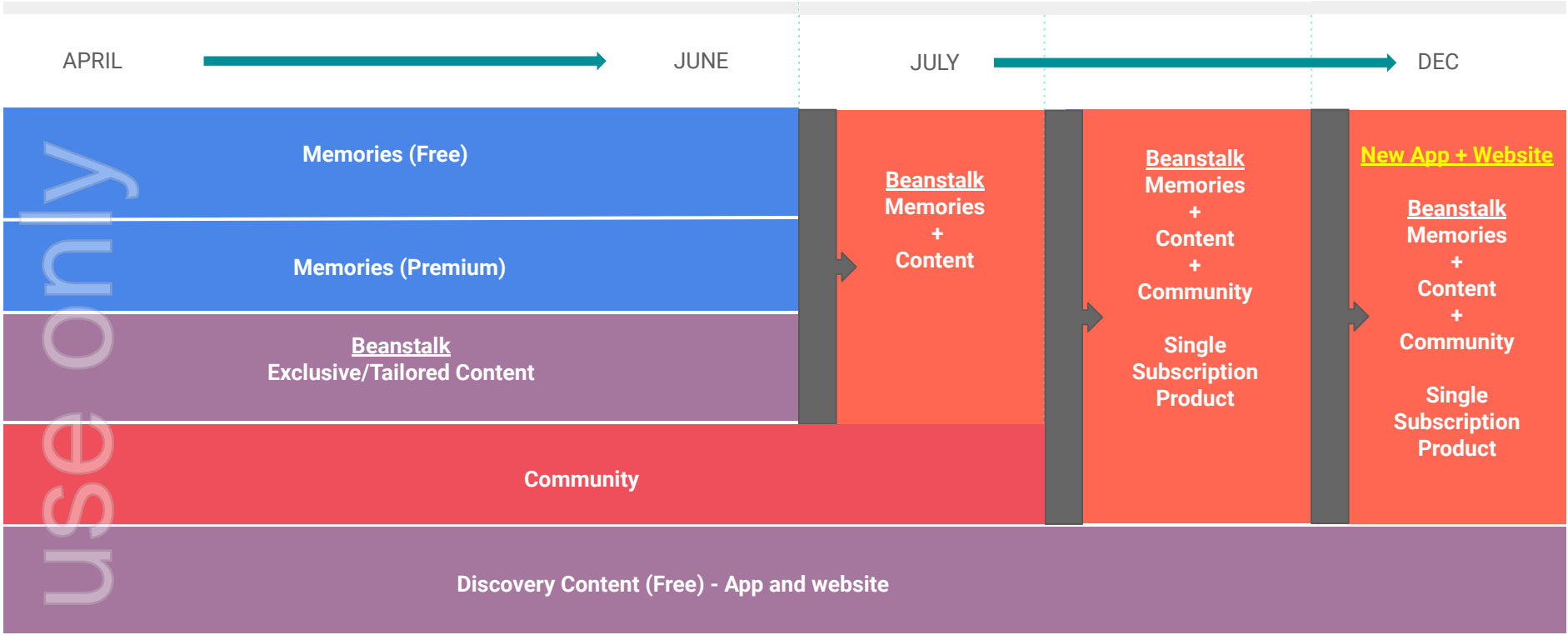
## PET PARENTING

Appealing to all Families

Parents want fast access to answers, insights + experiences from like minded people. Connecting Parents to parents. Because time is a parent's most precious resource.









# Future Subscription Revenues

SINGLE SUBSCRIPTION INCORPORATING MEMORIES, CONTENT AND COMMUNITY

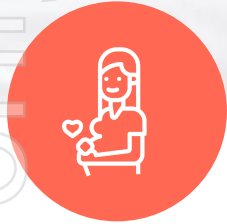


# FY21 Key Execution Priorities

## SOLID PROGRESS THROUGH THE FIRST 3 QUARTERS

|   |  |   |  |
|---|--|---|--|
|  <p>World Class Sales</p> | <ul style="list-style-type: none"> <li>During Q3, the team continued to drive business development efforts with new and existing brands as budgets were issued through the calendar year.</li> <li>The sales success in Q3 was evidenced by growth in advertising contracts that span the rest of calendar 2021. Proven with over \$2M in new contracts sold in the last 60 days alone.</li> <li>Launched an upgraded salesforce platform across the sales team to drive performance and top line revenues.</li> </ul> |  | <p><b><u>Success Metrics:</u></b></p> <p><b>Ad Revenue<br/>Partner Retention<br/>&amp; Growth</b></p> <p><b>Recurring<br/>Subscription<br/>Revenues</b></p> <p><b>User Growth and<br/>Retention</b></p> <p><b>Operation Margin<br/>and Scalability</b></p> <p><b>Employee<br/>Engagement</b></p> |
|  <p>Marketing</p>         | <ul style="list-style-type: none"> <li>Beanstalk, the recently launched premium content subscription product, is being tested with parents of 2-3-year-olds.</li> <li>The platforms saw a 20% increase in active users year-over-year.</li> <li>E-commerce Revenues increased 45% over the previous quarter and continues to grow nicely.</li> </ul>   | <p>In Progress</p>  |  |
|  <p>Product</p>           | <ul style="list-style-type: none"> <li>Launched Community in beta across a selection of users. Community features a video first experience where parents can post and share experiences to help them in parenthood.</li> <li>Introduced a new public profile where users may review and edit their posts, as well as manage their profile settings. Currently available only to users in the Community Beta.</li> </ul>  | <p>In Progress</p>  |  |
|  <p>Technology</p>        | <ul style="list-style-type: none"> <li>Major Community release with 3X improvement in video loading and uploading.</li> <li>Began to build-out machine learning technical stack for predictive analytics and personalisation.</li> <li>Further work around security and server infrastructure to optimize cost utilization.</li> </ul>   |  |  |
|  <p>People</p>            | <ul style="list-style-type: none"> <li>Recruited Chris Motsay as CFO in April 2021 to lead finance and operations.</li> <li>Recruited Allison Musmand as CMO in January 2021 to lead the brand and consumer revenues.</li> <li>With vaccinations being rolled out across the U.S., the Company began to formally transition to a hybrid work environment. The Company's head office in NY is currently supported with remote work.</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.



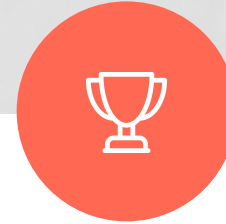
### GROWING AUDIENCE

Value proposition for the platform broader than just photo sharing or generic content. Organic user growth will scale as more tailored features get enabled for parents.



### MARKET LEADING PLATFORM

Clear and robust product strategy that addresses many unmet needs for parents across community, content and commerce. Integrated into a single subscription product for parents.



### SCALING DIVERSIFIED 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



# Appendix

# LEADERSHIP TEAM



**Eddie Geller**  
Chief Executive  
Officer



**Allison Musmand**  
Chief Marketing  
Officer



**Kyle Martin**  
Chief Product  
Officer



**Chris Motsay**  
Chief Finance  
Officer



**Nina Lawrence**  
Chief Revenue  
Officer



**Mark Wunsch**  
Chief Technology  
Officer

# Corporate Information

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