



ASX RELEASE

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LEGO Systems, Inc. Renews Partnership with Tinybeans

Tinybeans Group Limited (ASX: TNY) (“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, announces that LEGO Systems, Inc. has renewed its partnership with Tinybeans for fiscal year 2022.

Highlights:

- **The renewal marks the third year of Tinybeans’ partnership with LEGO Systems, Inc., as well as the largest engagement between the two companies to date;**
- **Under the terms of the agreement, LEGO Systems, Inc. will continue to advertise its DUPLO® products to U.S. families of toddlers and preschoolers on the Tinybeans platform, leveraging the unique value and targeting capabilities the Company brings to its brand partnerships; and**
- **The Company expects to record immediate revenue contributions from the engagement in the first half of fiscal year 2022, with payments related to the campaign received monthly.**

Tinybeans’ Chief Executive Officer, Eddie Geller, said:

“We’re thrilled to announce that LEGO Systems, Inc. has renewed its partnership with Tinybeans for a third year. After successful campaigns in 2019 and 2020, we aim to continue driving value for the LEGO brand through this engagement, leveraging the growing capabilities of our platform.

Extending our partnership with the world’s leading toy brand underscores the immense value we bring to brands in our space. Our smart and agile analytics will empower us to connect with the right families within DUPLO’s core demographics, sharing the benefits of DUPLO products with the most relevant Tinybeans user groups. This tailored approach reinforces Tinybeans’ growing power as a trusted source of child-related product recommendations.”

This announcement is authorized by the TNY CEO.



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About Tinybeans Group

Tinybeans Group Limited (ASX:TNY, OTCQX:TNYF) is a leading app and web platform enabling parents to capture their children's everyday memories and share them privately with families everywhere. The platform 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 twice named Apple's App of the Day in the U.S. puts Tinybeans in the elite company of the best apps in the world! Plus, Tinybeans became Apple's #1 content partner and exclusive parenting partner for one of their newest products, Apple Guides. With over 80+ partners and 1,000+ Guides on the platform, Tinybeans is the 5th most read on the platform (total views of Guides content)

Tinybeans serves a deeply engaged user base in over 100 countries/territories and enjoys over 130,000 5-star reviews in the Apple App Store and the Google Play stores.

www.tinybeans.com