

ASX RELEASE

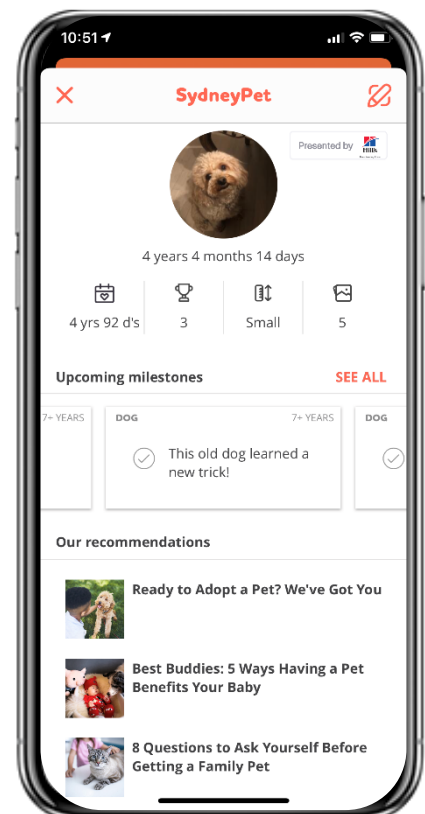
6 August 2021

Tinybeans Announces Extension of Hill's Pet Partnership

Tinybeans Group Limited (ASX: TNY) (OTCQX:TNYF) ("Tinybeans" or "the Company"), the technology platform that connects parents with the most trusted tools and resources for their children, is pleased to announce the contract extension of its "Pet Family" partnership with Hill's Pet Nutrition, Inc. (a subsidiary of Colgate-Palmolive) through the end of 2021.

Highlights:

- Hill's Pet Nutrition has signed a new US\$250K agreement extending its successful [partnership](#) with Tinybeans through the end of 2021. The Hill's Pet partnership includes exclusive sponsorship of Tinybeans' Add-A-Pet feature set, along with other media elements, including a content microsite and advertising.
- In the first two months of the Add-a-Pet launch, feature adoption occurred at nearly 3x expected levels, driven by existing users registering their pets, as well as new users adding their pets upon registration. Among the new families signing up on the Tinybeans platform, one in four are creating Pet Profiles.
- U.S. pet industry sales have surpassed [\\$100B](#) for the first time ever, with expectations for +5.8% growth in 2021 (historical average 3-4%). Pet adoptions grew [40%](#) in 2020, with no signs of slowing down in 2021 as Americans continue to work from home and turn to their pets for not only company, but also stress relief.
- Parents have accelerated their use of Tinybeans to capture their family's memories, inclusive of their pets, creating deeper engagement with the platform for both existing families





and new pet-only families. The Add-a-Pet feature also extends user engagement and lifetime value of the customer.

- **Tinybeans expects to recognize revenue from the extension in fiscal Q2-FY22.**

Tinybeans' CEO, Eddie Geller, said:

"We are thrilled to extend our relationship with Hill's Pet Nutrition following the success of the first three months of our partnership. Adding these new resources for pet-only families has expanded the reach of our platform, while Hill's Pet Nutrition has seen increased engagement and brand awareness from this new exposure to pet families. The initial feedback from families has been incredibly positive, demonstrating that the partnership has already had a meaningful impact on Tinybeans' value proposition for new and existing members. This new feature not only services our current members with a richer experience that caters to their entire family, but also broadens the user acquisition funnel to millions of pet parents who treat their pets like children.

Parents are now receiving updates, inspiration and recommendations for both their children and their pets. Expanding our memory and content offerings to pets creates additional reasons to engage while driving total lifetime value.

This platform release enhances and strengthens our position as the preeminent experience for parents and families everywhere, including their pets."

The announcement was approved for release by the CEO.

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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.

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