

ASX RELEASE

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Tinybeans Announces New Subscription Model, “Beanstalk”

Tinybeans Group Limited (ASX: TNY) (OTCQX:TNYF) (“Tinybeans” or “the Company”), an inclusive, informative, go-to resource for all things parenting, announced today a new paid subscription model for parents of its leading app and web platform. The new model is set to launch in full across the platform in calendar Q4 2021.

To drive subscriptions, Tinybeans plans to release several product and platform enhancements through the second half of calendar 2021. As previously announced, Tinybeans’ strategy is to build growing consumer subscriptions with recurring revenues to complement its growing advertising revenues. These changes will significantly improve the value proposition for subscribers, improve the user experience, and are designed to promote subscription conversion.

As part of these changes, Tinybeans will move from its current model—a free experience for parents, with the option of upgrading to the paid “Premium” memories photo sharing subscription product—to an initial free trial experience. On completion of the initial free trial period, subscribers can transition into the new, more comprehensive subscription model, “Beanstalk”.

Beanstalk will strive to become the must have subscription promising to be the go-to resource for all things parenting.

Parents using the current free service will be offered a free trial period to evaluate the product features before choosing to subscribe to the paid Beanstalk experience. Family members invited by parents will not require their own subscription to access their memories. Existing Premium subscribers will be migrated to the new Beanstalk service.

Tinybeans expects a small reduction of monthly active users in the short term based on this change, however, expects no reduction of advertising revenues as it relates to this.

Beanstalk is at the core of Tinybeans’ ongoing platform evolution and consumer subscription revenue growth strategy, as it promotes recurring consumer revenue growth. Additionally, the new subscription model allows for more native integration of advertising placements throughout the platform, facilitating further ad upgrades and the continued growth of advertising revenues. By forming this strong foundation, Tinybeans plans to continually optimize its offerings and leverage greater optionality to layer in new features over time.



Tinybeans' Chief Executive Officer, Eddie Geller, said:

"Tinybeans is on a mission to enrich the whole of family life, becoming a place of connection for parents united by the common goal of raising their kids as best they can. This new upgraded offer and subscription model will allow us to deliver expanded benefits to our entire community, including both new and existing members.

With over 4.3 million monthly active users, and a total addressable market over \$100B, we are well-placed to drive subscriber growth, in turn increasing long-term recurring revenue. We believe that allowing parents to engage with our core offerings through a free trial—and experience the benefits of our more tailored and comprehensive parenting resources firsthand—will generate significant conversions to new paid subscriptions over time.

We look forward to progressing our launch of Beanstalk and our other exciting growth initiatives in the months ahead as we continue working to grow our recurring consumer revenue stream to complement our growing advertising revenues."

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.

www.tinybeans.com