



# tinybeans

Where Parents Go.

18 November 2021

Unless otherwise noted, amounts are in USD.  
Full fiscal year figures are audited. Quarterly  
or interim period figures are unaudited.

Capital Raise Investor Presentation

(ASX:TNY)

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## Summary

# Where Parents Go

Simply put, Tinybeans is Where Parents Go. Whether you're looking for instant inspiration or thoughtful recommendations, to connect with loved ones or other parents like you, we are here to make it happen. We're on a mission to enrich every aspect of family life - with all of its brilliant quirks and complexity - to make every day better than the last and give you the peace of mind we all need to thrive.

Growth and Transition

# Tinybeans. Synonymous with Parenting!

## Single Brand



Now a single brand for all things parenting. Tinybeans will be where parents go, from capturing memories to getting inspiration and engaging with other parents.

## Team



Seasoned team with deep experience in building brands, creating products people love and scaling revenues.

## Audience



Value proposition for the platform broader than photo sharing or generic content. User growth set to accelerate once new platform launches.

## Multiple Revenue Streams



Growing Advertising revenues while accelerating consumer revenues to build a sustainable commercial model for many years to come.



## Executive Summary

# Key Highlights

Tinybeans Overview	Tinybeans is Where Parents Go. Combining the #1 most trusted private photo-sharing and journaling app, the #1 national and local <a href="#">website</a> for advice on raising amazing kids, and a burgeoning, video first parenting community, Tinybeans is the inclusive go-to resource for Millennial and GenZ parents.
Key Highlights	<ul style="list-style-type: none"><li>• Strong progress in launching the brand and platform that strives to be the go to resource for all things parenting.</li><li>• Group Revenue in Q1-FY22 hit a record US\$2.54M, up 42% YoY, with Q2-FY22 contracted to over US\$2.5M in Direct advertising revenue. Paid Subscribers hit 38k*</li></ul>
Financial Metrics	<ul style="list-style-type: none"><li>• Advertising revenue in Q1-FY22 hit a record US\$2.26M, up 49% YoY</li><li>• Subscription revenue in Q1-FY22 hit US\$225K, up 13% YoY, Monthly Active Users 4.4M</li></ul>
Growth Strategy	<ul style="list-style-type: none"><li>• Enhance Customer Value Proposition to Drive LTV</li><li>• Enable the platform and scale the audience</li><li>• Elevate the brand to be the Go-To resource for parents and brands</li></ul>



\* As at November 10, 2021.

## Executive Summary

# Key Highlights

Equity Raising	<p>The Equity Raising will consist of a two-tranche Placement and Share Purchase Plan (SPP) of New Shares in TNY as follows:</p> <ul style="list-style-type: none"><li>• A Placement of <b>AUD\$8.0 million</b> at an Offer Price of AUD\$0.60 per share; plus</li><li>• A Share Purchase Plan (SPP) to raise up to <b>AUD\$500k</b> via the issue of ordinary shares to existing shareholders at AUD\$0.60 per share</li></ul>												
Indicative use of Funds (in AUD)	<table><tr><td>Marketing, Brand, PR &amp; Customer Acquisition</td><td>\$1,600,000</td></tr><tr><td>Business Development, Sales &amp; Partnerships</td><td>\$1,000,000</td></tr><tr><td>Engineering &amp; Technology</td><td>\$2,000,000</td></tr><tr><td>Costs of Offer</td><td>\$400,000</td></tr><tr><td>Working Capital</td><td>\$3,500,000</td></tr><tr><td><b>Total use of Funds</b></td><td><b>\$8,500,000</b></td></tr></table>	Marketing, Brand, PR & Customer Acquisition	\$1,600,000	Business Development, Sales & Partnerships	\$1,000,000	Engineering & Technology	\$2,000,000	Costs of Offer	\$400,000	Working Capital	\$3,500,000	<b>Total use of Funds</b>	<b>\$8,500,000</b>
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<b>Total use of Funds</b>	<b>\$8,500,000</b>												
Timetable Summary	<ul style="list-style-type: none"><li>• Tuesday, 16th November – Trading Halt</li><li>• Thursday 18th November – Announcement of Placement and SPP, resume trading on ASX</li><li>• Monday 22nd November - Share Purchase Plan Offer starts (3 weeks)</li></ul>												

## Business Update

# Tinybeans at a Glance!

- Strong progress in launching the brand and platform that strives to be the go to resource for all things parenting.
- Growing complementary revenue streams with brand partners and subscribers.
- Tinybeans launched an entirely new website and app driving a new, more comprehensive parenting experience. The new services will also include an upgraded advertising platform for brands.



**20**  
\$100k+  
Ad Partners



**38K\***  
Paying  
Subscribers

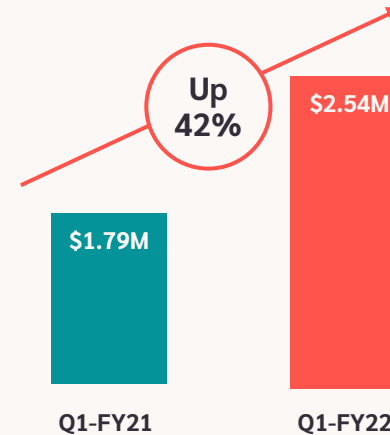


**#1 Apple**  
Guides Partner



\*As at November 10, 2021.

## US\$2.54M Revenue



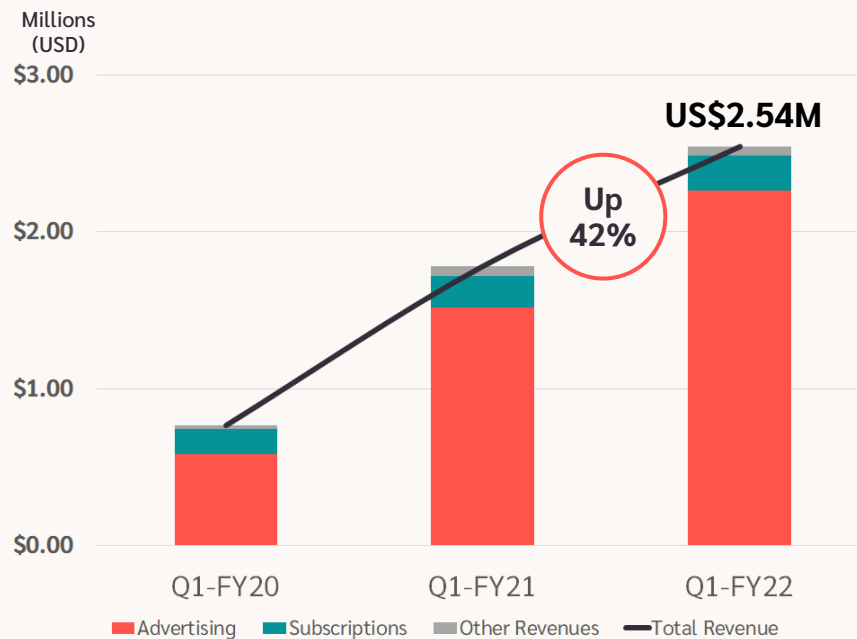
### Major Growth Drivers

- Growing value proposition for advertisers
- US\$2.5M+ in contracted Ad Revenues in Q2-FY22
- New Subscription Strategy launched - positive early growth trends

## Growth Continues through Q1-FY22

# Record Revenues

- Revenue hit a record US\$2.54M, up 42% YoY
- Advertising revenue hit a record US\$2.26M, up 49% YoY
- Subscription revenue hit US\$225K, up 13% YoY
- Other revenues include e-commerce (affiliate) & printing
- Over US\$1M invested through Q1 in product growth initiatives, all culminating in new Beanstalk and impending new website/app launches in Q2.
- Platform enhancements around first party data and ad targeting are driving appeal to advertisers, with more brands engaged on the Tinybeans platform than ever before.



NOTE: Q1-FY20 results preclude the acquisition of Red Tricycle, completed in February (Q3) 2020

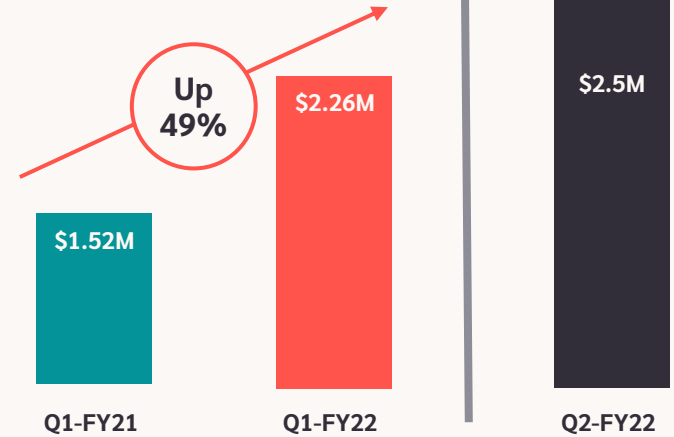


## Growing Revenue Streams

# Advertising Revenues

- Advertising revenue hit a record **US\$2.26M**, up **49% YoY**, with 30% from new brands and 70% from existing brands
- Q1-FY22 advertising revenue performance marks a new quarterly record, driven by big partnership wins with Google, LEGO & Microsoft
- Closed 7 >\$100K contracts in Q1-FY22 (13 in entire FY21)
- New \$100K partners include Melissa & Doug and Microsoft
- First ever US\$1M contract closed with Hill's Pet Nutrition for 2022 partnership subsequent to the quarter
- Forward booked direct advertising contracts over US\$2.5M

US\$2.26M Revenue



Google



Microsoft



Kraft Heinz



## Ad Product

# The Tinybeans Ad Platform

- The Ad Platform incorporates many channels. They are:
  - Website (Content, native ads and other units)
  - Emails (Dedicated, targeted, banners, etc.)
  - App (Content, native ads and other units)
  - Social (FB, Pinterest, etc)
- Audiences vary by channel; however, meaningful revenues are generated across each channel.
- Advertising is woven in across all audiences, free and paid subscribers.
- Regardless of subscription growth, advertising will continue to grow its revenues.

### MOBILE-FIRST PLATFORMS

Web  
iOS + Android apps  
Email  
Social media

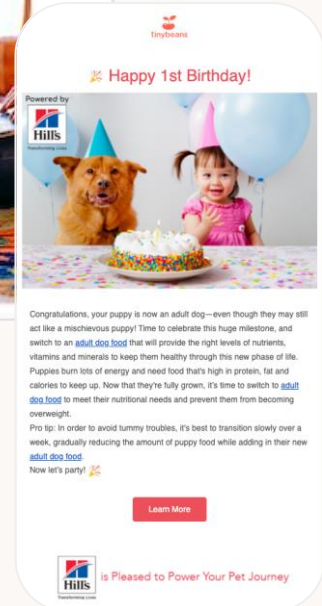
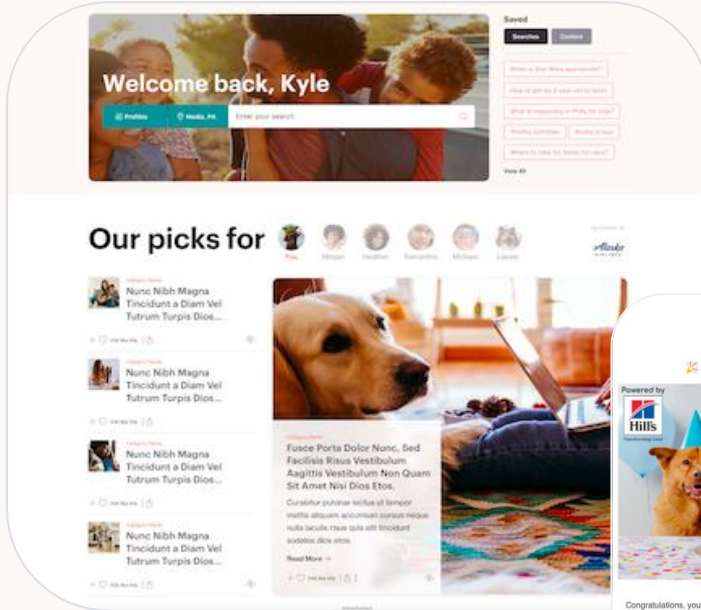
### DATA

Tinybeans Insights Lab  
First-party data targeting ads

### CAPABILITIES

Branded and sponsored content  
Custom landing pages  
Dedicated emails  
Editorial sponsorships  
Experiential

Influencers  
Local editions  
Native in-app ads  
Newsletter sponsorships

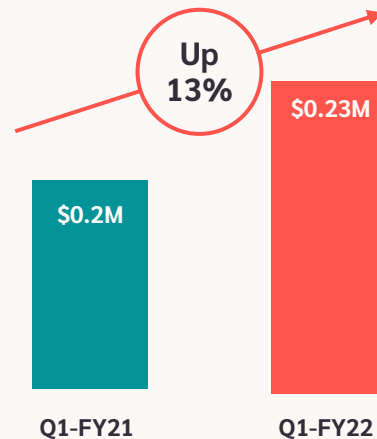


## Transitioning Subscription Model

### Subscription Revenues

- Subscription revenue in Q1 hit US\$225K, up 13% YoY
- 38k paid subscribers as at November 10, 2021
- Migrated the subscription model from family-based to single user-oriented and integrated into the app stores subscription platforms adding a 30 free trial period
- New tinybeans.com website and app launched
- Increased value proposition around memories and content
- Expecting to see accelerated growth through Q2 and beyond

### US\$0.23M Revenue



tinybeans beanstalk

### Join thousands of parents who go to Tinybeans

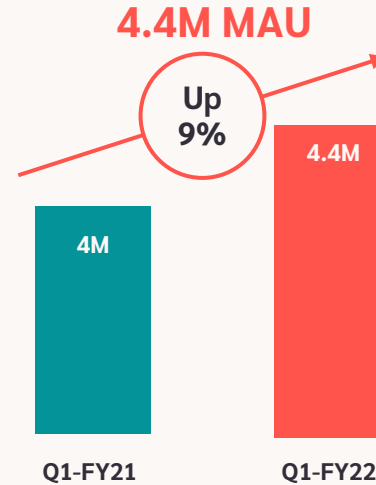
Join Tinybeans Beanstalk risk-free to start saving memories and discovering family tailored ideas

Start 30-Day Free Trial

## Transitioning Audience Model

### Audience

- Audience provides relevancy and reach for brand partners and is a strong origination channel for new subscribers
- Audience engagement continued through a period of deep transition
- Total active members are expected to decline through Q2-FY22 as the merged platforms are integrated and new the subscription product is fully deployed
- Once stabilized through Q2-FY22, the new website and apps are expected to provide further audience growth from Q3-FY22 and beyond, as new features are released servicing new and existing members
- Partnerships with Apple continue to drive engagement and growth



## Profit & Loss Summary

USD (\$Ms)	Q1-22	Q1-21	% Chg
<b>Total Revenue</b>	2.54	1.79	42%
Cost of Goods Sold	(0.13)	(0.13)	-1%
<b>Gross Margin</b>	<b>2.41</b>	<b>1.66</b>	<b>45%</b>
<b>Gross Margin %</b>	<b>95%</b>	<b>93%</b>	
Operating Expenses	(2.57)	(1.93)	-33%
<b>Adjusted EBITDA</b>	<b>(0.16)</b>	<b>(0.26)</b>	<b>39%</b>
<b>Adjusted EBITDA Margin %</b>	<b>-6%</b>	<b>-15%</b>	

### Highlights:

- Revenue up +42% vs prior year, driven mainly by ad revenue growth
- Gross Margin continues to be above 90%, with COGS primarily comprising direct costs supporting ad revenues
- Operating Expenses increased to \$2.57M vs \$1.93M in the prior year, driven by increased investments in resources and compensation to support product and operational investments, and other costs that are variable tied to user growth, such as hosting
- The company is beginning to incur increased General and Administrative costs related to growth of the company, in areas such as accounting and audit fees, investor relations, etc.
- The current quarter also includes approximately \$0.29M of capitalized software development costs for our current product launches, which started in Q4-FY21 and will be amortized below EBITDA

Note: Adjusted EBITDA defined as reported EBITDA excluding share based payments expense and other non-operating income and expenses. Also, in Q4-FY21, Tinybeans began to recognize capitalized software development costs in accordance with AASB 138, Intangible Assets. These costs totaled \$94K in Q4-FY21, and \$289K in Q1-FY22, and are excluded from Adjusted EBITDA above.





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## Growth and Transformation

## Strategic Pillars - Q1 Update: Executing growth strategy

### 1 Enhance Customer Value Proposition to Drive LTV

- Launched the significantly upgraded website and app platforms
- Launched an upgraded ad serving platform to further serve advertisers
- Launched a powerful new feature allowing search by location and children's age
- Launched new subscription product, Beanstalk and began transitioning existing members to the new model



### 2 Enable the platform to scale the audience

- Integrated the content platforms into one unified web and app experience
- Migrated the subscription model from family to individual
- Consolidated website platforms and infrastructure given the single web instance
- Continued developments with the Apple partnership

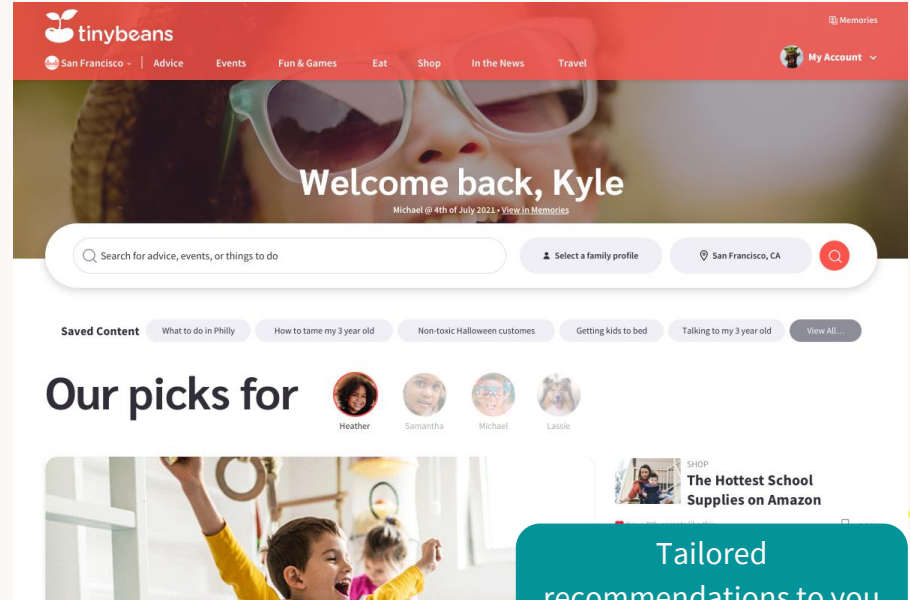
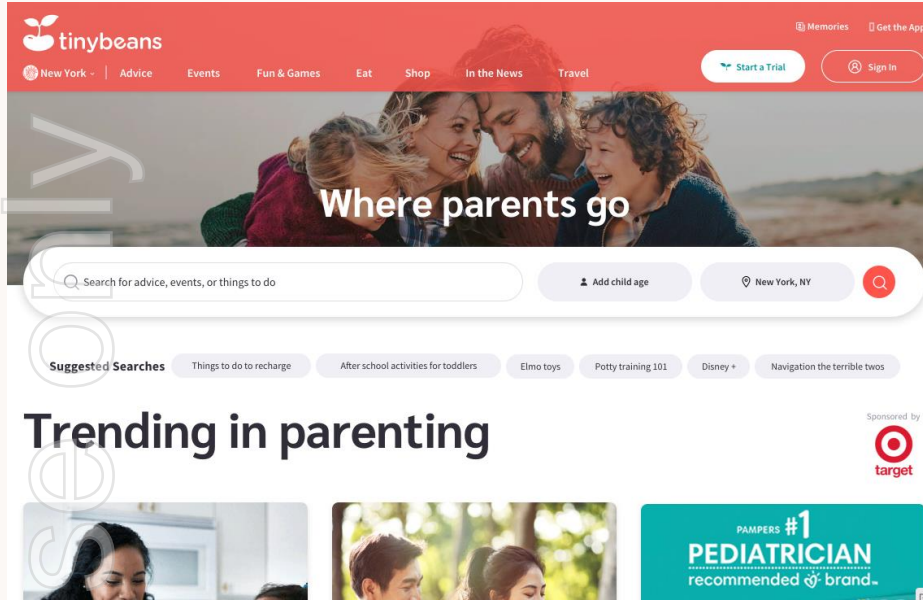


### 3 Elevate the brand to be the Go-To resource for parents and brands

- Relunched all platforms under a single brand, and migrated all Red Tricycle audiences to Tinybeans
- Continued to build out capabilities across all teams - now 70+ full time team members
- Drove upgraded offering to brands, where it is the the only high trust, personalized platform, for prenatal to preteen parents.



# Your go-to resource for all things parenting



Tailored recommendations to you and your children



## Summary

# Massive Opportunity

72 Million



72 Million Millennials; biggest generation ever—and can't live without digital solutions\*

\$121 Billion



Internet advertising spending in the United States is now over \$121B, over 50% of total advertising spending.

> \$1 Trillion



The amount of money spent on children in the U.S. every year.

<https://blog.aarp.org/parenting-part-2/millennials-put-their-own-stamp-on-parenting>

<https://www.statista.com/topics/1176/online-advertising/#:~:text=The%20United%20States%20is%20the%20largest%20digital%20advertising,in%20the%20country%20were%20devoted%20to%20digital%20advertising.>

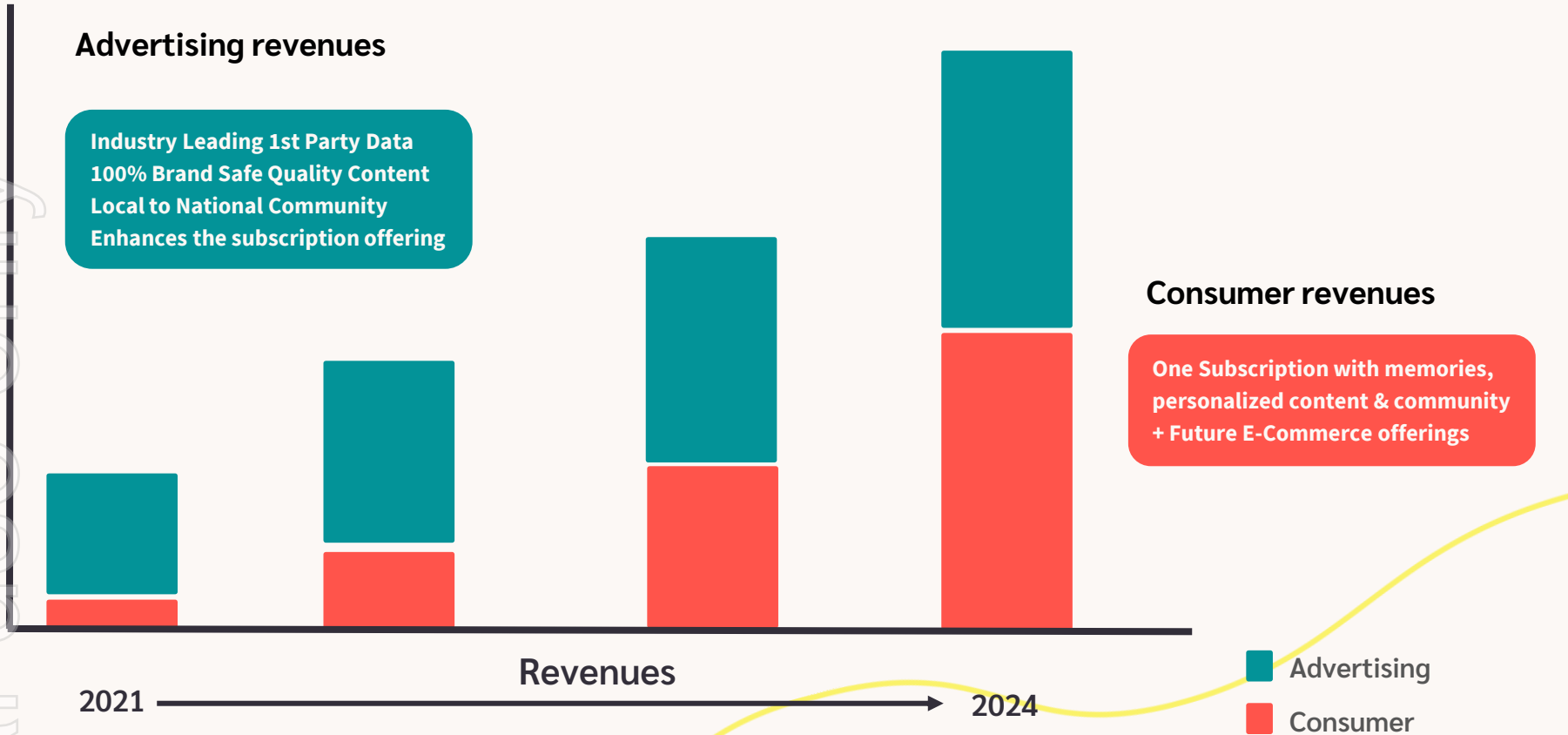
# Scalable Multiple Revenue Streams

## Advertising revenues

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

## Consumer revenues

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



Please note that the revenue mix estimates, and the growth bars are for illustrative purposes only

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## Capital Raise and Placement Offer

# Placement offer

### Offer Terms

### Details

#### Overview

Total new capital of up to AUD\$8.0m via a two tranche share placement and Share Purchase Plan

- 11,568,000 Shares to be issued in Tranche 1:
- 1,765,334 Shares to be issued in Tranche 2 (to be approved at the AGM):

#### Pricing

Capital Raising to be conducted at AUD\$0.60 per share

#### Breakdown of Capital Raise

A two-tranche Placement Raising of up to AUD\$8.0m + AUD\$500k SPP:

- Approximately AUD\$8.0m to be raised from a Placement to new and existing institutional, professional and sophisticated investors; and
- Share Purchase Plan to existing Shareholders to raise up AUD\$500k

#### Lead Manager

Bell Potter Securities Limited

#### Indicative use of Funds (in AUD)

Marketing, Brand, PR & Customer Acquisition	\$1,600,000
Business Development, Sales & Partnerships	\$1,000,000
Engineering & Technology	\$2,000,000
Costs of Offer	\$400,000
Working Capital	\$3,500,000
<b>Total use of Funds</b>	<b>\$8,500,000</b>

## Indicative Capital Structure

<b>Shares on Issue Prior to Offer</b>	46,290,127
<b>Options on Issue Prior to Offer</b>	5,874,797
<b>New Shares (Tranche 1) Placement</b>	11,568,000
<b>New Shares (Tranche 2) Placement (subject to shareholder approval)</b>	1,765,334
<b>Maximum Number of New Shares Available under the SPP</b>	833,334
<b>Total Shares on Issue post Capital Raising*</b>	60,456,795
<b>Implied Market Capitalisation</b>	\$35,774,077

*\*This number is indicative only. The capital structure of the Company may differ upon completion of the Placement and the SPP to what is shown in the above table depending on whether shareholder approval is obtained for the issue of Tranche 2 Placement Shares and the number of applications received under the SPP.*



## Timetable

<b>Trading Halt</b>	<b>9am, Tuesday, 16th of November 2021</b>
<b>Announcement of Placement and SPP</b>	<b>Thursday, 18th of November 2021</b>
<b>Placement Settlement Date</b>	<b>Wednesday, 24th of November 2021</b>
<b>Allotment of Shares under Tranche 1 of the Placement</b>	<b>Friday, 26th of November 2021</b>
<b>Share Purchase Plan Offer Period</b>	<b>22 November 2021 to 10 December 2021</b>
<b>2021 Annual General Meeting</b>	<b>Friday, 14th of January 2022</b>
<b>Allotment of Shares under Tranche 2 of the Placement</b>	<b>Monday, 24th of January 2022</b>

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## Appendix



# Balance Sheet

USD (\$Ms)	FY21	FY20
Cash	2.16	3.60
Accounts Receivable	1.87	1.48
Other Current Assets	0.29	0.26
<b>Total Current Assets</b>	<b>4.31</b>	<b>5.34</b>
Total Non-Current Assets	5.82	6.39
<b>Total Assets</b>	<b>10.13</b>	<b>11.73</b>
Accounts Payable and Accrued Expenses	2.33	1.42
Other Current Liabilities	0.23	0.97
<b>Total Current Liabilities</b>	<b>2.56</b>	<b>2.39</b>
Total Non-Current Liabilities	0.30	0.51
<b>Total Liabilities</b>	<b>2.86</b>	<b>2.90</b>
Total Equity	7.27	8.82
<b>Total Liabilities and Equity</b>	<b>10.13</b>	<b>11.73</b>

## Highlights:

- Cash ended the year above \$2.1M, reflecting a quarterly average burn rate of approximately \$0.4M
- Accounts Receivable growing with revenue growth, but also consistent collections with minimal material past due accounts and no provisions for bad debt
- Non-Current Assets decreased related to amortization of Red Tricycle related intangible assets in software and content, and also includes goodwill from the Red Tricycle acquisition
- Accounts Payable and Accrued Expenses growing in line with the revenue growth of the business
- Other Current Liabilities decreased year over year related to forgiveness of the PPP loan in fiscal 2021

Note: Audited financials based on latest company Annual Report, issued on September 30th, 2021



Who are we?

## Leadership Team



**Eddie Geller**  
Chief Executive  
Officer



**Nina Lawrence**  
Chief Content & Revenue  
Officer



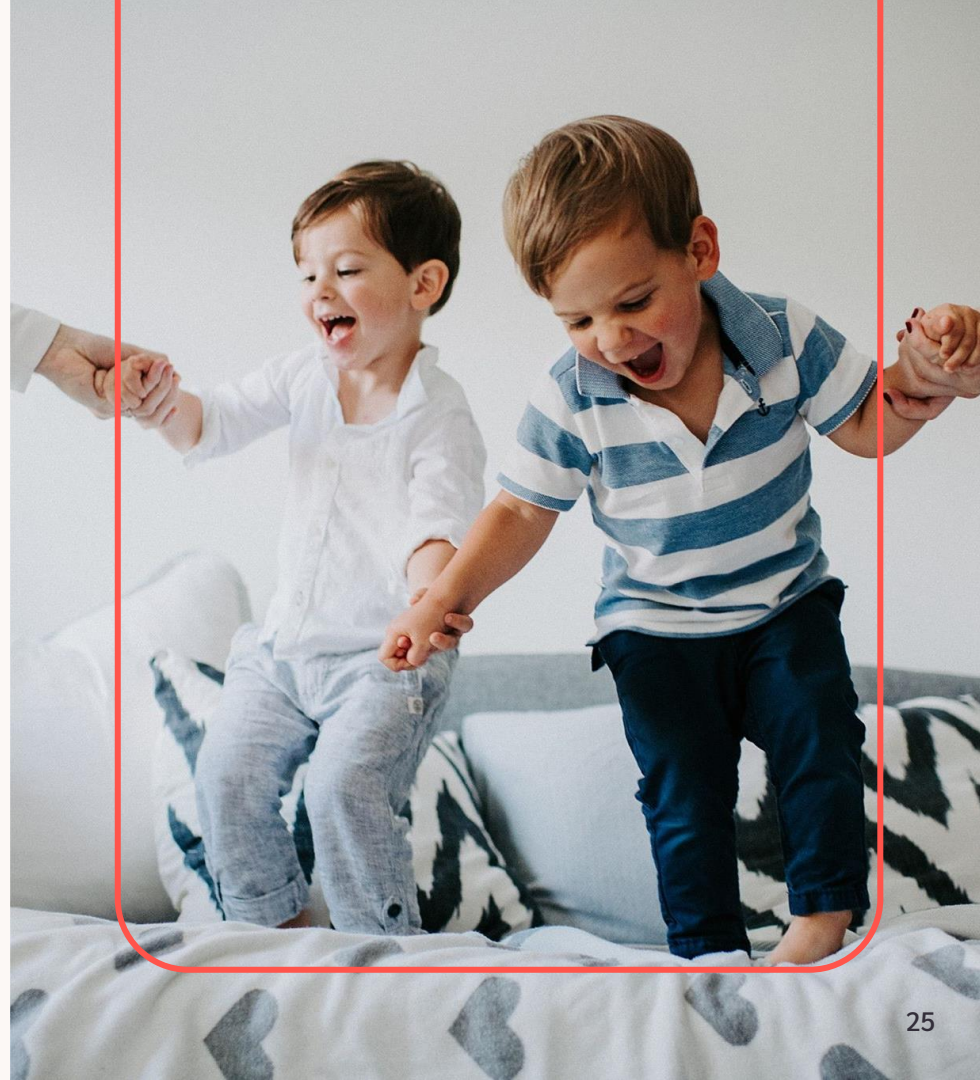
**Chris Motsay**  
Chief Financial Officer



**Kyle Martin**  
Chief Product  
Officer



**Mark Wunsch**  
Chief Technology Officer



# For More Information

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**Tinybeans Group Limited (ASX:TNY, OTCQB: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 5<sup>th</sup> 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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**i: [www.tinybeans.com](http://www.tinybeans.com)**

