



ASX RELEASE

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Tinybeans 2021 AGM Chairman's Address

Tinybeans Group Limited (ASX: TNY) (OTCQB: TNYF) (“Tinybeans” or “the Company”), the only personalized platform trusted by parents to help them raise amazing kids, is pleased to share its Chairman’s address prior to today’s Annual General Meeting.

Tinybeans Chairman - John Dougall

2021 has been a year of significant progress and transition for Tinybeans, the trusted platform where parents go to capture and share memories... to gain inspiration... to engage with other parents... and to help them raise amazing kids.

Revenues continued to grow strongly in FY21, generating \$US8 million and doubling the FY20 result.

The strong increase in revenues was a direct result of, and supported, ongoing investment in product development and strategic initiatives to support future growth.

We moved from operating under two brands – Tinybeans and RedTricycle – to operating under the single Tinybeans brand. We are looking to add buzz around the brand to further cement Tinybeans as the #1 parenting platform for pro-active and engaged parents everywhere.

In October 2021 we announced a new subscription model called Beanstalk that introduced an expanded range of features for families. Beanstalk subscriptions generate recurring revenues as we transition our business model from primarily advertising based, to advertising and consumer revenues driven today by subscriptions.

Since its launch, in only just a few months, Beanstalk recurring revenues from subscriptions are on track to double to over US\$140,000 per month, clearly highlighting the potential for this new subscription model to quickly grow. We also launched a new website and mobile app, both of which will continue to be enhanced with new features and offerings.

Our new branding has been well received by advertisers and we are winning business with top tier brand partners like LEGO, Google, Microsoft and YouTube Kids that are committing to larger average size campaigns given the quality of our audience.

As previously flagged, the Board sees significant opportunity in dual-listing Tinybeans on Nasdaq to complement the Company’s listing on ASX. Over the past year we have laid the



foundations necessary for this to happen, including undergoing a thorough audit process with our new audit partner.

Given the substantial growth opportunities available to the business, A\$8.1 million was raised in late November 2021 via a placement to existing and new sophisticated and institutional shareholders, as well as a Share Purchase Plan.

The funds raised are being judiciously deployed into strategic initiatives to support our growth strategy – boosting our market presence, expanding our sales and business development team, and continuing to invest in Product and Engineering.

I am aware that shareholders may have questions relating to the recent Capital raise. I will get to those matters in the Q&A session at the end of the Meeting.

With the company rapidly growing, and several exciting and attractive growth initiatives available to the business, your Board decided it was imperative to raise capital in late November to enable the management team to execute the Company's long term growth strategy. The opportunities are clear as we announced alongside the capital raising that the Revenue outlook for October through December was over US\$3.5 million, an increase of 53% on the previous corresponding period.

As announced several months back, after four years as your Chairman, I plan to step down this year. The Board has unanimously agreed to transition to a well-regarded US-based non-executive Chairperson with Nasdaq experience and “been there...done that” expertise in building a fast growing company. We also plan to appoint an Australian based capital markets savvy non-executive director to the Board.

It has been a pleasure to serve in the role and I give my personal thanks to all shareholders for the opportunity. I look forward to continuing my association with Tinybeans as a supportive shareholder like all of you.

In the meantime, your team is focused on executing the growth strategy of winning new business and renewing existing accounts. We are committed to our strong growth objectives and to supporting our parents and families.

We have proven resilient to the challenges and demands of the past two years and enter 2022 with confidence.

The announcement was approved for release by the TNY Chairman.



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About Tinybeans Group

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 3rd 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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