



ASX RELEASE

25 February 2022

Tinybeans Releases 1H FY22 Results and Appendix 4D

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 announce its results for the six months ended 31 December 2021 (“1H FY22”).

1H FY22 financial summary

| US\$ million | 1H FY22 | 1H FY21 |
|-------------------------------------|---------|---------|
| Advertising Revenue | 5.65 | 3.72 |
| Subscription Revenue | 0.59 | 0.41 |
| Other Revenues | 0.21 | 0.21 |
| Total Revenue | 6.45 | 4.34 |
| Gross Margin | 5.80 | 4.11 |
| EBITDA | (0.89) | (0.30) |
| Adjusted EBITDA | (0.11) | (0.10) |
| Net Loss | (1.27) | (0.69) |
| Net Increase in Cash (excluding FX) | 3.05 | (0.44) |

Key 1H22 highlights for another record half (vs 1H FY21)

- Revenue was up 49% to US\$6.45 million
 - Advertising revenue was up 52% to US\$5.65 million, underpinned by several new advertisers including YouTube Kids, Microsoft, Hills Nutrition and Paramount, joining the Tinybeans platform at a time of improving US advertising conditions
 - Subscription revenue up 42% to US\$0.59 million as conversion of existing users to paying subscribers gains momentum
- Launch of the entirely new Tinybeans.com website and app under a single brand, completing the integration of Red Tricycle into the Tinybeans fold
- Renewal agreements were signed with many existing advertisers including Lego, Amazon, Apple and MGA Entertainment
- Launch of the new paid subscription service, *Beanstalk*, with great early results to help drive dual revenue streams for Tinybeans
- Monthly Active users as at 31 December were 3.5M, with an LTV of \$178.
- Cash balance of US\$5.16 million at 31 December 2021 and no external debt, supports further growth

Tinybeans' Chief Executive Officer, Eddie Geller, said:

"I am very pleased with the performance of Tinybeans over the first half of this financial year, delivering record results across revenues, cashflows and various audience metrics. The Tinybeans team has done a marvellous job in not only launching a range of new products but also delivering record growth.

During the half we launched our new subscription product Beanstalk with great early results. This further enhances the value proposition to parents and drives dual revenue streams.

Tinybeans has both renewed and attracted new advertisers on its platform. Brands like YouTube Kids, Microsoft, Hills Nutrition, and Paramount, recognise the value of our unique audience demographic. This is further reinforced by brands like Lego, Amazon, Apple, MGA Entertainment and many more, renewing their contracts as they seek to build longer term relationships with Tinybeans.

Built on the trust and safety that has always been core to who we are, Tinybeans inspires parents to both create memories and share them. The new website Tinybeans.com also offers the market leading capability of delivering content uniquely to each family tailored to their children's ages, interests, and where they live with a combination of utility and personalised content. We have taken a significant step toward accomplishing our goal of being the go-to resource for all things parenting.

We remain committed to our roadmap, and we are confident in our ability to grow Life-Time Value beyond the US\$178 that it is today. With a Life-Time Value/Customer Acquisition Cost multiple of 3.6, we are doubling down on growth to drive revenue acceleration.

We are excited by the promising opportunities we see for our business in the second half and beyond as we continue to deliver on our mission to partner with parents through the journey of nurturing tiny humans together. Tinybeans is a trusted member of the family that parents can count on for relevant content, safe connections, and private photo sharing to help them raise amazing kids.

With so many promising opportunities, we have only really just begun. The new website, single brand, strategy to build a subscriber base, and relationships with key global and local brands, position us well to deliver sustainable growth in shareholder value."

This announcement was approved for release by the TNY Board.



For more information, please contact:

Hugh Morgan – Director, Market Eye

P: +61 407 453 109

E: hugh.morgan@marketeye.com.au or investors@tinybeans.com

About Tinybeans Group

Tinybeans Group Limited (ASX:TNY, OTCQB:TNYF) is the only high trust app and web platform offering a personalized experience for new and growing families that helps them achieve their #1 goal in life—to raise amazing kids. Our purpose is bigger than simply making parenting easier. We help families thrive by giving them a safe, useful and inspirational place to go to capture and share memories, engage with trustworthy content and find thoughtful recommendations tailored to their family’s needs, interests and where they live.

Tinybeans engages 28 million mindful parents every month, enjoys over 130,000 5-star reviews in the Apple App and Google Play stores, and has been recognized by Apple for excellence in both content—top 3 most viewed and exclusive parenting partner for Apple Guides, and utility—twice being named U.S. app of the day.

www.tinybeans.com

For personal use only