



Tinybeans Investor Day

A Glimpse into our Future

(ASX: TNY; OTCQB: TNYF)

March 24/25 2022

Unless otherwise noted, amounts are in USD



analyst use only

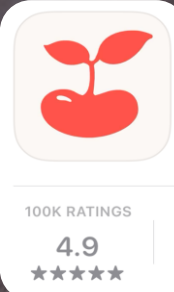
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INVESTOR DAY

Company Strategy



Eddie Geller
Co-Founder and
Chief Executive Officer



A white rounded rectangular badge with a red apple icon containing a green sprout. Below the icon, it displays '100K RATINGS', a large '4.9', and five stars.

100K RATINGS
4.9
★★★★★



LARGE ADDRESSABLE MARKET

Massive Opportunity

\$934B
Annually



$$\begin{array}{l} \mathbf{4M} \quad \times \quad \mathbf{\$233,610} \quad = \quad \mathbf{\$15.8T} \\ \text{Births per year} \quad \quad \quad \text{Cost of raising a child to 17*} \quad \quad \quad \text{Cumulative TAM for parenting till 17} \end{array}$$

A Massive Market with Massive Needs



Expecting Mom

I visit Tinybeans and see “must have” resources, ideas & products for new parents. “Wow! I’m relieved & feel confident we’ll be ready when baby arrives!”



I’m Pregnant!

I’m a first time mom. “I have no idea where to start to find the best resources for parents?” My doctor recommends Tinybeans.



Baby Arrives

We’re home from the hospital. “I’m overwhelmed!” I open the Tinybeans app to privately share photos with family & get recommendations for baby’s first day home. “Whew!”



First Year

“Tinybeans is a game changer!” I share photos/ videos, track milestones, get parenting ideas, learn about the latest products, & get advice from parents in my community!



Growing Up

I love the age-appropriate recommendations, ideas, & getting/ giving advice...and the “flashbacks” and photo books bring back wonderful memories!



We’re Grandparents!

It’s wonderful seeing our grandkids growing up. I feel so connected! I love giving photo books & personalized gifts they’ll cherish for a lifetime.

BLANK FOR THE VIDEO



**The trusted resource where millions of
parents go to raise amazing kids**

From Our Customers are Saying

My favorite app!

I love watching the videos and pics of my niece's little boys and family. They get to share all their children's milestones with all their friends and family in one place. We can see each other's comments which are usually quite as entertaining as the pics and videos themselves. I love also that I can download my favorites. When I need a smile I tap on my Tinybeans app.

#celebration #app #follower

Been using this for years ♥

We live 3,000 miles from our family so this app allows our parents to keep up to date with our kids in a fun way. And it's super easy to use! Love looking back at older flashbacks too, very neat :)

#celebration #app #parent

I look forward to these emails because the content gives me ideas I can do with my kids, whether it is a recommended activity, craft or movie. As well as articles about parenting.

#wisdom #email #content #parent

In October I realized I paid for the photo sharing app I use for Luna with friends & family twice—once through the platform's website and once through the App Store . I kept thinking "I need to contact them to get a refund" and always forgot because #mombrain Today I received an email from them saying they noticed I'd been double-charged and they refunded me! I didn't even have to ask! A) that's amazing customer service and B) thank you Universe for taking something off my to-do list 🙌 🙌 🙌

#pampering #parent #subscriber

Pandemic Life Saver

I live far away from 2 granddaughters, their spouses and 3 great granddaughters. I LOVE Tinybeans every day it has truly been so very special during this pandemic. I can watch my little ones as they grow and progress every since day. My ritual each day is to sit with a cup of coffee and look at Tinybeans. My granddaughters are fantastic about posting every and I can hardly wait to see each new advyin their lives. Thank you for Tinybeans ♥ ♥

#celebration #app #follower

GROWTH STRATEGY

Our Growth Flywheel: Recommendation Engine

Generate

Recommendations engine enables Advocates to rate, review, refer and share their Tinybeans experience.

Amplify

We'll amplify Advocate ratings, reviews and stories throughout our owned sites and organic content to attract proactive prospective parents across the Path To Purchase.

Promote

We'll leverage customer stories, ratings and reviews in outbound and paid advertising campaigns to reach and engage passive parent prospects.



PURCHASE
Curated Products
Tickets & Experiences
Photo books
Personalized Giŭs



SUBSCRIBE
Memories Sharing
Milestone Tracking
Personalized Content
Local Community



ADVOCACY
Ratings
Reviews
Customer Stories



"I Love Tinybeans"



**Generate + Amplify
+ Promote**

CONSIDERATION
Contact Nurture
Subscription Trial
Targeted Onboarding



AWARENESS
Search Optimization
Social "I Influencers
Paid Advertising
Referral Program



ENGAGEMENT
Personalized Content
Retargeting
Contact Capture

GROWTH & STRATEGY

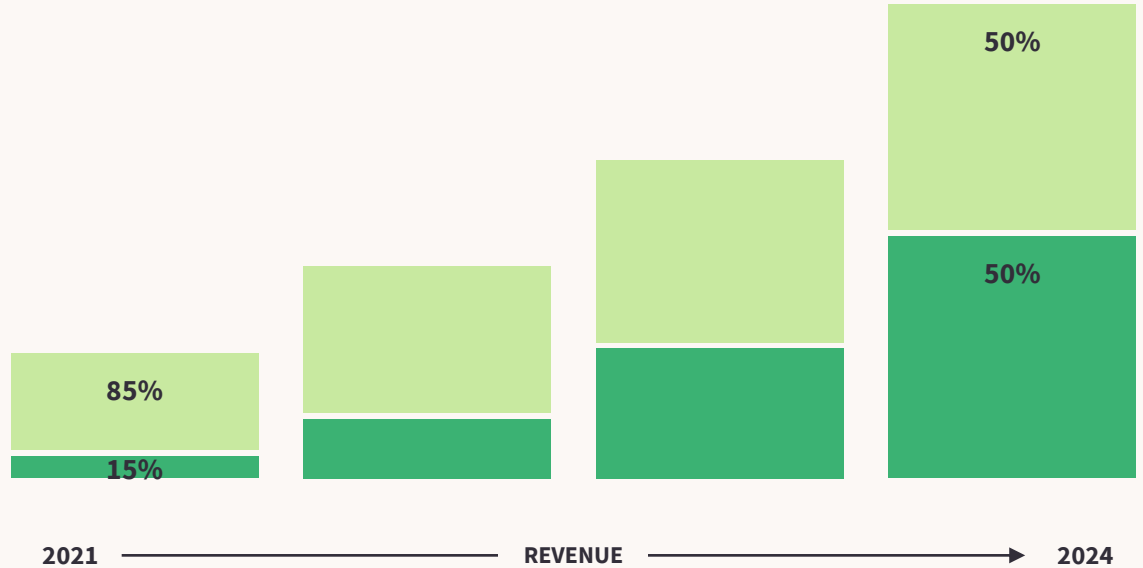
Scalable Multiple Revenue Streams

ADVERTISING REVENUES

Industry leading 1st party data, 100% brand safe quality content, local and national

CONSUMER REVENUES

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



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The Parenting Market



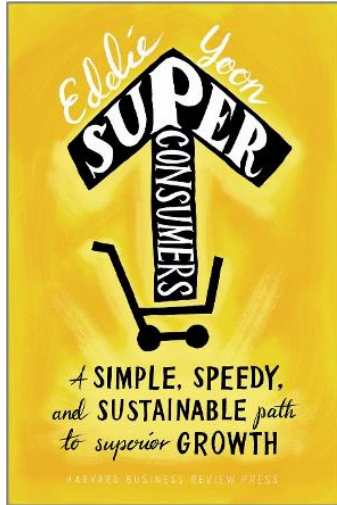
Eddie Yoon
Strategy Guru



Grady Edelstein
Head of Brand +
Partnership Marketing

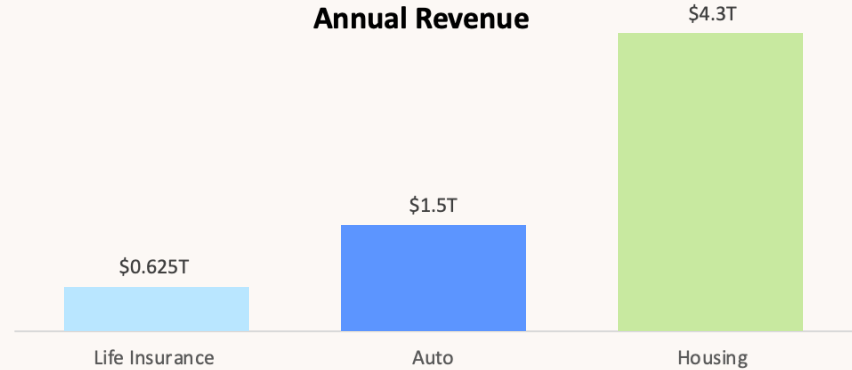
GOOD, BETTER, BEST, SUPER

Multi-Trillion Dollar Parenting Adjacent Categories



- Super consumers are the smartest, most passionate & profitable consumers
- Supers in 1 category are also supers in 9+ others
- Extraordinary LTV upside for Tinybeans... & partners

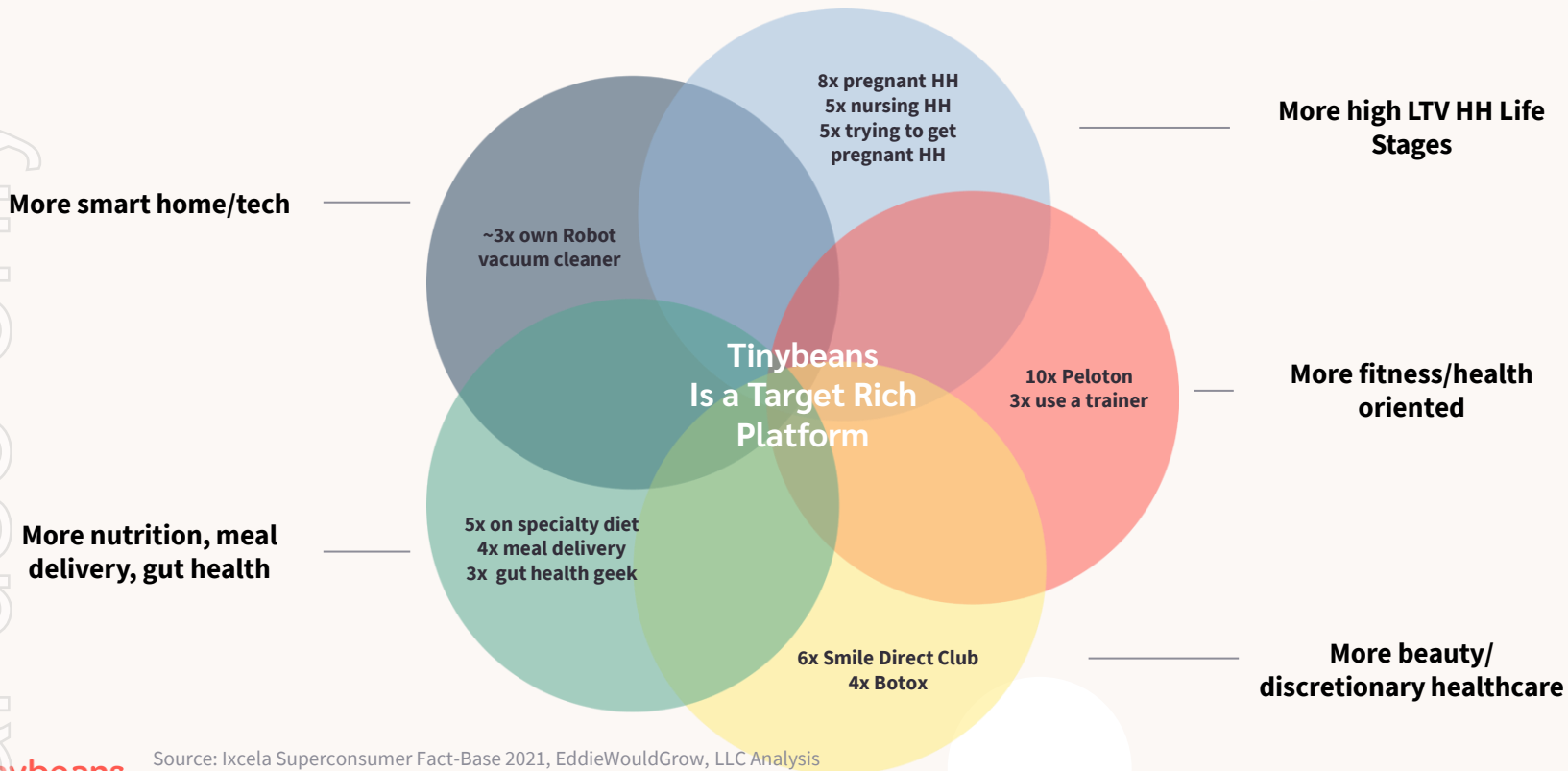
Annual Revenue



- HH with babies have the highest LTV upside
- Their buying motivations & preferences dramatically change
- They enter trillion \$ categories

High Growth/High Spending “For the Parent” Categories

Tinybeans Audience vs. U.S. National Average



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LIFETIME VALUE (LTV)

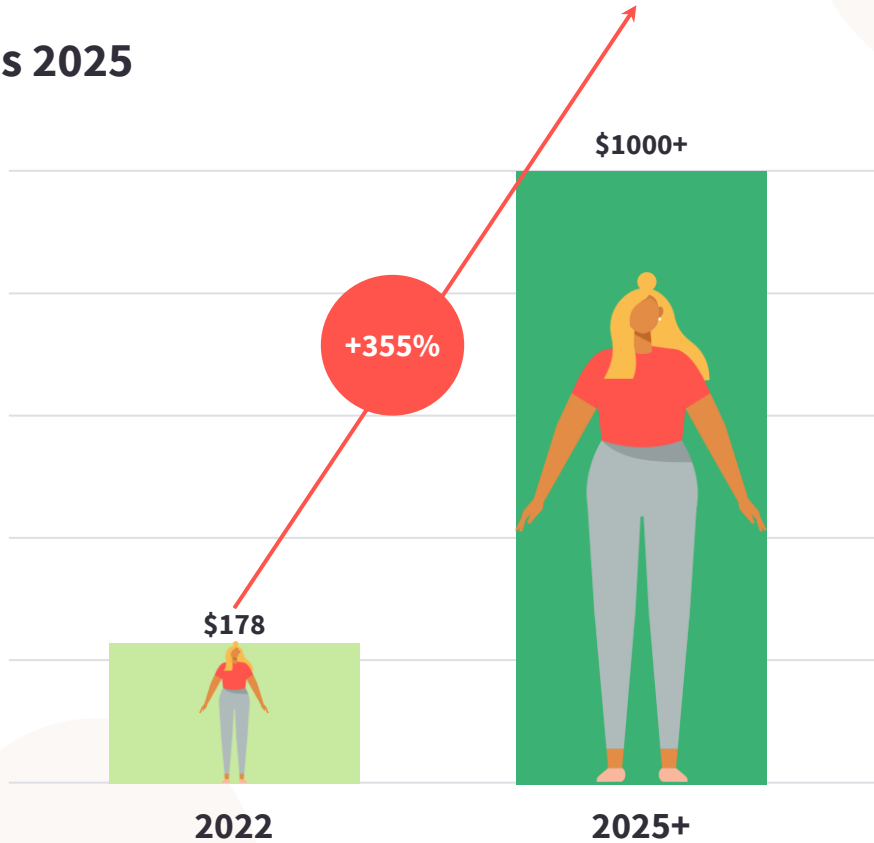
Today and Towards 2025

\$178 (2022)

Advertising \$10
Subscriptions \$168

3.6x LTV/CAC

80% Retention



\$1000 (2025+)

Revenue Streams

Advertising
Subscriptions +
Ecommerce
Other Services

Strategy

Target 28M Proactive Parents
Broaden the value proposition
50/50 advertising/subscription

LOOKING TO PLUS UP PARENTING

Tinybeans Parents are 50% More Likely to Have the Mindful Mindset

Want to raise amazing kids

98%

My #1 goal is to raise amazing kids

Look for fun things to do together

95%

Would rather have more time for my family than more money

Strive to be the best parent they can

58%

Parenting is hard and I am not afraid to seek/ask for help

Always Looking to Do Better for Themselves and Their Family



54%

“I have higher standards for my children and for myself as a parent (vs. 47% national)”



67%

“I am a better parent when I fulfilled in my mind, my career and my health” (vs. 55% national)”



69%

“I need to take care of myself so i can better care for others (vs. 58% national)”

INVESTOR DAY

Product Strategy



Marissa Frydman
Head of Product Management



Sarah Argus
Director of Brand and User Experience



PRODUCT

What is Our Customer Looking For?

When I have my baby I want to....

Privately share photos and videos with close friends & family

Keep my family connected without compromising privacy

As we grow through toddlerhood and beyond I want to...

Have a single trusted source for getting quick parenting answers,

Feel confident that I'm using the right products, techniques, and being the best parent I can be

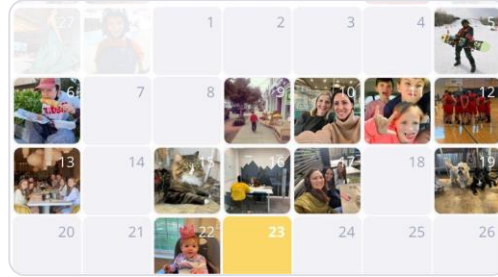
PRODUCT

What are We Doing to Solve Her Problems and Concerns?



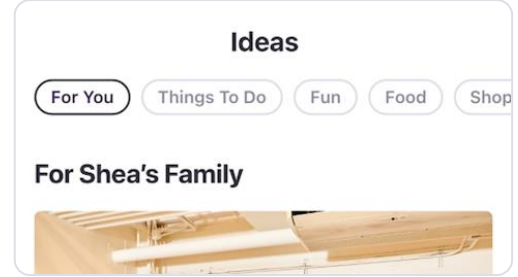
Providing Her Wisdom

In September of 2021 we merged Red Tricycle and Tinybeans, creating a single destination for trusted parenting content.



Celebrating Her Amazing Kids

Continued to grow our Memories photo-sharing product, allowing more parents to share photos and videos with families and friends.



Pampering Her with Personalization

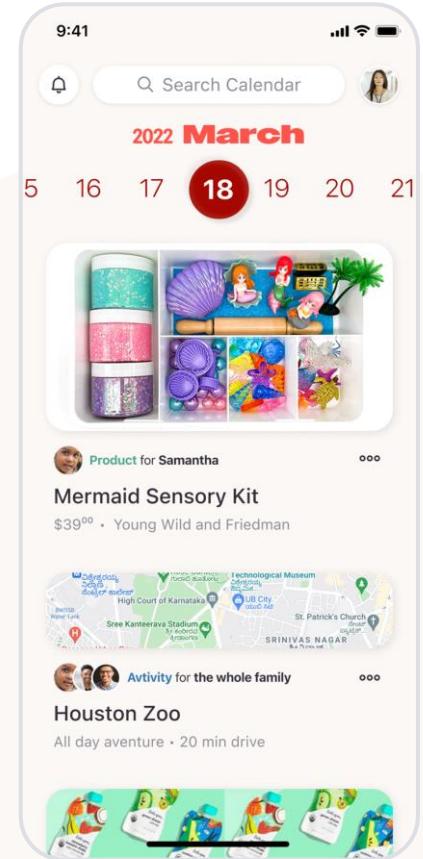
Personalized content straight into their Tinybeans app, giving parents the information they want, when they need it most.

PRODUCT

Where Do We Go from Here? Content

Last year we launched our new website combining content from both brands, Red Tricycle and Tinybeans. With this new platform, we have plans to build upon the following:

- Content by parenting experts
- Age and location-based content
- Family interest activity recommendations
- Relevancy by machine learning
- Easily consumable and actionable content

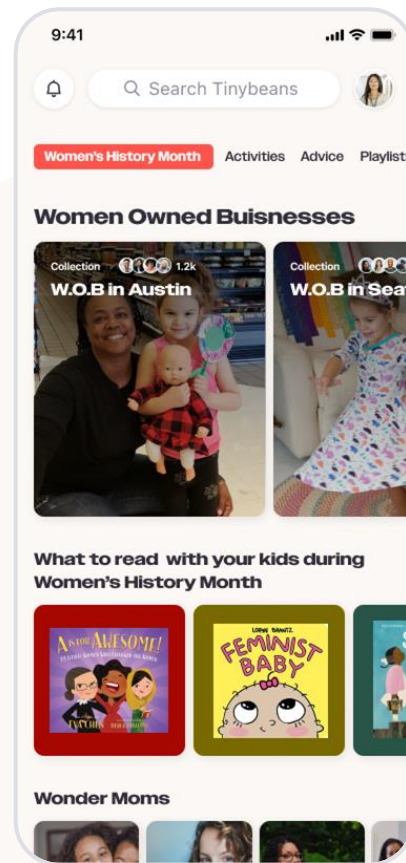
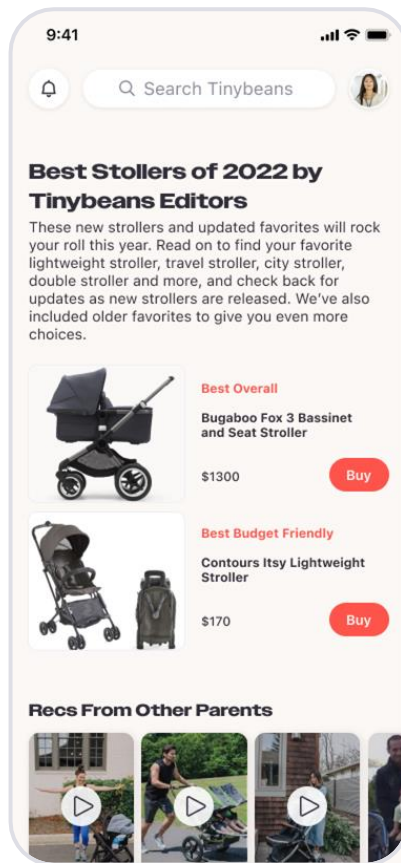


PRODUCT

Where Do We Go from Here? Community

Last year we learned a lot about what parents love and hate about their current community solutions. We tested aspects of a Tinybeans community and in this upcoming year, we'll be looking to build on these initial experiments to define our community product, specifically:

- Localization
- Safety and privacy
- User generated content (UGC) vs editorial content benefits
- Reward systems

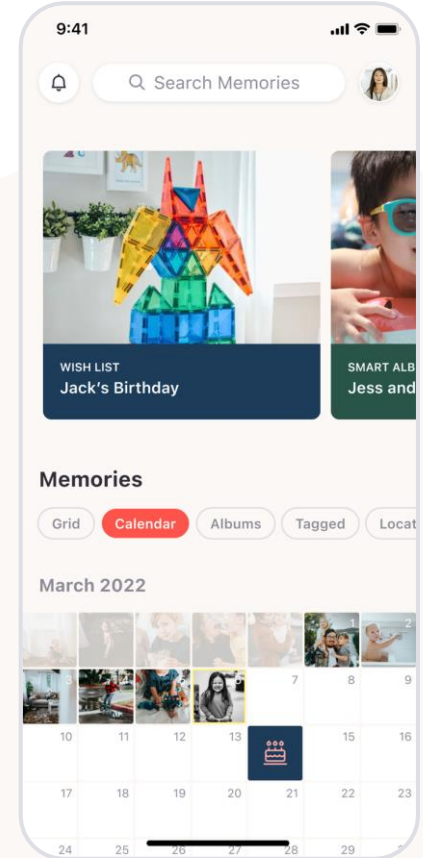
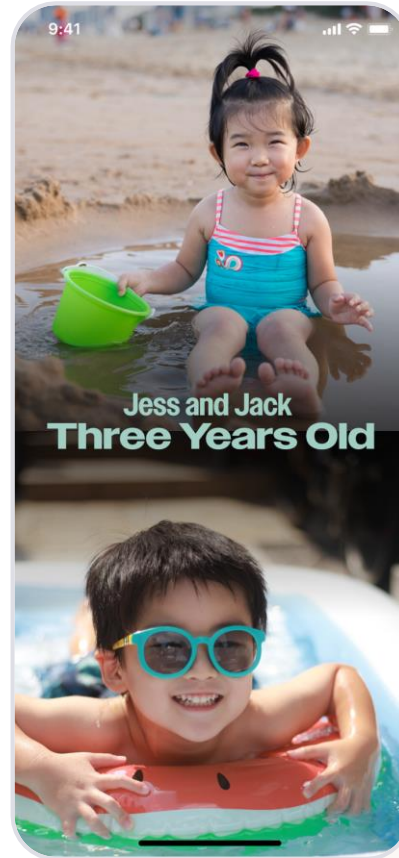


PRODUCT

Where Do We Go from Here? “Beanstalk” Subscriptions

In the last year we implemented a new user-centric subscription model.
In the next year we have plans to implement or test the following:

- Family subscription plans
- Referral program
- Exclusive shop
- Enhanced “Memories” features



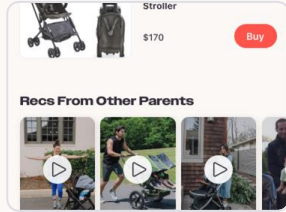
The 'Go To' Resource for All Things Parenting

CELEBRATION OF FAMILY



Memories

I can't wait to share awesome pic of Tommy's first smile today.



Community

I can't be the first one to be juggling work and home. I want tips and encouragement from other moms.

PARENTING WISDOM



Interest Based Content

What am I making for dinner tonight?



Age Based Content

Sarah is struggling with going to back to school this year.



Local Content

I want to do something fun with the kids this weekend.



Self-Care Content

I need to fit working out time in to my schedule. Need ideas and inspiration.

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Advertising



Nina Lawrence
Chief Content & Revenue Officer



analysis only

 tinybeans

Together, let's help families raise amazing kids

THE TINYBEANS PROMISE TO CONSUMERS

We protect your data.
We are for YOUR family.
We are optimistic, inspiring, real.



THE TINYBEANS PROMISE TO CONSUMERS

We protect your data.

We are for YOUR family.

We are optimistic, inspiring, real.

THE TINYBEANS PROMISE TO MARKETERS

We keep your brand safe.

We offer 100% premium data.

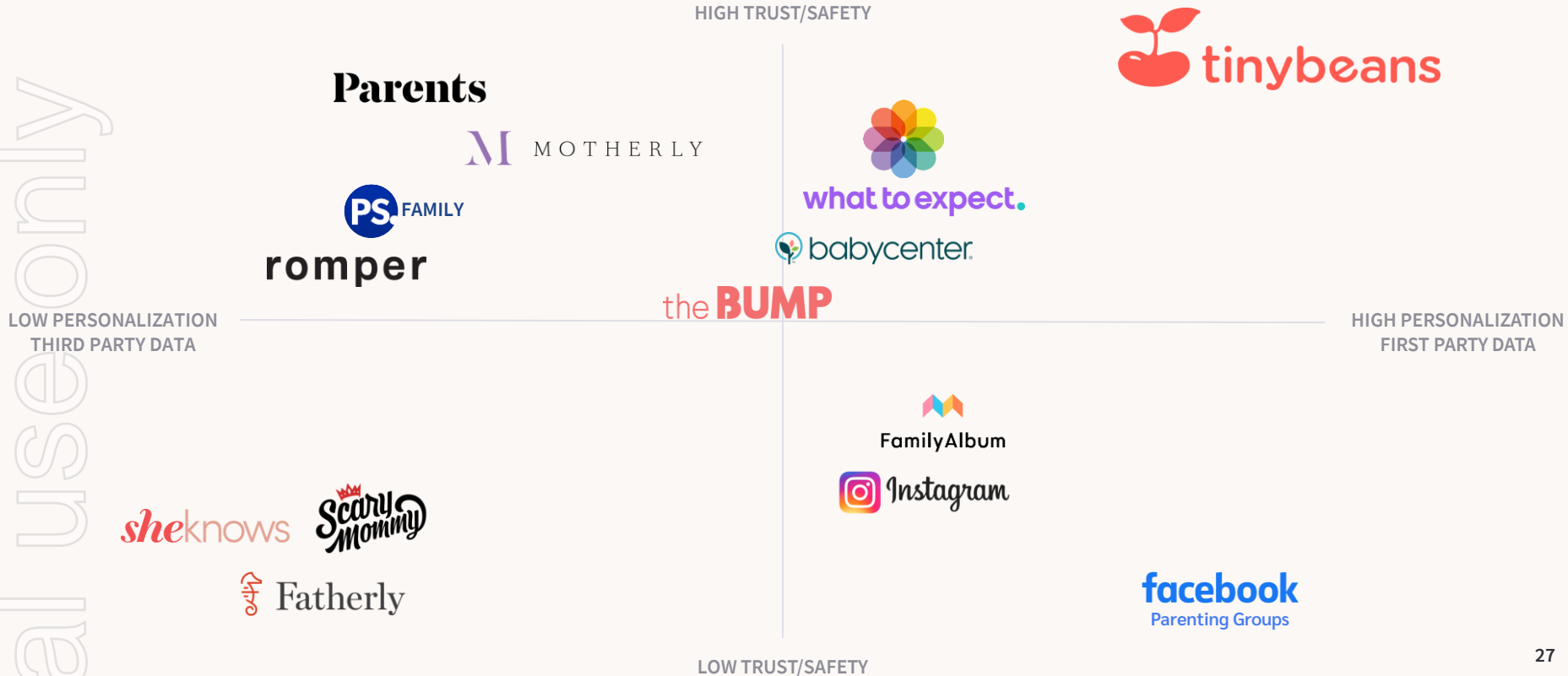
We are trusted storytellers.



UNIQUELY POWERED

The Only Safe, Personalized Platform

Personal use only



TODAY

Driving Deal Size with Big Partners



Fall in Love with Family Travel Again

Traveling creates unforgettable memories, allows us to experience new cultures and visit the beauty of the world around us. There is no better way to bond with your family than through a shared adventure. We want to help you get to that place where your next vacation starts.

1 of 8



Travel Tips & Tricks to Make Family Trips a Breeze

Get the best travel tips to make your family trips a breeze. Click on the tips below.

<p>11 Budget-Friendly Spring Break Getaways</p> <p>Spring break is a great time to take a family vacation. Here are 11 budget-friendly spring break getaways that are perfect for families.</p>	<p>7 Quick, Kid-Friendly Travel Tips</p> <p>Traveling with kids can be a breeze if you have the right tips. Here are 7 quick, kid-friendly travel tips to make your family trip a breeze.</p>	<p>16 Family Travel Trends for 2022</p> <p>Family travel is on the rise, and here are 16 family travel trends for 2022 that you should know about.</p>	<p>8 Long Weekend Family Getaways</p> <p>Long weekends are a great time to take a family vacation. Here are 8 long weekend family getaways that are perfect for families.</p>
<p>11 Ways to Start Making Your Kids Smarter</p> <p>There are many ways to start making your kids smarter. Here are 11 ways to start making your kids smarter that you should know about.</p>	<p>9 Family Vacations for Every Age</p> <p>Family vacations are a great time to take a family vacation. Here are 9 family vacations for every age that you should know about.</p>	<p>11 Amazing Places Every Kid Should Try</p> <p>There are many amazing places every kid should try. Here are 11 amazing places every kid should try that you should know about.</p>	<p>8 Tips for Family Road Trips</p> <p>Family road trips are a great time to take a family vacation. Here are 8 tips for family road trips that you should know about.</p>

Where Should You Vacation Next?

Get the best travel tips to make your family trips a breeze. Click on the tips below.

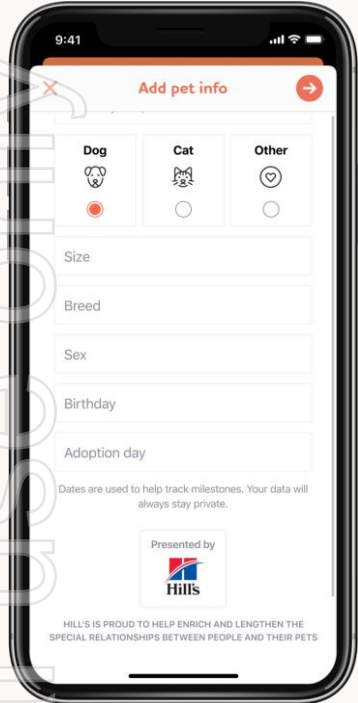
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Take your pick.

<p>Health and Beauty</p>	<p>Shop & Save</p>
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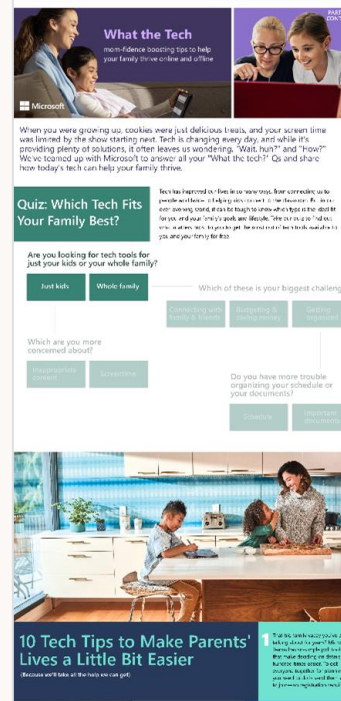
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Where We are Going



Exclusive Pet Family Sponsor

- \$1MM contract
- Anchored by Add-a-Pet
- + branded content including video, Hill's vet experts, insights

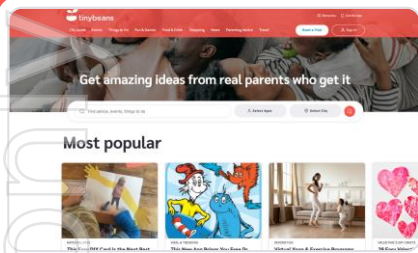


Core Parenting Partner

- \$475K to date
- Supporting Outlook, Edge Browser, Edge Kids Mode, Teams, M365 + Microsoft Family Safety

GROWTH AND STRATEGY

Tinybeans. Synonymous with Parenting.



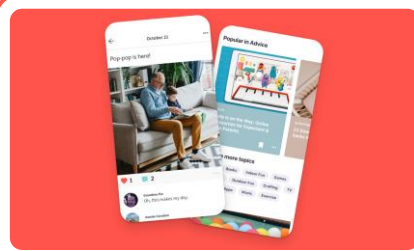
Single Brand

Now a single brand and destination to help parents raise amazing kids. Tinybeans will be where parents go, from capturing memories to getting inspiration and engaging with other parents.



Addressable Market

The parenting market is huge and with the trust Tinybeans has with its core customers, creates a significant opportunity to grow lifetime value and its share of the market



Audience

Value proposition for the platform targeted to new parents, their families and parents of older children. Trust and Privacy still remains high to drive growth.



Multiple Revenue Streams

Growing advertising revenues while accelerating consumer revenues to build a sustainable commercial model for many years to come, striving for a 50/50 split. Huge potential of reaching \$1000 LTV in future years

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Thank You! Any Questions?

For More Information

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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.

This announcement was approved for release by the Tinybeans CEO.

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