



## Tinybeans Investor Day

# A Glimpse into our Future

(ASX: TNY; OTCQB: TNYF)

March 24/25 2022

Unless otherwise noted, amounts are in USD



Internal use only

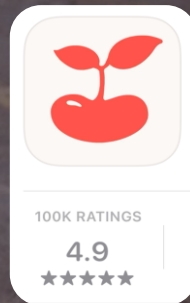


INVESTOR DAY

# Company Strategy



**Eddie Geller**  
Co-Founder and  
Chief Executive Officer





LARGE ADDRESSABLE MARKET

Massive Opportunity

**\$934B**  
Annually

**4M**

Births per year

x

**\$233,610**

Cost of raising a child to 17\*

=

**\$15.8T**

Cumulative TAM for parenting till 17



# 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.

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not for use only



**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 Gifts*



**SUBSCRIBE**  
*Memories Sharing*  
*Milestone Tracking*  
*Personalized Content*  
*Local Community*



**ADVOCACY**  
*Ratings*  
*Reviews*  
*Customer Stories*



**AWARENESS**  
*Search Optimization*  
*Social "I" Influencers*  
*Paid Advertising*  
*Referral Program*



**ENGAGEMENT**  
*Personalized Content*  
*Retargeting*  
*Contact Capture*



**CONSIDERATION**  
*Contact Nurture*  
*Subscription Trial*  
*Targeted Onboarding*

**"I Love Tinybeans"**



**Generate + Amplify  
+ Promote**



## GROWTH & STRATEGY

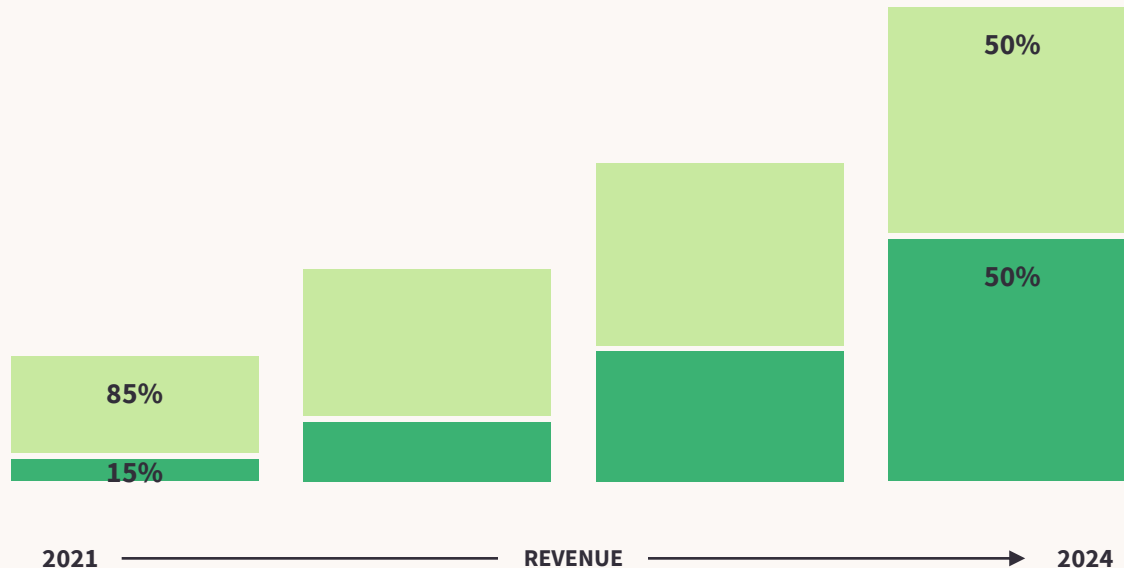
# Scalable Multiple Revenue Streams

### 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



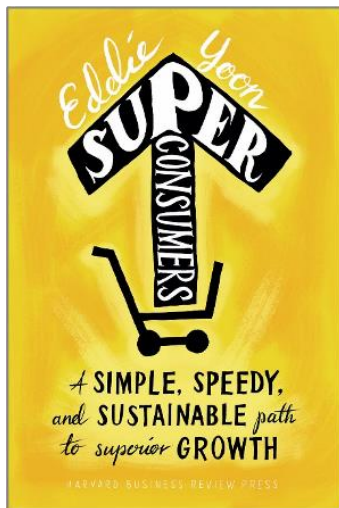
**Eddie Yoon**  
Strategy Guru



**Grady Edelstein**  
Head of Brand +  
Partnership Marketing

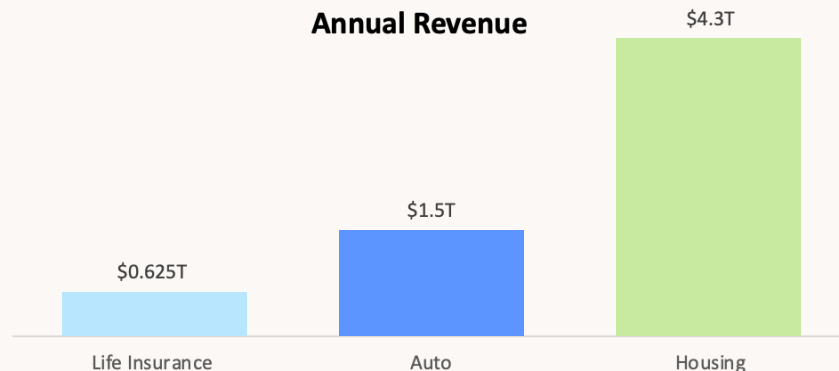
GOOD, BETTER, BEST, SUPER

## 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

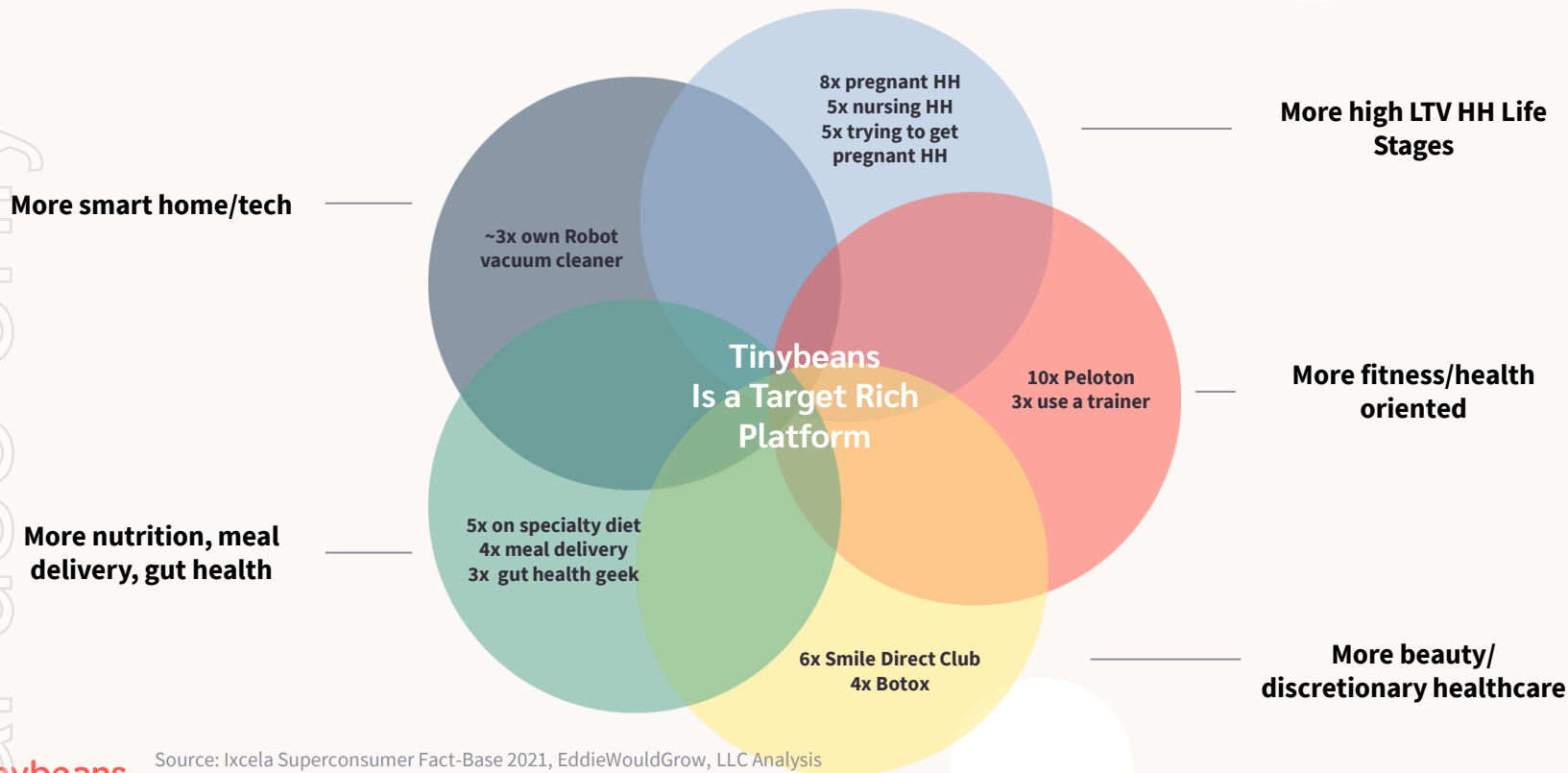
### Annual Revenue



- 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



## LIFETIME VALUE (LTV)

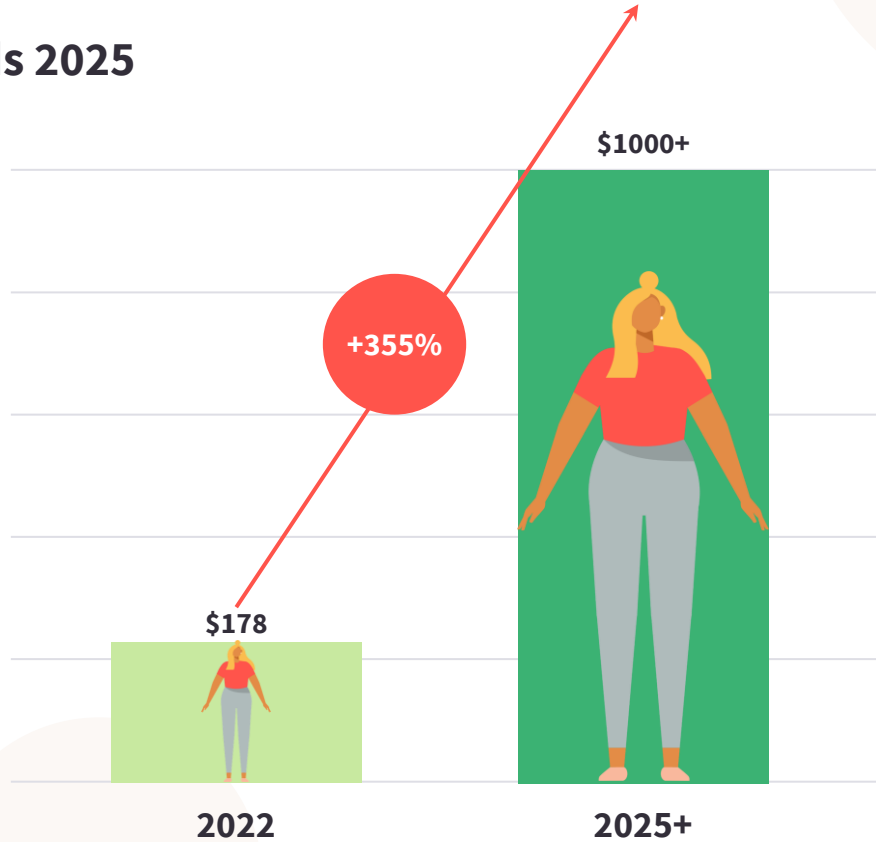
# Today and Towards 2025

**\$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)"**

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# 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

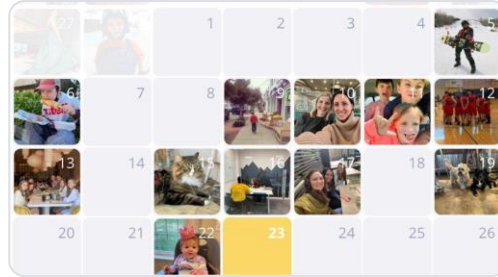
## PRODUCT

# What are We Doing to Solve Her Problems and Concerns?



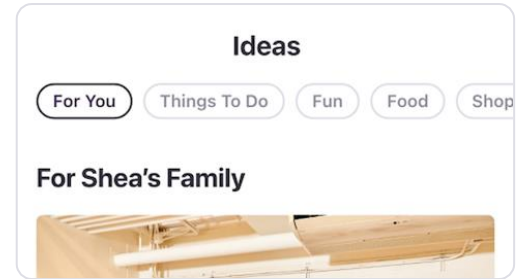
### Providing Her Wisdom

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.

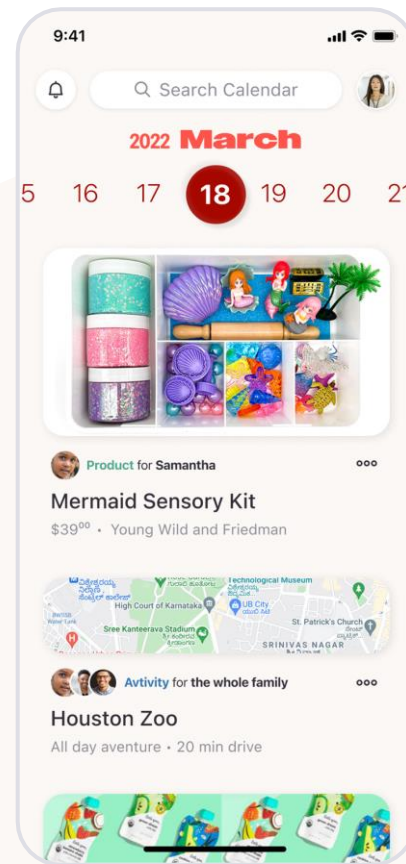
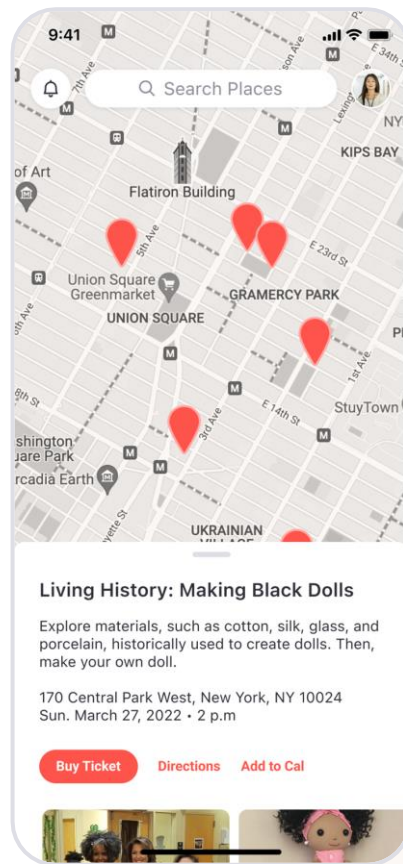


## PRODUCT

# 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

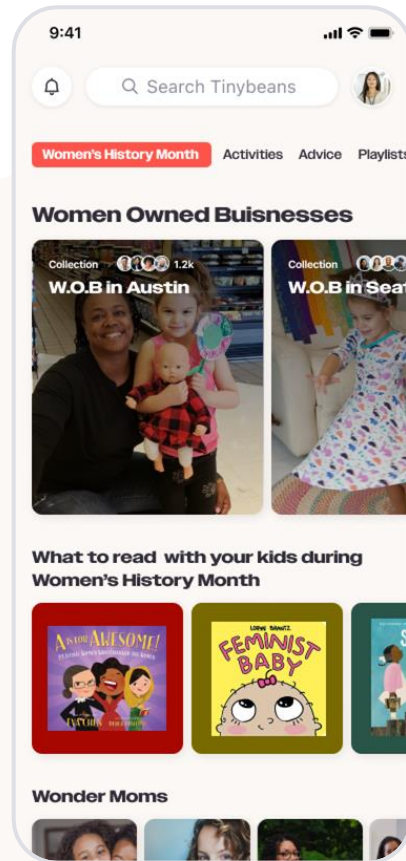
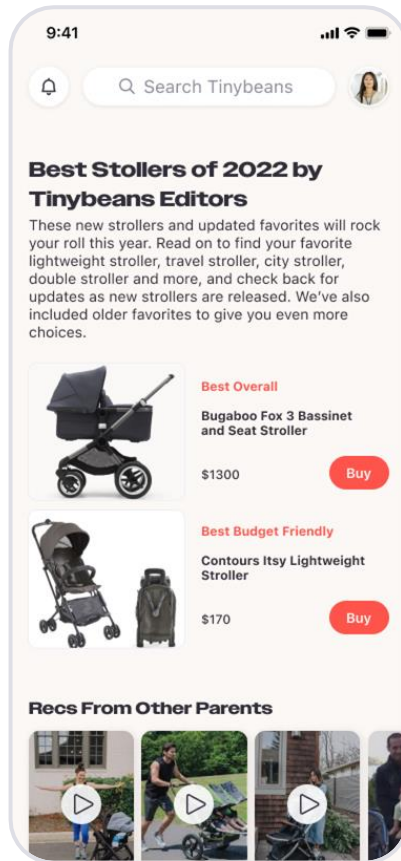


## PRODUCT

# 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



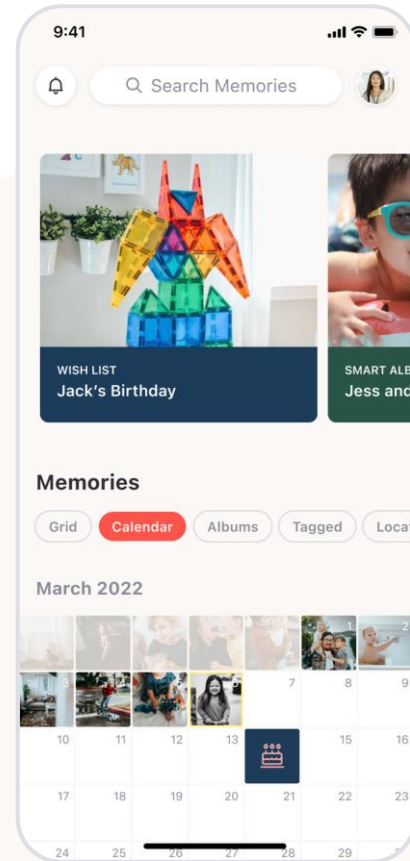
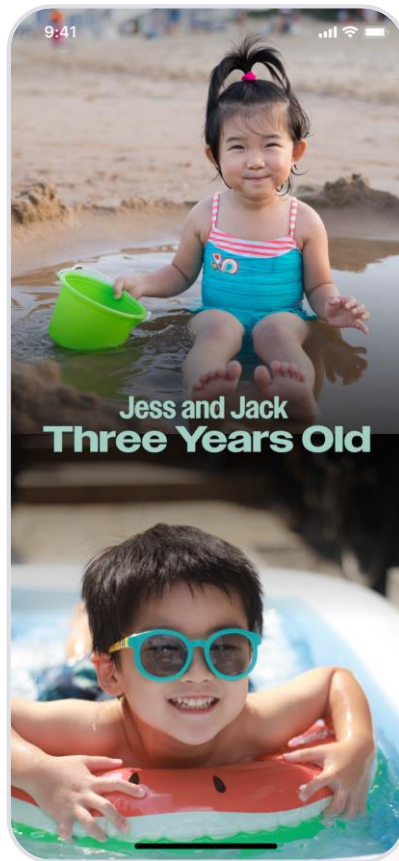
## PRODUCT

# 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

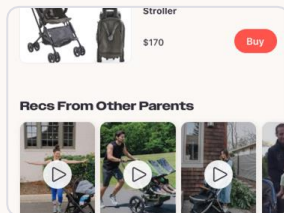
## PARENTING WISDOM

## PAMPERING THE PARENT



### 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.



### 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





**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.**

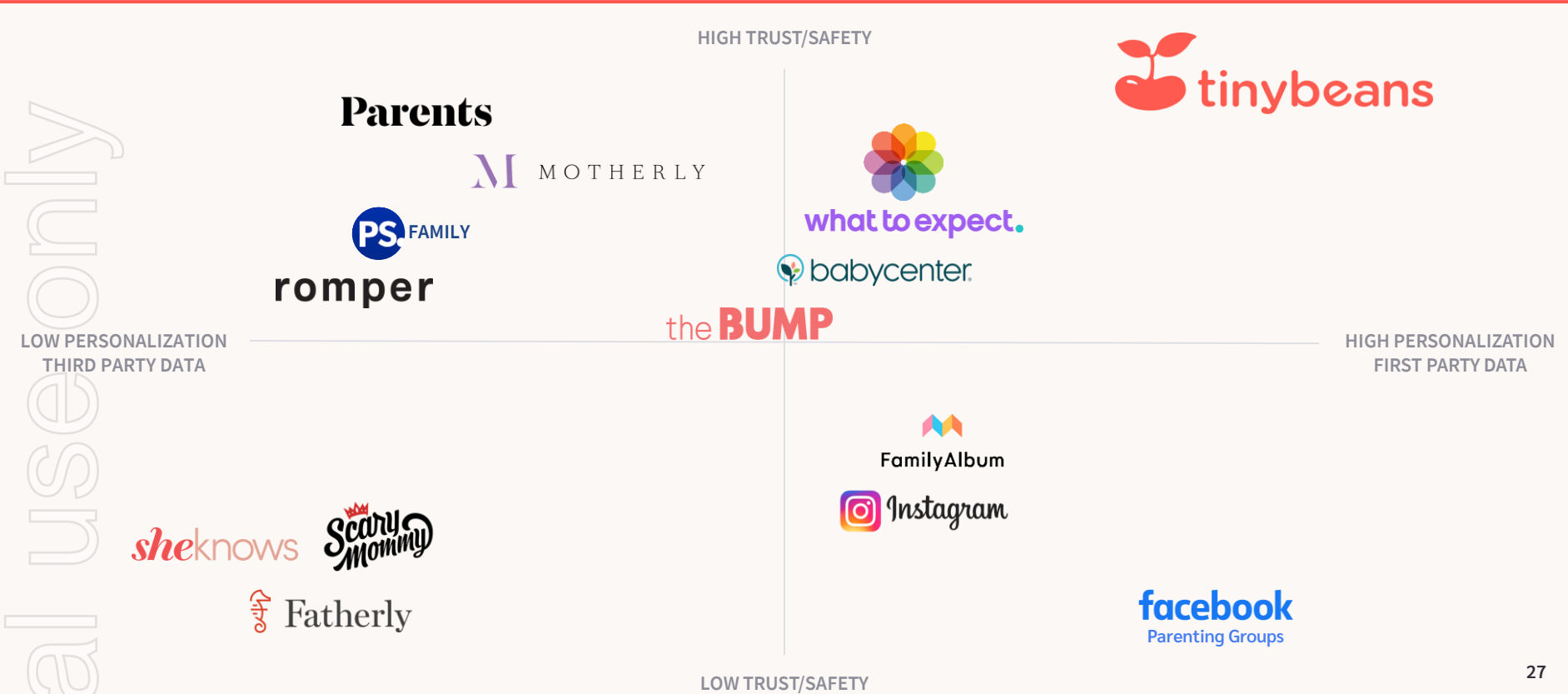
**We offer 100% premium data.**

**We are trusted storytellers.**



UNIQUELY POWERED

# The Only Safe, Personalized Platform



TODAY

## Driving Deal Size with Big Partners

amazon



Google



YouTube Kids



Walmart



KraftHeinz



Disney

reckitt



### 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's no better way to bond with your family than through a shared adventure. What about this Fall? Let us help you find out where your next family travel will be.



#### Travel Tips & Tricks to Make Family Trips a Breeze

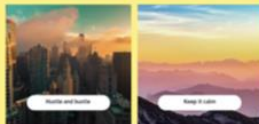
Here are some tips to help you make the most of your family travel experience.



#### Where Should You Vacation Next?

We've been thinking about it, and it's time to let you in on it. Let us help you find out where your next family vacation should be.

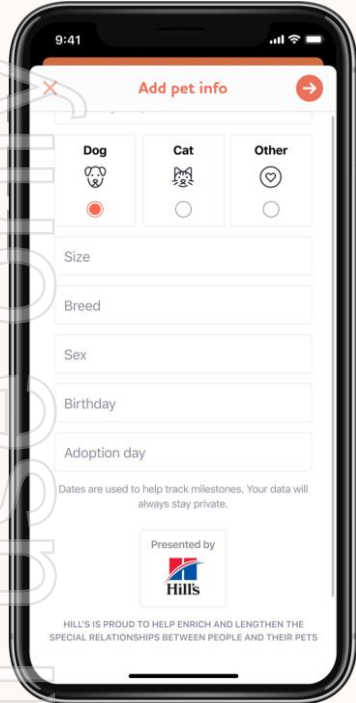
Take your pick:





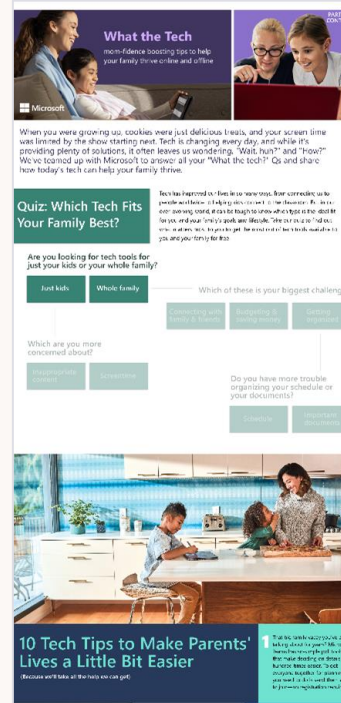
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# Where We are Going



## Exclusive Pet Family Sponsor

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

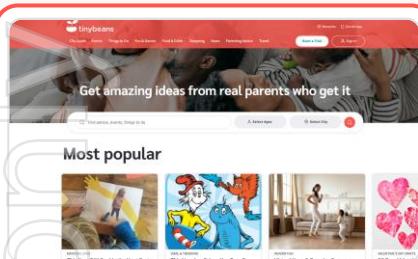


## Core Parenting Partner

- \$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.

E: [investors@tinybeans.com](mailto:investors@tinybeans.com) | [www.tinybeans.com](http://www.tinybeans.com)



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