

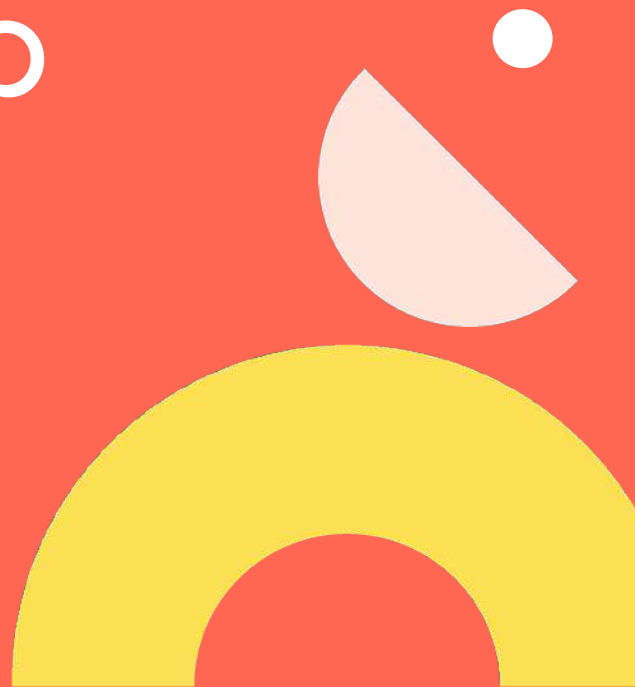


Tinybeans Group

(ASX: TNY; OTCQX: TNYYF)

Investor Presentation
for U.S. Investors (in USD)

March 2021



WE ARE



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Tinybeans at a glance!

THE #1 DIGITAL PARENTING PLATFORM

- Tinybeans is the leading app and web platform enabling parents to capture their children's everyday memories and share them privately with families everywhere
- The platform also 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 Apple's App of the Day in the U.S. in October 2019 and again in March 2020, puts Tinybeans in the elite company of best apps in the world! Plus recently became the #1 content partner and exclusive parenting partner for one of their newest products, Apple Guides.



Over 120k+ 5 Star reviews across iOS and Android App Stores



World class NPS > 70



23k Paying Subscribers



#1 Parenting App in the U.S.*



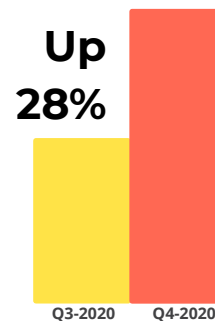
39 Active National and **88** Local Advertising Partners



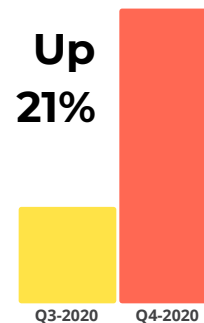
92% 12 month Subscriber Retention



\$2.3M USD Revenue



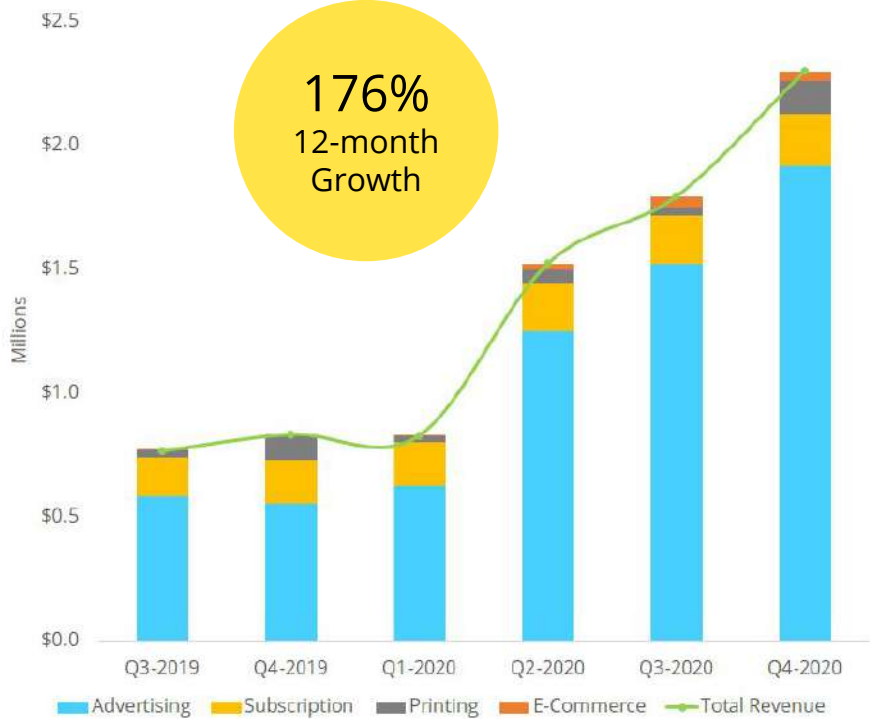
4.8M Monthly Active



* As defined by being a parenting app (advertising and subscriptions based) in the top sites in the U.S. from ComScore.com

Record Revenue Growth

"Each year the program has gotten more successful. We want to build on that! Duplo achieved healthy metrics overall for the year and we attribute that to our partnership." Lego Client Team



	Q4-2018	Q4-2019	Q4-2020	% Growth
Advertising Revenue	\$ 526,122	\$ 552,109	\$ 1,912,601	246%
Subscription Revenue	\$ 128,443	\$ 174,103	\$ 212,411	22%
E-commerce Revenue	\$ 1,901	\$ 6,842	\$ 42,116	516%
Printing Revenue	\$ 124,115	\$ 99,871	\$ 129,009	29%
Total Revenue	\$ 780,580	\$ 832,925	\$ 2,296,137	176%

Positive Operating EBITDA

94% GROSS MARGIN

- Growth investments include:
 - Core Memory experience
 - Community
 - Content
 - Subscriptions



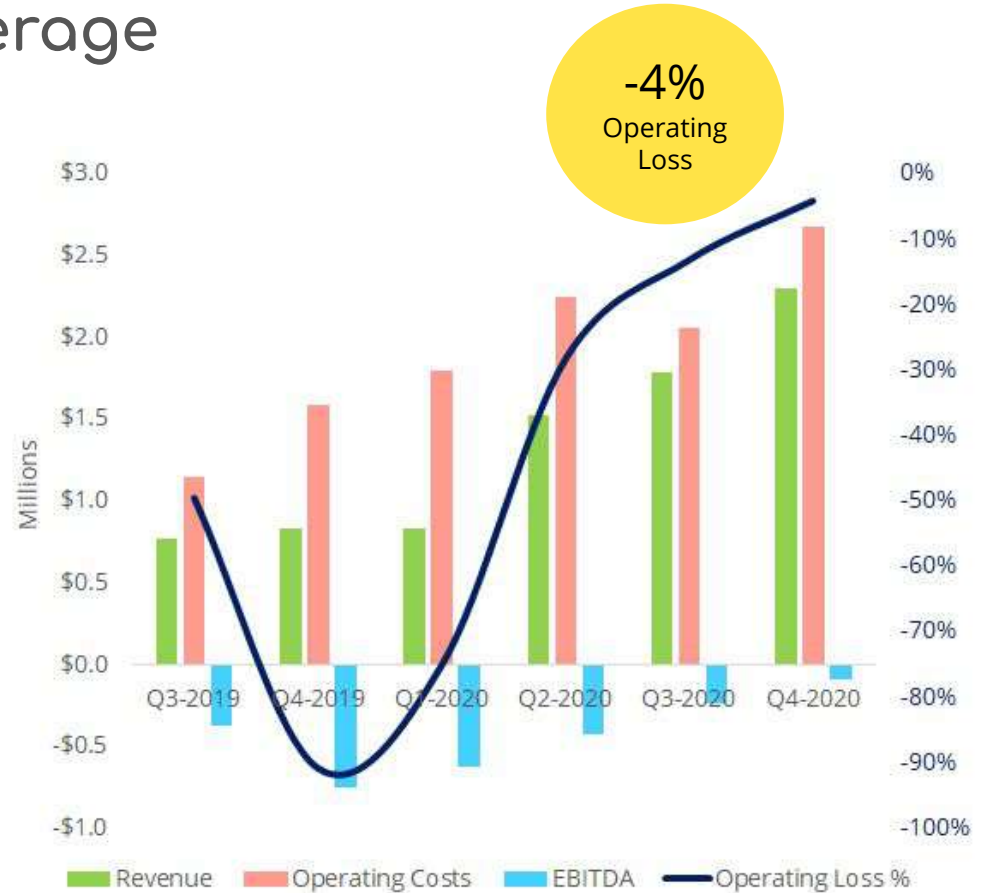
	Q3-2019	Q4-2019	Q1-2020	Q2-2020	Q3-2020	Q4-2020
Revenue	\$ 765,604	\$ 832,925	\$ 827,356	\$ 1,520,076	\$ 1,790,663	\$ 2,296,137
Operating Costs	\$ 1,005,638	\$ 1,218,463	\$ 1,659,866	\$ 1,987,602	\$ 1,501,224	\$ 1,996,808
Growth Investments	\$ 138,946	\$ 365,123	\$ 138,538	\$ 256,071	\$ 552,856	\$ 682,868
EBITDA (net Growth Inv.)	\$ (240,034)	\$ (390,762)	\$ (482,359)	\$ (174,786)	\$ 316,548	\$ 586,579



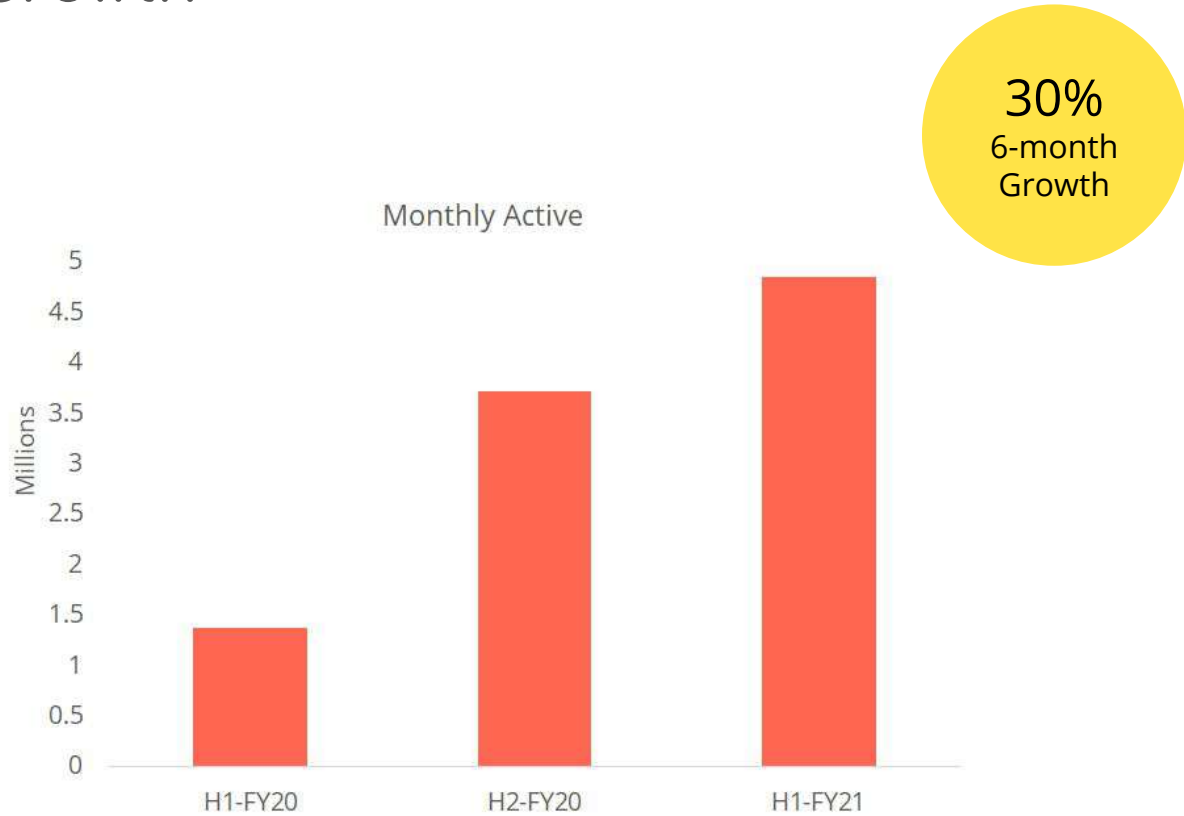
- Revenue and EBITDA excludes R & D in AU, US and other government subsidies

EBITDA & Operating Leverage

- Revenue has increased 74% half on half to \$2.3M
- Costs flat at approx \$2.3M per quarter (+/- 5%)
- Product Growth investments at around 25% of current revenues
- Total headcount of 52 as at Dec 31 (20 in Product/Tech, 17 in Sales, 5 in Corporate, 10 in Marketing/Editorial).
- Cash receipts were \$2.3M USD, an increase on 48% on the previous quarter and 129% on the PCP.
- Q1-2021 receipts are typically seasonally lower than in Q4-2020. Q2-2021 is typically a strong trading quarter.
- Net cash balance was \$3.4m USD at Dec 31.
- Tinybeans is well capitalized to fund its accelerated growth strategy.













Audience Growth



FY21 Key Execution Priorities

Solid progress through the first half

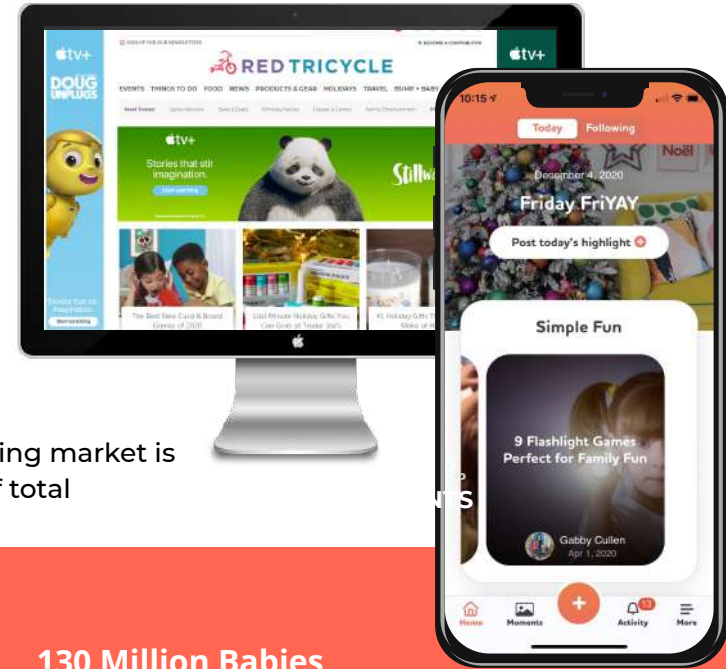
	<h2>World Class Sales</h2>	<ul style="list-style-type: none">• Create a world class ad sales team that is consultative (idea driven), hungry, and empowered• The success in H1 was evidenced by growth in advertising from the previous quarter of 65%• Total advertisers in H1 hit a record 129 brands, The first half of the fiscal had 9 partners contract over \$100k campaigns. Average national deal size over \$50k – a record!		Success Metrics: Ad Revenue Partner Retention & Growth Traffic & Affiliate Revenues User Growth and Retention Operation Margin and Scalability Employee Engagement
	<h2>Marketing</h2>	<ul style="list-style-type: none">• Execute innovative programs that drive user growth, build brand reputation and inspire community devotion• Cemented a strategic partnership with Apple by integrating content into Apple Maps• The platforms saw strong YoY growth across active users and pages/session growing 22%		
	<h2>Product</h2>	<ul style="list-style-type: none">• Engage users with content based on their personal tastes, family life stage, location and demographics• Launched the new TODAY screen in the app across the US audience delivering new content• Released its new app onboarding experience and doubled activation rates		
	<h2>Technology</h2>	<ul style="list-style-type: none">• Completed the data management platform upgrade allowing for secure & reliable access• Completed optimization project of server infrastructure to ensure cost utilization across hosting services		
	<h2>People</h2>	<ul style="list-style-type: none">• Continued to support all staff through a difficult time• Continued to drive a performance culture as one team with one goal with alignment on our values, mission & vision• Recruited a top CMO to lead the consumer brand and its revenues		

Biggest Market Ever

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

Parents of kids <18 drive the U.S. economy, +37% v families without kids

\$110B digital advertising market is first time over 50% of total



\$587 Billion

The U.S. is the second largest market for eCommerce with revenue of US\$587 billion in 2019.***



130 Million Babies

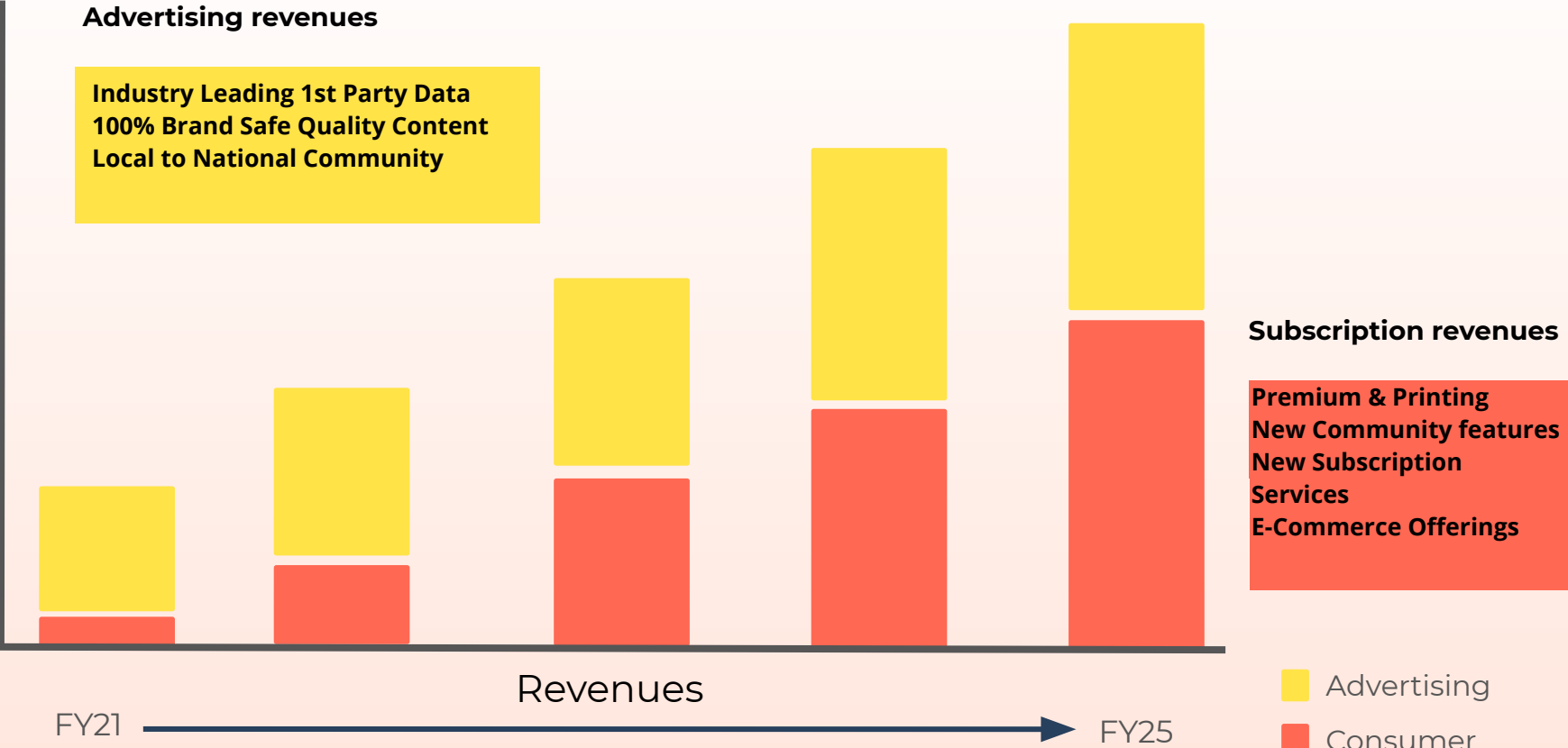
130 million babies are born every year, 3.8M in the U.S.

Sources: Statista

<https://www.wsj.com/articles/google-facebook-and-amazon-gain-as-coronavirus-reshapes-ad-spending-11606831201?mod=djem10point>

<https://www.shopify.com/enterprise/the-future-of-e-commerce>

Scaling Multiple Revenue Streams



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

Launching new products to drive consumer revenue

INCREASE RECURRING REVENUES



A lifetime of memories that are stored safely and privately shared with your loved ones.



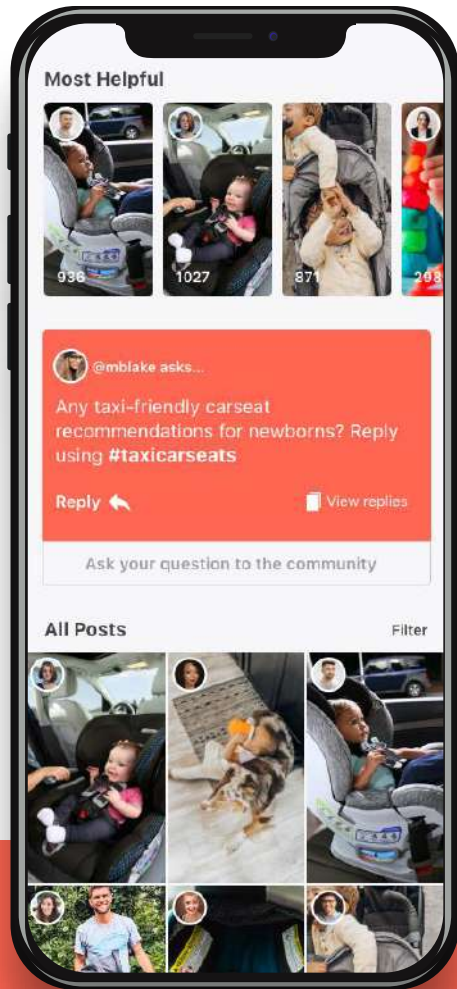
Tailored content to the parents and childrens' life stage (location) in their inbox weekly



The fastest way for parents to discover relevant advice and inspiration for their family.

I want to find local moms who have done it all already so I can spend less time researching and more time with my kids.

-Heather, Mother of a 3 year old, Dayton OH

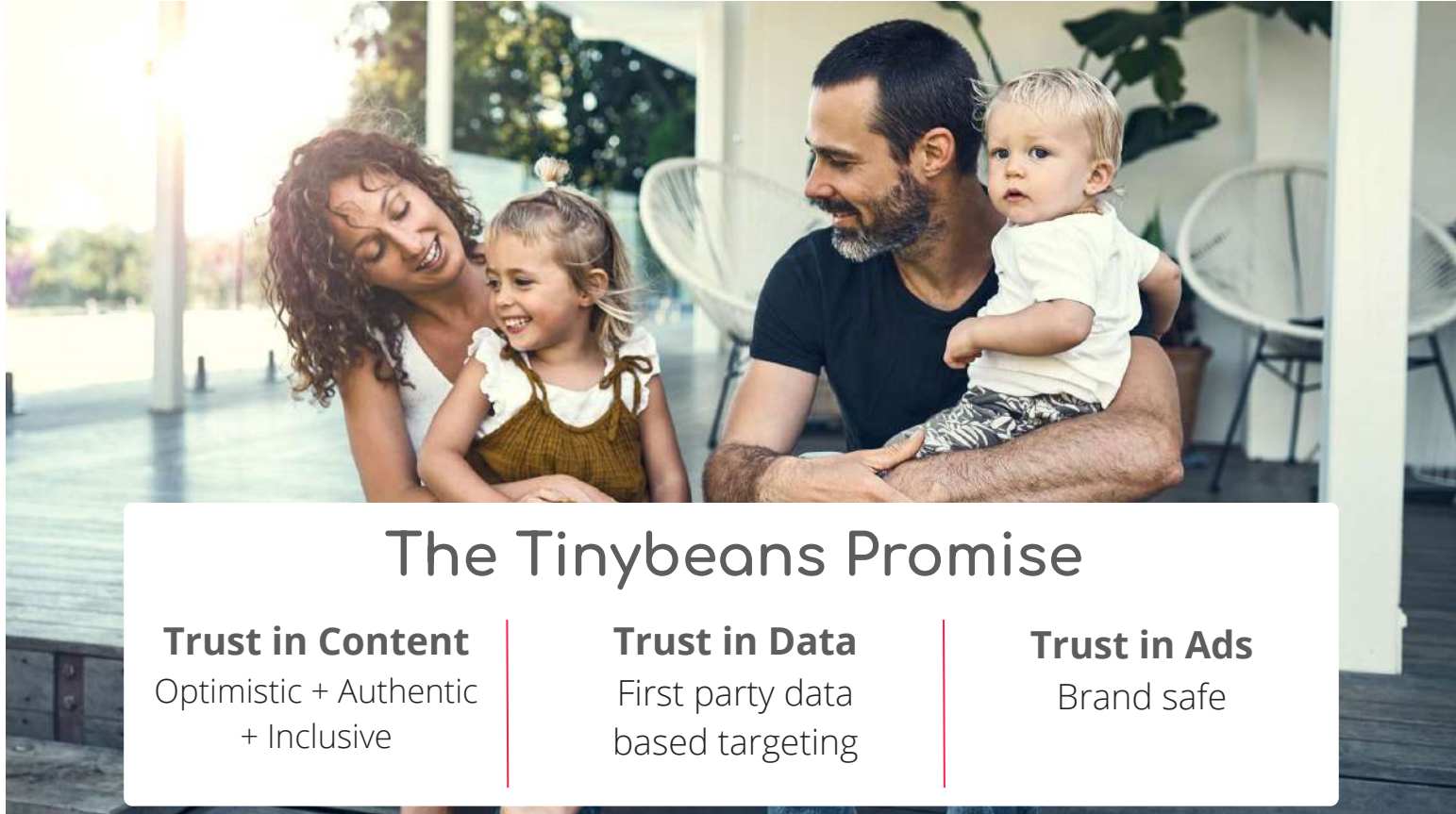


COMMUNITY

A Video first Parent Community

Parents want fast access to answers, insights + experiences from like minded people. Because time is a parent's most precious resource.

Our Unique Position



The Tinybeans Promise

Trust in Content

Optimistic + Authentic
+ Inclusive

Trust in Data

First party data
based targeting

Trust in Ads

Brand safe

Monetizing consumer connections

DIRECT ADVERTISER TO
OMNICHANNEL REVENUE PARTNER





TRUSTED BRAND

Tinybeans and Red Tricycle are much loved parenting brands with trust and loyalty driving YoY retention. World class Net Promoter Score of over 70.



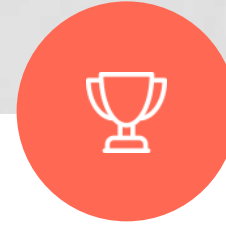
GROWING AUDIENCE

Value proposition for the platform broader than just photos sharing or generic content, user growth will scale as more tailored features get enabled for parents.



MARKET LEADING PLATFORM

Clear and robust product strategy that drives many unmet needs for parents across community, content and commerce.



SCALING MULTIPLE REVENUE STREAMS

Combining our trusted brands, enriched value proposition, world class technology and deep domain expertise places us in the winning position to drive accelerated growth.





Thank you!

Eddie Geller

Chief Executive Officer // TINYBEANS



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