



tinybeans

Where Parents Go.

September 2021

Unless otherwise noted, amounts are in USD
and currently being audited.

Investor Presentation
(ASX: TNY; OTCQX: TNYF)

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Who are we?

Leadership Team



Eddie Geller
Chief Executive
Officer



Allison Musmand
Chief Marketing
Officer



Kyle Martin
Chief Product
Officer



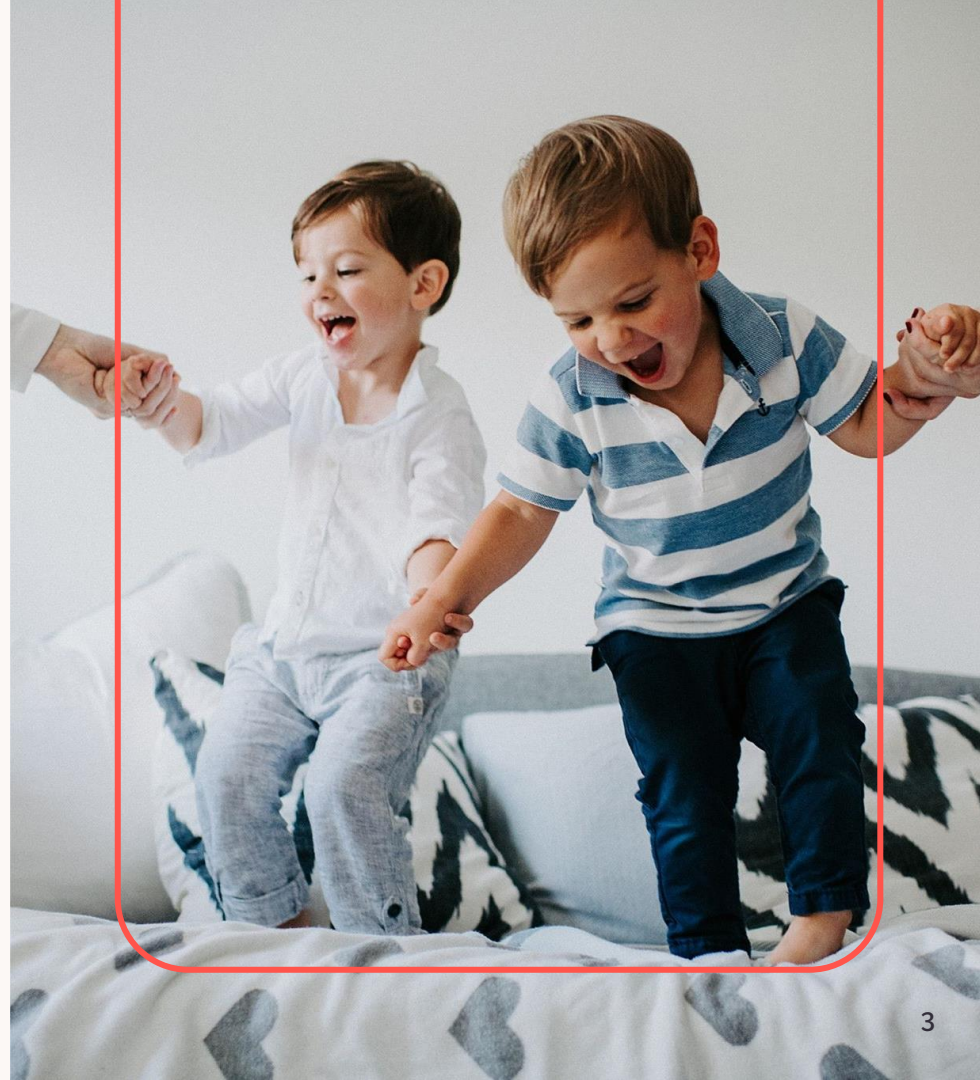
Chris Motsay
Chief Financial
Officer



Nina Lawrence
Chief Revenue
Officer



Mark Wunsch
Chief Technology
Officer



Overview

Contents

1. Summary
2. Business Update
3. Financial Results
4. Growth & Outlook





Summary

Where Parents Go

Simply put, Tinybeans is Where Parents Go. Whether you're looking for instant inspiration or thoughtful recommendations, to connect with loved ones or other parents like you, we are here to make it happen. We're on a mission to enrich every aspect of family life - with all of its brilliant quirks and complexity - to make every day better than the last and give you the peace of mind we all need to thrive.

Summary

Tinybeans at a Glance!



24.4K
Paying
Subscribers



13
\$100k
Advertising
Partners



#1
Parenting
App in the
US*

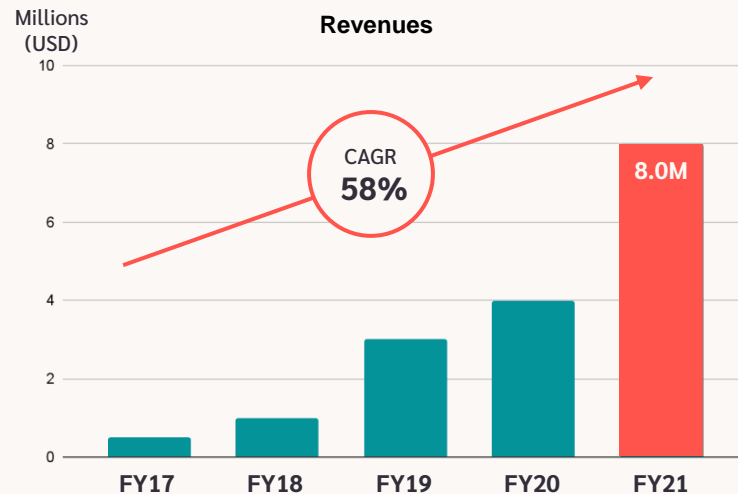


Over 130K+
Reviews Across
IOS & Android
app stores

Tinybeans is the leading app and web platform enabling parents to capture and share their children's everyday memories with the utmost trust and privacy.

Following the successful acquisition of Red Tricycle, the platform also provides rich recommendations that spark family inspiration for what to do, what to buy and which services to use for their children's needs.

Tinybeans is launching a whole new parenting experience through a new website/app platform in calendar Q4. The new services will include an upgraded advertising platform for brands too.



Major Growth Drivers

- Booming US\$100BN+ digital advertising market
- Growing subscription base generating recurring revenues
- Strong brand trust with parents



*As defined by being a parenting app (advertising and subscriptions based) in the top sites in the U.S. from ComScore.com
NOTE: Results include financial data and metrics from Red Tricycle, acquired by Tinybeans on Feb, 27th, 2020

Summary

Massive Opportunity

72 Million



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

\$121 Billion



Internet advertising spending in the United States is now over \$121B, over 50% of total advertising spending.

> \$1 Trillion



The amount of money spent on children in the U.S. every year.



Summary

FY21 Highlights

US\$8m

World class ad sales helped revenues hit a record US\$8m, up 104% YoY (\$10.8m AUD)

4.3m

Monthly Active Users (MAU) hit 4.33m, up 16% YoY - driving appeal to brand partners

US\$400k

Average operating cash burn rate per quarter of ~ US\$0.4m for FY21

95

Number of > \$100k proposals requested by brands



A photograph of a baby in a red and black plaid shirt being held by a parent's hands. The parent is wearing a gold watch. In the background, a young boy in a blue t-shirt is visible, and the scene is set in a grassy park with trees.

Summary

409M

Memories saved by
parents

235M

Social follower count was
over 560k, with the content
being viewed >235 million
times.

5.1M

Registered Members

Tinybeans is becoming the go to
resource for all things parenting and
will be a daily ritual for all parents
wanting to nurture their children.



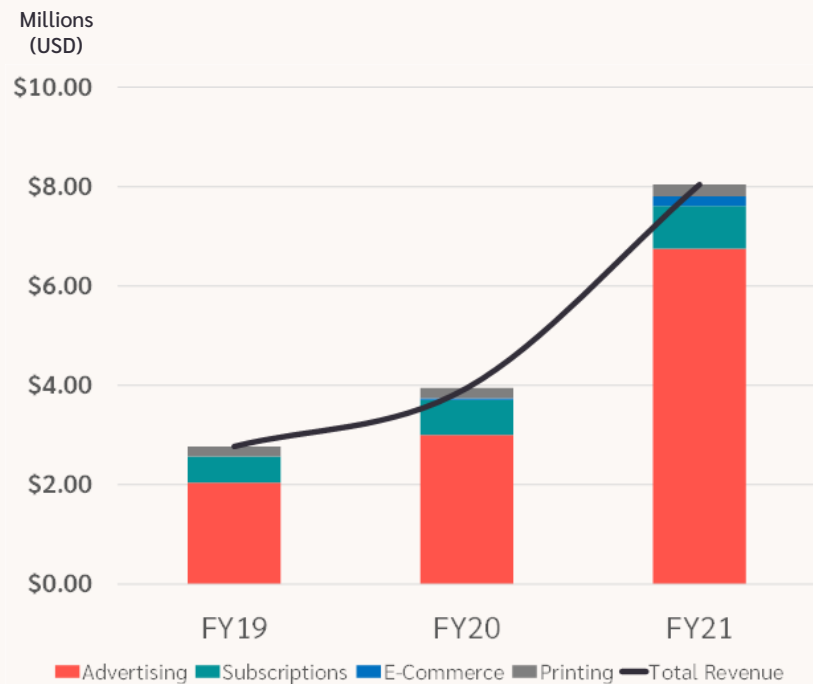
Business Update

Business Update

FY21 - Biggest Year Ever!

- Strategies to strengthen sales & marketing, product and technology through the pandemic are delivering record results - with significant growth ahead
- Revenue hit a record US\$8m, up 104% YoY (\$10.8m AUD)
- Advertising revenue hit a record US\$6.8m, up 125% YoY
- Subscription revenue hit a record US\$860k, up 23% YoY
- Over US\$2.5m has been invested in product growth initiatives, which have begun to materialize, with the bulk of the return expected in FY22 and beyond

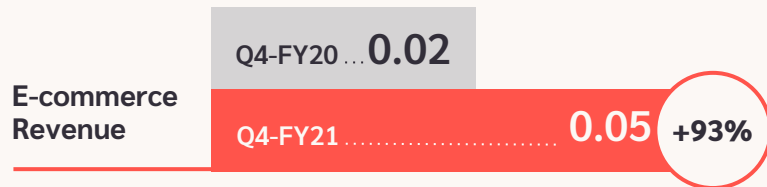
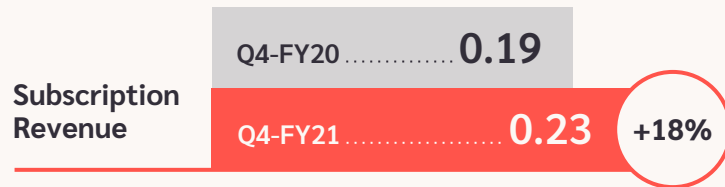
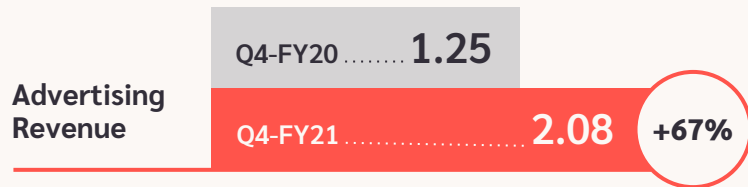
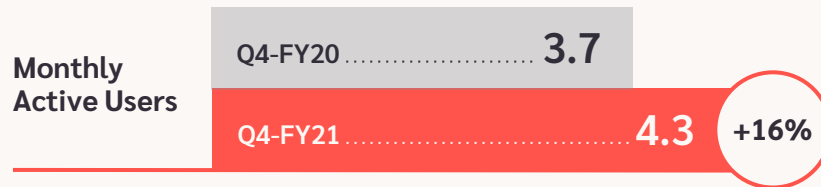
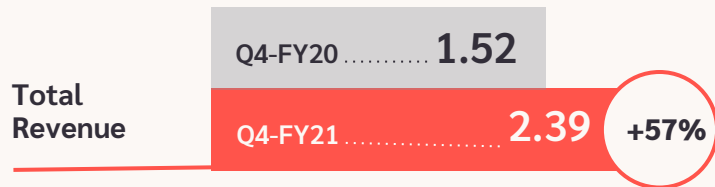
USD\$M	FY19	FY20	FY21	% Growth
Advertising	\$ 2.04	\$ 3.01	\$ 6.75	125%
Subscriptions	\$ 0.53	\$ 0.70	\$ 0.86	23%
E-Commerce	\$ 0.00	\$ 0.03	\$ 0.19	462%
Printing	\$ 0.20	\$ 0.21	\$ 0.24	14%
Total Revenue	\$ 2.77	\$ 3.95	\$ 8.04	104%



NOTE: Results are currently being audited and include financial data and metrics from Red Tricycle, acquired by Tinybeans on Feb, 27th, 2020

Business Update

Q4 Record Growth & Momentum (US\$M)



Note: Results are currently being audited. Red Tricycle acquired on Feb 27, 2020.
Q4 FY21 is the first quarter result that includes the full contribution of the acquisition in the prior corresponding period.

Welcoming New Partners



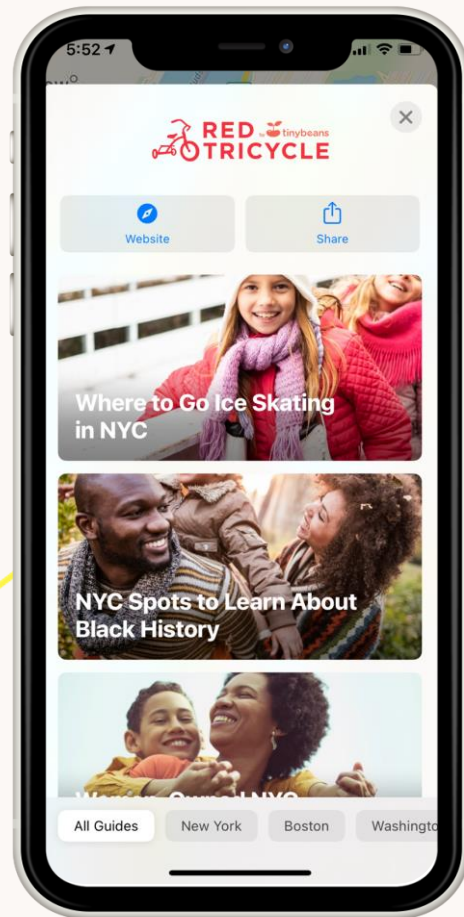
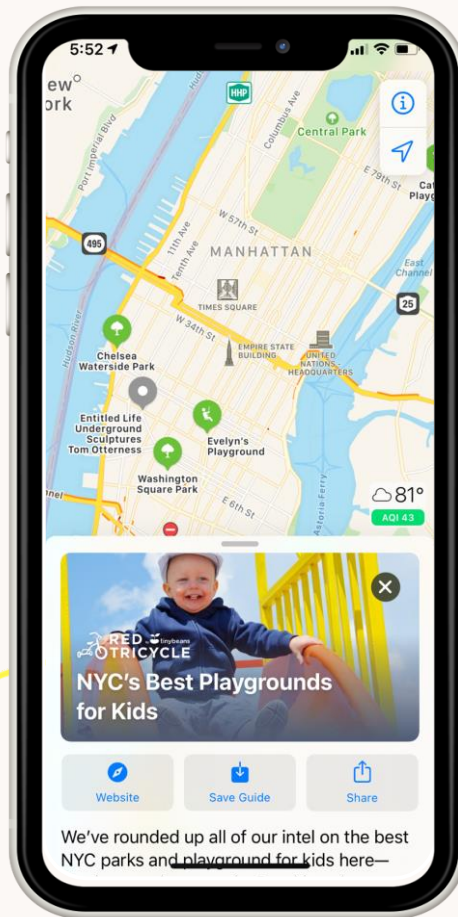
Business Update

Recognized for Excellence by

“It’s safe to say Red Tricycle by Tinybeans owns family + kid friendly content.”

—Apple Partner Manager

- Top 5 highest views of 1000+ guides on platform
- Exclusive parenting partner of Apple Guides
- App of the day 2x U.S., 50x globally



Business Update

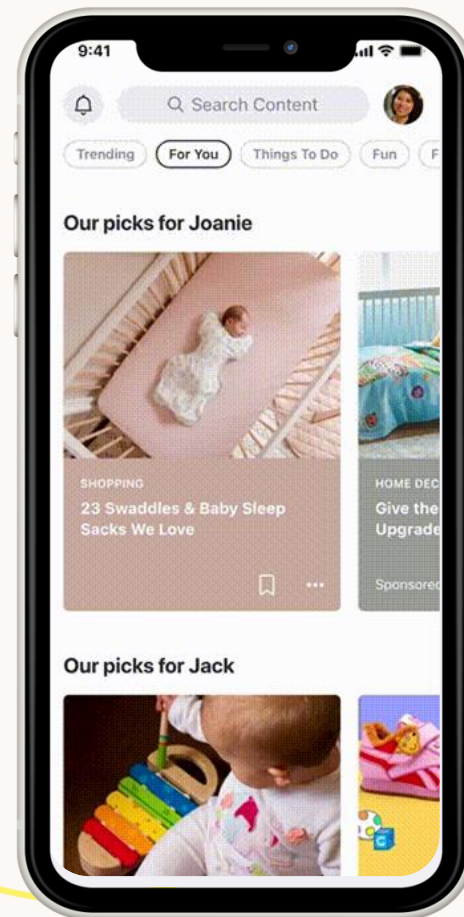
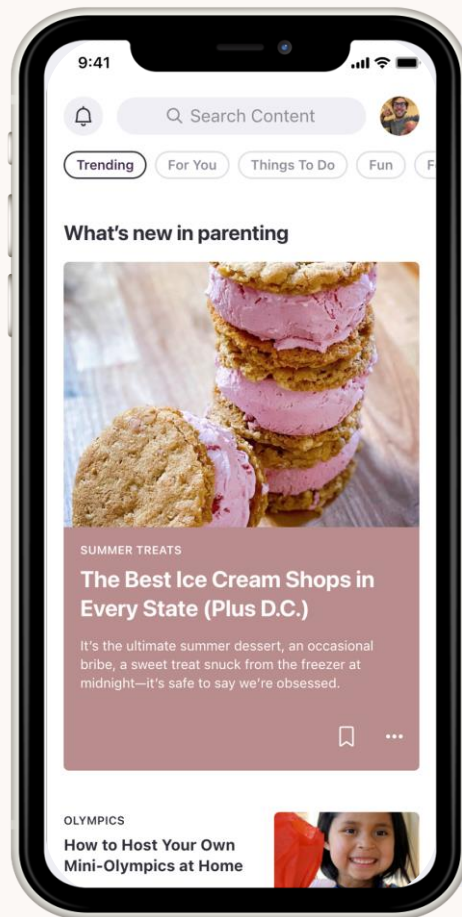
Parents Start with Tinybeans

On opening the **new** Tinybeans app, parents will be greeted with high-value and local topics that are relevant to their parenting lifestage. This will be **The Place Parents Go** to learn, be inspired, connect and shop. While providing greater opportunities for revenue.

3 min 20 seconds
Average Session time
(50% > Industry Average*)

“I just feel like Tinybeans will help make me the best mom ever”

—Tonya R.



* <https://databox.com/average-session-duration-benchmark>

Business Update

Beanstalk Subscription

(Launching through the next 90 days)

Early Results*

23%

Download to
Paid Conversion

- **Memories:**
 - Unlimited video/photo storage
 - High resolution photo storage
 - 5 mins video length
 - Free shipping of photobooks
 - Advanced Search
 - Unlimited digital Albums
- **Content:**
 - Personalized website
 - Tailored content for you and each of your children
- **Exclusive Parenting Community**
 - Video-first forum for parents to share questions, advice and inspiration
- **Pricing:** \$5/month or \$40/year
- **Always Private: Data never sold or shared**



* Results are based on small data sets over the past 30-40 days across both iOS and Android apps





Financial Results

FY21

Key Metrics Dashboard (\$USD)

Ad Partners
Generating
Over \$100k
Revenue

Q4-FY20 5

Q4-FY21 13 +160%

Number of
Programmatic
Direct Deals

Q4-FY20 3

Q4-FY21 12 +300%

Proposals
over \$100k

Q4-FY20 15

Q4-FY21 95 +533%

Average Deal
Size
(National)

Q4-FY20 \$26k

Q4-FY21 \$35k +35%

Proposals
over \$1M

Q4-FY20 ... 0

Q4-FY21 2 First in History

Advertising
60 Day
Pipeline
(US\$M)

Q4-FY20 \$3.4

Q4-FY21 \$4.6 +35%



Red Tricycle acquired on Feb 27, 2020. Q4 FY21 is the first quarter result that includes the full contribution of the acquisition in the prior corresponding period. Results subject to audit completion.

Financial Results

Profit & Loss Summary

USD (\$Ms)	FY21	FY20	% Chg
Total Revenue	8.04	3.98	102%
Cost of Goods Sold	(0.42)	(0.36)	-18%
Gross Margin	7.62	3.62	110%
Gross Margin %	95%	91%	
Operating Expenses	(10.72)	(8.18)	-31%
Other Income/(Expense)	0.58	0.27	117%
EBITDA	(2.52)	(4.29)	-41%
EBITDA Margin %	-31%	-108%	

Highlights:

- Revenue more than doubled vs prior year, driven by organic ad growth and aided by the successful acquisition and integration of Red Tricycle in Feb 2020
- Gross Margin stayed above 90%, as COGS are almost entirely direct costs supporting ad revenues
- Operating Expenses includes a \$1.6M goodwill impairment charge (non-cash item) in fiscal 2020 related to the Red Tricycle acquisition
- Operating Expenses increased vs prior year from combination of increased investments in resources and compensation, including from the Red Tricycle acquisition, and other costs that are variable tied to user growth, such as hosting
- Other Income in fiscal 2021 related to forgiveness of the PPP loan
- Significant margin improvement year over year reflects responsible, growth related investments driving revenues



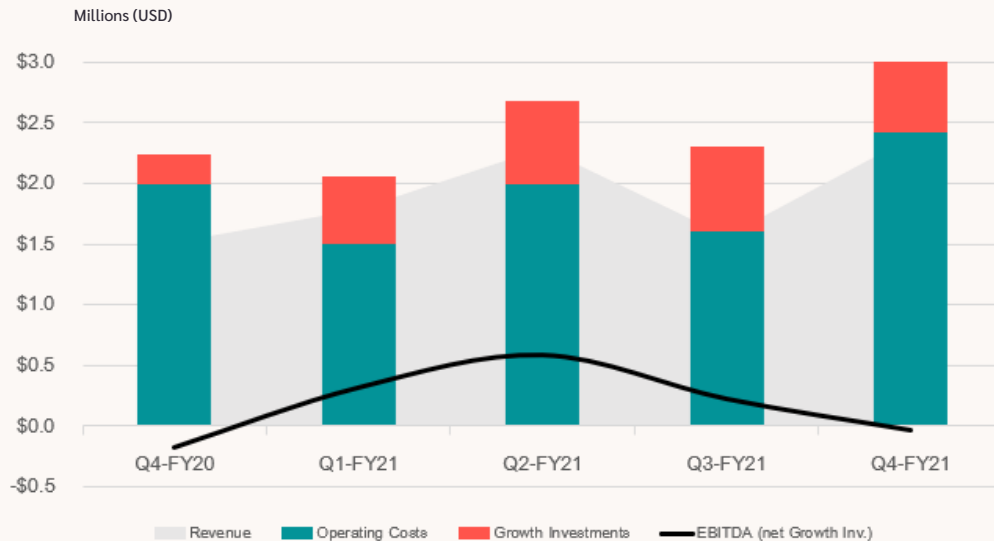
Note: Based on Preliminary, unaudited Appendix 4E released on August 31st

Financial Results

FY21 - EBITDA

Growth investments include:

- Beanstalk Subscription Platform
- Many Pet Parenting features
- New website launching calendar Q4
- New app launching calendar Q4
- Video-first parenting community
- Content integration across web and apps



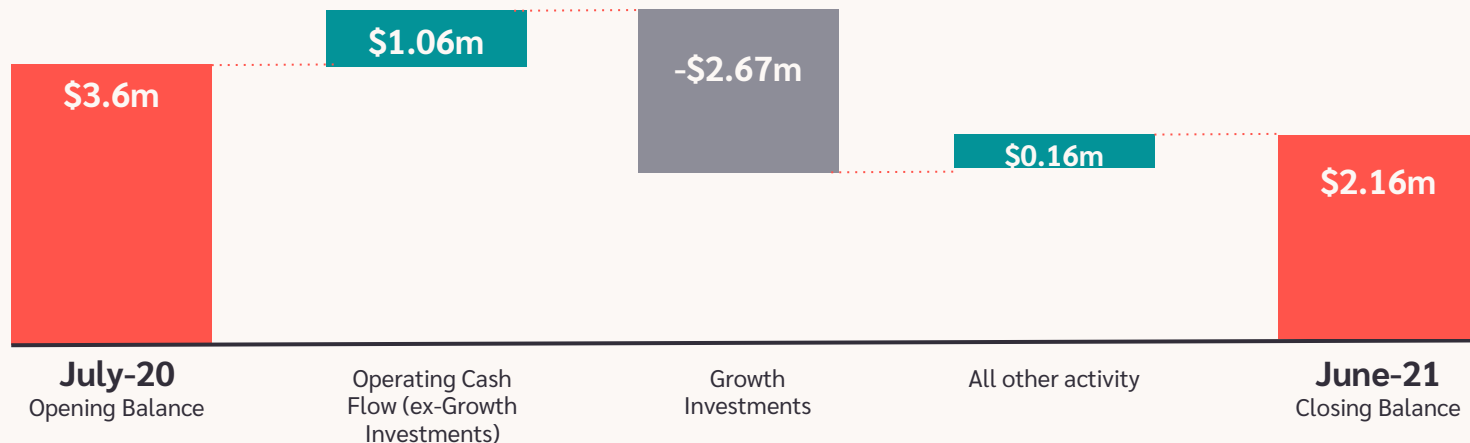
	Q4-FY20	Q1-FY21	Q2-FY21	Q3-FY21	Q4-FY21
Revenue	\$ 1.52	\$ 1.79	\$ 2.30	\$ 1.57	\$ 2.39
Operating Costs	\$ 1.99	\$ 1.50	\$ 2.00	\$ 1.61	\$ 2.42
Growth Investments	\$ 0.26	\$ 0.55	\$ 0.68	\$ 0.70	\$ 0.82
EBITDA (excluding Growth Inv.)	\$ (0.17)	\$ 0.32	\$ 0.59	\$ 0.23	\$ (0.03)



*Revenue and EBITDA excludes R & D in AU, US and other government subsidies
Results include financial data and metrics from Red Tricycle, acquired by Tinybeans on Feb, 27th, 2020

Financial Results

12-Month Cash Waterfall



Highlights:

- Cash flow generally tracking with income statement activity
- Fiscal year end cash balance of \$2.16M USD
- Average operating burn rate per quarter of approximately \$0.4M during fiscal 2020-21
- Growth investments include both allocation of internal resources and external spend

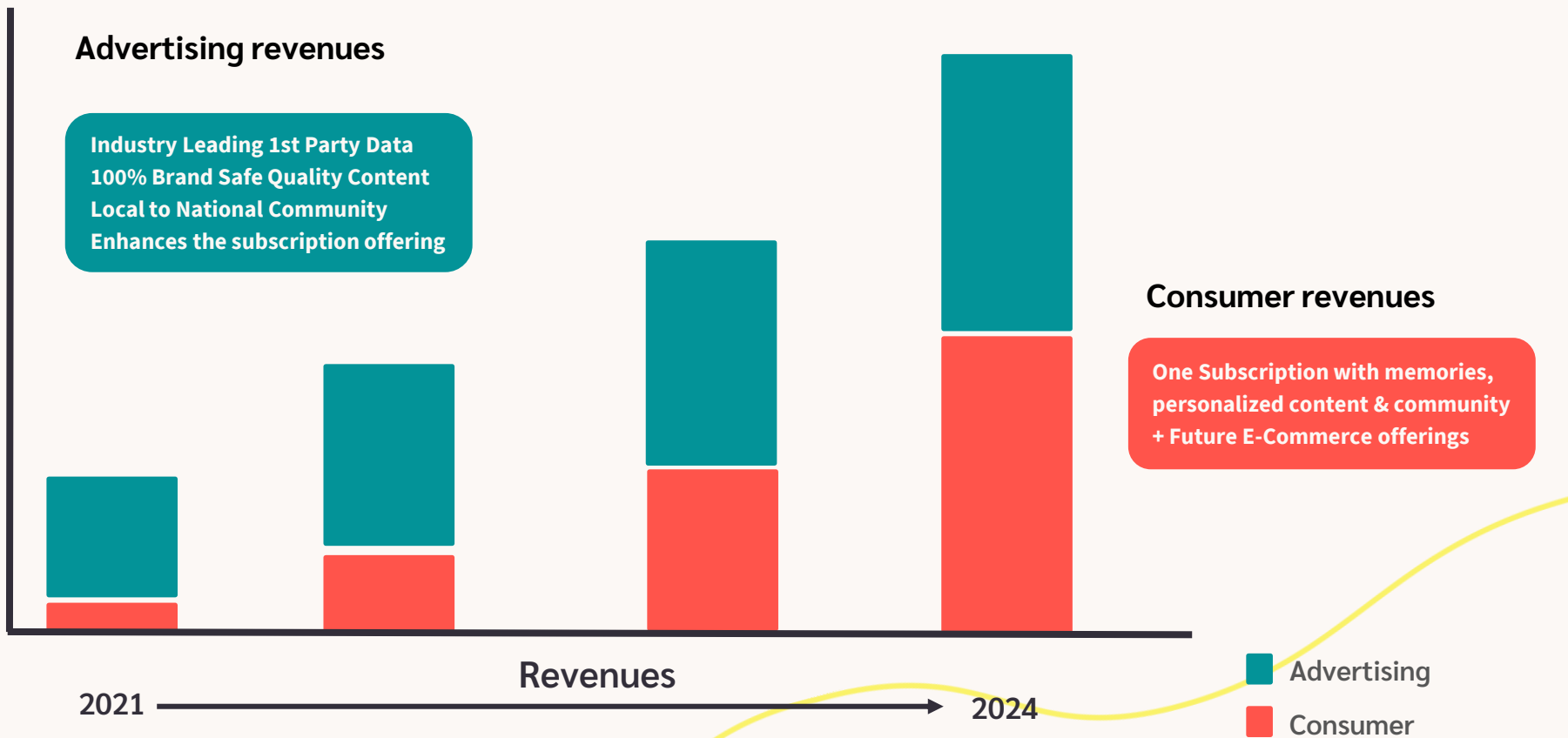


NOTE: Results include financial data and metrics from Red Tricycle, acquired by Tinybeans on February 27th, 2020
All Other Activity includes Investing Activity, Financing Activity, and ForEx



Growth & Transformation

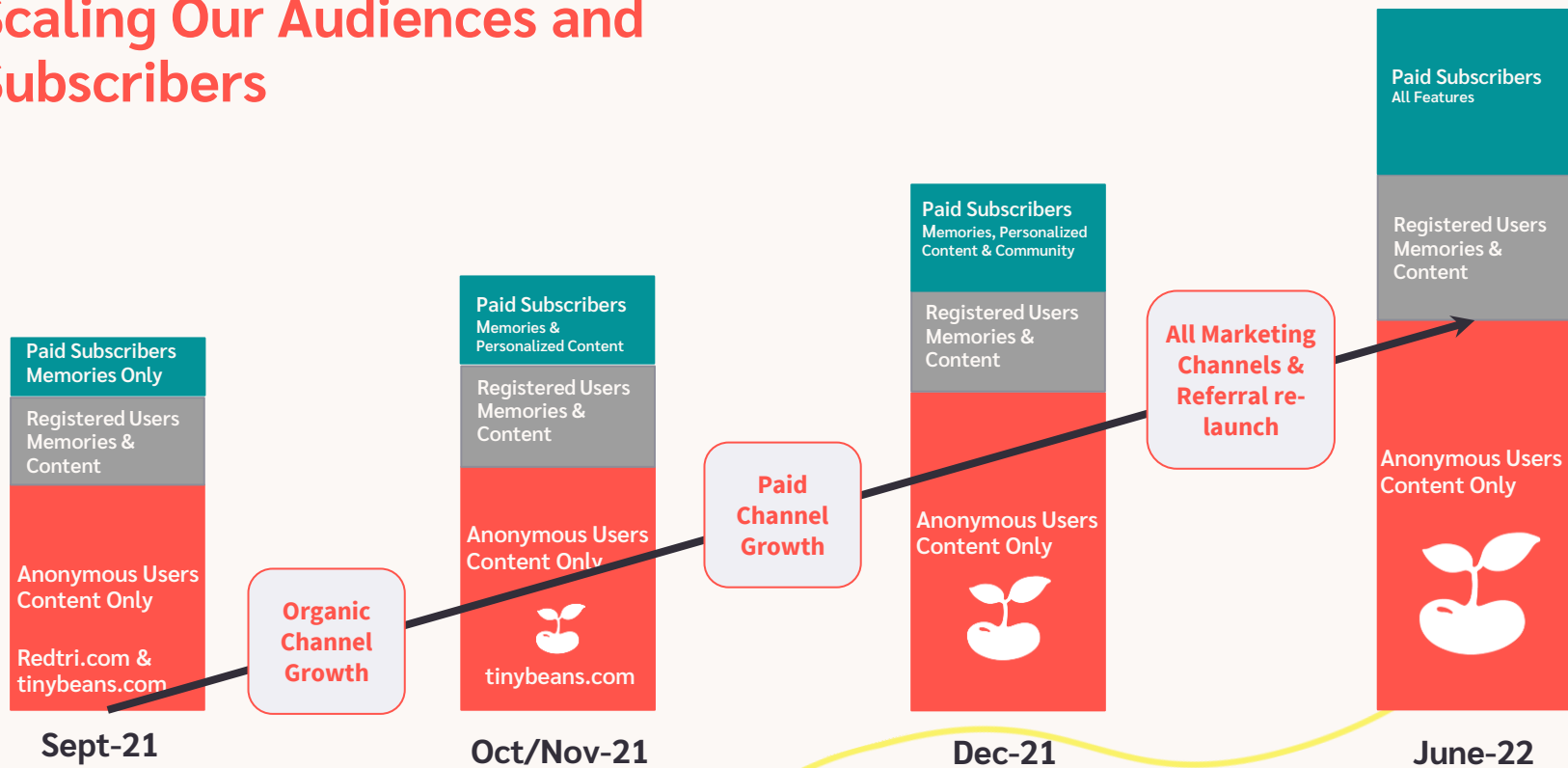
Scalable Multiple Revenue Streams



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



Scaling Our Audiences and Subscribers



Strategic Pillars

1

Enhance Customer
Value Proposition
to Drive LTV



2

Enable the
platform to scale
the audience



3

Elevate the brand to
be the Go-To resource
for parents and brands



Strategic Pillars

1

Enhance Customer Value Proposition to Drive LTV



- New parent-focused hub will deliver a rich, personalized, single subscription user experience built around content, community, and memories, coupled with a market-leading ad delivery system.
- New powerful search with recommendations by child, so parents can effortlessly discover helpful content from friends, community members, and editors.
- Launch single subscription product, Beanstalk, and drive key success metrics to deliver growth across all channels.
- Continue to drive consumer revenue offerings, with goal of scaling consumer revenue streams to comprise 50% of total revenues in 2-3 years.

- Customer Acquisition Cost
- Average Revenue per User
- Recurring Revenues
- Lifetime Value

Success Metrics

Strategic Pillars

2 Enable the platform and scale the audience



- Creating a unique experience per user across interests, age, and location, and a fast cross-experience search that “learns” the user.
- Further invest in partnerships that enable growth like Apple, Flipboard, Google and other channels. Additional focus on paid media and reaching new customers.
- Further invest in our infrastructure, security and data management platforms for securely housing and utilizing first-party data.
- Securing of systems to prevent, identify, and remediate advanced persistent threats and data exfiltration, and continuously test our capabilities.

- Audience Growth
- Engagement
- Scalability & Performance
- Security Risks

Success Metrics

Strategic Pillars

3 Elevate the brand to be the Go-To resource for parents and brands



- Launch and invest in a single consumer brand, Tinybeans. Fold in the Red Tricycle website, social and all audience channels into Tinybeans.
- Build out capabilities across all Tinybeans teams to enable a robust foundation for team spirit, engagement and retention.
- Maximize the impact to advertisers, as Tinybeans will be the the only high trust, personalized platform, for prenatal to preteen parents.
- Leverage the new platform that delivers an expanded video opportunity, local content and growth and industry-leading first party data targeting.

- Advertising Revenue
- Retention of brands
- Average deal size
- Forward booked contracts/pipeline

Success Metrics

Growth and Transformation

Tinybeans. Synonymous with Parenting!

Single Brand



Tinybeans and Red Tricycle are much loved parenting brands with trust and loyalty. Launching a single brand will align it all.

Team



Seasoned team with deep experience in building brands, creating products people love and scaling revenues.

Audience



Value proposition for the platform broader than photo sharing or generic content. User growth set to accelerate once new platform launches.

Multiple Revenue Streams



Growing Advertising revenues while accelerating consumer revenues to build a sustainable commercial model for many years to come.



A warm, candid photograph of a family of four sitting on a light-colored sofa. On the left, a man with a beard and a white t-shirt is laughing, looking down at a baby. In the center, a young girl with long dark hair, wearing a white shirt with black polka dots, is laughing heartily. On the right, a woman with long dark hair, wearing a striped shirt, is also laughing and looking towards the baby. The baby, wearing a white long-sleeved shirt, is lying on its back, laughing with its mouth open. The overall atmosphere is joyful and intimate.

Questions...
Thank you!

Appendix



Balance Sheet

USD (\$Ms)	FY21	FY20
Cash	2.16	3.60
Accounts Receivable	1.78	1.48
Other Current Assets	0.29	0.26
Total Current Assets	4.23	5.34
Total Non-Current Assets	6.23	6.81
Total Assets	10.46	12.15
Accounts Payable and Accrued Expenses	2.32	1.42
Other Current Liabilities	0.10	0.84
Total Current Liabilities	2.42	2.27
Total Non-Current Liabilities	0.76	1.10
Total Liabilities	3.18	3.37
Total Equity	7.28	8.78
Total Liabilities and Equity	10.46	12.15

Highlights:

- Cash ended the year above \$2.1M, reflecting a quarterly average burn rate of approximately \$0.4M
- Accounts Receivable growing with revenue growth, but also consistent collections with minimal material past due accounts and no provisions for bad debt
- Non-Current Assets decreased related to amortization of Red Tricycle related intangible assets in software and content, and also includes goodwill from the Red Tricycle acquisition
- Accounts Payable and Accrued Expenses growing in line with the revenue growth of the business
- Other Current Liabilities decreased year over year related to forgiveness of the PPP loan in fiscal 2021



Note: Based on Preliminary, unaudited Appendix 4E released on August 31st

Corporate Information*

Trading Information

ASX stock code	TNY
OTCQX Stock Code	TNYYF
Shares on ASX	46.2M
Options on issue	~5M
Market cap (fully diluted)	US\$42M

Top 10 shareholders

1.	Eddie Geller	12%
2.	Thorney Investments	8%
3.	Stephen O'Young	8%
4.	HSBC CUSTODY...LTD	8%
5.	BNP PARIBAS NOMINEES PTY LTD	7%
6.	John Rubino	5%
7.	John McBain	5%
8.	Sarah-Jane Kurtini	4%
9.	Citicorp Nominees Pty Ltd	3%
10.	DuKiss Super	2%

Top 10 Total **62%**



Our Journey So Far

2021

Building a more comprehensive platform to meet more parents' everyday needs - all in one app and under one subscription

2012-2019

Built out an incredible platform that parents loved and spread word of mouth, which drove strong organic user growth

2021+Beyond

Continued investment in advertising partnerships and consumer subscription services, with commerce and marketplace on the horizon!

2020

Acquired Red Tricycle, a beloved parent-focused digital media platform, expanding our age 6-12 content library and empowering our launch of new features, such as curated Apple Guides

2012

Founded and launched Tinybeans, a secure family photo sharing app targeted towards families with children age six and under



For More Information

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Tinybeans Group Limited (ASX:TNY, OTCQX: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 5th 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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