



Tinybeans Group

(ASX: TNY; OTCQX: TNYYF)

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

May - 2021



WE ARE



Tinybeans at a glance!

THE #1 DIGITAL PARENTING PLATFORM

- Company strategy is to grow recurring subscription revenues complemented with increasing advertising revenues from brands
- 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 the best apps in the world! Plus, we recently became Apple's #1 content partner and exclusive parenting partner for one of their newest products, Apple Guides.



24k Paying Subscribers



88% 12 month Subscriber Retention



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



#1 Parenting App in the U.S.*

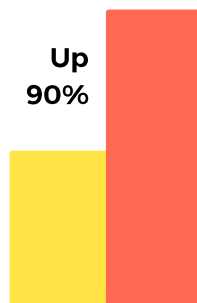
MAJOR GROWTH DRIVERS

VACCINATION DRIVEN RECOVERY IN U.S.

STRUCTURAL SHIFT WITH ONLINE ADVERTISING

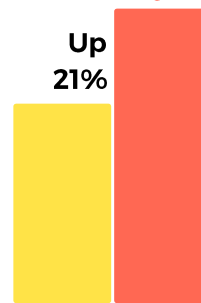
IMPENDING LAUNCH OF NEW SUBSCRIPTIONS

\$1.6M Revenue

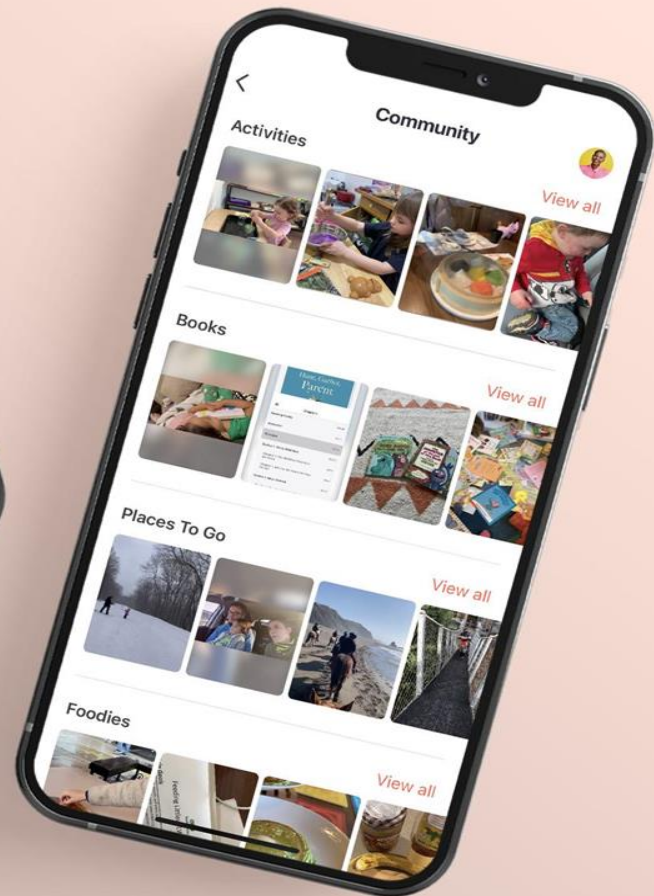


Q1-2020 Q1-2021

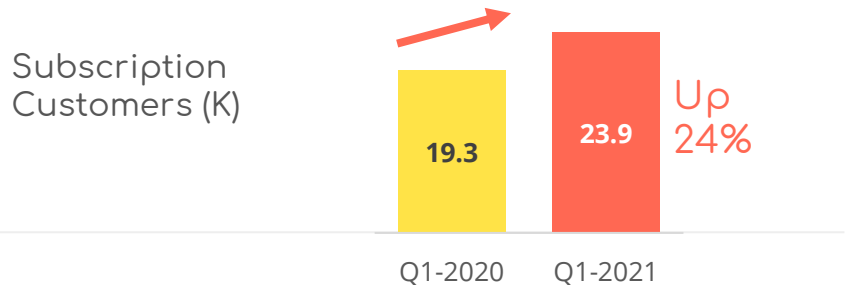
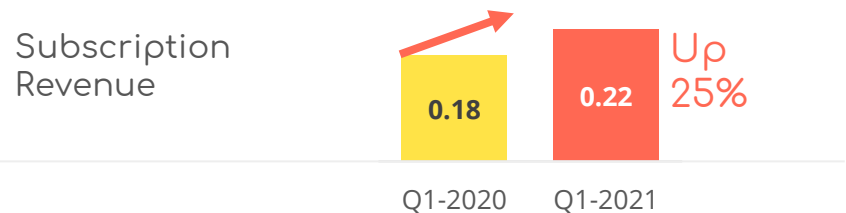
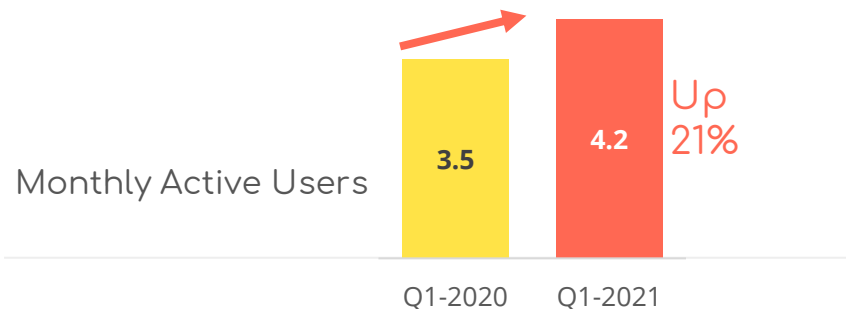
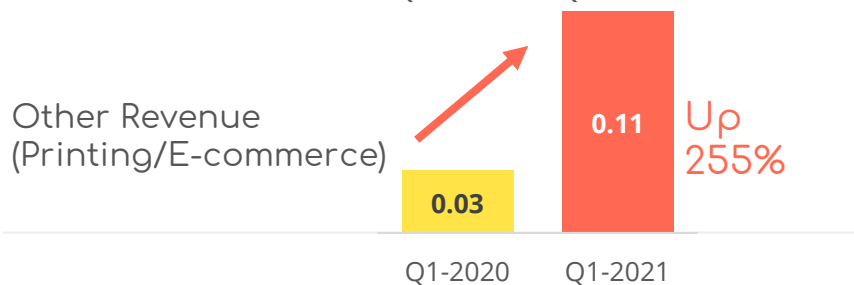
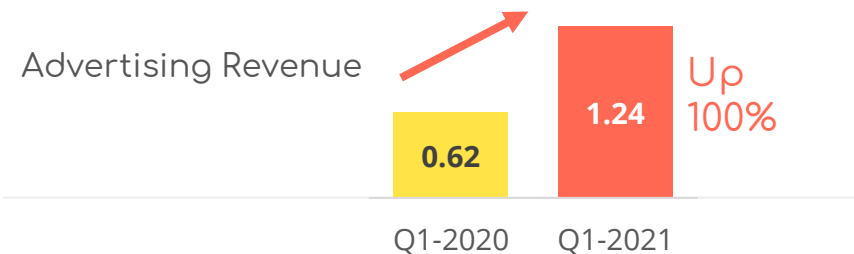
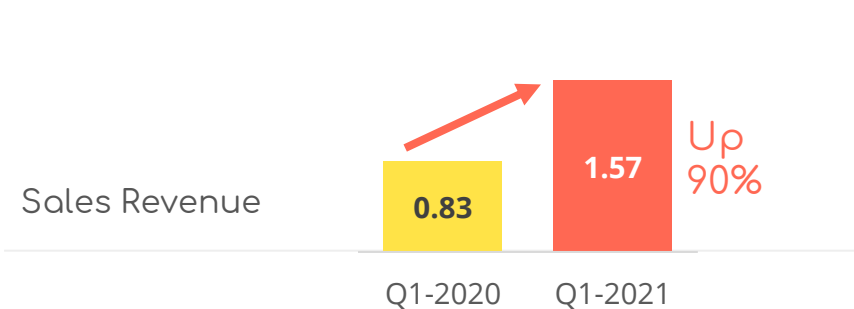
4.2M Monthly Active



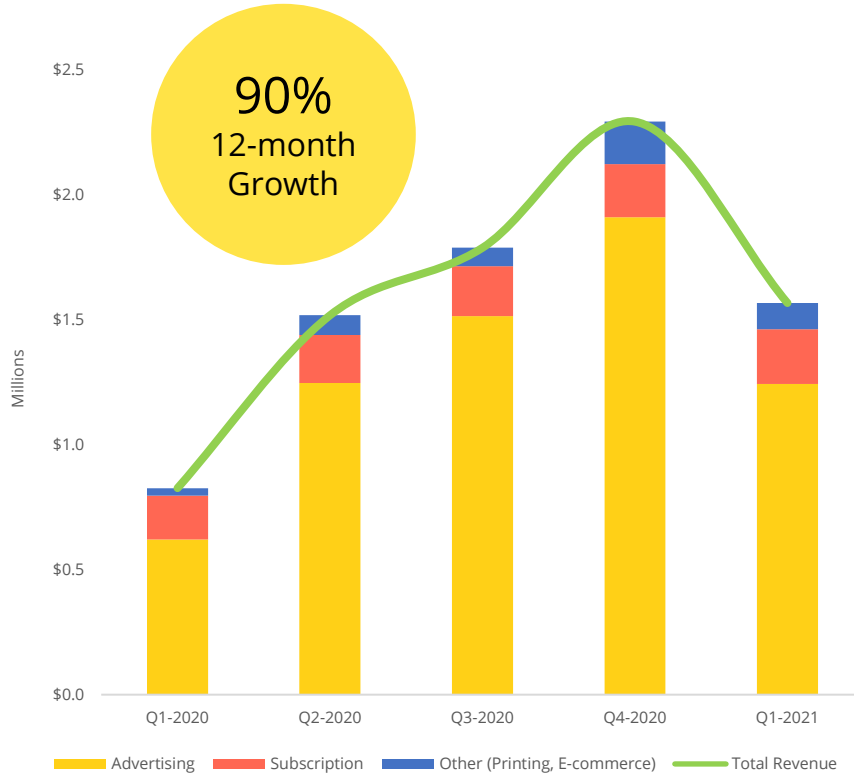
Q1-2020 Q1-2021



Strong Growth and Performance (\$M)



Record Revenue Growth



Google



KraftHeinz

Walmart



amazon



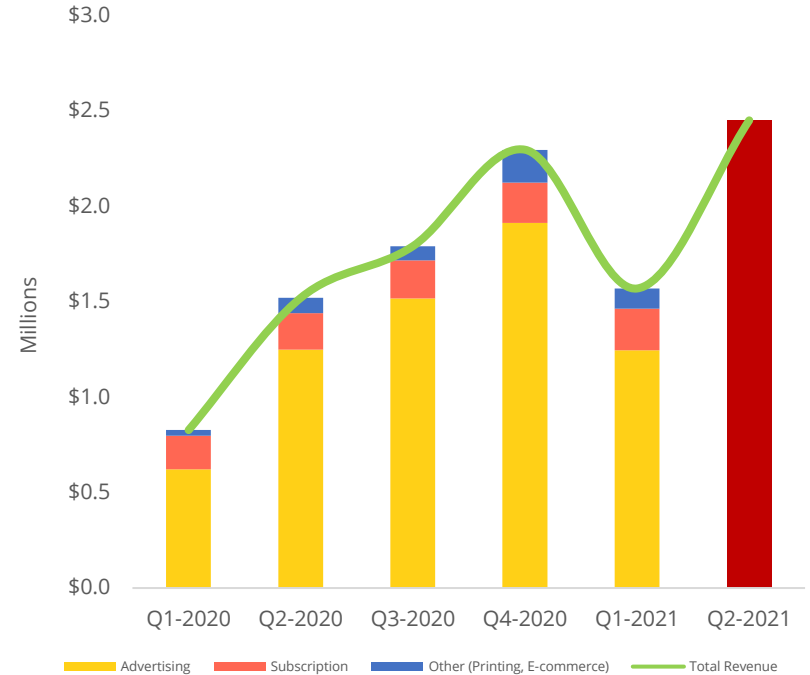
"Each year the program has gotten more successful. We want to build on that! Duplo achieved healthy metrics overall for the year and we attribute that to our partnership." Lego Client Team

	Q1-2019	Q1-2020	Q1-2021	% Growth
Advertising Revenue	\$ 543,142	\$ 621,646	\$ 1,244,817	100%
Subscription Revenue	\$ 133,241	\$ 176,119	\$ 219,309	25%
Other (Printing & Ecom)	\$ 30,414	\$ 29,591	\$ 105,063	255%
Total Revenue	\$ 706,798	\$ 827,356	\$ 1,569,189	90%

Forward Contracted Revenues

Q4-FY21 ON TRACK FOR RECORD REVENUE QUARTER

- As of Mar 31, Tinybeans has \$2.5M in forward contracts through the rest of calendar year 2021.
- This \$2.5M in forward contracts include \$2M in Direct Advertising and over \$500K in Premium Subscriptions. (without assumed auto-renewals)
- These revenues are related to signed contracts with Hill's Pet Nutrition, Inc., (a subsidiary of Colgate-Palmolive), Kraft-Heinz and many other brands that have committed to the platform for calendar 2021.
- Pipeline of brand partner opportunities has continued to develop strongly. The qualified pipeline (over 50% probability) for the next 60 days is over \$4M.

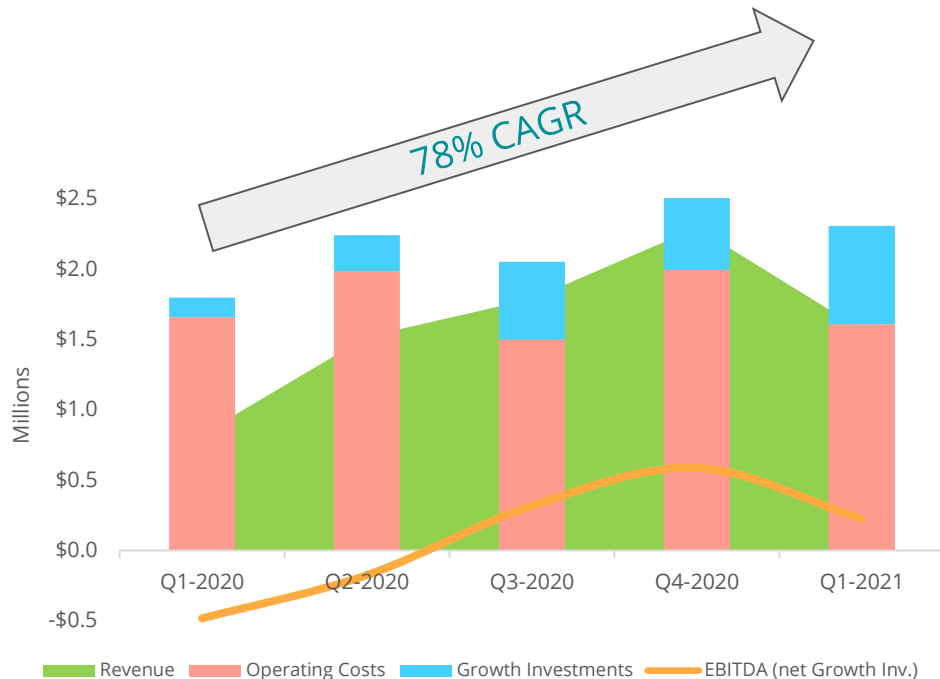


Q2-2021 Revenues based on the forward contracted revenues are shown above.

Adjusted EBITDA

UNDERLYING EBITDA POSITIVE WITH INVESTMENTS TO DRIVE SCALE AND SIGNIFICANT GROWTH

- Tinybeans reported EBITDA (excluding discretionary growth investments) of \$225k.
- Product Growth investments continued at similar pace to the previous quarter.
- The operating cash burn of \$880k was elevated as a result of revenue offsets from seasonal advertising weakness. In Q3, team costs remained largely unchanged from Q2. We expect these costs to rise in Q4 as we ramp our investments across the brand, consumer revenues and marketing.
- Net cash balance was \$2.5M at March 31, 2021



	Q1-2020	Q2-2020	Q3-2020	Q4-2020	Q1-2021
Revenue	\$ 827,356	\$ 1,520,076	\$ 1,790,663	\$ 2,296,137	\$ 1,569,189
Operating Costs	\$ 1,659,866	\$ 1,987,602	\$ 1,500,224	\$ 1,996,808	\$ 1,609,918
Growth Investments	\$ 138,538	\$ 256,071	\$ 553,856	\$ 682,868	\$ 699,272
EBITDA (net Growth Inv.)	\$ (482,359)	\$ (174,786)	\$ 317,548	\$ 586,579	\$ 225,418

Our Journey so far

AND WE'RE JUST GETTING STARTED

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

Our Audience

OUR USERS ARE RAISING CONFIDENT TINY HUMANS

33.2	Median parent age
57%	2+ kids in HH
55%	HHI \$100K+
71%	Working parents
70%	Plan to increase spending within 3-6 months

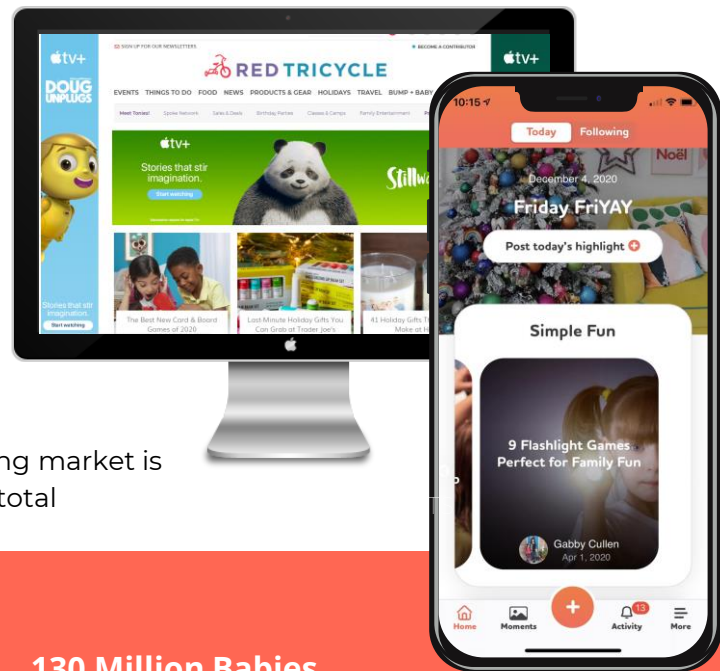


Massive Opportunity

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

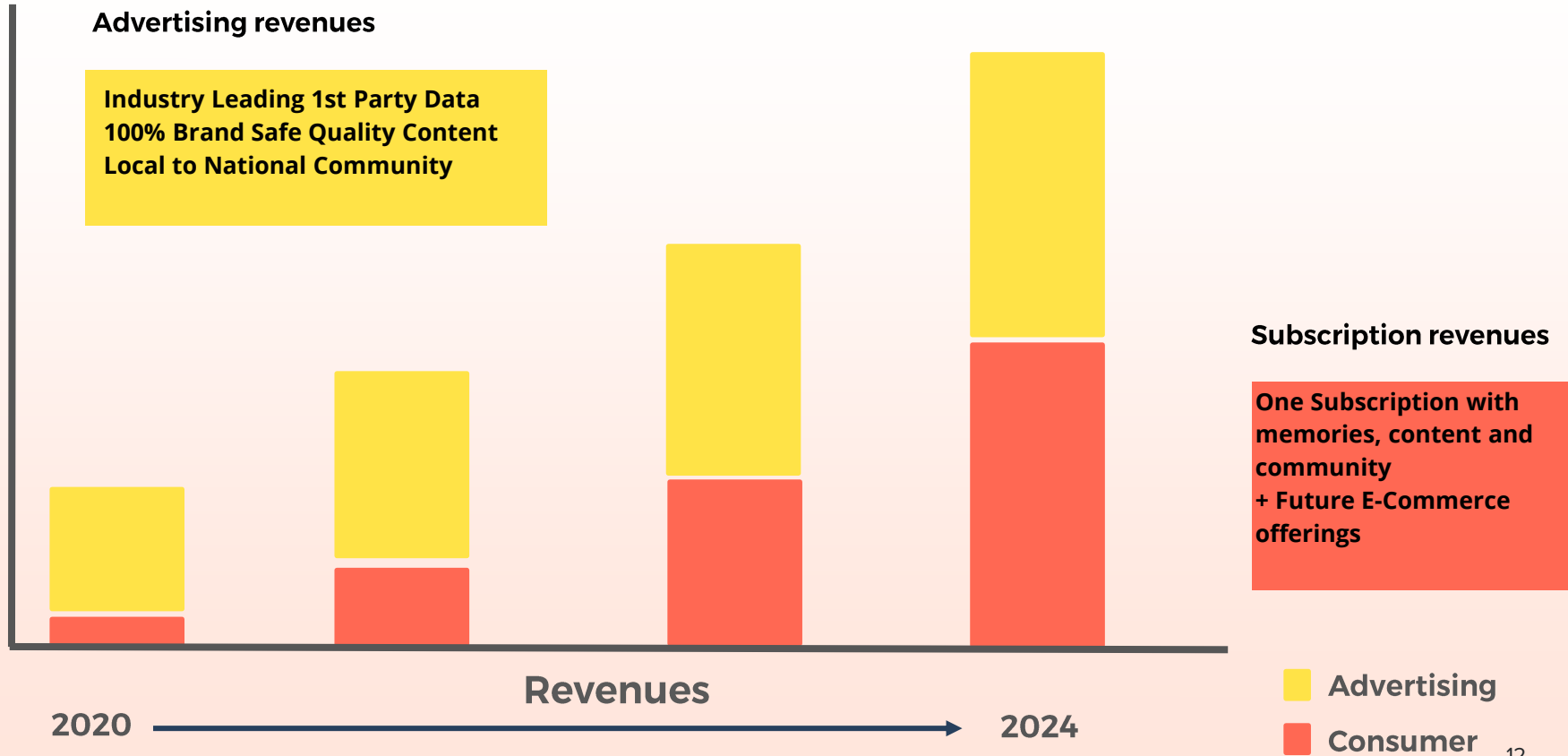
The U.S. is the second largest market for eCommerce with revenue of US\$587 billion in 2019.***



130 Million Babies

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

Scaling Multiple Revenue Streams



Launching new products to drive consumer revenue

INCREASE RECURRING REVENUES



Upgraded

Memories

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



Launched April

Premium Content

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



Launched April

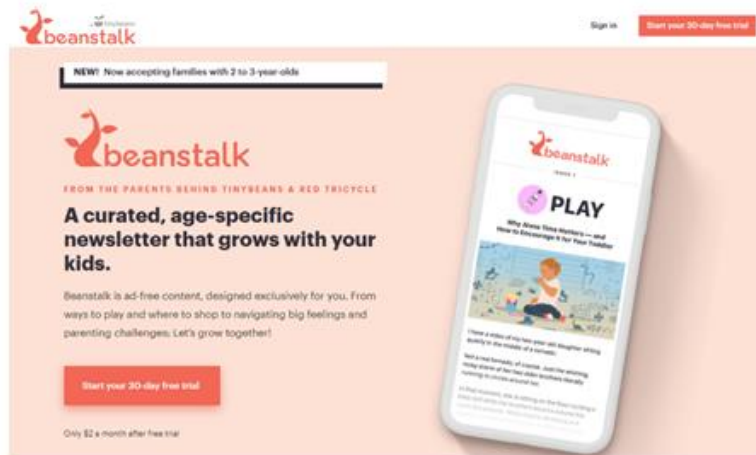
Community

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.

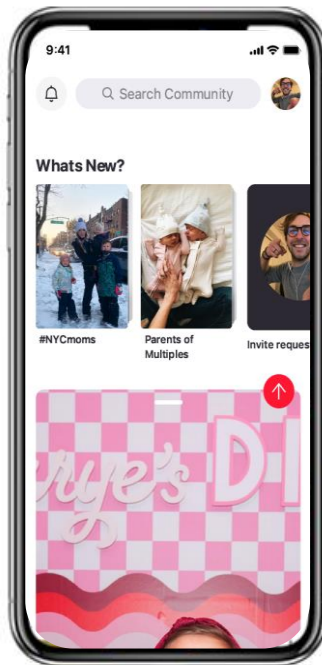
-Heather, Mother of a 3 year old, Dayton OH

Product Strategy



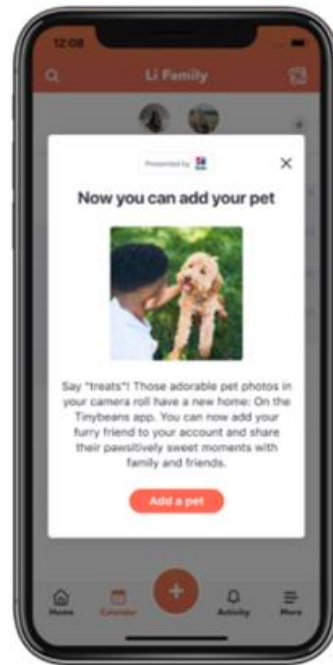
CONTENT

Tailored and recommended content



COMMUNITY

A video-first parent community



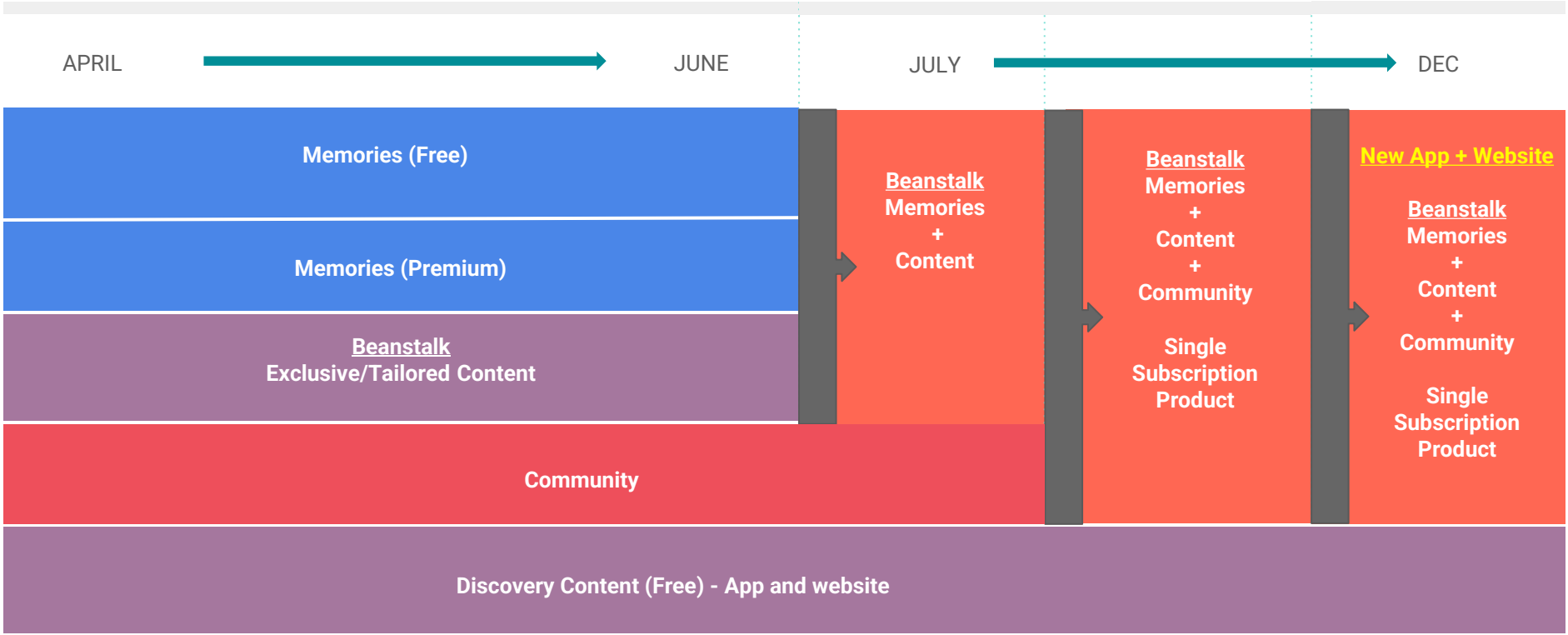
PET PARENTING

Appealing to all Families

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

Future Subscription Revenues

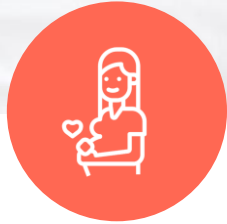
SINGLE SUBSCRIPTION INCORPORATING MEMORIES, CONTENT AND COMMUNITY



FY21 Key Execution Priorities

SOLID PROGRESS THROUGH THE FIRST 3 QUARTERS

	World Class Sales	<ul style="list-style-type: none"> During Q3, the team continued to drive business development efforts with new and existing brands as budgets were issued through the calendar year. The sales success in Q3 was evidenced by growth in advertising contracts that span the rest of calendar 2021. Proven with over \$1.5M in new contracts sold in the last 60 days alone. Launched an upgraded salesforce platform across the sales team to drive performance and top line revenues. 		Success Metrics:
	Marketing	<ul style="list-style-type: none"> Beanstalk, the recently launched premium content subscription product, is being tested with parents of 2-3-year-olds. The platforms saw a 20% increase in active users year-over-year. E-commerce Revenues increased 45% over the previous quarter and continues to grow nicely. 		Ad Revenue Partner Retention & Growth
	Product	<ul style="list-style-type: none"> Launched Community in beta across a selection of users. Community features a video first experience where parents can post and share experiences to help them in parenthood. Introduced a new public profile where users may review and edit their posts, as well as manage their profile settings. Currently available only to users in the Community Beta. 		Recurring Subscription Revenues
	Technology	<ul style="list-style-type: none"> Major Community release with 3X improvement in video loading and uploading. Began to build-out machine learning technical stack for predictive analytics and personalization. Further work around security and server infrastructure to optimize cost utilization. 		User Growth and Retention
	People	<ul style="list-style-type: none"> Recruited Chris Motsay as CFO in April 2021 to lead finance and operations. Recruited Allison Musmand as CMO in January 2021 to lead the brand and consumer revenues. With vaccinations being rolled out across the U.S., the Company began to formally transition to a hybrid work environment. The Company's head office in NY is currently supported with remote work. 		Operation Margin and Scalability
				Employee Engagement



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 photo sharing or generic content. Organic user growth will scale as more tailored features get enabled for parents.



MARKET LEADING PLATFORM

Clear and robust product strategy that addresses many unmet needs for parents across community, content and commerce. Integrated into a single subscription product for parents.



SCALING DIVERSIFIED 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



Appendix

LEADERSHIP TEAM



Eddie Geller
Chief Executive Officer



Allison Musmand
Chief Marketing Officer



Kyle Martin
Chief Product Officer



Chris Motsay
Chief Finance Officer



Nina Lawrence
Chief Revenue Officer



Mark Wunsch
Chief Technology Officer

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