



Fiscal 2022 (FY22) Results Presentation

(ASX: TNY; OTCQB: TNYYF)

**Approved by the Board of Tinybeans Group Ltd
Sept 7th (6th in the US), 2022**

Unless otherwise noted, amounts are in USD and are **unaudited**.





LARGE ADDRESSABLE U.S. 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 Mother

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!”



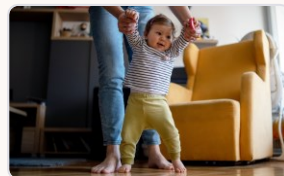
I’m Pregnant!

I’m a first time mother. “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 (2-17)

I love the age-appropriate recommendations, things to buy, book, 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.

FY22 - Biggest Year Ever!!

+34%
pcp

- Revenues of **US\$10.9M**, up **34% pcp**, largely driven by advertising revenues of **US\$9M**, up **31% pcp** and Paid subscriptions to **US\$1.5M**, up **77% pcp**. Other revenue includes Printing and Affiliate revenues.
- At 56% growth in direct advertising revenues, significantly outpaced single digit industry growth rate outside of top 3*.
- Successfully retired Red Tricycle and aligned behind the Tinybeans brand to ad market.
- Tinybeans intends on **becoming cash flow positive**. The Company expects to maintain a positive cash balance **without raising further equity capital**.
- Made significant changes to the leadership team + changes in product, engineering and growth teams. All setting up for an even more successful FY23.



19
Contracts >
\$100k
(13 in FY21)



51K
Paying
Subscribers

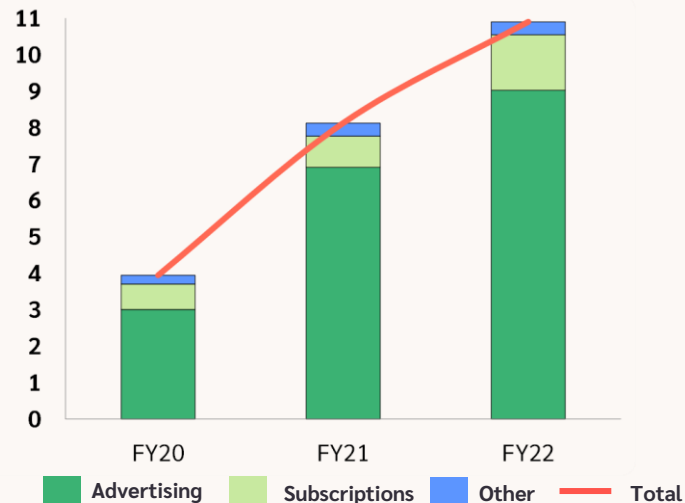


#1
Apple Guides
Partner



* Google, Meta and Amazon are on track to absorb more than 50% of all ad money (digiday.com)

Revenue up 34% to US\$10.9M



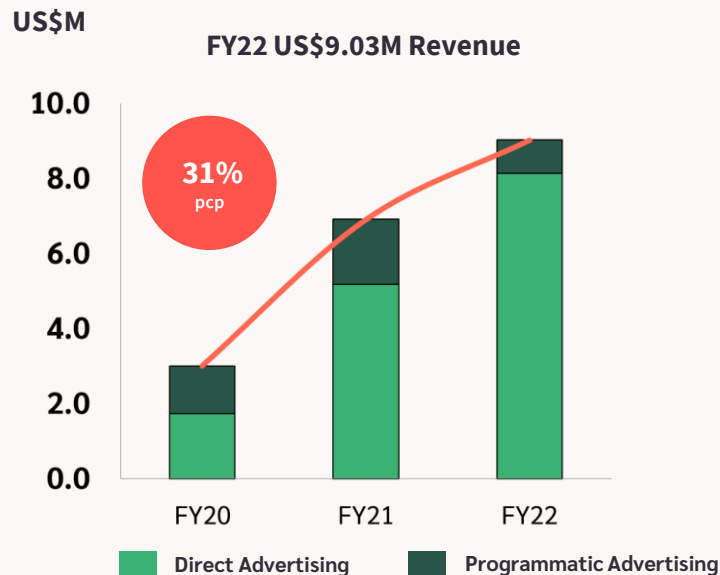
Major Growth Drivers

- Powerful value proposition for advertisers of high trust + first party data
- Existing and repeat brands (74% repeat, 26% new)
- Doubling recurring revenues with paid subscriptions

ADVERTISING REVENUES

Unique Audience Demographics Supporting Strong Growth in Advertising Revenues

- Advertising revenues* hit **US\$9.03M**, up **31% pcp**, with 26% from new brands and 74% from existing brands.
- Direct Advertising grew 57% pcp to **US\$8.14M**. Programmatic declined 49% **to \$0.89M** driven by the intentional removal of certain ads in the app to improve the value proposition of the subscription product - resulting in doubling monthly recurring revenues
- FY22 advertising revenue driven by partnership wins with CooperVision, Hill's Pet, MGA, Microsoft, VTech, Marriott and Paramount.
- Closed **19 > US\$100K** contracts in FY22 (13 in FY21) with 10 of those at \$200k+.



NOT A VERTICAL

Parenting is all we do



A high trust tech company exclusively dedicated to parenting

Using 300M+ *privacy protected* data points to:

Create a great user experience

Deliver personalization through 100% first party data ad targeting

Share insights with our partners



The Most High Trust Touchpoints

INSIGHTS LAB tinybeans

- First-party data targeted advertising
- Consumer + campaign research
- Parenting insights

PLAYDATES tinybeans

- IRL events
- Virtual events
- Webinars
- Sampling

WORD OF MOM tinybeans

- Product reviews
- Editor's Adventure
- Influencer activations
- Real mom testimonials

NEW!

NEW!



National + 11 Major City Editions Website
Highest trust photo-sharing app (iOS + Android)
1.5M national + city + baby emails
17.2MM monthly social reach
Branded consumer experiences

CONTENT STUDIO tinybeans

- Premium branded and sponsored content
- Shoppable content
- Custom video solutions
- Custom landing pages
- Interactive quizzes, polls, and more
- Dedicated emails

HIGH-IMPACT + SUPPORTING MEDIA

- Homepage + Mobile takeovers
- Native ads
- Editorial newsletter sponsorships
- Social amplification
- **Expanded** video solutions

NEW!

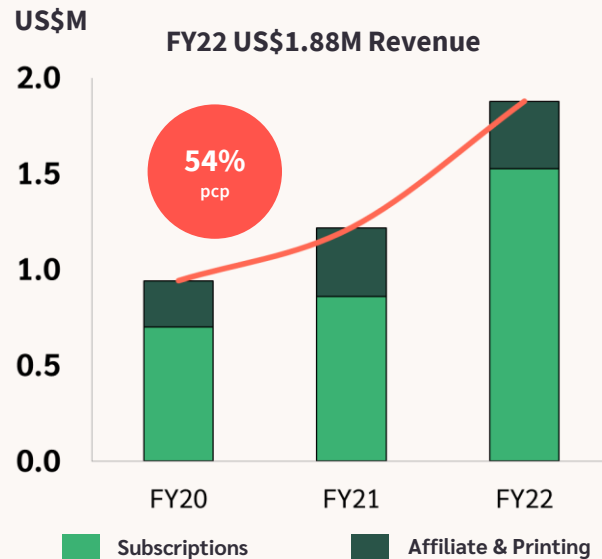
Celebrating Our Partners



DIVERSIFICATION OF REVENUES

Consumer Revenue Continues to Grow

- The past 12 months saw a significant change in the subscription strategy, moving to a paid for only product. This enabled paid subscriptions to grow from 25k at the start of the FY22 to more than double now at 51k.
- Total Consumer Revenues achieved **US\$1.88M**, **up 54% pcp**. These included paid subscriptions, printing and affiliate revenues.
- Subscription revenue hit a record **US\$1.5M**, **up 77% pcp**, with the number of paid subscribers over **51k**. Monthly Recurring Revenues (MRR) grew to **US\$166k**.
- Trial to paid conversion for **FY22 averaged to 94%**. Conversion rates driven by new product development and optimization of the acquisition channels.
- A significant roadmap is being executed to see consumer revenues grow in FY23 across both paid subscriptions and affiliate.



What are our Customers Saying?

This app has been a **huge boost** to all the grandparents around the world who want to watch our daughter grow. My parents look at it every night before they go to bed and if I haven't posted something new they look at the previous day's pictures. It makes not seeing my daughter everyday a little easier. I got my best friend in Mexico on it and my sister in law in DC and we all watch each other's kids grow. This is so much more rewarding than Facebook. **I seriously don't know what we would do without it!!!** We all look at it multiple times a day.

I will get my daughter signed up for Beanstalk's yearly subscription as soon as she's ready (estimated delivery) January!!!!
Our family and friends really value this service!!!! Thank you ALL Tinybeans Team members!

On some crummy days it's great to be able to open TinyBeans and see what's new with the family and the kids and see some cute and some playfulness...so, thanks for making that little window of happy possible. **So shines a good deed in a weary world.**

I was so impressed with the follow ups. One does not see customer service like this anymore.
Thank you!

She was patient with me and resolved my problem with my iPad. I truly appreciate the support I received from the Tinybeans. I have been enjoying using this app to see my great niece and have **recommended this app** to two friends who just recently became grandparents. Thank you again so much for your help and patience.

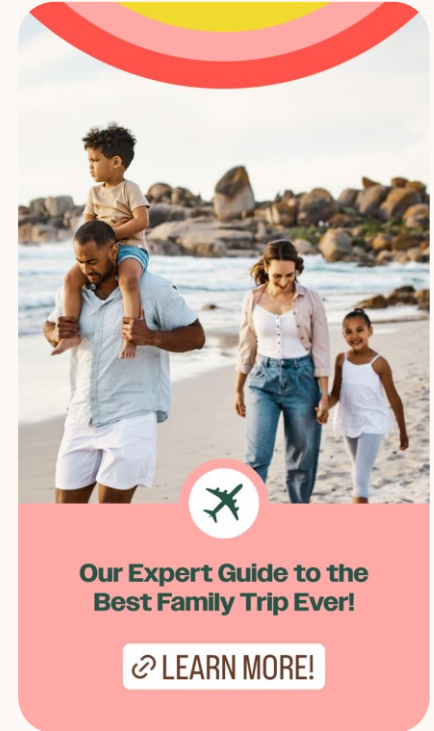
A cashier at the grocery store told us about this app when I was about to pop with my first baby. With so many family members out of state we gave it a try and it has been so wonderful! **I've been using it daily since my first was born almost 5 years ago.** Such a simple and fun way for everyone to see our kiddos lives and feel like they're a part of it all. Highly recommend.

I've been using Tinybeans for just over five years now and I love it. As a single mum I love to share the gazillion pics I take daily with my family who all live 3000 miles away! This is the best way to share pics of my little munchkin without requiring my elderly parents (or indeed myself) to have social media. As the years go on, it's so fun to look back on specific calendar days so easily. The few times I have had any glitchy issues, the support team have been fabulous and glitches have been fixed. Highly highly recommend.

EVOLVING AUDIENCE MODEL

Audience

- Monthly Active Users (MAU) across **Q4-FY22 grew to 2.95M for the qtr**, up 16% on Q3.
- Invested in Search Engine Optimizations (SEO) and implemented improvements that resulted in an increase of **10% Organic Sessions** Q4-FY22 vs previous quarter. Expecting to see further organic growth as we keep optimizing this acquisition channel.
- New Social Media strategy leaning into trending content, travel and first person relatable essays about parenting as well as the launch of new channels such as TikTok resulted in an increase of +20% of sessions coming from Social Media in Q4-FY22 vs previous quarter.
- Partnerships with Apple* continue to drive engagement and growth where Tinybeans remain in the top 3 amongst over 100+ partners.



Product Highlights

Becoming one brand

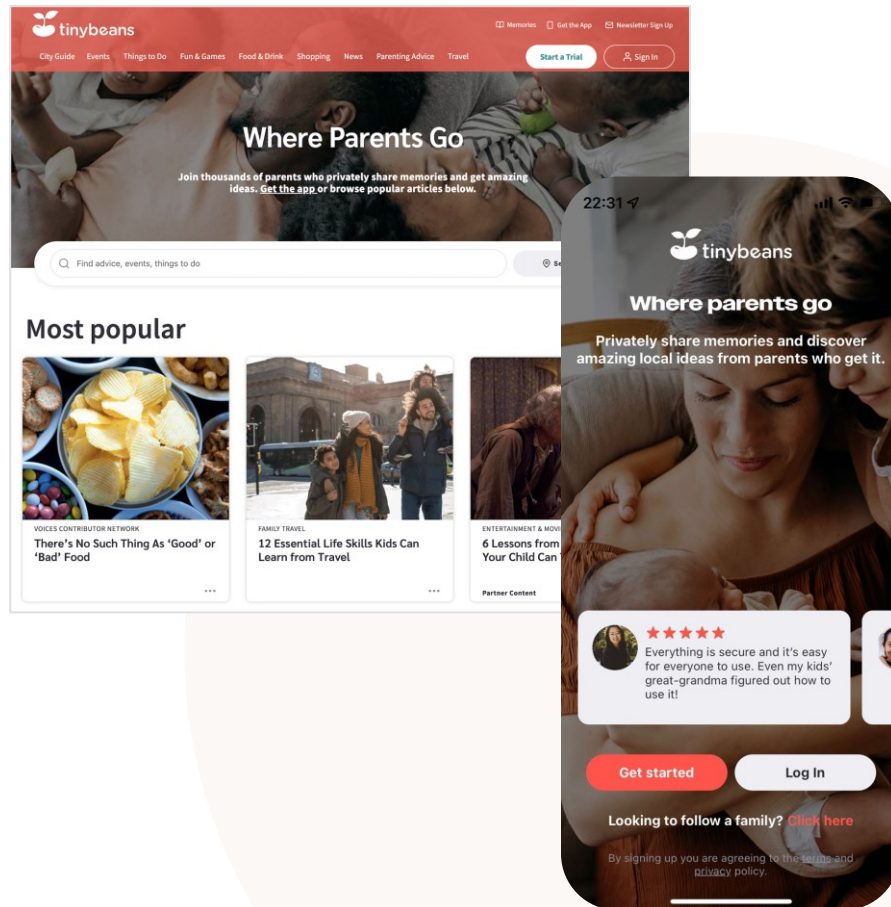
- Launched tinybeans.com, a new website integrating the Red Tricycle infrastructure and process under the tinybeans.com umbrella
- Launched an updated brand, building a cohesive visual brand identity
- Migrated off our legacy Red Tricycle Email Service Provider consolidating email management under one platform

Subscription

- Launched Beanstalk, evolving our free memories product to a paid only service, 50,000+ paid subscribers to date (doubling in 12 months)
- Redesigned onboarding and sign up in app to increase user acquisition/engagement

SEO

- Technical improvements across tinybeans.com to increase Google Search Impressions and top-of-funnel growth



PRODUCT & ENGINEERING

Product Highlights

Advertising

- Optimized ads across the site to maintain UX and increase advertising impressions. CPM's have increased 20%
- Implemented a Data management platform to gather 1st party data on our users to better target our advertising

Retention

- Improved support tooling for faster response times
- Began a rewrite of the Android App aimed to improve core tech issues with the platform - launching in early 2023
- Increased functionality to photo upload feature including replies to comments and other enhancements
- Dedicated resources to immediately react to bug reports

Content

- Launched first iteration of "Ideas" in our iOS App
- Further explored personalization of content in app through location capture and first party data



A photograph of a man with a beard and a young child, both wearing white t-shirts, looking down at something the man is holding in his hands. They are outdoors on a sandy path. The image is dimmed to serve as a background for text.

FINANCE

Financial Results

(in USD and unaudited)

FINANCIAL RESULTS (in USD)

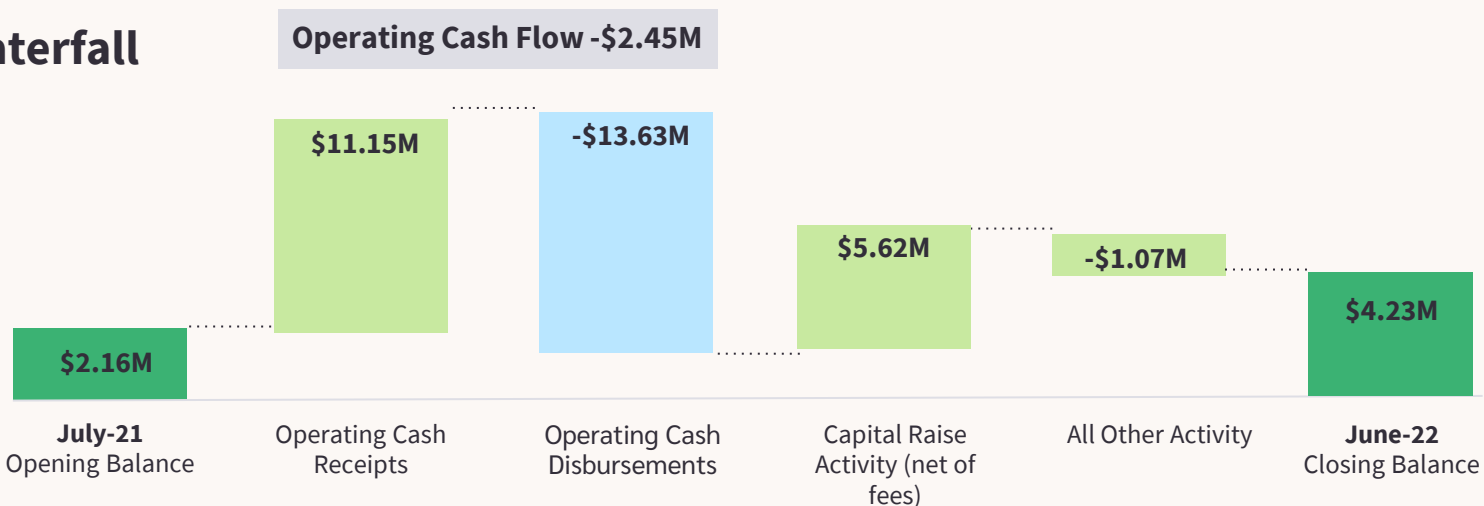
Profit & Loss Summary

Highlights:

- Revenue up **+34% vs prior year**, driven by both ad sales and subscription growth.
- Cost of Goods Sold (COGS) grew substantially with the increase in subscription transaction costs incurred by the mobile app stores.
- Operating Expenses increased 33% vs prior year, driven by headcount spend to support product and operational investments, along with increased marketing spend.
- Due to some softness in the Q4 advertising revenues, the operating margin for Q4 was lower than expected. The Company delivered a full year margin of -25%, which is slightly lower than in FY21 of -23%.
- The Company has reduced its General/Administrative costs/cashflows as it started FY23 by about \$700k in annual savings.

USD (\$M)	FY22	FY21	% Chg
Total Revenue	10.9	8.12	34%
Cost of Goods Sold	(0.91)	(0.42)	-117%
Gross Margin	10	7.7	30%
Gross Margin %	92%	95%	
Operating Expenses	(12.72)	(9.56)	-33%
Adjusted EBITDA*	(2.73)	(1.86)	-64%
Adjusted EBITDA Margin %	-25%	-23%	

Cash Waterfall



Highlights:

- **Operating cash flow was -\$2.45M, versus -\$1.49M in FY21**
- **Cash receipts for the year were \$11.15M**, 48% more than the same period prior year, due to ad sales revenue growth and timing of collections
- The expected operating cash burn for Q1-FY23 is between \$1M and \$1.4M
- The company is focused on significantly narrowing its cash flow losses through cost management, while growing revenues in fiscal year 2023

STRATEGIC DIRECTION

Path to Cash Flow Positive

Operational Improvements

- Cash burn for FY22 was \$2.45M
- Q1-FY23, the largest cash burn quarter is expected to be between \$1M and \$1.4M
- The Company has reduced its General/Administrative costs/cashflows as it started FY23 by about \$700k in annual savings.
- **Tinybeans recently reviewed all costs with the goal of becoming cash flow positive**



Guidance Assumptions


- Conservatively, the Company expects the cost base to average out at between \$3.4M and \$3.8M per quarter
- Core revenues include Advertising, Paid Subscriptions, Affiliate + Printing. All expected to grow through FY23 and beyond
- **Positive revenue outlook for rest of 2022 and continuing into 2023 (pending any market impacts)**



Additional Comments

- Tinybeans recently reviewed all costs with the goal of becoming cash flow positive. To provide more flexibility in the expenses in order to deal with any unforeseen circumstances
- **Growth ambitions adjusted to be more modest**
- Achieving 50/50 revenue split between Advertising and Consumer, is now forecast to be 2026



A young child with curly hair is sitting on a yellow armchair, looking upwards and to the right. A small white dog is sitting next to the child. In the background, there is a small round table with a plant and some electronic equipment.

GROWTH

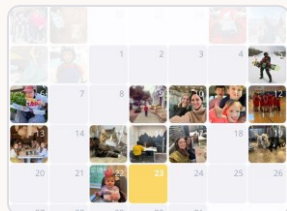
Growth and Strategy

The 'Go To' Resource for All Things Parenting

CELEBRATION OF FAMILY

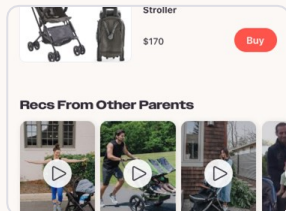
PARENTING WISDOM

PAMPERING THE PARENT



Memories

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



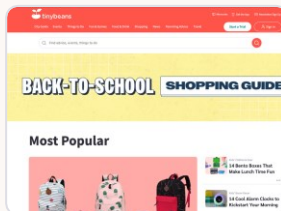
Community

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



Interest Based Content

What am I making for dinner tonight?



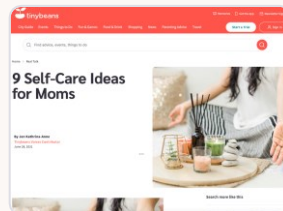
Age Based Content

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.

Lifetime Value **\$186** (FY22)

Advertising \$11
Subscriptions \$175

GROWTH & STRATEGY

Scalable Multiple Revenue Streams



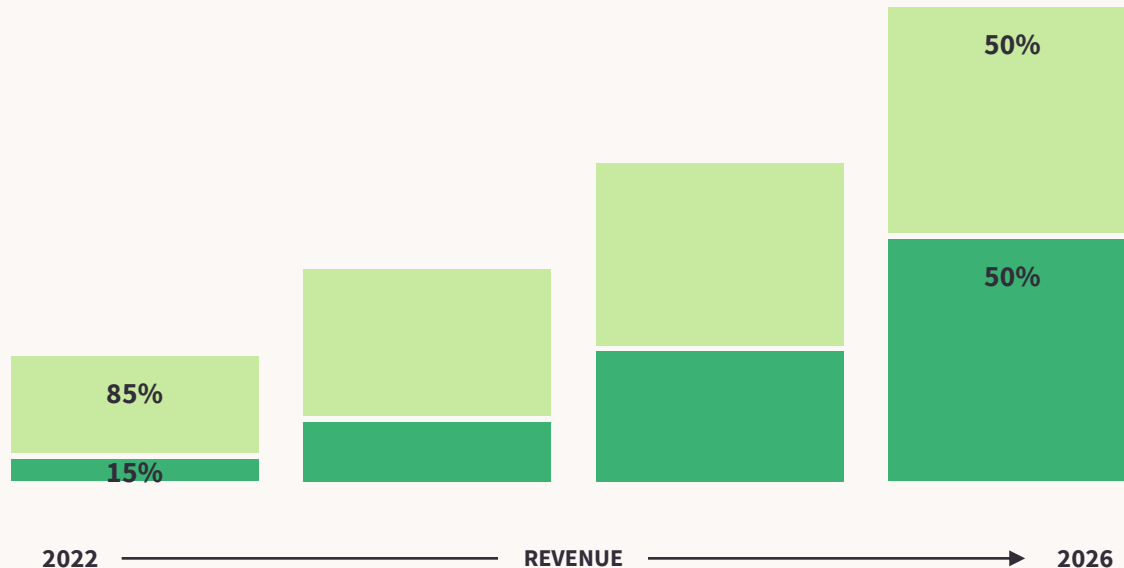
ADVERTISING REVENUES

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



CONSUMER REVENUES

One subscription with memories, personalized content & new affiliate offerings



GROWTH STRATEGY

Our Growth Flywheel: Recommendation Engine

Generate

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

Amplify

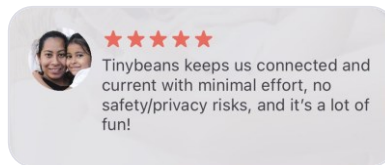
We'll amplify Advocate ratings, reviews and stories throughout our owned sites and organic content to attract proactive prospective parents across the Path To Purchase.

Promote

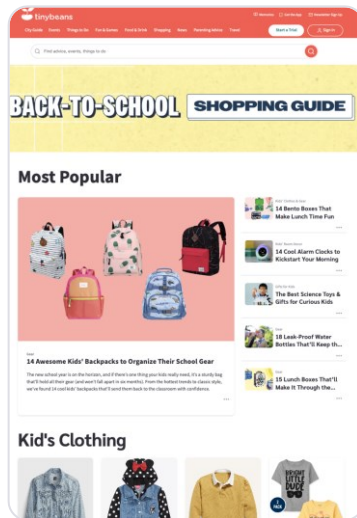
We'll leverage customer stories, ratings and reviews in outbound and paid advertising campaigns to reach and engage passive parent prospects.



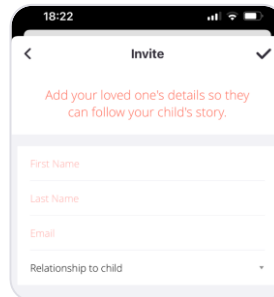
ADVOCACY



PURCHASE



ENGAGEMENT

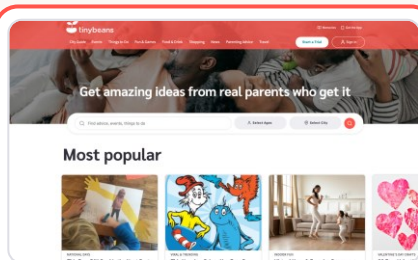


AWARENESS



GROWTH AND STRATEGY

Tinybeans. Synonymous with Parenting.



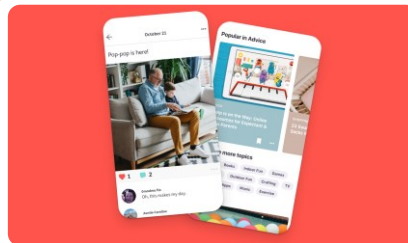
Single Brand

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 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 priority 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



QUESTIONS

Thank you! Any questions?



Eddie Geller
Co-Founder and
Chief Executive Officer



FY22 RESULTS

Appendix

FINANCIAL RESULTS (in USD)

Balance Sheet

Highlights:

- Cash ended the year above **\$4.2M**, reflecting a quarterly average burn rate of approximately **\$0.61M**
- 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 intangible assets in software and content (including from Red Tricycle acquisition)
- Current Liabilities decreased year over year From \$2.56M to \$2.47M related to payable management
- Equity increased due to capital raise and new share issue through the year

USD (\$M)	FY22	FY21
Cash	4.21	2.16
Accounts Receivable	1.62	1.75
Other Current Assets	0.72	0.29
Total Current Assets	6.44	4.31
Total Non-Current Assets	5.56	5.82
Total Assets	12.0	10.13
Total Current Liabilities	2.47	2.56
Total Non-Current Liabilities	0.12	0.30
Total Liabilities	2.58	2.86
Total Equity	9.42	7.27

Corporate Information*

Trading Information

ASX stock code	TNY
OTCQB Stock Code	TNYYF
Shares on ASX	60M
Options on issue	~5M
Market cap (fully diluted)	US\$10M

Top 10 shareholders

1.	Eddie Geller	11%
2.	Thorney Investments	9%
3.	Arbiter Partners and related parties	9%
4.	O'Young Family	6%
5.	McBain Family	5%
6.	Rubino Family	5%
7.	Paradice Family	4%
8.	Feig Family	4%
9.	Kurtini Family	3%
10.	Caro-Kann Capital	3%

Top 10 Total **59%**

Thank you

This announcement has been approved for release by the Board of Directors.

For More Information

E: investors@tinybeans.com **I:** www.tinybeans.com

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.

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