



# 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



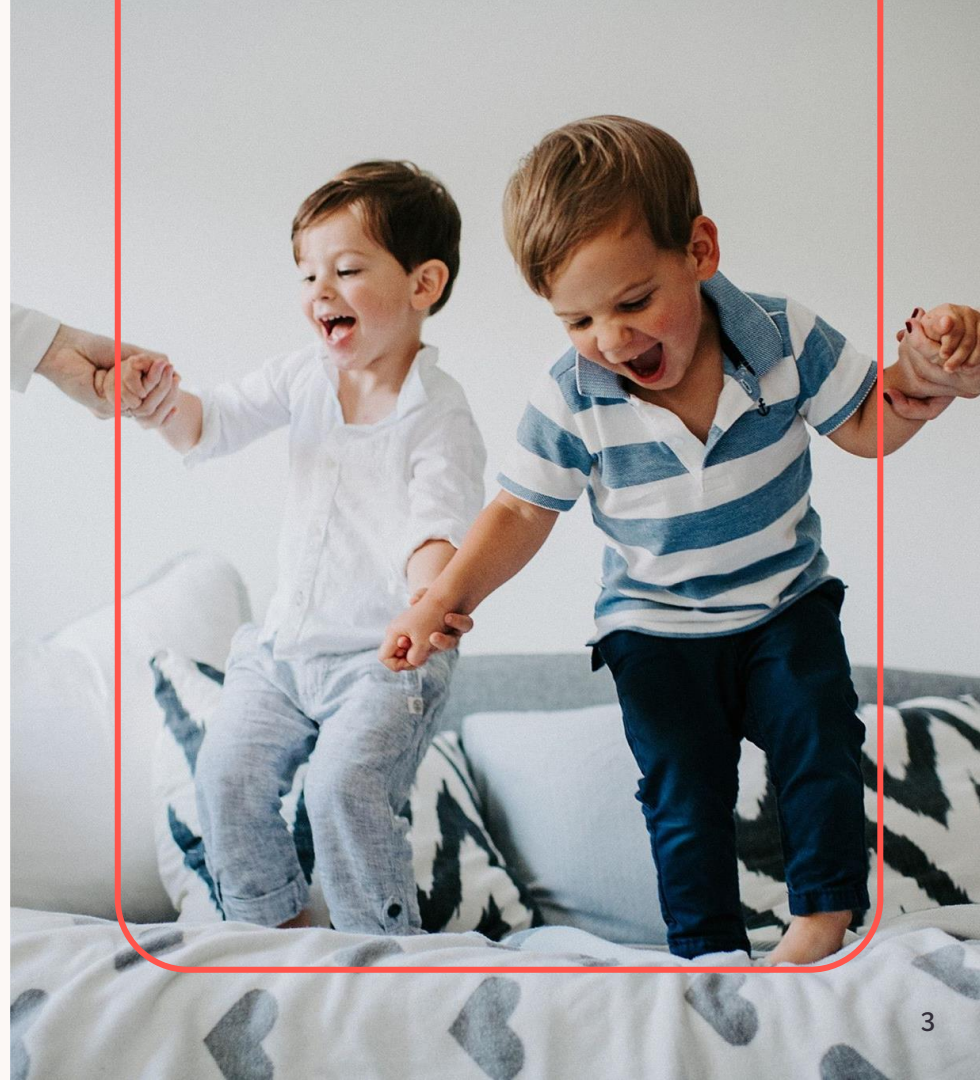
**Chris Motsay**  
Chief Financial  
Officer



**Nina Lawrence**  
Chief Revenue  
Officer



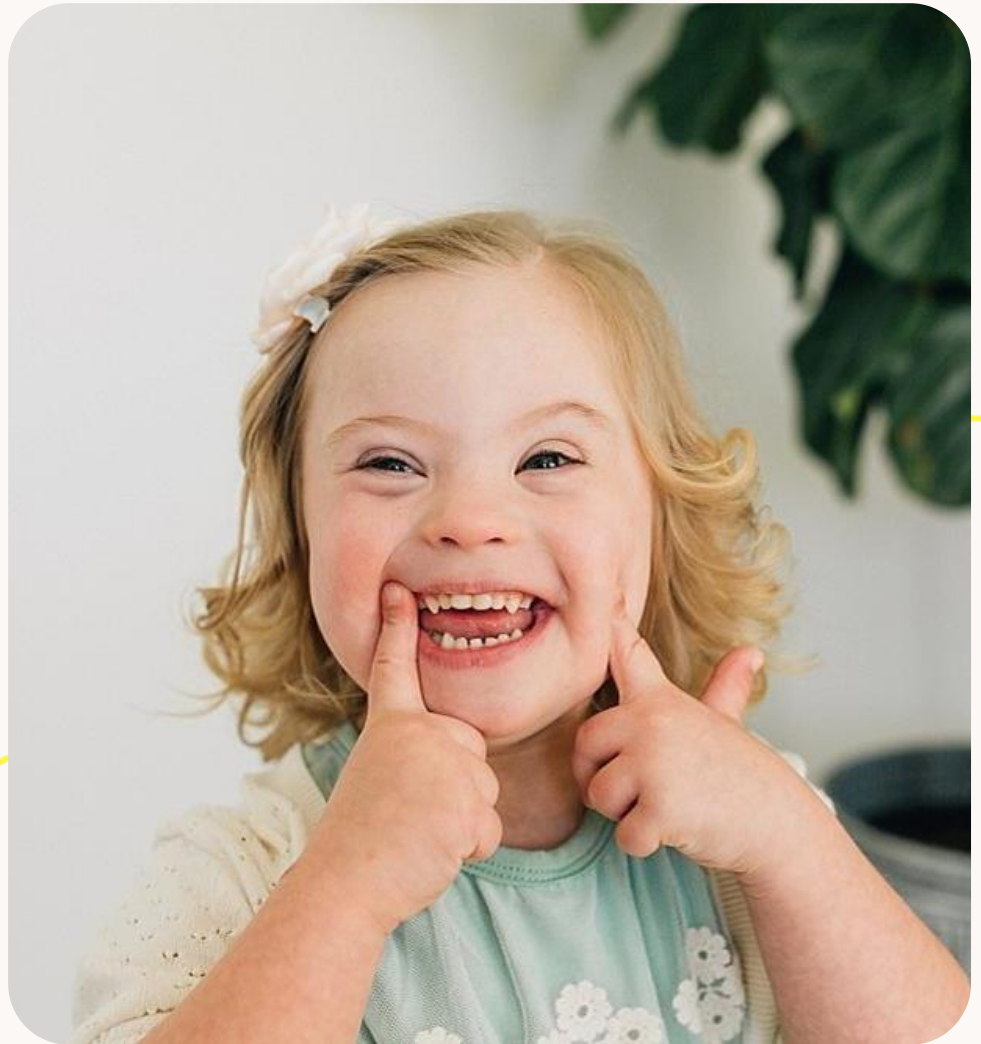
**Mark Wunsch**  
Chief Technology  
Officer



## 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\*

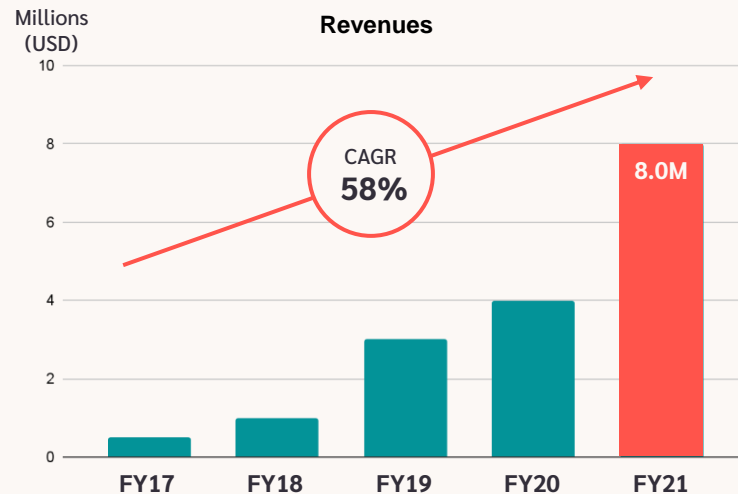


**Over 130K+**  
Reviews Across  
IOS & Android  
app stores

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, 27<sup>th</sup>, 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



## 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.



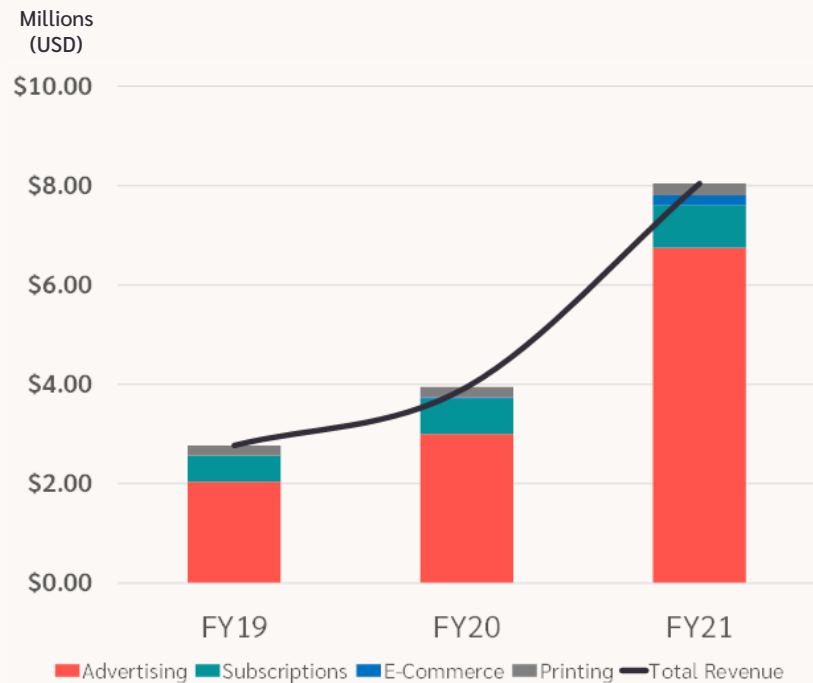
**Business Update**

## 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

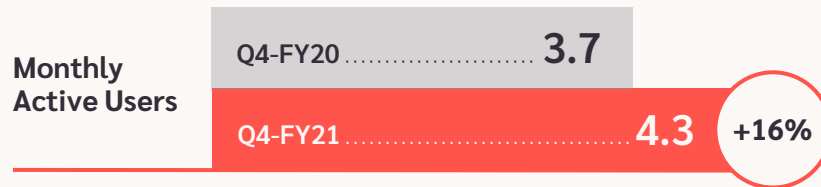
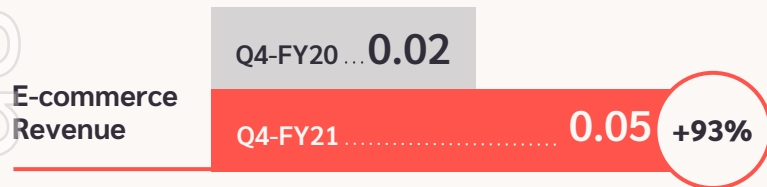
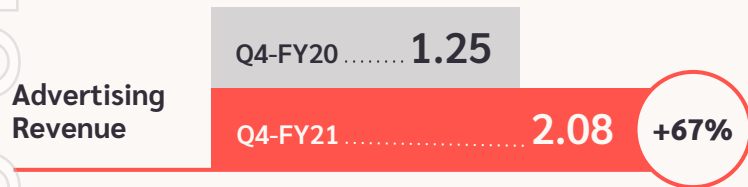
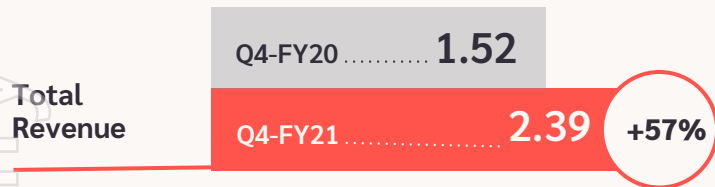
USD\$M	FY19	FY20	FY21	% Growth
Advertising	\$ 2.04	\$ 3.01	\$ 6.75	125%
Subscriptions	\$ 0.53	\$ 0.70	\$ 0.86	23%
E-Commerce	\$ 0.00	\$ 0.03	\$ 0.19	462%
Printing	\$ 0.20	\$ 0.21	\$ 0.24	14%
Total Revenue	\$ 2.77	\$ 3.95	\$ 8.04	104%



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

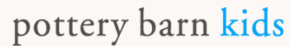
## Business Update

### 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



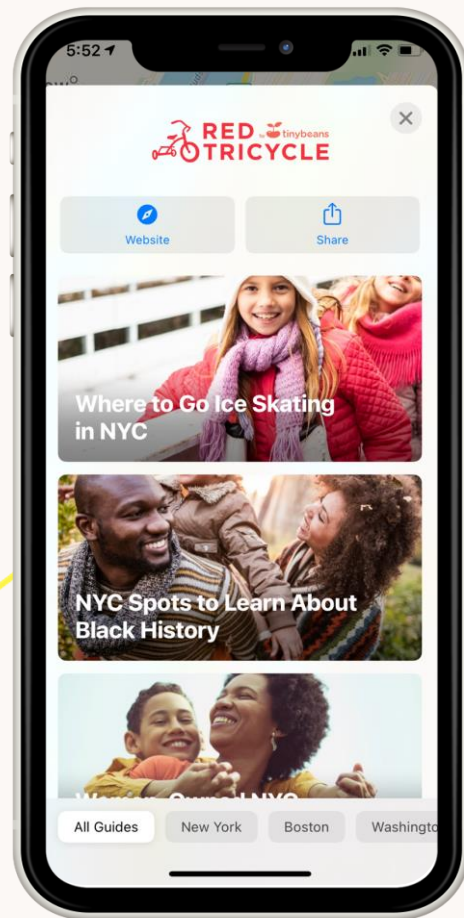
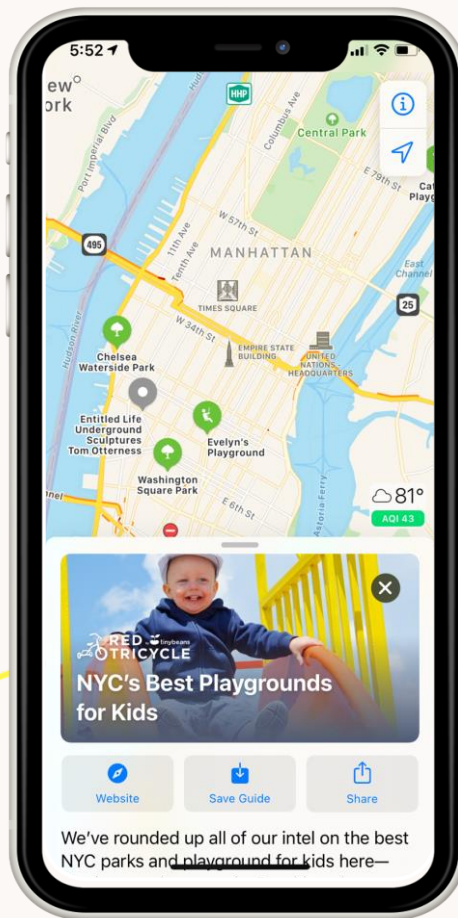
## Business Update

### 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

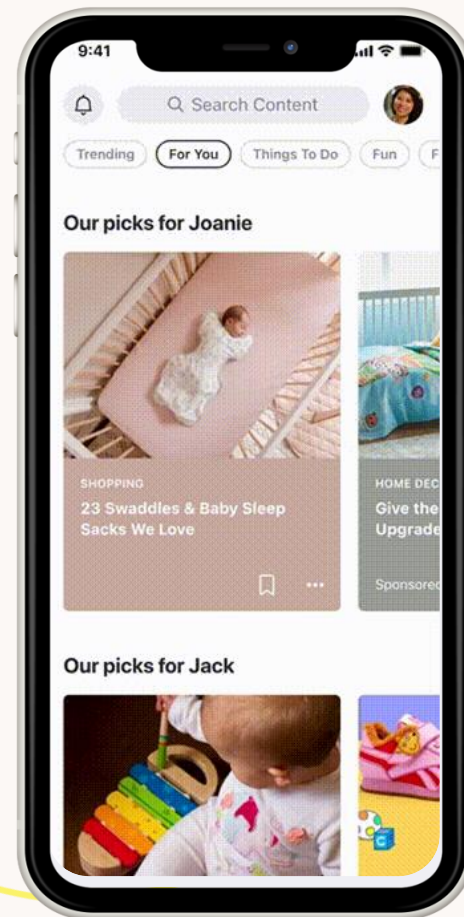
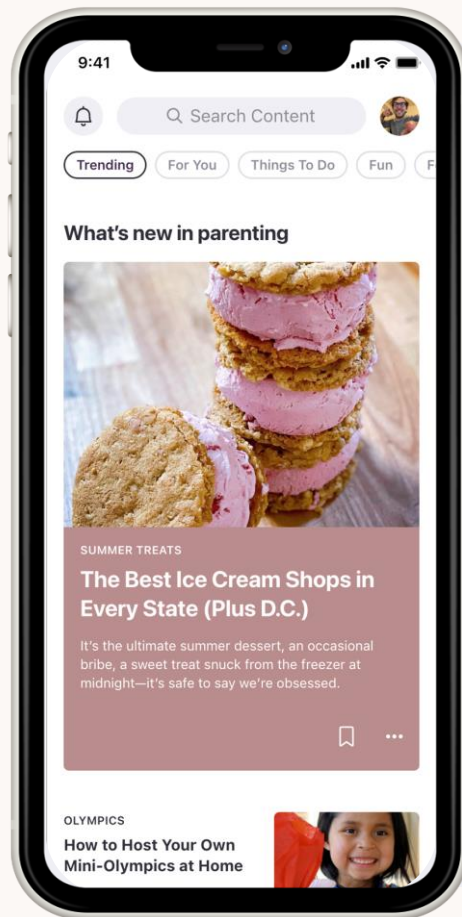
# Parents Start with Tinybeans

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

#### 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

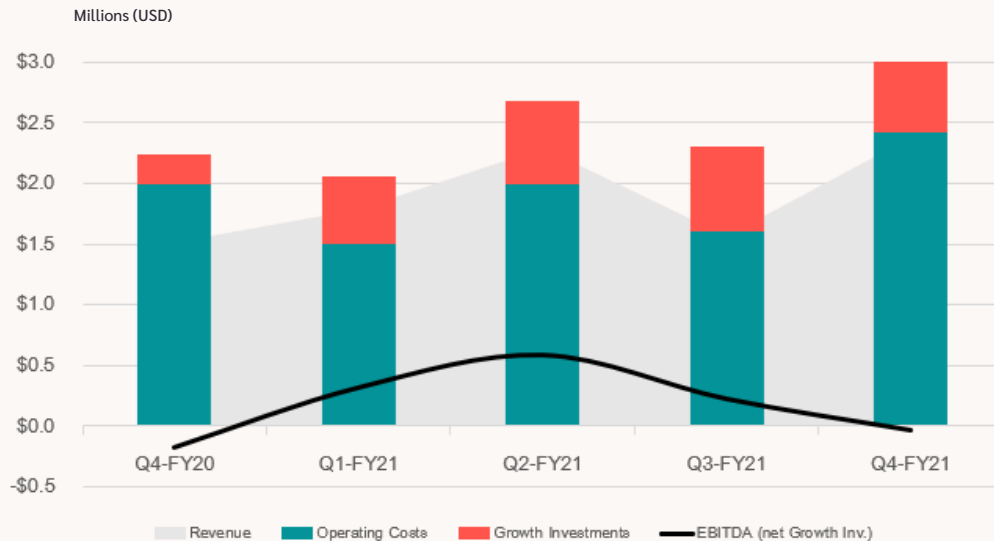
Note: Based on Preliminary, unaudited Appendix 4E released on August 31st

## 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

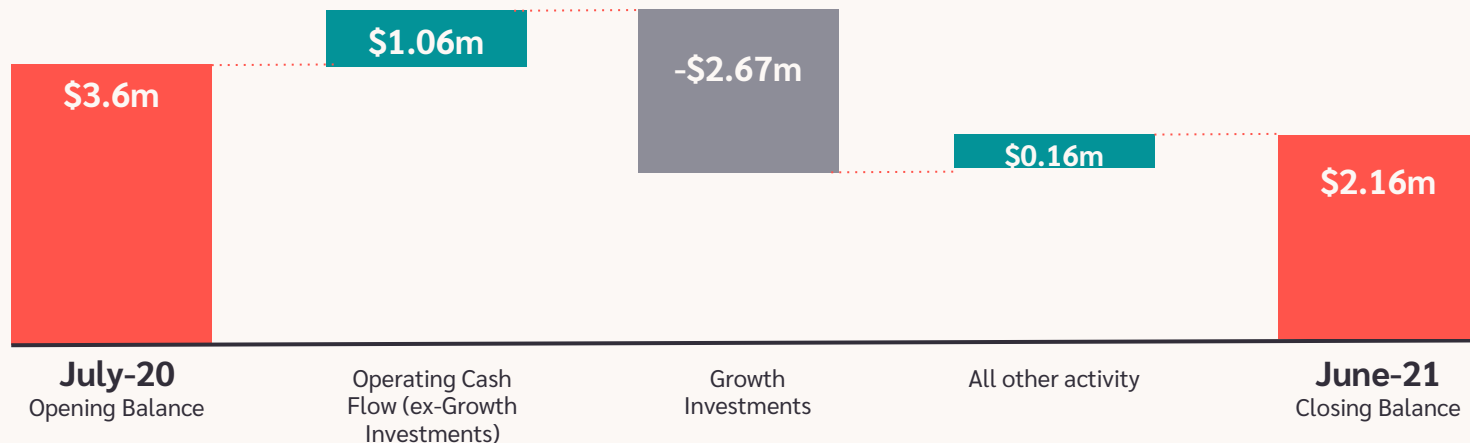


	Q4-FY20	Q1-FY21	Q2-FY21	Q3-FY21	Q4-FY21
Revenue	\$ 1.52	\$ 1.79	\$ 2.30	\$ 1.57	\$ 2.39
Operating Costs	\$ 1.99	\$ 1.50	\$ 2.00	\$ 1.61	\$ 2.42
Growth Investments	\$ 0.26	\$ 0.55	\$ 0.68	\$ 0.70	\$ 0.82
EBITDA (excluding Growth Inv.)	\$ (0.17)	\$ 0.32	\$ 0.59	\$ 0.23	\$ (0.03)

\*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, 27<sup>th</sup>, 2020

## Financial Results

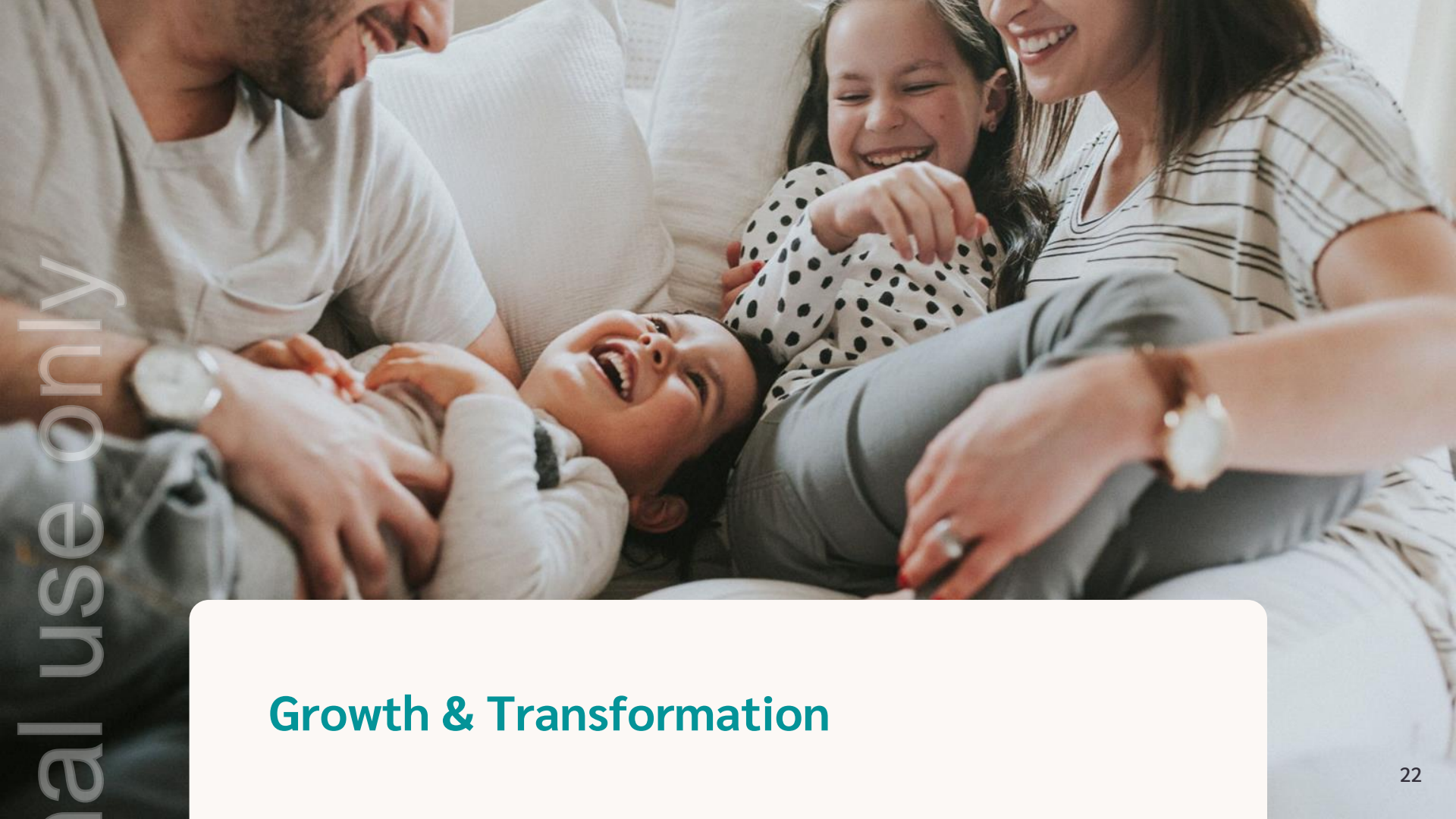
# 12-Month Cash Waterfall



### 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



mal use only

## Growth & Transformation

# Scalable Multiple Revenue Streams

## Advertising revenues

Industry Leading 1st Party Data  
100% Brand Safe Quality Content  
Local to National Community  
Enhances the subscription offering

## Consumer revenues

One Subscription with memories,  
personalized content & community  
+ Future E-Commerce offerings

2021

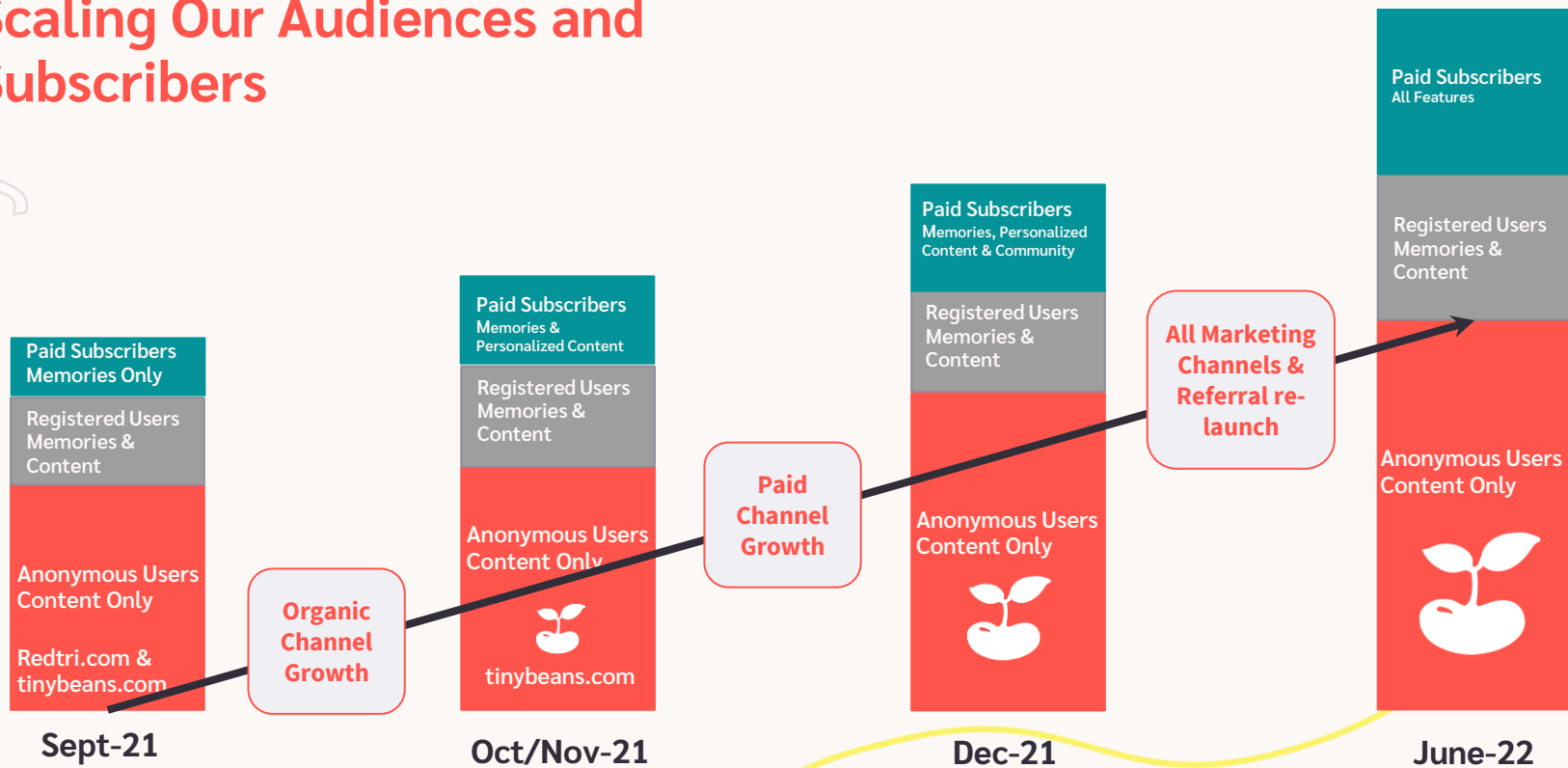
Revenues

2024

■ Advertising  
■ Consumer

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.



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
<b>Total Current Assets</b>	<b>4.23</b>	<b>5.34</b>
Total Non-Current Assets	6.23	6.81
<b>Total Assets</b>	<b>10.46</b>	<b>12.15</b>
Accounts Payable and Accrued Expenses	2.32	1.42
Other Current Liabilities	0.10	0.84
<b>Total Current Liabilities</b>	<b>2.42</b>	<b>2.27</b>
Total Non-Current Liabilities	0.76	1.10
<b>Total Liabilities</b>	<b>3.18</b>	<b>3.37</b>
Total Equity	7.28	8.78
<b>Total Liabilities and Equity</b>	<b>10.46</b>	<b>12.15</b>

## 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	<b>TNY</b>
OTCQX Stock Code	<b>TNYYF</b>
Shares on ASX	<b>46.2M</b>
Options on issue	<b>~5M</b>
Market cap (fully diluted)	<b>US\$42M</b>

## 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

## Australian Investors

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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 5<sup>th</sup> 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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**i: [www.tinybeans.com](http://www.tinybeans.com)**

