



ASX RELEASE

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Tinybeans on Track for Record First Quarter 2022

Tinybeans Group Limited (ASX: TNY) (OTCQX: TNYF) (“Tinybeans” or “the Company”), an inclusive, informative, go-to resource for all things parenting, is providing a preliminary update on its first quarter fiscal year 2022 results.

Highlights:

- **Revenue in Q1 FY22 is expected to be approximately US\$2.6M, up 46% from Q1 FY21 and representing a quarterly record.**
- **Subscription revenue is also anticipated to reach record levels in Q1 FY22, with growth expected to be over 20% from Q1 FY21.**
- **Direct advertising contracts for Q2 FY22 over US\$2.2M, up 50%+ from Q2-FY21.**
- **Monthly Active Users are expected to total approximately 4.4M in Q1 FY22, up 9% from Q1 FY21.**
- **Tinybeans’ first quarter performance includes advertising wins from both new and existing partners, including Microsoft, MGA Entertainment, Hills Pet Nutrition & CooperVision.**

Tinybeans’ CEO, Eddie Geller, said:

“We are proud to follow up our success in Q4 FY21 with what is anticipated to be another record-breaking quarter in Q1 FY22. The US\$2.6M in revenues we expect this quarter represents not only significant growth from the same period a year ago, but also a 10% improvement from the prior quarter, despite Q1 typically being a seasonally weak period. We believe this revenue growth demonstrates the strength of the Tinybeans’ brand, the value proposition for our growing base of advertising partners and the many families that turn to us as a secure and comprehensive source for all things parenting. We are confident we can continue to grow advertising revenues as we build our complementary subscription revenues.

Also, we’re thrilled to report that we are entering Q2 FY22 with over US\$2.2M in direct advertising contracts signed. Generating this momentum in a time of platform transition demonstrates the continued strength and growth potential of our advertising business. As we approach the impending launch of our new platform, we are forging ahead in executing on our strategy and working to drive continued growth in FY22 and beyond.”

The Company expects to release full results for Q1-FY22 on or around Oct 26/27, 2021, in the US and Australia, respectively.

This announcement was approved for release by the CEO.



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About Tinybeans Group

Tinybeans Group Limited (ASX: TNY, OTCQX: TNYFF) 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.

www.tinybeans.com