



ASX Announcement

18 June 2024

Tinybeans secures major US strategic partnership with leading digital parenting platform Babylist

Key Highlights

- **Strategic partnership (the Partnership) secured with leading US-based digital parenting platform Babylist**
- **Each year, Babylist helps over 9 million people make purchases through its baby registry, app, e-commerce shop and comprehensive product guides**
- **The Partnership will leverage the ever-growing Babylist audience to drive Tinybeans' brand awareness, audience and subscribers through a targeted affiliate and sales partnership**
- **The Partnership will work in conjunction with the in-house Tinybeans' sales and marketing team to create incremental revenue for both businesses**
- **After rebuilding its inhouse sales offering and team in FY24, Tinybeans has improved its campaign performance, market reputation and customer renewal rates which will help drive the success of the Partnership**
- **Highly complementary offering to elevate Tinybeans in the US parenting & baby industry and contribute to the Babylist ecosystem**

Leading private family photo-sharing app **Tinybeans Group Limited (ASX: TNY) (OTCQB: TNYF)** (**Tinybeans** or **the Company**) is pleased to announce that it has secured a strategic partnership with Babylist, a leading US company serving millions of growing families every year with products and services across e-commerce, wellness and media. The Partnership is expected to deliver brand awareness, subscriber growth and sales revenue for Tinybeans in the US.

In 2023, over 650,000 families registered with Babylist; 81% of registrants are first-time parents. Babylist achieved revenues of more than US\$400 million in 2023 and was named one of Fast Company's Most Innovative Companies in retail for 2024.

Tinybeans acquires over 70% of its new subscribers in the third and "fourth" trimesters of pregnancy and sees high engagement and retention over multiple years. This strong overlap in target audiences makes this a prime opportunity to expand the Tinybeans audience and create compelling opportunities for expecting and new parents to become subscribers.

The Partnership involves:

- **A strategic affiliate deal**, whereby Babylist will promote and integrate Tinybeans to its expecting and new parents across its large and engaged email database and registry feed, reaching hundreds of thousands of expecting and new parents per month.

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- **A strategic sales partnership**, whereby Babylist will non-exclusively represent Tinybeans content and media to its clients to reach a new segment of the market and deliver incremental advertising revenue to both parties under a revenue share agreement.

The Companies will explore other opportunities to work together which are additive to each business's core strategy.

Commenting on the Partnership, Babylist CEO & Founder Natalie Gordon said,

"Our mission is to take care of growing families so they can be confident, connected, happy, and healthy. Tinybeans' shared values and complementary offering make them a great partner for us. We intend to make their relevant & valuable private photo-sharing app offering available to our millions of families across the US and participate in our growing ecosystem."

Tinybeans CEO Zsofi Paterson said,

"Babylist is the leading digital parenting destination in the US and we are thrilled to be partnering with them. With Babylist's enormous reach and marketing engine, and Tinybeans' strong customer engagement over multiple years, we see our companies as highly complementary, ultimately helping make expecting and new parents' lives easier and more joyful, therefore enabling us to partner meaningfully to add value to both businesses."

The Partnership has an initial term to December 2024 and may be terminated by either party with 10 days notice. There are no other material conditions to be satisfied prior to the Partnership becoming effective.

--ENDS--

Authorised for release by the Board of Tinybeans.

For more information, please contact:

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About Babylist

For over a decade, Babylist has been the technology solution for expecting parents and the community that supports them, expanding from baby registry into a full-service platform that helps parents make decisions with confidence, stay connected, and build happy and healthy families. Every year Babylist helps over 9M people make purchases through its registry, app, ecommerce shop, and comprehensive product guides. The Babylist ecosystem now includes Babylist Health, which provides access to products and services including insurance-covered breast pumps, Expectful, a new voice in health and wellness for pre-pregnancy through postpartum care, and The Push, a branded content studio that works with the biggest companies in the baby space.

www.babylist.com

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About Tinybeans

Tinybeans Group Limited (ASX:TNY, OTCQB:TNYF) Tinybeans is a leading global consumer subscription platform, serving millions of Millennial and Gen Z parents and their families monthly. At its core, Tinybeans is a private photo-sharing app and media platform that connects families and turns moments into memories. Tinybeans has been loved and trusted by parents and families around the world since its founding in Australia in 2012, and is an ongoing resource for parents due to its insightful, relatable and credible content written by a team of dedicated parents and experts. Tinybeans enjoys over 150,000 5 star reviews in the Apple App and Google Play stores, and has users in almost every country in the world.

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