



25 June 2024

ASX Announcement

## Former CEO of Seven West Media, Mr. James Warburton, to join the Tinybeans board as a non-executive director

### Key Highlights

- Mr. James Warburton, former Managing Director and CEO of ASX-listed Seven West Media to join Tinybeans as a non-executive director effective from 1 July 2024
- Mr. Warburton's experience is expected to assist in accelerating the Company's strategy both in Australia and offshore
- Following the completion of the recent capital raising the Company is well-positioned to deliver on its strategy

**Tinybeans Group Limited (ASX: TNY) (OTCQB: TNYF) ("Tinybeans" or "the Company")**, a leading global consumer subscription platform serving millions of Millennial and Gen Z parents and their families monthly, is pleased to announce the appointment of Mr. James Warburton, the former Managing Director and CEO of Seven West Media, as a non-executive director effective 1 July 2024.

Mr. Warburton has had an extensive executive and entrepreneurial career in the media, marketing, sports, events and advertising industry. Most recently, James was Managing Director and CEO of Seven West Media for 5 years, having been appointed in August 2019. During this time, he restored the Network's balance sheet, drove digital to 50% of earnings, divested assets and integrated Prime Media to enable the National Network to lead both ratings and revenue share in the market against its major competitors.

Prior to Seven West Media, Mr. Warburton was the Chief Executive Officer and Managing Director of APN Outdoor. He led a significant transformation and turnaround at the company, which was acquired by JCDcaux for \$1.3bn only 11 months after his appointment in 2018.

Mr. Warburton was previously the CEO of the Supercars for five years, during which time he drove significant growth in the sport and delivered unprecedented broadcast, sponsorship, and funding deals for Archer Capital, leading up to a successful exit in 2021.

He has also held senior leadership roles at media buying company Universal McCann, looking after some of the Nation's biggest advertisers, the diverse media organisation Seven Media Group as Chief Revenue Officer for 9 years and the television company Network 10.

Tinybeans Chair, Chantale Millard said,

"James has impressive experience, leadership and knowledge within the broader media and advertising landscape that adds valuable strength to the board as it focusses on leveraging the business's platform for growth. James' appointment is an incredibly strong endorsement of the Tinybeans business and its commercial potential. The Board and Zsofi are looking forward to working with James to realise the potential of the Tinybeans business and maximise shareholder returns."

James Warburton said,

“I’m excited about the opportunity for Tinybeans. It is a business that has incredible potential to grow and scale given the issues of privacy that will continue to be at the forefront of people’s minds. My interactions with the Chair and Chief Executive have been impressive, and I look forward to proactively assisting to maximise the return for all shareholders.”

#### **Tinybeans to offer options to Director James Warburton under Employee Incentive Plan**

Mr. Warburton will join as a non-executive director and be entitled to a cash fee that is in line with the other non-executive directors on the board. In addition, Mr. Warburton’s extensive experience and network in the media, digital and advertising industry will present valuable new commercial opportunities for the Company to grow and scale and to incentive his efforts and align his personal interests with the interests of shareholders, subject to shareholder approval, Mr. Warburton will receive 10,000,000 options (**the Options**) to subscribe for ordinary shares in the Company on the following key terms:

- Tranche 1 - 3,333,333 options with an exercise price of \$0.095, vesting after 6 months (from the date of issue)
- Tranche 2 - 3,333,333 options with an exercise price of \$0.15, vesting after 12 months
- Tranche 3 - 3,333,334 options with an exercise price of \$0.15, vesting after 18 months

In the event that the share price trades above \$0.21 for 10 trading days (10-day VWAP), at any time in the 18-month period, the above time period vesting hurdle will be waived by the Company.

Notwithstanding the satisfaction of the above vesting conditions, the Options will remain vested and can only be exercised if Mr. Warburton continues as a Director of the Company for a minimum of two years from his initial appointment.

The Options will be issued under the Company’s Employee Incentive Plan. The board will seek shareholder approval for the Options at the 2024 Annual General Meeting, with full details to be set out in the associated notice of meeting.

—ENDS—

**This announcement was approved for release by the Tinybeans Board.**

**For more information, please contact:**

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Chair

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#### **About Tinybeans Group**

**Tinybeans Group Limited (ASX: TNY, OTCQB: TNYZF)** 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.