

ASX RELEASE**18 October 2021****Tinybeans Announces Hill's Pet Partnership for 2022**

Tinybeans Group Limited (ASX: TNY) (OTCQX: TNYF) ("Tinybeans" or "the Company"), an inclusive, informative, go-to resource for all things parenting, is pleased to announce a full year contract extension of its pet family partnership with Hill's Pet Nutrition, Inc. (a subsidiary of Colgate-Palmolive) through calendar year 2022. This extension is in addition to the initial contract extension for the remainder of 2021 as announced to [ASX](#) on the 6th August, 2021.

Highlights:

- **Hill's Pet Nutrition has signed an extension of its successful pet family partnership with Tinybeans through calendar year 2022, the longest extension in company history.**
- **Add-a-Pet feature adoption continues to outpace expectations, driven by strong adoption from existing families and approximately one in three new users adding pets upon registration.**
- **Hill's Pet continues to benefit from exposure to the families with pets, or who are considering pet adoption, that make up 95% of Tinybeans' userbase, with a study from the Company's Insights Lab finding that nearly one in five cat and dog owners that currently use Hill's products originated during the Tinybeans pet family partnership.**
- **This US\$1M full-year partnership includes exclusive sponsorship of Tinybeans' Add-A-Pet feature set, renewal of the content microsite, introduction of vet-focused content, quarterly platform and consumer insights, and advertising.**
- **Parents have accelerated their use of Tinybeans to capture their family's memories, inclusive of their pets, creating deeper engagement with the platform for both existing families and new pet-only families. The Add-a-Pet feature also extends user engagement and lifetime value of the customer**
- **Tinybeans expects to recognize revenue from the extension during calendar year 2022.**



Tinybeans' CEO, Eddie Geller, said:

"We are thrilled to extend our relationship with Hill's Pet for the full 2022 calendar year, making this the longest renewal commitment in the Company's history.

Since partnering with Tinybeans, Hill's Pet Nutrition has seen increased engagement, brand awareness and usage from being the only single-sourced pet nutrition brand in front of the pre- and post-adoption pet families that comprise the majority of our userbase. Meanwhile, pets have been included in one out of every three new families that have joined the Tinybeans platform, resulting in deepened user engagement and an expansion of our total addressable market. Additionally, research from our Insights Lab found that 94% of pet families view Tinybeans as the only platform that supports a pet-inclusive experience, and we believe this leaves us well-positioned to continue capitalizing on the opportunity in this underserved market.

Tinybeans is pleased with the success of its partnership with Hill's, and we aim to continue helping pet families, wherever they are, find exactly what they need for every member of their family."

The announcement was approved for release by the CEO.

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About Tinybeans Group

Tinybeans Group Limited (ASX:TSNY, OTCQX:TSNYF) 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