



ASX RELEASE

14 November 2024

2024 AGM: Chair Address and Investor Presentation

Tinybeans Group Limited (ASX: TNY) (OTCQB: TNYFF) (“Tinybeans” or “the Company”) attaches the Chair’s Address and Investor Presentation, which will be delivered at the 2024 Annual General Meeting (**Meeting**) to be held today.

The results of the Meeting will be lodged with the ASX following the conclusion of the Meeting.

This ASX announcement has been approved for release by the TNY Board.

For more information, please contact:

Zsofi Paterson
Chief Executive Officer
E: investors@tinybeans.com

About Tinybeans Group

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



Tinybean's Chair Address

Dear Shareholders,

In my address today, I want to start by expressing my gratitude to shareholders for your continued support during this transformative year for Tinybeans, including the board changes in 2024. This will be my last shareholder address as Chair and director, and it has been wonderful to have been a part of this special business. Tinybeans' dedication to bringing everyday joy and connection to parents and their families is a uniting passion for our team and our customers.

FY24 was a year of significant change, highlighted by the appointment of our new CEO, Zsofi Paterson, in July 2023. Our new business strategy was developed and launched at the AGM in November 2023, focusing on growing our valuable paid subscription business while continuing to drive revenue from advertising and other channels.

To execute this strategy, we strengthened key areas of the business in FY24 to pave the way for growth in FY25 and to retain as many paid subscribers as possible during their first subscription renewal year, since the Tinybeans price increase. Key initiatives included launching a new Android app in September 2023, stabilising the core iOS product, enhancing user and customer experience, creating better content with intention and focus, refreshing the Tinybeans' branding across the web and app and building strong operational rhythms and cadence in the business.

We are pleased to report that our efforts have led to a record quarterly subscription revenue of US\$0.81 million for Q1 FY25, representing a 23% increase compared to the prior corresponding period. The high renewal rate for paid subscribers stood at 93% for Q1 FY25, underscoring the loyalty and value of our subscriber base. Total revenue also increased by 1% year-on-year to US\$1.41 million, a positive result given the continued challenges in advertising revenue.

Our focus on financial prudence led to a significant reset of the cost base in Q1 FY25, removing US\$2 million in annualised costs. This restructure aligned the business with our strategic objective of driving subscription-led growth while reducing reliance on advertising revenue. We transitioned our product development to Propel Ventures in Australia, which provides a cost-effective and flexible approach, and we are already seeing positive results. We have also hired new key team members in Product, Data & Analytics and Marketing, which has allowed us to increase our marketing efforts in a strategic and purposeful way.

Our strategic partnership with Babylist in the United States is beginning to generate brand awareness and subscriber growth. The integration effort continues to evolve with the launch of the Tinybeans gift subscription in early Q2 FY25, allowing us to be featured on the Babylist registry, and in early 2025 Tinybeans gift cards will be included in Babylist's 'Hello Baby' box, which reaches over 300,000 customers annually in the US, further driving engagement and visibility. We have also made substantial strides in partnership discussions in both the US and Australia, and the business looks forward to announcing these soon.

Engagement and user metrics remain high, with the Tinybeans app continuing to demonstrate high levels of user activity, with over 900,000 active users in the month, including paid subscribers, free subscribers, and followers. Our consistently high engagement figures are a key leading indicator for subscription growth.

Looking ahead, we are optimistic about our strategic direction and the business's ability to continue building a sustainable, scalable and valuable business. With supportive shareholders, a refreshed board and an experienced leadership team now in place, the business is well-positioned to capitalise on emerging opportunities, including our expanding role as a trusted solution for safe and private photo sharing in an increasingly privacy-conscious world.



I will work with James Warburton to ensure an orderly transition of the Chair role, with James taking over as Chair on 31 December 2024. I am confident that I am leaving the business in good hands and wish the board and the Company every success for the future.

Thank you again for being part of the Tinybeans journey.

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Annual General Meeting (ASX: TNY)



Nov 2024



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Company overview

"Your daily dose of joy & connection"

About

Tinybeans is a trusted partner for millions of families worldwide, providing a platform that celebrates, protects and preserves the joy of parenting.

Mission

Tinybeans is on a mission to foster love, not likes. Unlike traditional social media platforms, we provide a private, secure and authentic space for intentional parents to connect with their loved ones.

Vision

By combining technology with a deep understanding of family needs and digital privacy, we exist to make parenting more joyful, simple and meaningful.



★★★★★
OVER 150K
5 STAR REVIEWS

4.9
OUT OF 5
19.4K APP STORE RATINGS



Investor Highlights

Market leading consumer subscription metrics: Strong subscription revenue growth (39% CAGR) + high LTV, low churn + high referral rate (93%).

Large, under-monetized user base, rich in 1st party data



Large, regenerating global market with 5M births every year; currently reaching less than 1%, plus ongoing privacy concerns, presents great opportunity for Tinybeans to scale

New Management & Bolstered Board in US and Australia, with renewed focus on Australian market and new highly experienced management team equipped to drive growth



Material cost base reset, with further US\$2M annualised costs taken out of business in Q1 FY25 restructure

Pursuing path to profitability and continuing shift to subscription-led business to increase EV





01

FY24

Highlights



"This app is more than posting photos, although it can be used just for that. For me, it has become a journal, a relationship building/sustaining tool and a time capsule. My relationship with my in-laws and my own family is far better because of this app."



Parent on Tinybeans,
USA

Internal use only



Highlights

A leading private family photo sharing platform with strong Consumer Subscription Software (CSS) fundamentals

\$5.4M

53% recurring

FY24 Revenue

\$2.9M

+40% pcp

Annual Recurring Revenue

0.95M

-3% pcp

Monthly Active Users

51K

-8% pcp

Paid Subscribers

\$72

+43% pcp

Average Revenue Per User

\$351

+11% pcp

Lifetime Value

89%

Blended Renewal

Retention Rate

59%

DAU/MAU

Daily Use Product

64M

Memories uploaded

High Engagement

93%

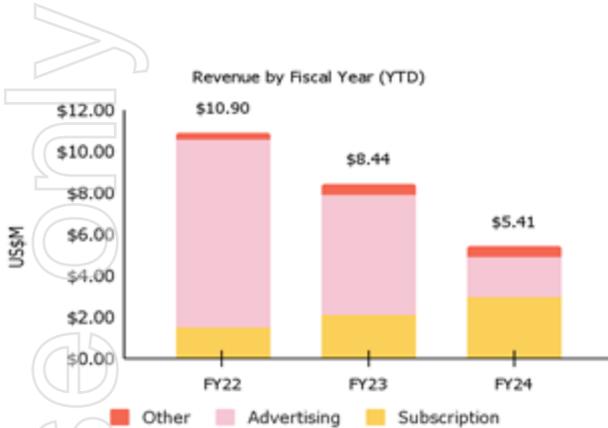
Recommend TB

Referral Rate

Highlights

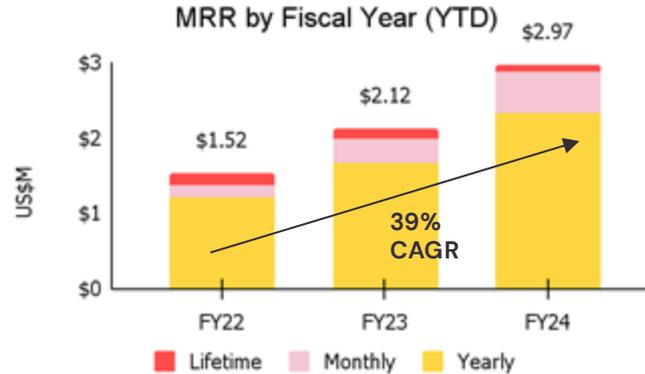
Record subscription revenue as we execute on our strategy

Total Revenue



Shifting the revenue mix to 53% ARR subscription revenue over past 3 years

Recurring Revenue (ARR)



Delivering 39% CAGR of ARR over past 3 years

Average Revenue per User (ARPU)



+43% increase in ARPU (Paid Subscribers) and minimal churn following Tinybeans+ price increase implemented May 2023



02

Q1 FY25
update



“We prefer to keep our kids off social media for the most part and also didn't want to become THOSE people posting photos and videos of their kids all the time. Enter Tinybeans - an easy way to upload photos and videos for the people you want to see them. Highly recommend to any new parents!



Parent, Tinybeans

Continued Subscription Revenue Growth, Major Restructure Executed, Reduced Cost Base & Growth Initiatives Underway

Record quarterly subscription revenue of US\$0.81M, +23% PCP, with continued high renewal rate of 93% for Paid Subscribers

Material cost-base reset, with US\$2M annualized costs taken out of business to enable strategic focus on subscription led strategy & to reduce reliance on ad revenue

Leadership team transition, with new key appointments in Product & Engineering; experienced leadership team now in place for Company's next phase of growth

Product development transition to AU under long-term contract, to tap into highly skilled, multi-disciplinary capabilities under flexible & cost effective model

Expanded Babylist partnership; plus several brand, marketing & major partnership efforts underway and expected to launch from Q2 FY25 to drive brand awareness & subscriber growth in 2025

New Board Directors James Warburton (AU), former CEO of Seven West Media, and Mike Rothman (US), founder and former CEO of Fatherly, appointed to assist in accelerating the Company's strategy in the US

Consecutive quarters of subscription revenue growth



Q1 Highlights

Tinybeans+ Gift Subscription: The ultimate privacy-first gift for new & expecting mums

- Launched in October 2025
- Enables family & friends to purchase a Tinybeans+ subscription for expecting or new parents
- 6 month (\$50) and 12 month (\$75) available, priced to encourage gifting by co-workers, distant family, friends & inner circle
- Unlocks new distribution and partnership opportunities with Babylist and others, allowing Tinybeans to tap-into large and valuable baby shower & registry market



Tinybeans+ is the
gift that keeps on

giving

Building a pipeline of partnerships to unlock growth

pipeline of partnerships

The Giftable Membership creates new Channels for Purchase

The Product Integration creates deeper Engagement (2025)

The Add-on creates new Channels for Discovery

-  HR & Employee Benefits Platforms
-  Retailers for mum, families or baby
-  Hospitals, IVF Clinics, OBGYN/Pediatricians
-  Hampers & Baby Bundles
-  Subscription Boxes
-  Baby Registries
-  Health Insurers
-  Loyalty Programs
-  Parenting & Pregnancy Apps
-  Media & Mums/Women's Networks
-  Photo Printing & Related Services



03

FY25

Strategy Overview



“As someone who doesn’t like the concept of my child being on Facebook, Tinybeans is a *perfect app* for *sharing* photos of my baby girl in a *safe, secure way* with the people that matter most in her life!”



Parent on Tinybeans
USA

These aspirational goals drive our strategy

Vision: To make parenting more joyful, simple and meaningful

By combining technology with a deep understanding of privacy & family needs, we create meaningful connections and lasting memories.

10_m

Monthly Active Users



1 in 4 first time parents use Tinybeans



Global leader in digital parenting category



\$25 million annual revenue, with over 50% subscription revenue (ARR)



Joyful



Simple



Meaningful

Our key strategic pillars



**GROW
SUBSCRIBERS**



**MONETIZE
SUBSCRIBERS**



**PURSUE
PATH TO
PROFITABILITY**

Our key strategic pillars

GROW Subscribers

- Continue to invest in core app experience
- Foster loyalty, advocacy & retention to drive organic growth
- Enable product-led features to support organic behaviour: Referrals & Gifting
- Invest in brand awareness to generate future demand & raise awareness
- Optimise performance channels to convert people into subscribers
- Secure major strategic & distribution partnerships

MONETIZE Subscribers

- Review subscription plans, pricing & tiers to drive conversion, expand ARPU and unlock latent value from existing subscribers
- Enhance and expand photo-books & physical product range to provide value to families, expand ARPU / monetization opportunities & leverage core asset
- Enhance and tap into 1st party data opportunity to provide premium opportunities for brand partners
- Continue transition away from scale-led publishing model
- Partner where appropriate to create value and reduce overhead costs

04

Future outlook



“Such a great way to stay current on my little grandchildren despite the miles that separate us! I check Tinybeans **everyday** for picture updates!”



Grandparent on Tinybeans
USA

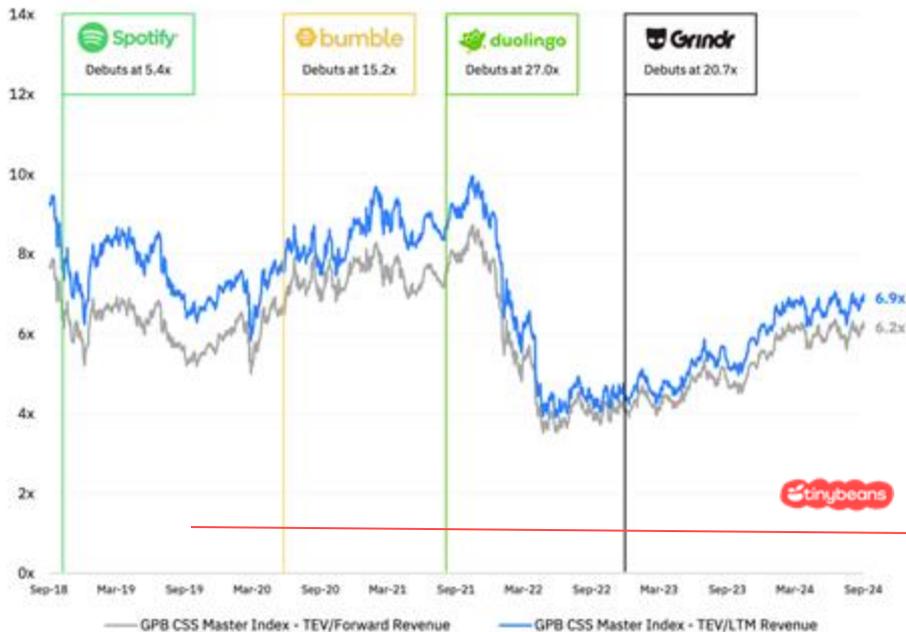
Market comparison by subscription revenue multiple

CONSUMER SUBSCRIPTION SOFTWARE

Public CSS valuations have rebounded over the last two years

Our CSS index, the first to track how public CSS companies are valued, includes:

-  bumble
-  Chegg
-  Dropbox
-  duolingo
-  Grindr
-  intuit
-  Match Group
-  Life360
-  NETFLIX
-  shutterst,ck
-  (SiriusXM)
-  Spotify



Source: Consumer Subscription Software - GP Bullhound, September 2024

*Tinybeans added by the Company for visual reference only

FY25 Success Metrics

Grow brand awareness and drive subscriber acquisition in key markets of US and Australia, leveraging a partnership focussed strategy & privacy thematic



Pursue path to profitability via continuing review of cost base and efficient use of capital in areas that will generate long-term value; reducing reliance on advertising revenue



Shift commercial strategy to drive more value for and revenue from our subscribers, with expanded photobook & physical products range, product tiering, and use of 1st party data



Secure major strategic & distribution partnerships to drive growth and monetization opportunities across US and Australia



Thank you!

Psst, know a new parent or soon-to-be parent?

Give them **Tinybeans gift subscription**, enabling years of connection & joy.

Visit: Tinybeans.com/gift

For investor matters, please contact:
Zsofi Paterson - Chief Executive Officer
E: investors@tinybeans.com

