

# tinybeans

TINYBEANS GROUP LIMITED (ASX: TNY)

INVESTOR PRESENTATION APRIL 2017



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[@tinybeanskids](https://twitter.com/tinybeanskids)



[@tinybeanskids](https://www.instagram.com/tinybeanskids)

A photograph of a man and a young child on a beach. The man is on the left, wearing a white t-shirt and glasses, looking towards the child. The child is on the right, wearing a green headband and looking back at the man. They are both smiling. The background shows a sandy beach, the ocean, and a clear blue sky. A semi-transparent grey box is overlaid on the image, containing text.

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Tinybeans is a fast-growing private social platform for parents to safely share photos of their children with family and create an online journal of their kids' childhood.

Tinybeans' vision is of a global nurture network, connecting more than 100 million parents and family members to the people and products their children need.

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# Tinybeans Group Ltd (ASX: TNY)

## Board of Directors and Key Management Personnel

<b>Eddie Geller</b>	Executive Chairman and CEO
<b>Stephen O'Young</b>	Executive Director and CTO
<b>Kim Heras</b>	Non-Executive Director
<b>Sarah-Jane Kurtini</b>	Head of Marketing
<b>Sabine Feldman</b>	Chief Revenue Officer

## Trading Information

ASX stock code	<b>TNY</b>
Share price on listing (21 Apr 17)	<b>\$1.00</b>
Shares quoted on ASX (free-float)	<b>6.7 m</b>
Escrowed shares (24 mo)	<b>15.9 m</b>
Escrowed shares (12 mo)	<b>3.6 m</b>
Escrowed options (12 mo, 32.1-53.6c)	<b>0.36 m</b>
Market cap on listing (fully diluted)	<b>\$26.5 m</b>

## Top 10 shareholders

## % of issued capital

<b>1.</b> Stephen O'Young	25.7%
<b>2.</b> Eddie Geller	17.8%
<b>3.</b> Jason & Sarah-Jane Kurtini	11.7%
<b>4.</b> Pushstart Management Pty Ltd	4.5%
<b>5.</b> Fifty Second Celebration Pty Ltd	1.8%
<b>6.</b> Myaldali Pty Ltd	1.8%
<b>7.</b> VIP Petfoods Superannuation Fund	1.8%
<b>8.</b> JP Morgan Nominees AU Ltd	1.5%
<b>9.</b> Mulloway Pty Ltd	1.2%
<b>10.</b> Bollinger Investments Ltd	1.2%
<b>Top 10 total</b>	69.9%

# Investment highlights



Established in 2012 as a mobile and web-based social media platform helping parents to record and privately share precious moments and milestones with family and friends



Successfully raised \$6.5 million via IPO to accelerate user growth and for further business and technology development



A large, fast-growing global platform with a very loyal user base: more than 1.63m registered users and 580k monthly active users. Average active user spends >5 mins on Tinybeans every day

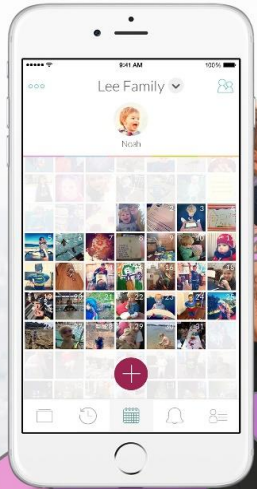


Four key revenue drivers including advertising, subscription, data and insights and e-commerce; all contribute to growing revenue per active user

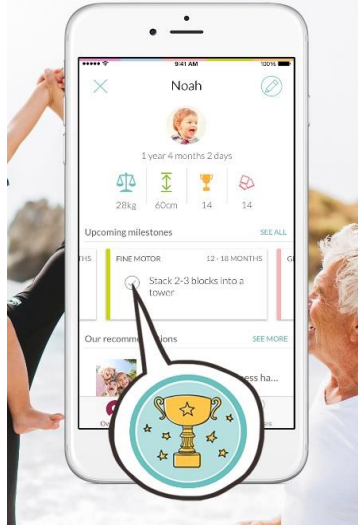
# What is Tinybeans?

Tinybeans helps families connect and make smarter decisions for their children and allows a passionate audience to talk about the most important things in their world, their **children**

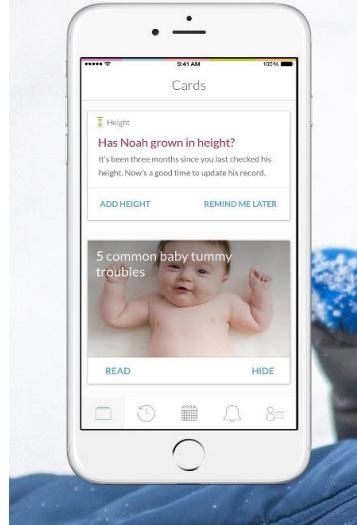
Organise your memories



Track milestones & measurements



Personalised parenting tips and articles



## Revenue Model

Premium Subscriptions

Data & Insights

E-Commerce

Advertising

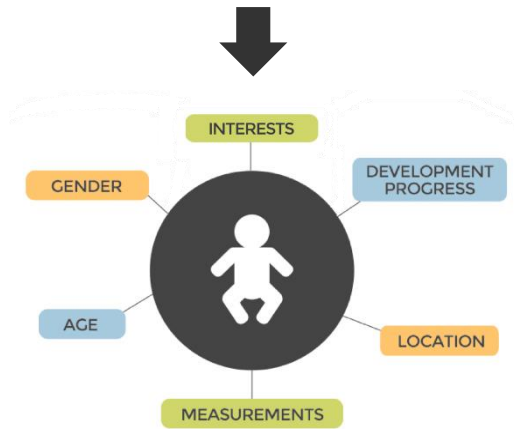
## Partners



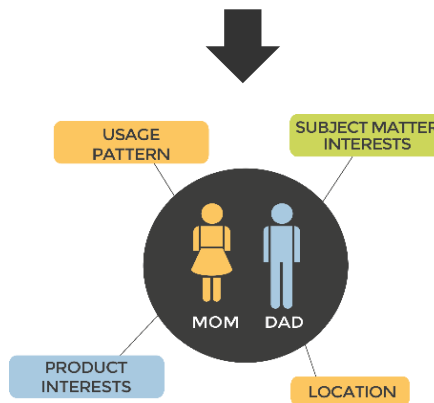
# Personalisation and privacy

Tinybeans is different to other social media platforms as it provides a private and controlled platform where parents can share with peace of mind

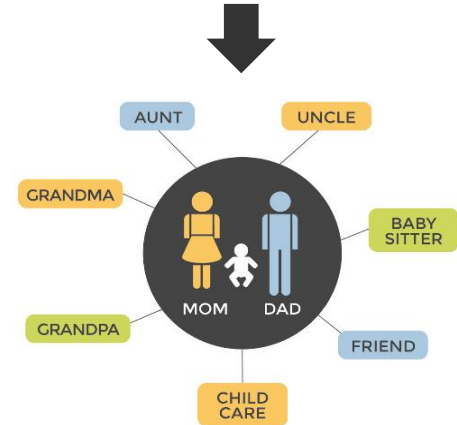
**We know about the child**



**We know about the parents**



**We know who cares about the child**



# Strong consumer advocacy

Love it! Like a virtual baby book ... but better!



Tinybeans has been so positive for the whole family.

**“The most loving space on the Internet.”** by B Fish12 via the App Store

NEW YORK MAG



I feel like a rock star mom with Tiny Beans

**“A lot more than an ‘Instagram for kids pics’ or ‘Facebook for parents.’”**

THE NEXT WEB

The only app I use every day!



Addicted and can't imagine life without it!

My brother in law asked me if I could only have 1 app on my phone, what would it be? No brainer- Tiny Beans! It is safe and easy to use. I love the organization of it. Best app ever!

**“This is my ‘cheer me up and make me smile’ app”**



# Global market opportunity



135M

Babies are born every year

\$69B\* (USD)

Spent on digital advertising in 2016



40% of all baby product purchasers live in households without children.

Source: Mobile Purchasers & Influencers Report, Google / Ipsos MediaCT, Ipsos Online Omnibus, August 2015, N=5025 Online smartphone users 18+, baby product purchasers in past 6 months

The market for goods and services for babies and children is huge. Goldman Sachs' 2015 "Millennial Moms" report forecasts the **\$1 trillion (USD)** that parents currently spend on children each year to grow, but also shift as Millennials' unique set of values and influences — aided by new technology — leads to new choices.

\* <http://www.emarketer.com/Article/Digital-Ad-Spending-Surpass-TV-Next-Year/1013671>

# Revenue model

## Advertising

Sponsored Brand Packages  
Native Content Integration  
Targeted Display

### Family Premium

Subscriptions:

8,300+ paying families,  
143,000+ having access

### Printing Products

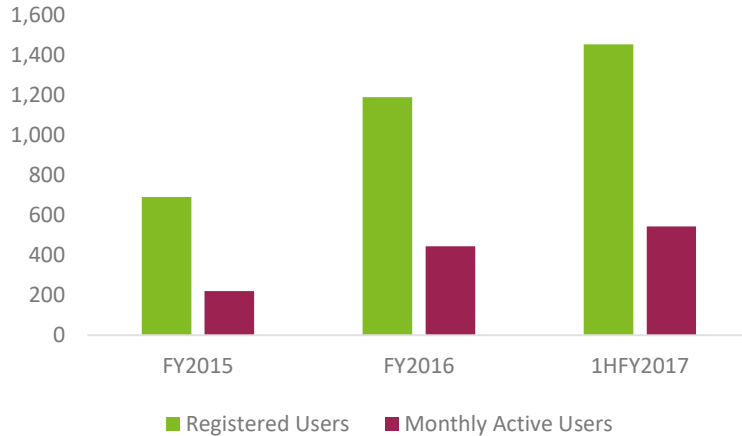
Prints/photobooks/canvas  
and more

### Data & Insights + E-commerce

Launching in 2017

94% of users are  
likely to purchase  
a product  
recommended by  
Tinybeans

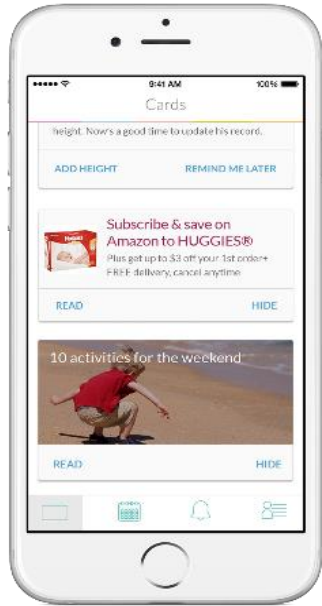
# User growth and retention



- Tinybeans has grown its active users by more than 30% over the 6 months to March 2017
- Tinybeans has **very high user retention rates** (global average at month two of 3%\*):
  - 6 month retention of 55%
  - 12 month retention of 47%
  - 24 month retention of 34%

\*<https://www.emarketer.com/Article/App-Marketers-Focus-on-Engagement-Retention/1013111>

# Targeted marketing campaign: Huggies



## Our favorite baby tips and hacks brought to you by HUGGIES® Little Snugglers

Our tips are nuggets of parenting gold that we've accumulated over the years through experience and through the collective wisdom of our users. From the [crescent back](#) that could change your life and make you slap your forehead, to [the bag](#) we think you should always have in your diaper bag, we'll be sharing our favorite tips across this month in the [Tinybeans App](#), so keep an eye out.

HUGGIES® understand that it is the little things that can make the biggest difference so they have a great offer for Tinybeans users.

This month you can **Subscribe and Save to HUGGIES® Little Snugglers on Amazon to get FREE delivery** and the convenience of diapers delivered to your door - cancel anytime.

Save 20% more if you are an Amazon Prime Member PLUS get a coupon of up to \$3 off your first delivery!

Check out offer

Tinybeans has teamed up with our friends at HUGGIES® Diapers and Amazon to bring you great savings.

Get FREE regular deliveries when you Subscribe and Save to HUGGIES® Little Snugglers on Amazon. Get the convenience of diapers delivered to your door - cancel anytime.

Save 20% more if you are an Amazon Prime Member PLUS get a coupon of up to \$3 off your first delivery!

Check out offer

The Tinybeans Team

\*\$3 coupon is available on the larger pack sizes for Size 1-6 for the first delivery. Smaller packs offer \$1 off and there is a \$2 coupon for newborn diapers.

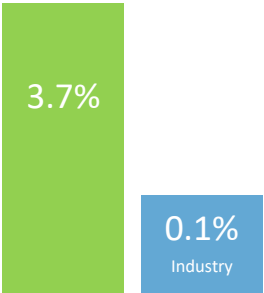
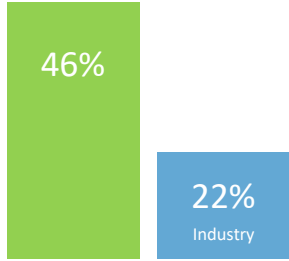
Babies"R"Us wants to help you celebrate your baby's first Christmas

Join other families celebrating this special milestone at 11am on Saturday 21st November.









There'll be lots of fun at your local BabiesRUs store:

- Create baby's first 'Ugly Christmas Sweater' with a FREE Gerber Onesies® bodysuit!
- Meet and mingle with parents and their babies
- Enjoy prizes and giveaways
- Share holiday storytime, activities and more

Find your local store



# Competitive landscape

	 tinybeans	 23snaps	 lifecake	 cafemom <small>The meeting place for moms</small>	 babycenter	 WhatsApp	 f	 Google
<b>Child Centric</b>	✓	✓	✓	✓	✓	✗	✗	✗
<b>Simple &amp; Private sharing</b>	✓	✓	✓	✗	✗	✓	✗	✗
<b>Developmental Milestones</b>	✓	✗	✗	✗	✗	✗	✗	✗
<b>Personalized content</b>	✓	✗	✗	✗	✓	✗	✓	✗
<b>Rich Mobile experience (i.e. offline mode)</b>	✓	✗	✗	✗	✓	✓	✓	✓
<b>Brand sponsored editorial</b>	✓	✗	✗	✗	✓	✗	✓	✗

# Profit & Loss and user growth

Metric ('000s)	FY2015	FY2016	1HFY17
Registered users	691	1,190	1,455
Monthly active users	220	444	543
Numbers of moments added	15,936	37,892	54,462

Historical Profit and Loss	2015 (Audited)	2016 (Audited)	6 mo to Dec 31 2016 (reviewed)
<b>Revenue</b>	<b>85</b>	<b>588</b>	<b>621</b>
Other Income	665	717	4
<b>Total Income</b>	<b>750</b>	<b>1,305</b>	<b>625</b>
<b>Expenses</b>			
Printing Costs	(75)	(125)	(114)
Employee Benefits	(847)	(955)	(421)
Marketing and Advertising	(350)	(448)	(218)
Administration	(237)	(97)	(60)
Share Based Payments Expense	(46)	(69)	(22)
Online software	(92)	(262)	(105)
Product development	(146)	(11)	(9)
Depreciation and Amortisation	(1)	(3)	(2)
Finance costs	(667)	(100)	(67)
Other Expenses	(112)	(105)	(42)
<b>Total Expenses</b>	<b>(2,573)</b>	<b>(2,175)</b>	<b>(1,060)</b>
<b>Profit/(Loss) for the Year</b>	<b>(1,823)</b>	<b>(870)</b>	<b>(435)</b>

# Balance sheet and use of funds

<b>Pro Forma Balance Sheet</b>	<b>6 months to 31 Dec 2016 Reviewed</b>	<b>Pro Forma Adjustments</b>	<b>6 months to 31 December 2016 Pro Forma</b>
Cash and Cash Equivalents	665	5,931	6,596
Term Deposit	17	-	17
Trade and Other Receivables	235	-	235
Prepayments	14	-	14
<b>Total Current Assets</b>	<b>931</b>	<b>5,931</b>	<b>6,862</b>
<b>Total Non-current Assets</b>	<b>14</b>	<b>-</b>	<b>14</b>
<b>Total Assets</b>	<b>945</b>	<b>-</b>	<b>6,876</b>
<b>Liabilities</b>			
<b>Total Current Liabilities</b>	<b>3,734</b>	<b>(3,333)</b>	<b>400</b>
<b>Total Liabilities</b>	<b>3,734</b>	<b>(3,333)</b>	<b>400</b>
<b>Net Assets</b>	<b>(2,789)</b>	<b>9,264</b>	<b>6,476</b>

## Use of IPO funds:

Advertising and marketing spend	\$1,495,000
Expansion of business development, sales and partnerships	\$1,170,000
Engineering and technology development and potential acquisitions	\$1,625,000
General working capital	\$1,641,000
Costs of the offer	\$569,000

# Tinybeans Leadership Team



**Eddie Geller**  
*Executive Chairman & CEO*

Proven leader with extensive experience in growing profitable businesses.

Founder of Unique World which he grew to a 100 person, \$15m business before exiting to a large US company in 2011.

Driving strategy, partnerships, big brand sales and operational performance.

Dad to four boys.



**Stephen O'Young**  
*Chief Technology Officer/Exec Director*

Over 15 years of experience in software design and architecture. Successfully architected large enterprise systems for companies like Allianz, Suncorp and IAG.

Specialises in driving tech projects from inception to completion. Passionate about finding innovative solutions to real-life problems.

Dad to three boys.



**Sarah-Jane Kurtini**  
*Head of Marketing*

Builder of online communities with over 15 years marketing experience in London and Sydney.

Experience at M&C Saatchi and Sapient Nitro driving social media strategies for Unilever and GSK.

Mum to one girl and one boy.



**Sabine Feldmann**  
*Chief Revenue Officer*

Innovative media, sales and business development leader with extensive experience and success in the media industry across digital, mobile, print, social and experiential channels.

Previously at Meredith and Conde Nast, and more recently at the Guardian Group, Sabine brings a wealth of not only sales and partnerships but media expertise to help Tinybeans scale.

Mum to one girl.



**Kim Heras**  
*Non-Exec Director*



**Jen Brown**  
*Advisor*



**Megan Gardner**  
*Advisor*

# Investment highlights

Five years of strong growth in a highly engaged user base with global expansion potential

Generating and monetising a valuable set of data on new parents: among the highest-value retail audiences

TNY listing on the ASX on 21 April 2017 at \$1.00 per share

Raised \$6.5 million in oversubscribed offer

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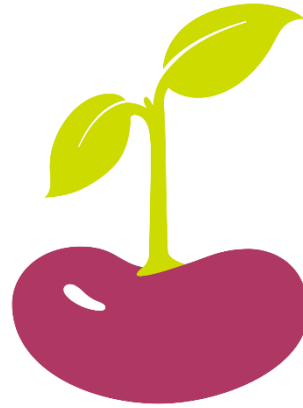
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