



ASX RELEASE

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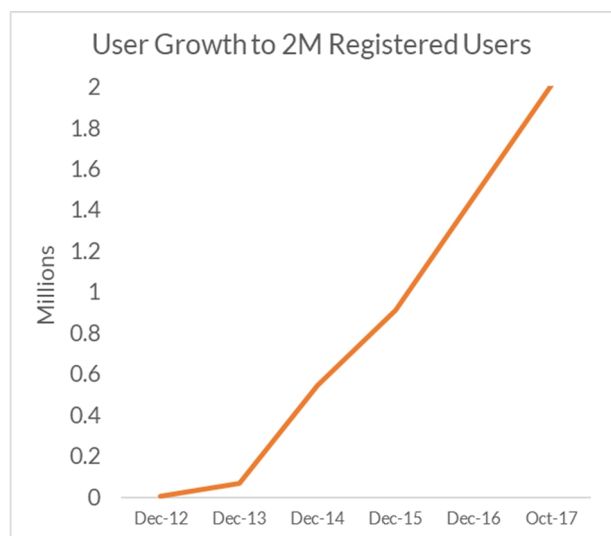
Tinybeans hits 2 million registered users

Tinybeans Limited (ASX: TNY) ("Tinybeans" or "the Company"), the digital platform that uses first-party milestone data to give parents and their families the big picture of their children's lives, is pleased to announce that the Company's user growth has passed a key milestone.

More than **2 million parents and family members** have now joined the Tinybeans platform to record their memories and milestones to have in one safe space. Forever.

Over 50% of these users have joined Tinybeans in the past 20 months. Previously, it took the Company nearly four years to attract its first million users.

Tinybeans has reached this key milestone at a fast pace, with management expecting the Company's user and revenue growth trajectory to rapidly increase throughout 2018.



Tinybeans Executive Chairman and CEO, Eddie Geller, said:

"Growing beyond 2 million users is an important data point and represents the achievement of a fantastic milestone for the Company. We have reached our 2 million user milestone at a pace quicker than what was outlined in our IPO prospectus, and Tinybeans continues to show accelerating and wide-scale growth. Our hyper-engaged userbase has now recorded more than 25 million comments, 73 million 'loves' and 90 million memories using the Tinybeans platform."

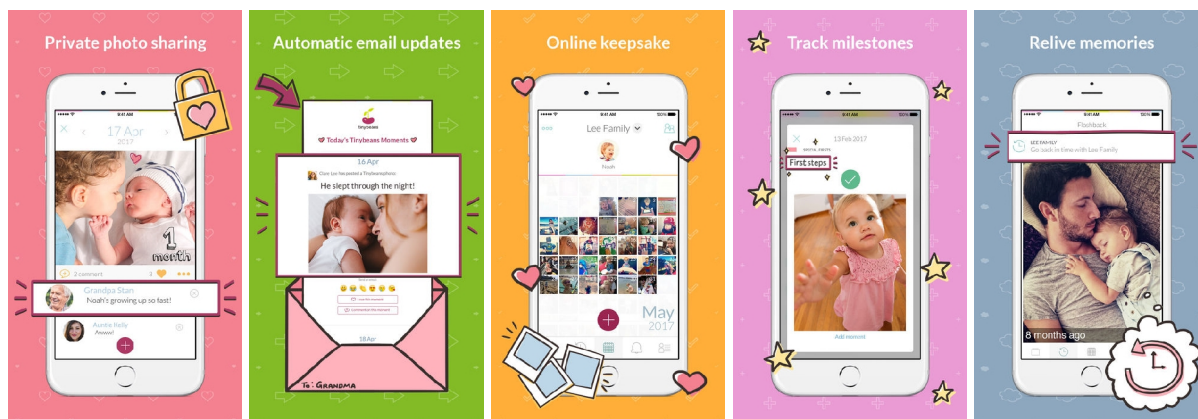
"We are pleased with the Company's growth to date as we continue to attract millennial parents and family members while we bolster Tinybeans' feature set. New initiatives and functionality are fuelling our organic user growth, such as the option to invite family members via text message. This feature now accounts for one in every three Tinybeans invites."

"The Company will continue to scale up by offering our users a unique source of the right products and content, when their children need it."

Tinybeans has seen rapid and strengthening quarter on quarter growth. The platform brings unprecedented engagement, a rich feature set, broad appeal to parents and family members and eminent scalability. As such, Tinybeans is uniquely capable to service the large and growing millennial parent market and the international brands which seek to reach them.



The Company intends to continue to grow revenues and scale its user base by offering a unique source of the right products and content.



Tinybeans' increasingly robust, user-friendly and engaging platform

For more information, please contact:

Tim Dohrmann

Investor and Media Enquiries

tim@nwrcommunications.com.au

+61 468 420 846

About Tinybeans Group Limited

Tinybeans Group Limited (ASX: TNY), is a digital platform that gives parents and their families the big picture of their children's lives and the tools to nurture their development.

As part of the platform, Tinybeans offers a Memory Book App for parents that organises all their children's moments and milestones in one safe place to enjoy. Forever. Founded in Sydney, Australia in 2012, Tinybeans has built a deeply engaged user base serving millions in over 200 countries.

Tinybeans provides parents with rich content about developmental milestones and offers parents products and services based on the age and developmental stage of their child. The Company currently generates revenue from premium subscriptions, advertising from brands, the sale of printed products and the sale of targeted usage data and market analytics.

www.tinybeans.com