ASX RELEASE

27 April 2018

Tinybeans March Report and Appendix 4C

Tinybeans Group Limited (ASX: TNY) ("Tinybeans" or "the Company"), the technology platform that provides parents with one safe space to capture and share their children's life stories with family, is pleased to provide an update on its activities for the quarter ending 31 March 2018.

Highlights:

- **Advertising revenue grew to $265,543, representing growth of 171% over the same period 12 months ago.**
- **Revenue doubled vs. Q3-FY17 with $408K delivered in the Mar-18 quarter. $299k of this revenue is classified as recurring income.**
- **Stellar acceleration of Monthly Active Users to 884,054 in the March quarter, representing growth of 11% from the previous quarter. Growth of over 85,409 new active users in the quarter further validates investments in the product development plan set for FY18.**
- **A record-setting 200,000+ new registered users acquired in the quarter. This has been Tinybeans' highest number ever acquired to date within a three-month period, taking the overall audience to 2.31M registered users.**
- **Daily Active Users in the March quarter hit a record 389,488, representing growth of 40% compared to the previous quarter.**
- **Tinybeans app hit Number 1 in the Australian Google Play Store for Parenting.**

HIGHLIGHTS IN DETAIL

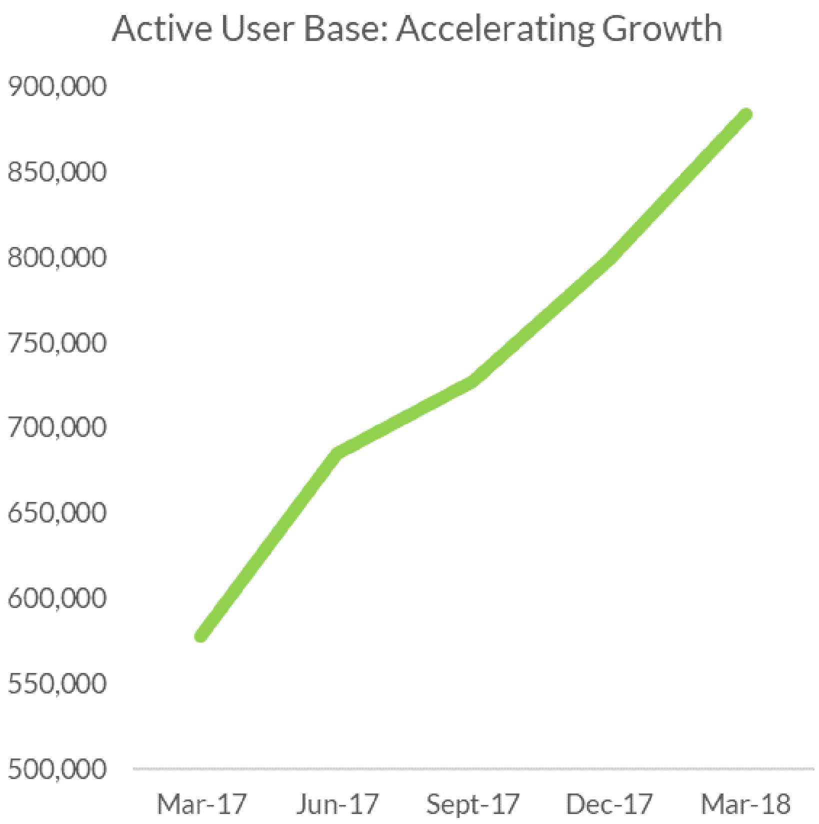
Growing and more engaged user base

By 31 March 2018, Tinybeans grew registered users to more than **2.31 million** parents and family members, representing growth of 10% on the previous quarter.

March 2018 delivered a record result of **884,054 Monthly Active Users** on the Tinybeans platform.

These activity levels represent growth of **53%** in Tinybeans' monthly active users compared to March 2017. The growth dynamics for the Company are even more positive, with Monthly Active Users growing by more than **85,409** (11% increase) between December 2017 and March 2018.

The chart below shows the accelerating growth profile of Tinybeans' active user base.



Increase in active users on the Tinybeans platform in March 2018 is a direct result of many product developments, including new branding and messaging, onboarding flow, and many improvements across the app in general.

Active metrics grew across the board. **Daily Active Users** achieved a record 389,488, meaning that through March, there were on **389,488** on the platform within a 24-hour period. **Weekly Active Users** also grew substantially, achieving **613,362** in the month of March 2018.

Rising numbers of Monthly Active Users directly correlate with revenue the Company will receive from brand advertisers marketing their products and services to Tinybeans parents and their families across the platform.

Our deep focus on user experience is why the Tinybeans app made it to Number 1 in the Mar-18 quarter in the Australian Google Play Store for Parenting.

Advertising Revenue
Tinybeans continued to deliver growth across its advertising platform generating revenues of **$265,543** for the Mar-18 quarter, representing growth of **171%** compared to the same period 12 months ago and **9%** growth compared to Dec-17 quarter. The growth between the Dec-17 and Mar-18 quarters is exceptional since global advertising spend typically declines in quarter ending

December vs. quarter ending March, as historically, the March quarter is always the smallest spend, whilst the December quarter is the largest spend [1].

Overall spend typically drops over 10% between the December and March quarters, however Tinybeans grew its advertising revenue **9%** these quarters in advertising so the result is even more impressive.

The chart below shows the advertising revenue growth over the last 12 months.

Several large advertisers including Disney and Walmart joined the platform, whilst other brand partners like Pottery Barn, LÍLLÉbaby, People Toy Company and Birde, invested in integrated brand campaigns.

Tinybeans recently launched new programs around Mother's Day and Father's Day and is expecting growth in advertising revenue for the next quarter.

[1] *** https://www.statista.com/statistics/275884/quarterly-online-advertising-revenue-in-the-us/.**

Revenue

Tinybeans reported revenue for the quarter of **$408k**, an increase of **96%** for the same period the previous year. Advertising was the largest contributor delivering **$265k (65%)** of this revenue, which demonstrates growth of over **9%** over the previous quarter. Both brand partnership and programmatic revenue grew.

Premium subscription revenue also grew for the quarter delivering **$130k (32% of total revenue),** which was an increase of **45%** on the same period 12 months earlier.

Cash performance

Tinybeans cash receipts of **$373k** represented growth of **54%,** compared to the same period 12 months earlier.

This increase in cash receipts resulted in cash at bank being **$1.86M**. The Company expects this cash burn to further reduce as revenue increases through 2018.

For more information, please contact:

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About Tinybeans Group Limited

Tinybeans Group Limited (ASX: TNY) is a mobile and web-based technology platform that provides parents with one safe space to capture and share their children's life stories with family. Tinybeans offers an experience without the distractions or privacy concerns that arise when sharing a child's memories. Tinybeans generates revenue from advertising from brands, premium subscriptions and printed products.

Founded in Sydney, Australia in 2012, Tinybeans serves a deeply engaged user base of over 2.3 Million users in over 200 countries/territories and keeps over 100 million precious memories safe.

Every day millions of users including celebrities, politicians and high-profile families rely on Tinybeans as their primary platform for capturing, storing and sharing their children's life stories.

www.tinybeans.com

+Rule 4.7B

Appendix 4C

Quarterly report for entities subject to Listing Rule 4.7B

Introduced 31/03/00 Amended 30/09/01, 24/10/05, 17/12/10, 01/09/16

Name of entity

TINYBEANS GROUP LIMITED

ABN	**Quarter ended ("current quarter")**
46 168 481 614	31 March 2018

Consolidated statement of cash flows		Current quarter $A'000	Year to date (9 months) $A'000
1.	**Cash flows from operating activities**		
1.1	Receipts from customers	373	1,193
1.2	Payments for		
	(a) research and development	(11)	(19)
	(b) product manufacturing and operating costs	(105)	(357)
	(c) advertising and marketing	(100)	(419)
	(d) leased assets	-	-
	(e) staff costs	(1,169)	(3,051)
	(f) administration and corporate costs	(333)	(888)
1.3	Dividends received (see note 3)	-	-
1.4	Interest received	13	36
1.5	Interest and other costs of finance paid	-	-
1.6	Income taxes paid	-	(1)
1.7	Government grants and tax incentives	40	271
1.8	Other (provide details if material)	-	-
1.9	**Net cash from / (used in) operating activities**	**(1,292)**	**(3,235)**

Consolidated statement of cash flows		Current quarter $A'000	Year to date (9 months) $A'000
2.	**Cash flows from investing activities**		
2.1	Payments to acquire:		
	(a) property, plant and equipment	(10)	(114)
	(b) businesses (see item 10)	-	-
	(c) investments	-	-
	(d) intellectual property	-	-
	(e) other non-current assets	-	-
2.2	Proceeds from disposal of:		
	(a) property, plant and equipment	-	3
	(b) businesses (see item 10)	-	-
	(c) investments	-	-
	(d) intellectual property	-	-
	(e) other non-current assets	-	-
2.3	Cash flows from loans to other entities	-	-
2.4	Dividends received (see note 3)	-	-
2.5	Other (provide details if material)	-	-
2.6	**Net cash from / (used in) investing activities**	**(10)**	**(111)**

3.	**Cash flows from financing activities**		
3.1	Proceeds from issues of shares	-	-
3.2	Proceeds from issue of convertible notes	-	-
3.3	Proceeds from exercise of share options	-	-
3.4	Transaction costs related to issues of shares, convertible notes or options	-	-
3.5	Proceeds from borrowings	-	-
3.6	Repayment of borrowings	-	-

Consolidated statement of cash flows		Current quarter $A'000	Year to date (9 months) $A'000
3.7	Transaction costs related to loans and borrowings	-	-
3.8	Dividends paid	-	-
3.9	Other (provide details if material)	-	-
3.10	**Net cash from / (used in) financing activities**	**-**	**-**

4.	**Net increase / (decrease) in cash and cash equivalents for the period**		
4.1	Cash and cash equivalents at beginning of quarter/year to date	3,161	5,206
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(1,292)	(3,235)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	(10)	(111)
4.4	Net cash from / (used in) financing activities (item 3.10 above)	-	-
4.5	Effect of movement in exchange rates on cash held	2	1
4.6	**Cash and cash equivalents at end of quarter**	**1,861**	**1,861**

5.	Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter $A'000	Previous quarter $A'000
5.1	Bank balances	1,861	3,161
5.2	Call deposits	-	-
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
5.5	**Cash and cash equivalents at end of quarter (should equal item 4.6 above)**	**1,861**	**3,161**

6.	Payments to directors of the entity and their associates	Current quarter $A'000
6.1	Aggregate amount of payments to these parties included in item 1.2	155
6.2	Aggregate amount of cash flow from loans to these parties included in item 2.3	-

6.3 Include below any explanation necessary to understand the transactions included in items 6.1 and 6.2

Item 6.1 pertain to payments for the executive directors' salaries. Except for a month's retainer fee for one non-executive director, no other payment was made to the non-executive directors during the quarter.

7.	Payments to related entities of the entity and their associates	Current quarter $A'000
7.1	Aggregate amount of payments to these parties included in item 1.2	-
7.2	Aggregate amount of cash flow from loans to these parties included in item 2.3	-

7.3 Include below any explanation necessary to understand the transactions included in items 7.1 and 7.2

N/A

8.	**Financing facilities available** *Add notes as necessary for an understanding of the position*	Total facility amount at quarter end $A'000	Amount drawn at quarter end $A'000
8.1	Loan facilities	-	-
8.2	Credit standby arrangements	-	-
8.3	Other (please specify)	-	-

8.4 Include below a description of each facility above, including the lender, interest rate and whether it is secured or unsecured. If any additional facilities have been entered into or are proposed to be entered into after quarter end, include details of those facilities as well.

N/A

9.	Estimated cash outflows for next quarter	$A'000
9.1	Research and development	-
9.2	Product manufacturing and operating costs	95
9.3	Advertising and marketing	91
9.4	Leased assets	-
9.5	Staff costs	1,083
9.6	Administration and corporate costs	327
9.7	Other	-
9.8	**Total estimated cash outflows**	1,596

10.	Acquisitions and disposals of business entities (items 2.1(b) and 2.2(b) above)	Acquisitions	Disposals
10.1	Name of entity	-	-
10.2	Place of incorporation or registration	-	-
10.3	Consideration for acquisition or disposal	-	-
10.4	Total net assets	-	-
10.5	Nature of business	-	-

Compliance statement

1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.

2 This statement gives a true and fair view of the matters disclosed.

Sign here: .... Date: **27 April 2018**
Director

Print name: **Eddie Geller**

Notes

1. The quarterly report provides a basis for informing the market how the entity's activities have been financed for the past quarter and the effect on its cash position. An entity that wishes to disclose additional information is encouraged to do so, in a note or notes included in or attached to this report.
2. If this quarterly report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.