

ASX RELEASE

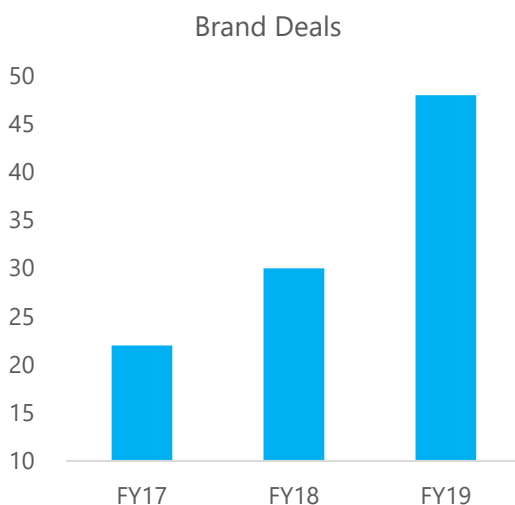
27 June 2019

Tinybeans signs its 100th Brand Partnership Deal!

Tinybeans Group Limited (ASX: TNY) ("Tinybeans" or "the Company"), the technology platform that connects parents with the most trusted tools and resources on the planet to help every family thrive, is proud to announce it has signed its 100th Brand Partnership Deal and more U.S. centric brand partners onto its Tinybeans platform.

Highlights:

- **Tinybeans signs its 100th Brand Partnership deal and moves the average deal size for FY19 to \$32k, which is 66% higher than FY18;**
- **With it, Tinybeans signs more brands to its extensive partner roster in the past 30 days, generating just under \$150K in revenues through the coming months. All of these signed contracts will have an immediate impact on revenues; and**
- **Partners include a pilot with Huggies, Burt's Bees Baby and AUVI-Q, the Company's first pharmaceutical partnership.**





Chief Executive Officer, Eddie Geller said:

"The Tinybeans brand partnership team is really excited to have signed its 100th deal. Although the individual deal in itself isn't material, it's a milestone we're incredibly proud of. It's truly great to have these brands join and also re-sign on the Tinybeans platform. With such diverse offerings, they will contribute greatly to the benefit of our user base. These partnerships will help to continue momentum through the start of FY20."

Recent brand partner wins include:

- **Huggies (Pilot)** – Huggies Rewards is a shopper marketing program that incentivizes purchase of Huggies diapers and wipes in exchange for free products and special offers. This campaign is cost per lead-based and has significant upside given the demographics of the Tinybeans' audience.
- **Burt's Bees Baby (second campaign)**- Burt's Bees Baby is an American personal care products company that markets its products internationally. The company is a subsidiary of Clorox and makes earth-friendly natural health and personal care products for babies, children and new moms. This insights deal provided timely and essential information for FY20 brand planning.
- **Auvi-Q** - AUVI-Q® (epinephrine injection, USP) is indicated in the emergency treatment of allergic reactions (Type I) including anaphylaxis to allergens, idiopathic and exercise-induced anaphylaxis. AUVI-Q is intended for patients with a history of anaphylactic reactions or who are at increased risk for anaphylaxis, such as young children.
- **Lovevery (second campaign)** - Award-winning educational play products and toys designed by child development experts for stage-based learning. This is Lovevery's second campaign with Tinybeans, following a successful Holiday Gift Guide program.
- **Ladder (second campaign)** - Ladder is life insurance built to be instant, simple and smart. Adjust coverage with a few clicks when insurance needs change (birth of another child, etc.). This campaign is cost per lead-based.
- **Apparent Insurance** - An insurance company that provides personalized savings and peace of mind at every stage of a person's life. Campaign is specifically focused on new parents in Texas—one of Tinybeans' largest markets—and includes both media and insights.

The Company considers these partners a testament to the platform's capabilities, and is thrilled to welcome these high-quality partners.

The Company expects to announce other brand partnership wins in the near term.



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Tinybeans Group Limited (ASX: TNY) is a mobile and web-based technology platform that connects parents with the most trusted tools and resources on the planet to help every family thrive. 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 3.2 Million members and over 1.14 Million monthly active in over 200 countries/territories and keeps nearly 200 million precious memories safe.

Every day millions of people 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