

ASX RELEASE

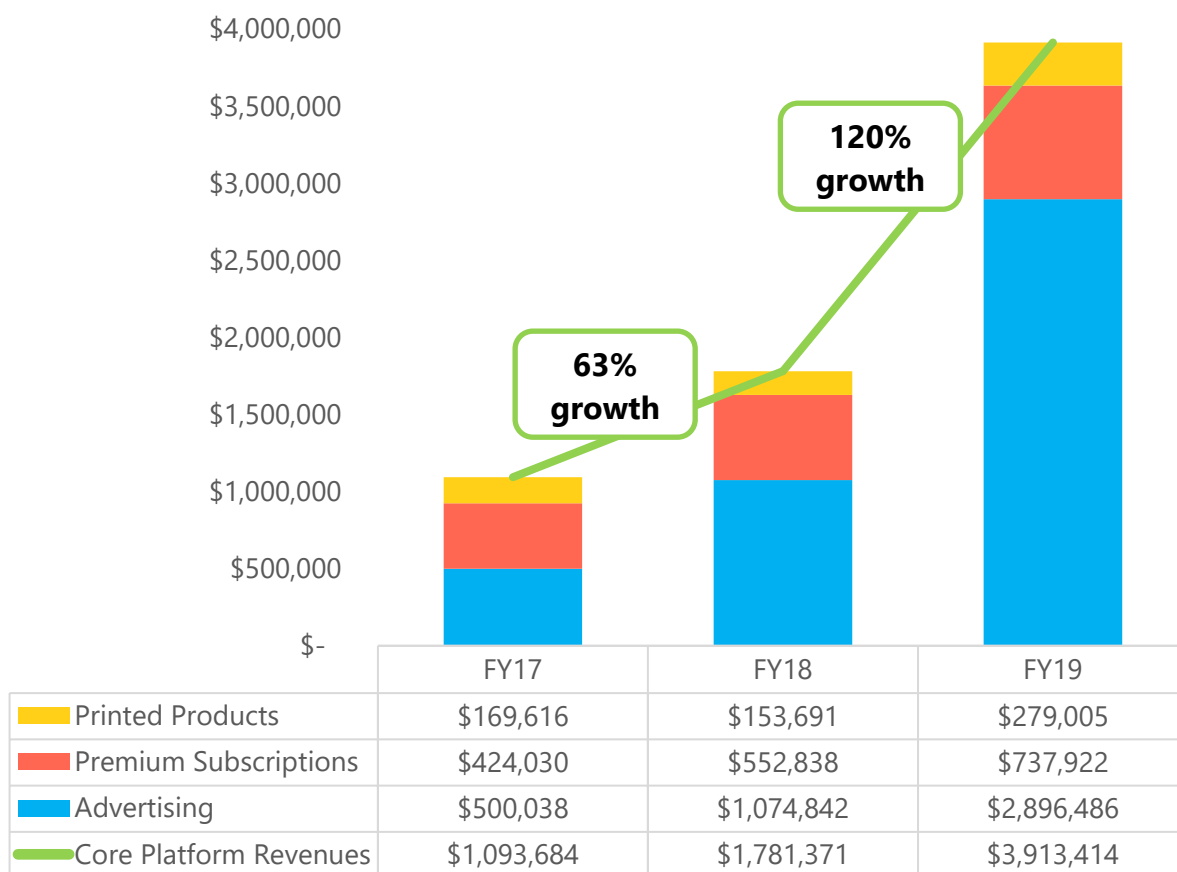
16 July 2019

Record Q4 with growth in Revenues and MAU

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 pleased to share with the market, highlights from the record Q4 and FY19.

- **Q4 Highlights**
 - **Operational revenue hit a record \$1.25M, up 26% on Q3;**
 - **Monthly Active Users (MAU) hit 1.23M, up 8% on Q3;**
 - **Advertising revenue reaching \$1M, up 30% on Q3;**
 - **Premium revenue for Q4 was a record \$210k, up 12% on Q3;**
 - **Premium retention grew to 81% in Q4, up from 76% on Q3;**
 - **Cash burn for Q4-FY19 came in at \$480k, representing a 173% reduction of cash burn compared to the same period 12 months earlier;**
- **FY19 Highlights**
 - **12 month revenues increased by 120% on FY18 to \$3.9M. This excludes \$158k AUD taken up as "other revenue" from U.S. R&D;**
 - **Monthly Active Users (MAU) hit 1.23M, delivering growth of 31% on FY18, largely driven in Q4 by app updates and the new content platform;**
 - **Advertising revenue reaching \$2.9M for FY19, up over 169% on FY18;**
 - **Premium revenue hit a record \$738k for FY19, representing growth of 33% on FY18;**
 - **Registered Users hit 3.35M, representing growth of 34% on FY18;**
 - **12 month user retention grew again to a record 76% from 74%;**
 - **Cash balance of \$0.98M at June 30, however it was \$1.05M at July 1; and**
 - **Expectation of turning operating cash flow positive during calendar 2019 affirmed.**

Revenue	FY17	FY18	FY19	% Growth
Advertising	\$ 500,038	\$ 1,074,842	\$ 2,896,486	169%
Premium Subscriptions	\$ 424,030	\$ 552,838	\$ 737,922	33%
Printed Products	\$ 169,616	\$ 153,691	\$ 279,005	82%
Sales Revenue	\$ 1,093,684	\$ 1,781,371	\$ 3,913,414	120%



Tinybeans Chief Executive Officer Eddie Geller, said:

"We're thrilled to deliver record revenue growth in FY19 of 120%. This incredible result is a direct outcome of the platform growing with a super engaged audience seeing the value in a private and trusted experience for them and their families as it relates to their children."

The results highlight the unparalleled appeal of our value proposition to advertising partners seeking to engage with young families on the platform. All revenue lines are substantially up on the same period 12 months earlier which is a testament to the Tinybeans staff and partners."

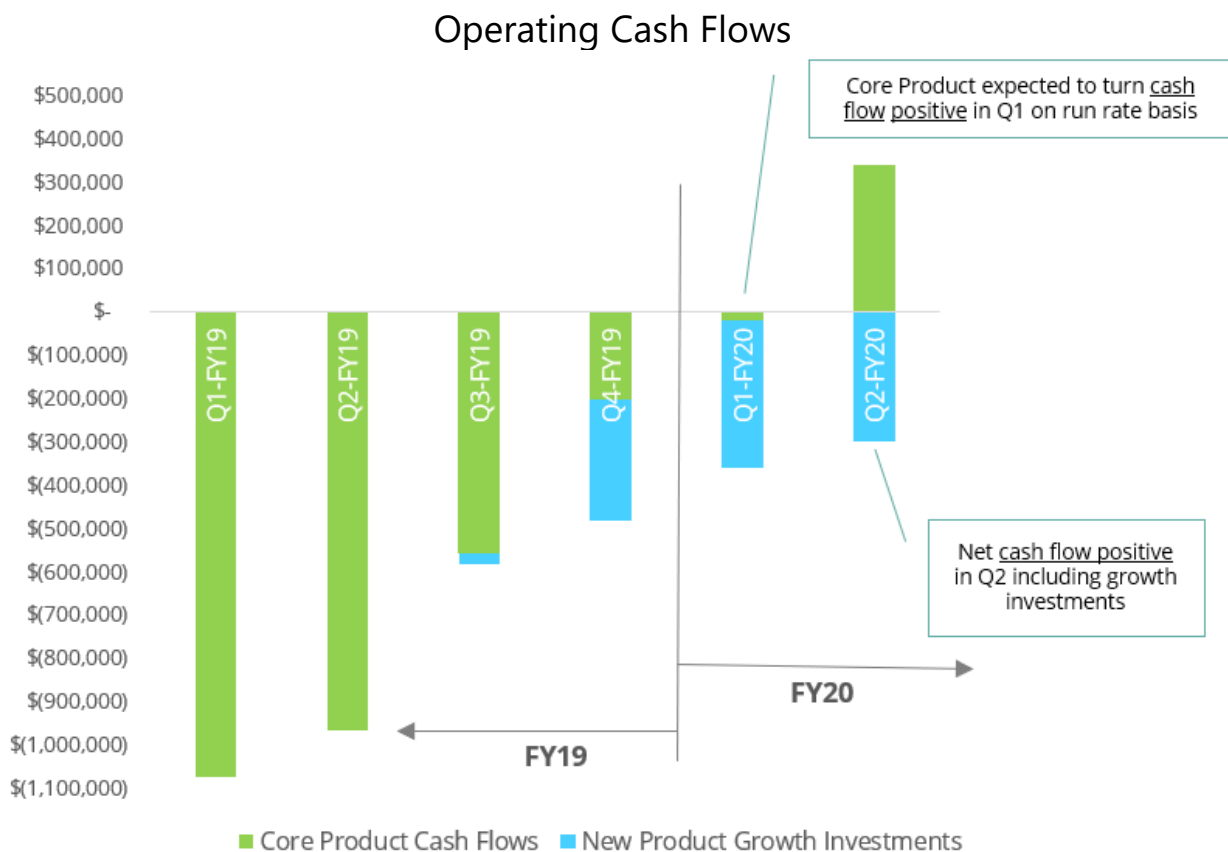
As we sunset FY19 and begin our journey in FY20, we see the core business in relation to the photos and sharing platform continuing to grow, whilst we double down in new growth areas that support our vision which includes, content, commerce and related services."

Path to cash flow breakeven

Cash burn for Q4 was **\$480k**, however Tinybeans received an additional **\$70k** at July 1 due to delays in the US banking network, so the cash burn to Jul 1 was **\$410k**.

Cash burn for Q1-FY20 expected to be between **\$300k** and **\$400k** made up of core product and growth investments. Q2-FY20 is expected to be a cash positive quarter overall generating around **\$50k**. This is equivalent to approximately **\$350k** in positive cashflows from core revenues and **\$300k** cash burn from investing in growth areas.

Tinybeans plans to fund its operations through customer receipts whilst also evaluating raising additional capital as the business growth continues.



Core product revenues include Advertising, Premium subscriptions and Printing. New Growth Investments include the Content Platform, Insights for Brands product, and the launch of commerce offerings (as highlighted previously in our [vision](#)).

With LTV of around \$24 based on the core product, these growth investments should see LTV grow in future years as new revenue streams come on and scale.



Tinybeans is excited about the future and such a strong finish in FY19, sets the company up to have another landmark growth year in FY20.

For more information, please contact:

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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 currently 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 3.35 Million members and over 1.23 Million monthly active in over 200 countries/territories and keeps over 220 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