



Tinybeans Group Ltd

Growth strategy delivers record results

(ASX: TNY; OTCQX: TNYF)

Fourth Quarter (Q4) 2021 Record Revenues

July 2, 2021

Unless otherwise noted, amounts are in USD and are yet to be audited

Best Quarter in Tinybeans History!

Strategies to leverage the rebound in U.S. advertising and grow recurring subscription revenues are delivering record results

Eddie Geller, Chief Executive Officer said,

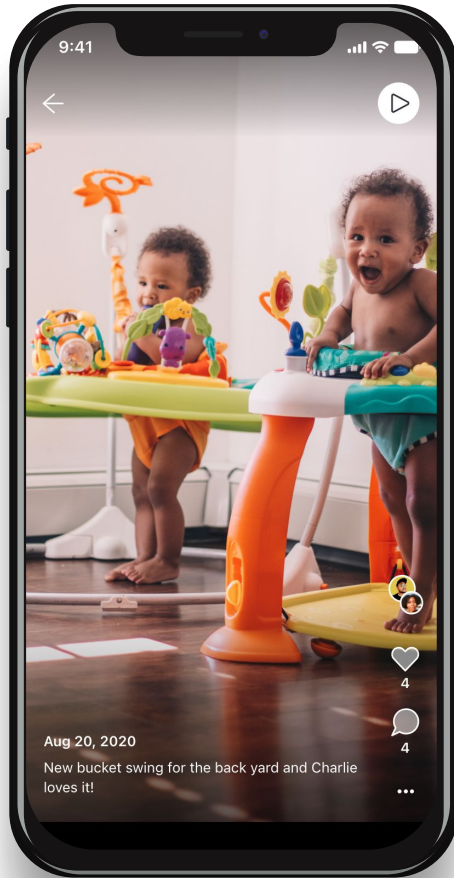
*"In FY21, we delivered **revenue growth of 109%** over the pcp, **the highest in our history**. Our growth during the year was driven by strength in **advertising, up 131% pcp**, and **e-commerce, up 465% pcp**.*

*We also generated **record quarterly revenue** in the fourth quarter, with **advertising revenue up 82% pcp** and substantial growth across all other revenue lines compared to the prior-year-period.*

*The results highlight the appeal of our **value proposition** to advertising partners who seek to engage with the young families on our platform, as well as the level of **trust** our subscribers have in our commitment to protecting their **privacy**.*

*During the pandemic, we purposefully set out to **strengthen our sales and marketing capabilities, enhance our appeal** to brand partners and subscribers, **upgrade product development** and ensure our **technology platform is robust and highly scalable**. These strategic initiatives are delivering accelerated growth, while laying the foundations for **ongoing progress** in the coming fiscal year and beyond.*

*We enter FY22 with **momentum**. In the year ahead, we are launching an array of new **product upgrades** that should support acceleration in our consumer revenues, and we aim to drive continued growth in advertising revenues. We see our photos and sharing platform expanding as we double down on **new areas of engagement** that align with our vision of content, community, commerce and related services."*

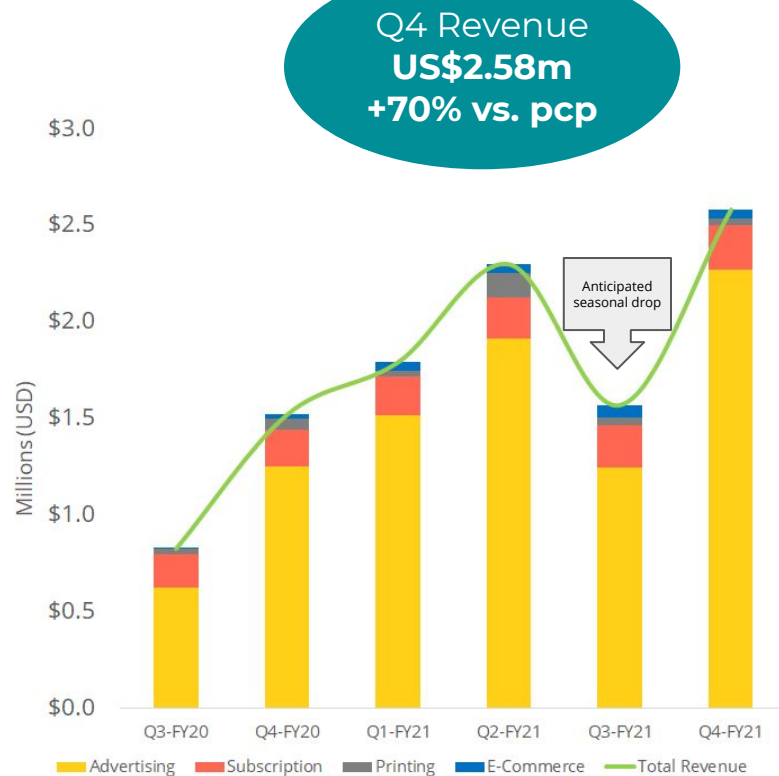


Biggest Quarter Ever

ALL RESULTS DRIVEN BY ORGANIC GROWTH ONLY

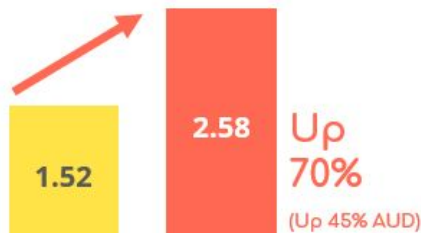
- Q4 Revenue hit a record **US\$2.58m**, up 70% pcp (\$3.35m AUD) - all organic
- Advertising revenue hit a record US\$2.27m, up 82% pcp (\$2.9m AUD) - capitalizing on the broader rebound in US advertising with a growing number of brand partners and larger average campaign sizes
- Subscription revenue hit a record US\$228k, up 19% pcp (\$296k AUD) - converting users to paying subscribers with recurring revenue
- Monthly Active Users (MAU) hit 4.33m, up 16% pcp - drives appeal to brand partners
- Cash burn for Q4 was approximately US\$400k. Cash balance end of quarter is over US\$2.1m (\$2.8m AUD)

USD\$m	Q4-FY19	Q4-FY20	Q4-FY21	% Growth
Advertising	\$ 0.67	\$ 1.25	\$ 2.27	82%
Subscription	\$ 0.15	\$ 0.19	\$ 0.23	19%
E-Commerce	\$ 0.00	\$ 0.02	\$ 0.05	93%
Printing	\$ 0.03	\$ 0.06	\$ 0.03	-39%
Total Revenue	\$ 0.85	\$ 1.52	\$ 2.58	70%



Q4 Strong Growth & Momentum (US\$M)

Total Revenue



Q4-FY20

Q4-FY21

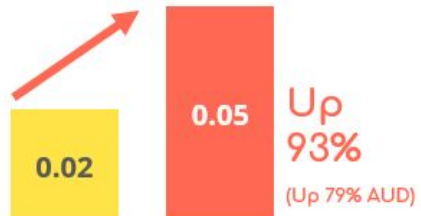
Advertising Revenue



Q4-FY20

Q4-FY21

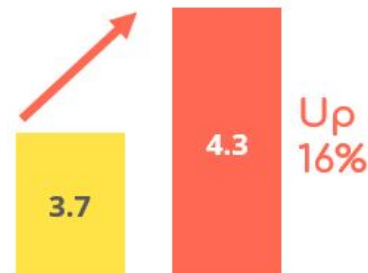
E-commerce Revenue



Q4-FY20

Q4-FY21

Monthly Active Users



Q4-FY20

Q4-FY21

Subscription Revenue



Q4-FY20

Q4-FY21

Subscription Customers (K)



Q4-FY20

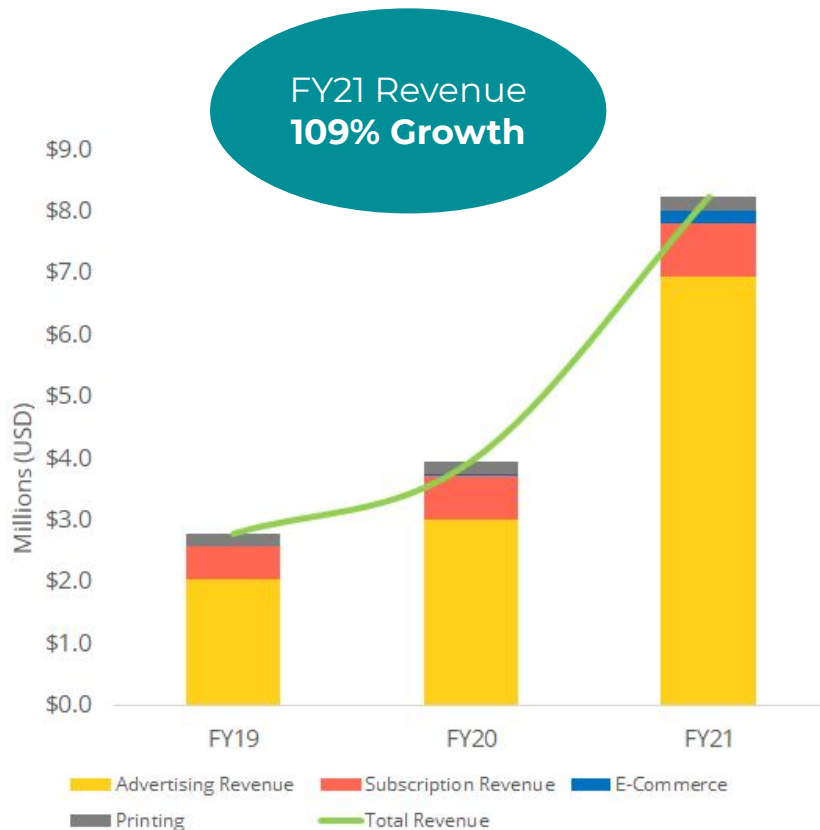
Q4-FY21

FY21 - Biggest Year Ever

RECORD REVENUES AND REVENUE GROWTH

- Strategies to strengthen sales & marketing, product and technology through the pandemic are delivering record results - with significant growth ahead
- Revenue hit a record **US\$8.2m**, up 109% pcp (\$11m AUD)
- Advertising revenue hit a record US\$6.9m, up 131% pcp (\$9.3m AUD)
- Subscription revenue hit a record US\$860k, up 23% pcp (\$1.15m AUD)
- Over US\$2.5m has been invested in product growth initiatives, which have begun to materialize, with the bulk of the return coming in FY22 and beyond

USD\$m	FY19	FY20	FY21	% Growth
Advertising	\$ 2.04	\$ 3.01	\$ 6.94	131%
Subscriptions	\$ 0.53	\$ 0.70	\$ 0.86	23%
E-Commerce	\$ 0.00	\$ 0.03	\$ 0.20	465%
Printing	\$ 0.20	\$ 0.21	\$ 0.24	14%
Total Revenue	\$ 2.77	\$ 3.95	\$ 8.23	109%



For More Information

The announcement was approved for release by the TNY CEO.

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Tinybeans Group Limited (ASX:TNY, OTCQX:TNYF) is a leading app and web platform enabling parents to capture their children's everyday memories and share them privately with families everywhere. The platform provides rich recommendations that spark everyday family inspiration for what to do, what to buy, and which services to use for their children's needs. Being Apple's App of the Day in the U.S. in October 2019, and again in March 2020, puts Tinybeans in the elite company of best apps in the world!

Tinybeans' Red Tricycle website is also Apple's exclusive parenting partner for Apple's newest Maps feature—Guides. With 80 Guides (and counting!), all guides are available here.

Tinybeans serves a deeply engaged user base in over 100 countries/territories and enjoys over 120,000 5-star reviews in the Apple App Store and the Google Play stores.

www.tinybeans.com