



ASX RELEASE

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Tinybeans Announces Board Changes

Tinybeans Group Limited (ASX: TNY) (OTCQB: TNYFF) (“Tinybeans” or “the Company”), the Company with the platform that inspires parents to create meaningful memories, and privately sharing them through their award-winning app, announces the following Board changes.

Tinybeans has appointed leading executive Chantale Millard as an Independent Non-Executive Director and Chair. Chantale replaces John Dougall as he retires from the Board.

Chantale Millard, is an experienced CEO, Executive and Non-Executive Director with a diverse background in FMCG, e-commerce, manufacturing and publishing. Chantale’s most recent role was CEO/MD at Maggie Beer Holdings Ltd (ASX: MBH), spending 8 years with the Group and successfully leading the Company through a period of restructure, transformation and growth, underpinned by consistently solid financial results. With strong relationships with key institutional and retail investors in Australia, Chantale has extensive experience in creating lean businesses, with strong revenue diversification and growth.

Incoming Chair **Chantale Millard**, said:

“I am looking forward to working with the Tinybeans Board and Executive team to grow the business and maximise shareholder value. I see significant potential to build on the current Tinybeans offer, a product that is on-trend and trusted by millions of users. With over 3.1 million visits to its app and website each month, there is huge potential to offer new products and services to already engaged users increasing the Tinybeans customer and revenue base.”

Retiring Chair **John Dougall**, said:

“It’s been a demanding time serving as chairman over the past 5 years and I am proud of what we’ve been able to deliver to young parents and their families. Seeing the company grow revenues from US\$1M a year to over US\$11M this past year, has been very rewarding. I am looking forward to seeing the Company prosper with Chantale replacing me to support the next stage of growth. I intend to remain a strong supporter and large shareholder. “

Tinybeans has also appointed Catherine Cohen as a Non-Executive Director. As Non-Executive Director Andrew Whitten is approaching his three-year tenure and as such will transition off the board as part of the change.

Catherine Cohen is currently an investment adviser at Bell Potter Securities based in Melbourne. Catherine works with institutional, high net worth and retail clients with a particular focus on investing into small and micro-cap companies. As a mother of 3 young children, Catherine is passionate about Tinybeans and has been a user for many years and an early investor in Tinybeans.



Incoming Director **Catherine Cohen**, said:

“I look forward to playing an active role within the strategic direction of the business and assisting in broadening opportunities and exposure for the business. “

Retiring Director **Andrew Whitten**, said:

“It’s been a privilege to serve on the TNY board the last 3 years, and I am proud of what we’ve been able to deliver. I am looking forward to seeing the company prosper with board changes to support the next stage of growth for the Company. “

In addition, Tinybeans has appointed Andrew Silverberg as a Non-Executive Director and nominee of Thorney Investment Group.

Andrew Silverberg is an experienced Investment Manager and Analyst based in the United States. Andrew manages Thorney’s US-listed equities, unlisted investments and properties. Prior to joining Thorney, Andrew was Senior Portfolio Manager for a multi-billion dollar NYC family office, partner in a USD\$500 million hedge fund, and Portfolio Manager for a USD\$40 billion institutional money management firm.

Incoming Director **Andrew Silverberg** said:

“I am looking forward to working with Tinybeans to help the Company achieve its significant growth potential. This is an exciting time to be joining the board of directors.”

USA-based **Andrea Cutright** will remain on the TNY Board as an Independent Non-Executive Director.

Co-founder, CEO and Managing Director of Tinybeans, **Eddie Geller**, said:

“I’m looking forward to working with the new board of directors. Chantale, Catherine, Andrea and Andrew, each provide strong expertise in their respective areas. The management team and I are committed to building Tinybeans to a worldwide success story in the years to come.”

The Board and Company would like to thank John and Andrew for their contribution to Tinybeans and wish them well in their future endeavours.

The Board is looking forward to working with Eddie Geller and his management team to continue to grow the business.

This announcement was approved for release by the TNY Board.

For more information, please contact:

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About Tinybeans Group

Tinybeans Group Limited (ASX:TNY, OTCQB:TNYF) is a product-led company that is built by parents, for parents. We are parent obsessed. We start with serving new families and continue through all the stages of the parenting journey. Parents today are hyper focused on spending time with their kids, and Tinybeans is uniquely positioned to serve their needs by inspiring them to create meaningful memories, and privately sharing them through our high trust photo sharing app. Spending time with their amazing kids is parents' top priority. Helping them make that happen is ours.

Tinybeans engages 28 million Millennial and Gen Z parents every month through the #1 most trusted private photo sharing app and the #1 local and national website dedicated to fun things to do with your kids. Tinybeans enjoys over 130,000 5-star reviews in the Apple App and Google Play stores and has been recognized by Apple for excellence for both content–top 3 most viewed and exclusive parenting partner for Apple Guides, and utility–twice being named U.S. app of the day.

www.tinybeans.com