ASX RELEASE

31 October 2025

Q1 FY26 Quarterly Activities Report

Tinybeans Group Limited (ASX: TNY) (OTCQB: TNYYF) ("**Tinybeans**" or "the **Company**") provides this update on its business activities alongside the Company's Appendix 4C cash flow report for the quarter ended 30 September 2025 ("**Q1 FY26**" or "the **Quarter**"). All references are in $USD.

Q1 FY26 Key Callouts:

- **Continued operational momentum and disciplined cost control,** maintained recurring subscription revenue while delivering significant improvements in cash-burn, EBITDA and OPEX versus the prior comparative period (pcp).
- **Third Quarter of net Paid Subscriber growth**, driven by subscription renewals and improving conversion from free to paid plans due to product and marketing initiatives. Retention is stable at 94%.
- **Gross margins steady at ~87%,** underscoring the scalability of the subscription-based model.
- **Investment in product development for major upcoming release of iOS in-app Photo Store** to diversify revenue and expand monetisation of free and paid subscribers, while offering a best-in-class photobook solution.
- **National media exposure and thought leadership,** with coverage across national Australian radio, print and television outlets, reinforcing the need for privacy-focused digital solutions for parents.
- Continued **evolution to complete privacy-first family memory platform** and transition into intersection of family technology and personalised goods/gifting.
- **Cash balance at Quarter-end of US$975k,** maintaining balance sheet flexibility.

Zsofi Paterson, Managing Director and CEO of Tinybeans, said:

> *"Tinybeans continues to make meaningful progress on its path toward sustainability. This Quarter we delivered a substantial improvement in adjusted EBITDA and operating efficiency, underpinned by disciplined cost management and strong recurring subscription performance.*
>
> *At the same time, we've continued to invest strategically in product innovation, including our upcoming new iOS Photo Store, which opens fresh avenues for monetisation. While cash outflows were higher this Quarter due to seasonality and timing of product development, we remain confident in our trajectory toward improved cash generation and long-term shareholder value as we evolve into the complete privacy-first global memory platform".*

Financial Performance

- Recurring subscription revenue of US$799k for Q1 (AU: $1.23M), consistent to the pcp, and contributing 68% of total Q1 revenue
- Ad sales revenue of US$336k, up 123% on Q4 FY25
- Total Revenue of US$1.18m for Q1 (AU$: $1.82M), down 16% pcp, with gross margins steady at 87%.
- Operating costs of US$1.09m for Q1, down 46% pcp, demonstrating disciplined cost management, as well as increased investment in product development.

- Adjusted EBITDA loss for Q1 of US$67k, significant improvement on loss of US$774k in pcp.
- Cash outflows from operations US$560k for Q1, dramatically improved versus pcp (Q1 FY25: outflows of US$1.14m). The Company expects operating and overall cash outflows to reduce again in subsequent quarters due to revenue associated with high volume of annual subscription renewals in Q2.
- Investing cash outflows of US$178k for Q1, representing costs for new product development.
- Overall cash outflows of US$736k including costs capitalised for product development, down significantly from US$1.18m pcp (excluding cash inflows from financing activities).
- End cash balance of US$975k (AU$: $1.50M).

Subscriber Metrics

- Ended the Quarter with 50.8k Paid Subscribers, up from 50.6k in Quarter 4, being the third quarter of net subscriber growth.
- Net subscriber growth driven by product led growth and lifecycle efforts focussed on converting new and aged free subscribers, plus ongoing improvement in acquisition efforts. Overall paid subscriber retention remained strong at 94% over the Quarter.
- Sales of the new Tinybeans+ Legacy plan, which was launched late June 2025, are increasing month-on-month, helping drive both conversion from free to paid subscribers, plus reduce churn of paid subscribers.
- US App Store rating remains high at 4.9 Stars and Play Store rating remains steady at 4 Stars, demonstrating quality of the product experience and ongoing customer love.
- Engagement remains high with Paid Subscribers uploading >100 memories per month, and Free Subscribers uploading within their limits at 18 memories per month. Over 14 million memories were uploaded and enjoyed by families across the Quarter and iOS daily-active-users (DAU) increased 4% during the Quarter.

Product Development

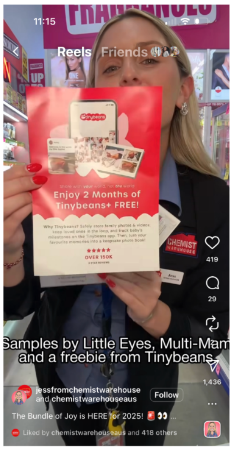
- Tinybeans is expanding its footprint in the physical products category this Quarter with the launch of a new iOS Photo Store in early November.
- The Photo Store is a key pillar in Tinybeans' evolution from a digital sharing app into *the* privacy-first family memory platform. It brings premium photo products directly into the everyday experience of over 200,000 engaged parents and family members using our iOS app each month - in the moments they're sharing, curating and reminiscing about family memories.
- Launching for the holiday season, initial products include A4 and A5 hardcover photo books and A4 spiral-bound calendars. Book prices start from US$19.99 and calendars at US$29.99, with localised pricing in key markets. Printing and shipping are local to each of our key markets - improving delivery times and customer experience.
- A high-impact, integrated campaign will drive adoption through personalized lifecycle journeys, UGC and creator content, and precision-targeted paid social, ensuring the launch reaches and resonates with high-intent parents at scale.
- With over 67% of surveyed Gen-Z & Millennial mothers indicating they plan to buy a photobook in the next year[1] and a $3.8B global market for physical photo products[2], we expect our growing catalogue of photo products to become a material revenue stream over FY26 and FY27, driving monetization of our paid and free user base.

[1] *Tinybeans "How Moms Share & Save Memories" survey, April 2025. n=600 (300 Gen Z & 300 Millennial mothers)*

[2] Verified Market Research, *Photobooks Market Size And Forecast*, link

Marketing & Growth

- **National media exposure & privacy thought leadership (AU):** Featured on Channel 9's *TODAY Show* highlighting Tinybeans' role in tackling loneliness and connecting grandparents — reaching 273K viewers and 41 syndicated outlets across the Nine Network. CEO Zsofi Paterson also featured across major radio outlets (2GB, 2SM, 2HD, Radio 97, 2BS) reinforcing Tinybeans' position as the trusted voice in children's privacy and digital parenting.
- **Targeted brand campaigns:** Delivered 750K+ impressions through BVOD advertising across Nine and Seven networks, using **Coles data** to reach expecting and new parents with greater precision.
- **Strategic partnerships:** Expanded partnerships in the U.S. and Australia — continuing collaboration with **Babylist**, where Tinybeans is featured in the *Hello Baby* gift box, and launching a proof-of-concept partnership with **McClatchy**, one of the largest U.S. local news networks. Partnered with **Little Bellies Spa**, a leading 4D ultrasound clinic reaching 15K expecting families monthly, integrating Tinybeans into the prenatal journey through digital and in-clinic activations.
- **Major consumer activation:** Participated with a product offer in the highly anticipated **Chemist Warehouse "Bundle of Joy"** campaign, which sold 25K bags within 48 hours and generated nationwide exposure.
- **Influencer Momentum:** Delivered over 1M+ impressions through collaborations with creators including **@kidds_dad**, **@djmadbadting**, and journalist **Lana Murphy**, amplifying Tinybeans' leadership in family privacy and connection.



Looking Forward

- Q2 FY26 is a key quarter for Tinybeans, with a high volume of annual Tinybeans+ subscription renewals scheduled. The Company is focused on maintaining strong renewal rates and driving continued subscriber engagement through product enhancements and targeted retention campaigns but does expect a small net subscriber decline due to the high volume of plans up for renewal.

- The Company will continue to consider its capital requirements and prioritise capital efficiency and disciplined investment in growth initiatives, while evaluating strategic acquisition opportunities that align with its privacy-first mission and enhance shareholder value.
- Tinybeans also remains proactive in evaluating funding options to strengthen its balance sheet and support the next phase of its growth strategy.

Director Payments

As detailed in item 6 of the Appendix 4C at Attachment 1 of this announcement, the Company made payments totalling US$87k to related parties during the Quarter for Directors' remuneration including the Managing Directors' salary.

This ASX announcement has been approved for release by the TNY Board.
All the financial information in this release is unaudited and all numbers are in US$ unless otherwise stated

For more information, please contact:

Zsofi Paterson
Chief Executive Officer & Managing Director
E: investors@tinybeans.com

Melissa Hamilton
Director, Media & Capital Partners
E: melissa.hamilton@mcpartners.com.au

Rod Hinchcliffe
Director, Media & Capital Partners
E: rod.hinchcliffe@mcpartners.com.au

About Tinybeans Group

Tinybeans Group Limited (ASX:TNY, OTCQB:TNYYF) Tinybeans is a leading global consumer subscription platform, serving millions of Millennial and Gen Z parents and their families monthly. At its core, Tinybeans is a private photo-sharing app and media platform that connects families and turns moments into memories. Tinybeans has been loved and trusted by parents and families around the world since its founding in Australia in 2012, and is an ongoing resource for parents due to its insightful, relatable and credible content written by a team of dedicated parents and experts. Tinybeans enjoys over 150,000 5 star reviews in the Apple App and Google Play stores, and has users in almost every country in the world.

Appendix 4C

Quarterly cash flow report for entities subject to Listing Rule 4.7B

Name of entity

Tinybeans Group Limited

ABN	**Quarter ended ("current quarter")**
46 168 481 614	30 September 2025

Consolidated statement of cash flows			**Current quarter $USD'000**	**Year to date (3 months) $USD'000**
1.	**Cash flows from operating activities**			
1.1	Receipts from customers		724	724
1.2	Payments for			
	(a)	research and development	-	-
	(b)	product manufacturing and operating costs	(246)	(246)
	(c)	advertising and marketing	(119)	(119)
	(d)	leased assets	-	-
	(e)	staff costs	(308)	(308)
	(f)	administration and corporate costs	(611)	(611)
1.3	Dividends received (see note 3)		-	-
1.4	Interest received		-	-
1.5	Interest and other costs of finance paid		-	-
1.6	Income taxes paid		-	-
1.7	Government grants and tax incentives		-	-
1.8	Other (provide details if material)		-	-
1.9	**Net cash from / (used in) operating activities**		**(560)**	**(560)**

2.	**Cash flows from investing activities**			
2.1	Payments to acquire or for:			
	(a)	entities	-	-
	(b)	businesses	-	-
	(c)	property, plant and equipment	-	-
	(d)	investments	-	-
	(e)	intellectual property	(178)	(178)
	(f)	other non-current assets	-	-

Consolidated statement of cash flows		Current quarter $USD'000	Year to date (3 months) $USD'000
2.2	Proceeds from disposal of:		
	(a) entities	-	-
	(b) businesses	-	-
	(c) property, plant and equipment	-	-
	(d) investments	-	-
	(e) intellectual property	-	-
	(f) 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**	**(178)**	**(178)**

3.	**Cash flows from financing activities**		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)	-	-
3.2	Proceeds from issue of convertible debt securities	-	-
3.3	Proceeds from exercise of options	-	-
3.4	Transaction costs related to issues of equity securities or convertible debt securities	-	-
3.5	Proceeds from borrowings	-	-
3.6	Repayment of borrowings	-	-
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 period	1,711	1,711
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(560)	(560)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	(178)	(178)

Consolidated statement of cash flows		**Current quarter $USD'000**	**Year to date (3 months) $USD'000**
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	2
4.6	**Cash and cash equivalents at end of period**	**975**	**975**

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 $USD'000**	**Previous quarter USD'000**
5.1	Bank balances	975	1,711
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)**	**975**	**1,711**

6.	**Payments to related parties of the entity and their associates**	**Current quarter $USD'000**
6.1	Aggregate amount of payments to related parties and their associates included in item 1	87
6.2	Aggregate amount of payments to related parties and their associates included in item 2	-

Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments.

7.	**Financing facilities** *Note: the term "facility' includes all forms of financing arrangements available to the entity.* *Add notes as necessary for an understanding of the sources of finance available to the entity.*	**Total facility amount at quarter end $USD'000**	**Amount drawn at quarter end $USD'000**
7.1	Loan facilities	-	-
7.2	Credit standby arrangements	-	-
7.3	Other (please specify)	-	-
7.4	**Total financing facilities**	-	-

7.5	**Unused financing facilities available at quarter end**	-

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

8.	**Estimated cash available for future operating activities**	**$USD'000**
8.1	Net cash from / (used in) operating activities (item 1.9)	(560)
8.2	Cash and cash equivalents at quarter end (item 4.6)	975
8.3	Unused finance facilities available at quarter end (item 7.5)	-
8.4	Total available funding (item 8.2 + item 8.3)	975
8.5	**Estimated quarters of funding available (item 8.4 divided by item 8.1)**	1.74

Note: if the entity has reported positive net operating cash flows in item 1.9, answer item 8.5 as "N/A". Otherwise, a figure for the estimated quarters of funding available must be included in item 8.5.

8.6 If item 8.5 is less than 2 quarters, please provide answers to the following questions:

8.6.1 Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?

Answer:

No, net current assets increased by US$526K in Q1 FY2026, largely due to advertising sales growth in September, for which collection of ~USD511K is expected in October.

Additionally, the Group incurred one-off project costs in the quarter which will not be incurred in Q2.

8.6.2 Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?

Answer: As at the date of this Appendix 4C the Company is assessing its capital requirements in conjunction with its advisors. The Company notes the historical investor support for its raisings, its current activities set out in the activities report and believes that future raisings will be supported.

8.6.3 Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?

Answer:

Yes. Noting the existing cash held and the responses to 8.6.1 and 8.6.2.

Note: where item 8.5 is less than 2 quarters, all of questions 8.6.1, 8.6.2 and 8.6.3 above must be answered.

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.

Date: ....31 October 2025...............................

Authorised by: ....by the Board……...............................
(Name of body or officer authorising release – see note 4)

Notes

1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
2. If this quarterly cash flow 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 cash flow 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.
4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [*name of board committee – eg Audit and Risk Committee*]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".
5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.