

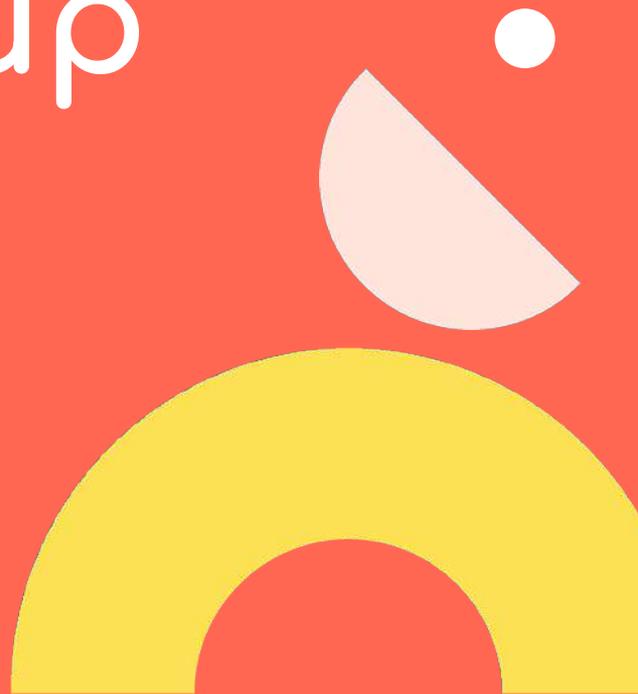


Tinybeans Group

(ASX: TNY; OTCQX: TNYZF)

MicroCapClub - Investor Presentation
for U.S. Investors (in USD)

March 2021



OUR GOAL IS TO MAKE PARENTING EASIER

LEADERSHIP TEAM



Eddie Geller
Chief Executive
Officer



Allison Musmand
Chief Marketing
Officer



Kyle Martin
Chief Product
Officer



Nino Lawrence
Chief Revenue
Officer



Mark Wunsch
Chief Technology
Officer

WE ARE



CLICK VIDEO ABOVE



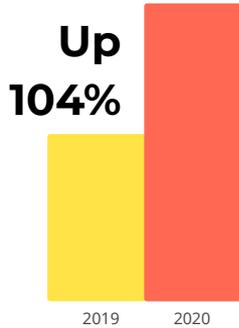
OUR GOAL IS TO MAKE PARENTING EASIER

The #1 Digital Parenting Platform

Record Last 12 Months!*

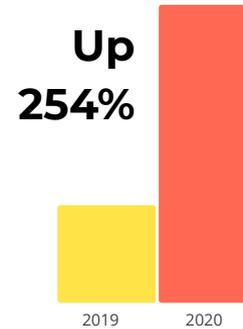
COMMENCED EXECUTION OF NEW 3 YEAR STRATEGY

\$6.4M Revenue



"Each year the program has gotten more successful. We want to build on that! Duplo achieved healthy metrics overall for the year and we attribute that to our partnership." Lego Client Team

4.8M Monthly Active



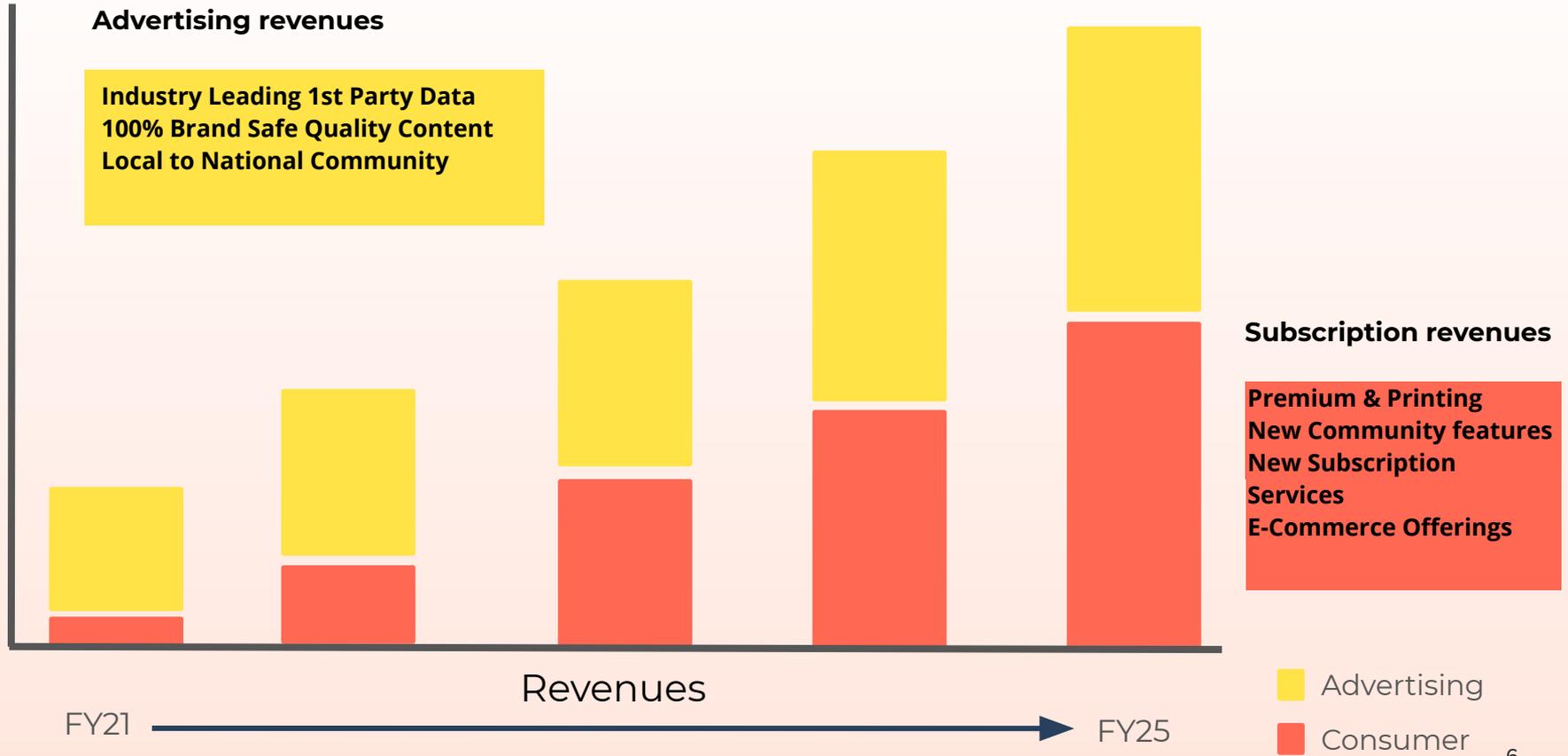
Acquisition & Integration of Red Tricycle



Significantly enhanced value proposition



Scaling Multiple Revenue Streams

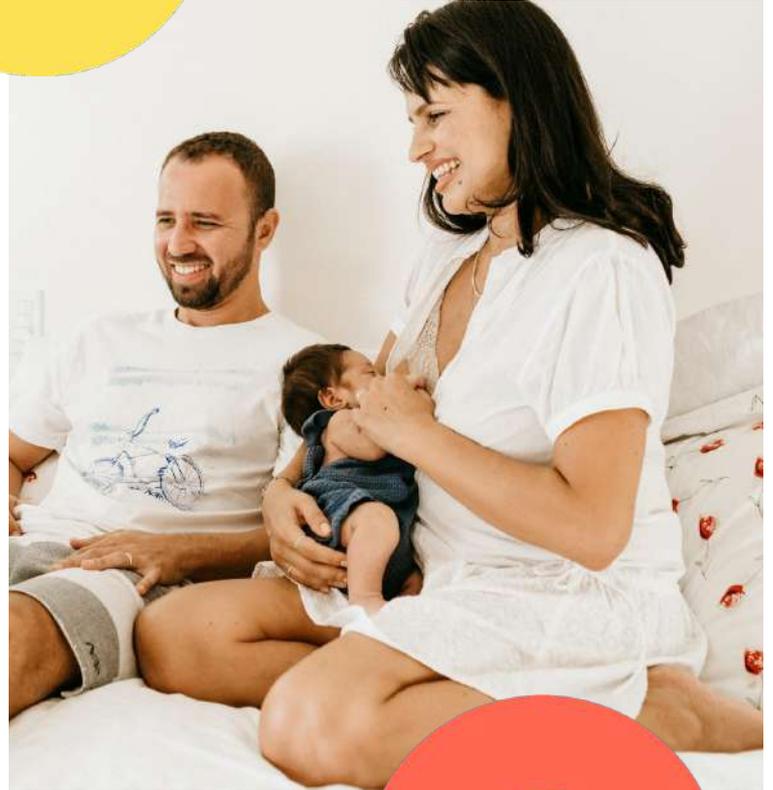


OUR GOAL IS TO MAKE PARENTING EASIER

MARKETING STRATEGY



Allison Musmand
Chief Marketing
Officer



Tinybeans Brand Strategy

OUR GOAL IS TO MAKE PARENTING EASIER



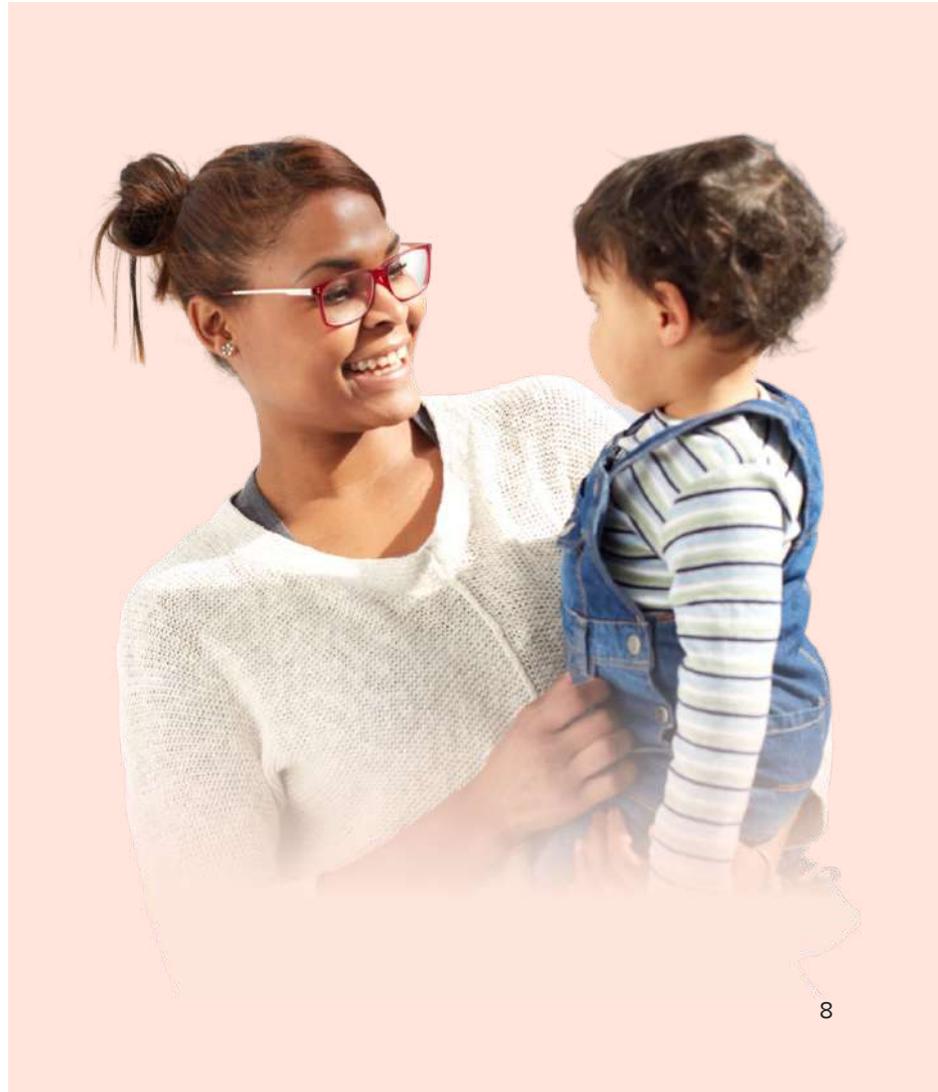
Strategy

Building a brand to last for generations!



Vision

Be the most trusted brand to make parenting easier that inspires, informs, services and delights parents and their families.



Mindful parenting

RAISING CONFIDENT TINY HUMANS

- 33.2** Median age
- 57%** 2+ kids in HH
- 55%** HHI \$100K+
- 71%** Working parents
- 70%** Plan to increase spending in the next 3-6 months

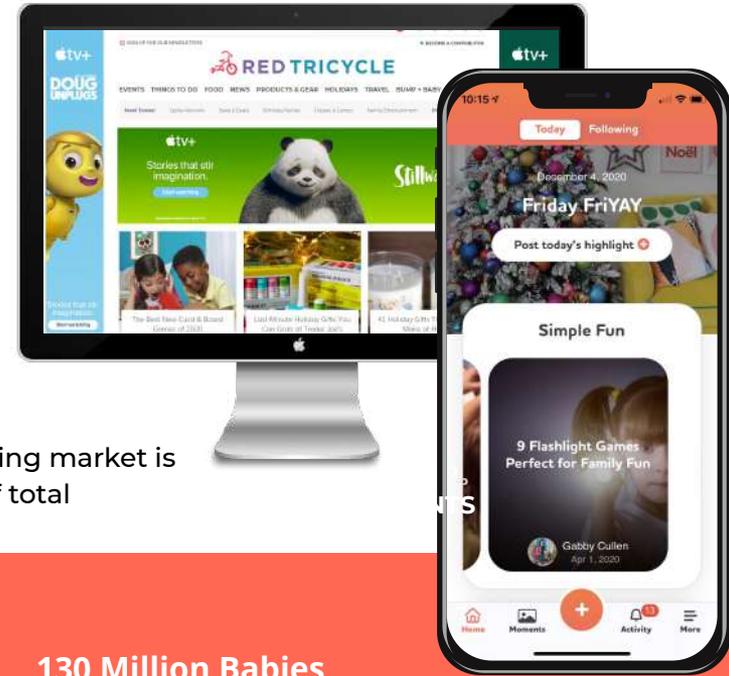


Massive Opportunity

72 Million Millennials; biggest generation ever—and can't live without digital solutions*

Parents of kids <18 drive the U.S. economy, +37% v families without kids

\$110B digital advertising market is first time over 50% of total



\$587 Billion

The U.S. is the second largest market for eCommerce with revenue of US\$587 billion in 2019.***



130 Million Babies

130 million babies are born every year, 3.8M in the U.S.

Launching new products to drive consumer revenue

INCREASE RECURRING REVENUES



A lifetime of memories that are stored safely and privately shared with your loved ones.



Tailored content to the parents and childrens' life stage (location) in their inbox weekly



The fastest way for parents to discover relevant advice and inspiration for their family.

I want to find local moms who have done it all already so I can spend less time researching and more time with my kids.

-Heather, Mother of a 3 year old, Dayton OH

OUR GOAL IS TO MAKE PARENTING EASIER

PRODUCT STRATEGY



Kyle Martin
Chief Product
Officer



Mark Wunsch
Chief Technology
Officer



Accelerating growth across users & revenues



COMMUNITY



CONTENT



COMMERCE

I want an easier way to save ideas

90%

I discover parenting ideas via social feeds

61%

I want a parent-only community for sharing activities, products and tips

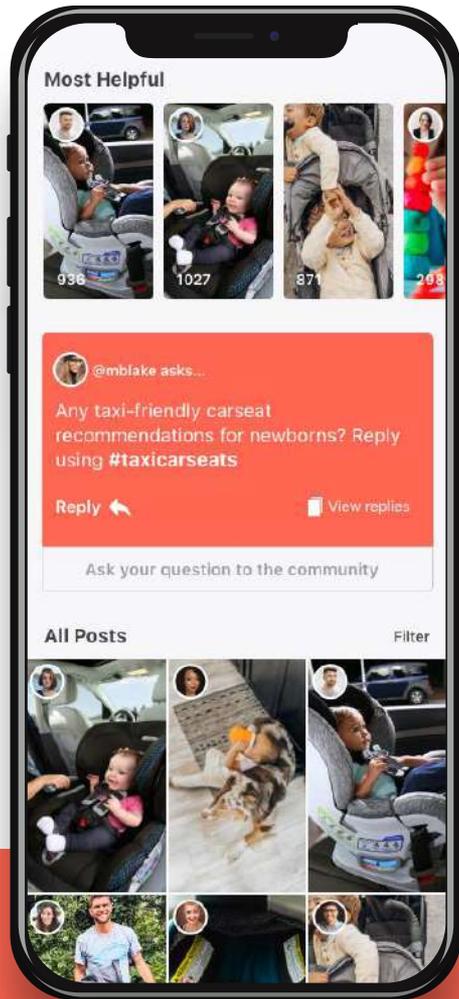
74%



CONTENT

Tailored content designed for today's on-the go parents

Personalized newsletters and bite-sized articles that include save-able highlights produced by our editors, guest contributors & trusted local experts



COMMUNITY

A Video first Parent Community

Parents want fast access to answers, insights + experiences from like minded people. Because time is a parent's most precious resource.



SCALABLE TECH

Enabling the platform

Our future user growth requires us to intelligently utilize our data, while still preserving the privacy and security of our users and families.

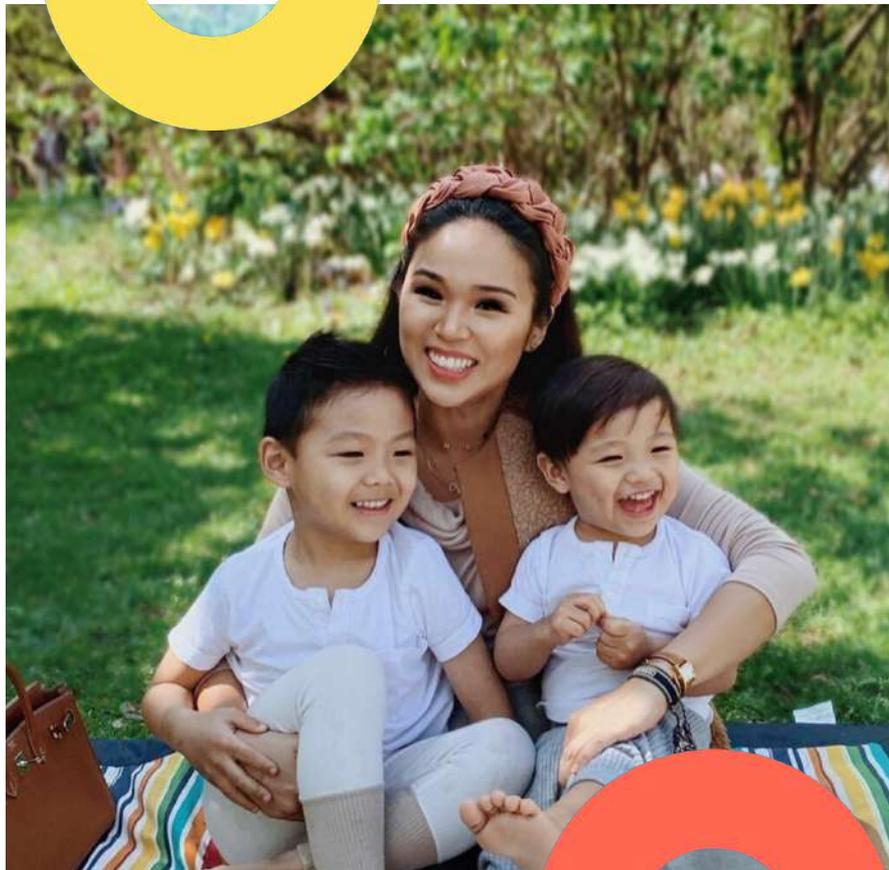
We are expanding beyond photo memories and journals to support a much richer set of data types and user behavior, and algorithmically draw patterns between them.

OUR GOAL IS TO CONNECT BRANDS & PARENTS

THE MARKET + MONETIZATION



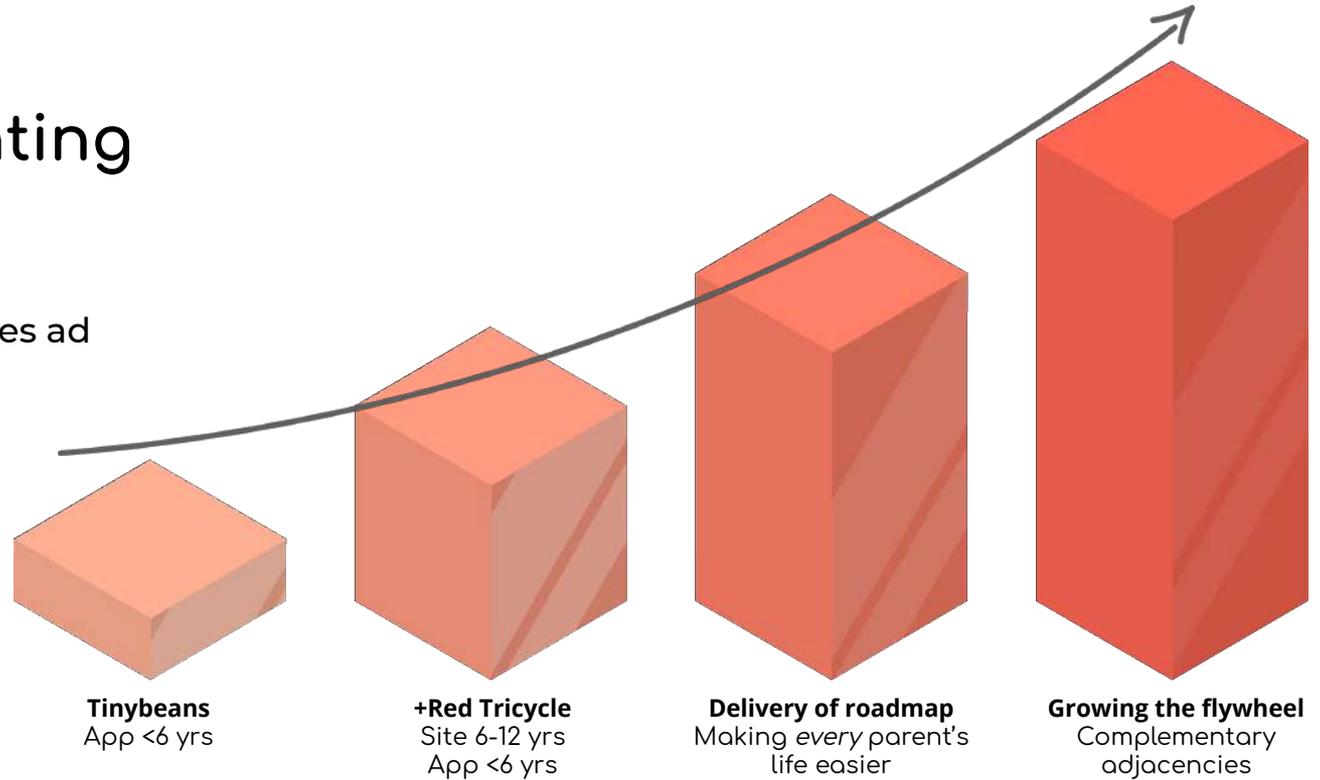
Nina Lawrence
Chief Revenue
Officer



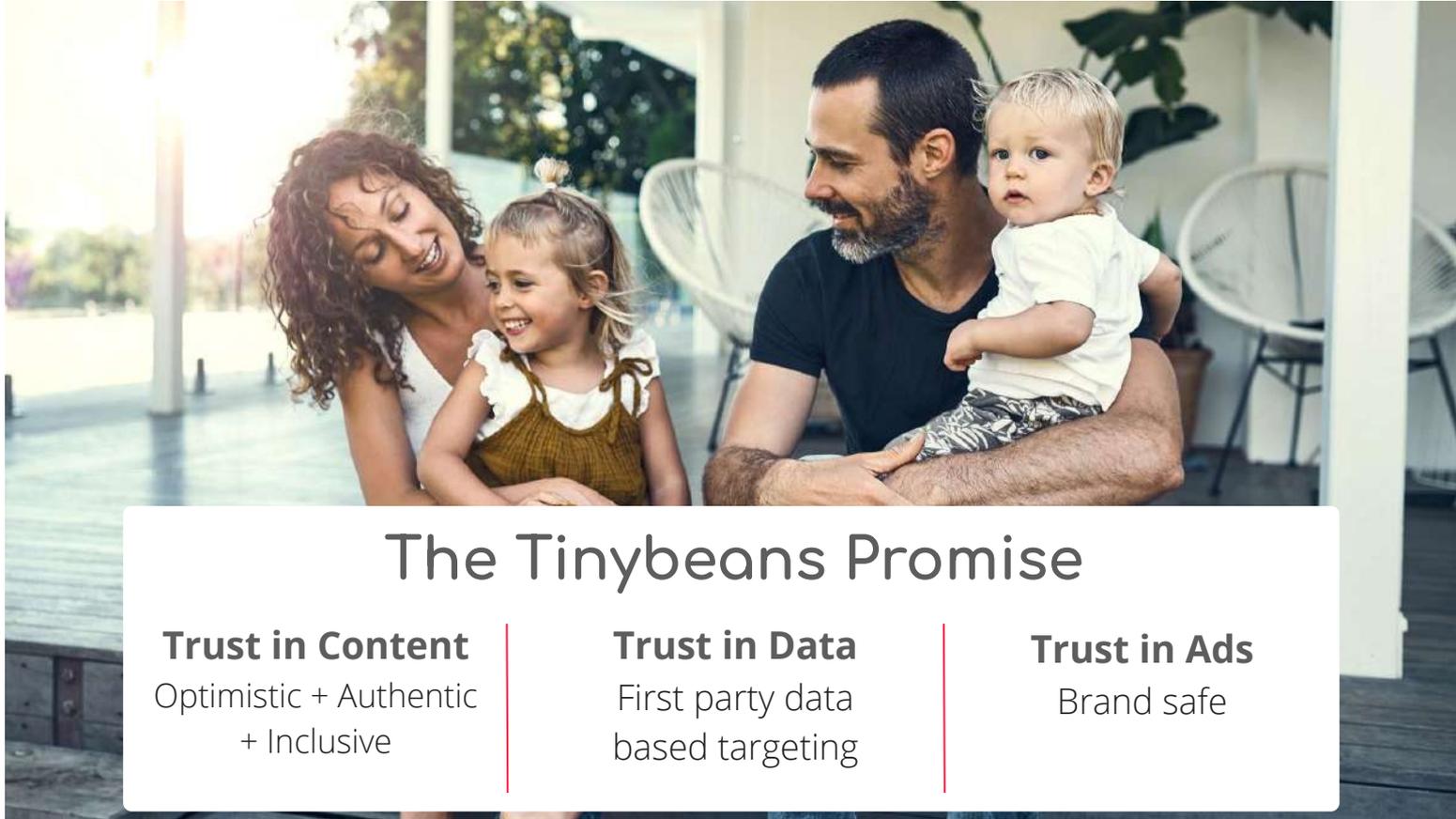
OPPORTUNITY

Own the parenting market

Audience/user growth drives ad revenue growth



Our Unique Position



The Tinybeans Promise

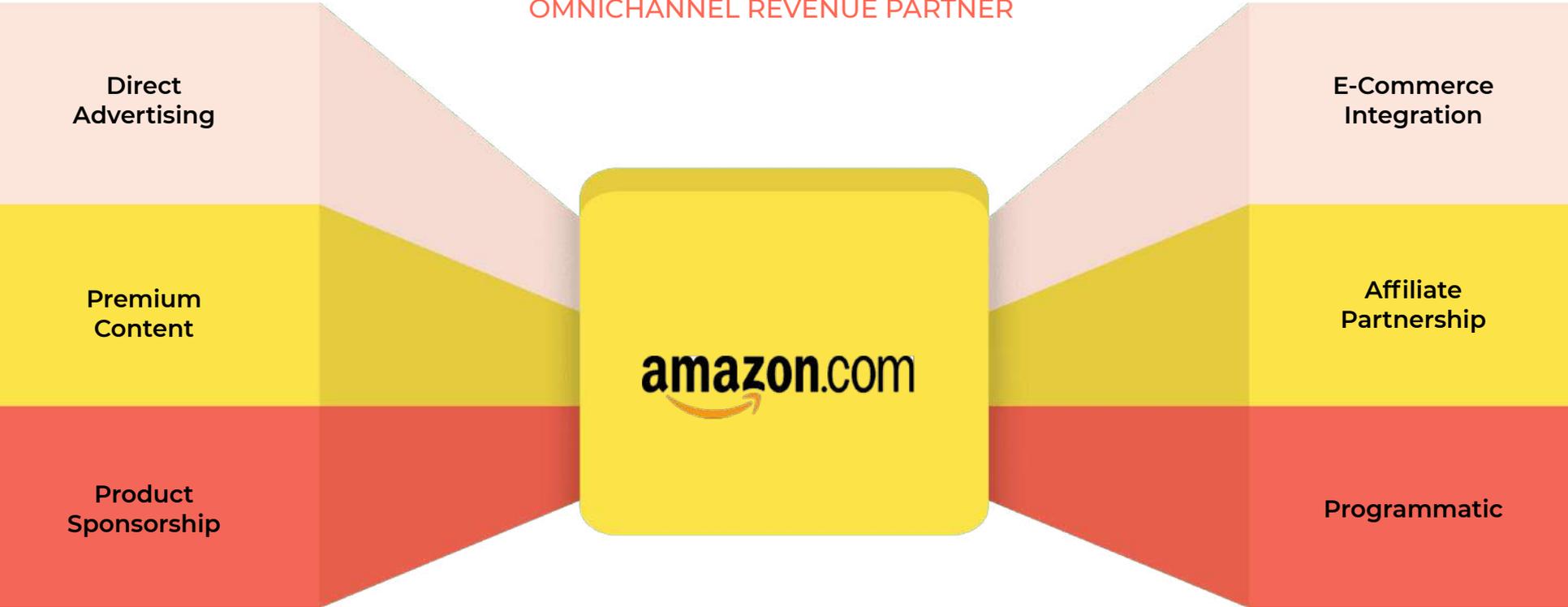
Trust in Content
Optimistic + Authentic
+ Inclusive

Trust in Data
First party data
based targeting

Trust in Ads
Brand safe

Monetizing consumer connections

DIRECT ADVERTISER TO
OMNICHANNEL REVENUE PARTNER





TRUSTED BRAND

Tinybeans and Red Tricycle are much loved parenting brands with trust and loyalty driving YoY retention. World class Net Promoter Score of over 70.



GROWING AUDIENCE

Value proposition for the platform broader than just photos sharing or generic content, user growth will scale as more tailored features get enabled for parents.



MARKET LEADING PLATFORM

Clear and robust product strategy that drives many unmet needs for parents across community, content and commerce.



SCALING MULTIPLE REVENUE STREAMS

Combining our trusted brands, enriched value proposition, world class technology and deep domain expertise places us in the winning position to drive accelerated growth.





Thank you!

Eddie Geller

Chief Executive Officer // TINYBEANS



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