



Transformational Quarter

Q3 FY26 Activities

Tinybeans Delivers First EBITDA-Positive Quarter

ASX:TNY | OTCQB:TNYF

April 2026

Disclaimer



IMPORTANT INFORMATION

This presentation is provided for information purposes only. The information in this presentation is in a summary form, does not purport to be complete and is not intended to be relied upon as advice to investors or other persons. The information contained in this presentation was prepared as of its date, and remains subject to change without notice. This presentation has been provided to you solely for the purpose of giving you background information about Tinybeans Group Ltd ("Tinybeans").

No representation or warranty, express or implied, is made as to the accuracy, reliability, completeness or fairness of the information, opinions and conclusions contained in this presentation. Neither Tinybeans, its related bodies corporate, shareholders or affiliates, nor any of their respective officers, directors, employees, related bodies corporate, affiliates, agents or advisers make any representations or warranties that this presentation is complete or that it contains all material information about Tinybeans or which a prospective investor or purchaser may require in evaluating a possible investment in Tinybeans or acquisition of shares. To the maximum extent permitted by law, none of those persons accept any liability, including, without limitation, any liability arising out of fault or negligence for any loss arising from the use of information contained in this presentation or in relation to the accuracy or completeness of the information, statements, opinions or matters, express or implied, contained in, arising out of or derived from, or for omissions from, this presentation. Tinybeans has not independently verified any of the contents of this presentation (including, without limitation, any of the information attributed to third parties). No person is under any obligation to update this presentation at any time after its release to you.

Certain statements in this presentation may constitute forward-looking statements or statements about future matters that are based upon information known and assumptions made as of the date of this presentation. Forward looking statements can generally be identified by the use of forward looking words such as, "expect", "anticipate", "likely", "intend", "should", "could", "may", "predict", "plan", "propose", "will", "believe", "forecast", "estimate", "target" and other similar expressions within the meaning of securities laws of applicable jurisdictions. Indications of, and guidance or outlook on, future earnings or financial position or performance are also forward looking statements. These statements are subject to internal and external risks and uncertainties that may have a material effect on future business. A summary of some of the key risks of Tinybeans business is set out in the appendix. Actual results may differ materially from any future results or performance expressed, predicted or implied by the statements contained in this presentation. As such, undue reliance should not be placed on any forward looking statement. Past performance is not necessarily a guide to future performance. Nothing contained in this presentation nor any information made available to you is, or shall be relied upon as, a promise, representation, warranty or guarantee, whether as to the past, present or future.

EBITDA is defined as earnings before interest, tax, depreciation, amortisation and share-based payments.

This presentation is not, and does not constitute, an offer to sell or the solicitation, invitation or recommendation to purchase any securities in Tinybeans and neither this presentation nor any of the information contained herein shall form the basis of any contract or commitment. In particular, this presentation does not constitute an offer to sell, or a solicitation of an offer to buy, any securities in the United States.

This presentation may not be reproduced or redistributed to any other person. All references to dollars, cents or \$ in this presentation are to USD currency, unless otherwise stated. In receiving this presentation, each recipient agrees to the foregoing terms and conditions.

The only privacy-first portfolio of memory platforms *purpose-built for lifelong family memory curation*

About

Tinybeans Group is a trusted portfolio of platforms serving millions of families worldwide, providing private, secure spaces to capture, protect, and preserve the moments you never want to forget.

Mission

Our mission is to build a trusted portfolio of privacy-first platforms that empower families to hold onto the moments that matter—now and for generations to come.

Vision

Our vision is to harness technology and a deep respect for family needs and privacy to make preserving life's most meaningful moments simpler, more secure, and enduring for generations.



Corporate Snapshot



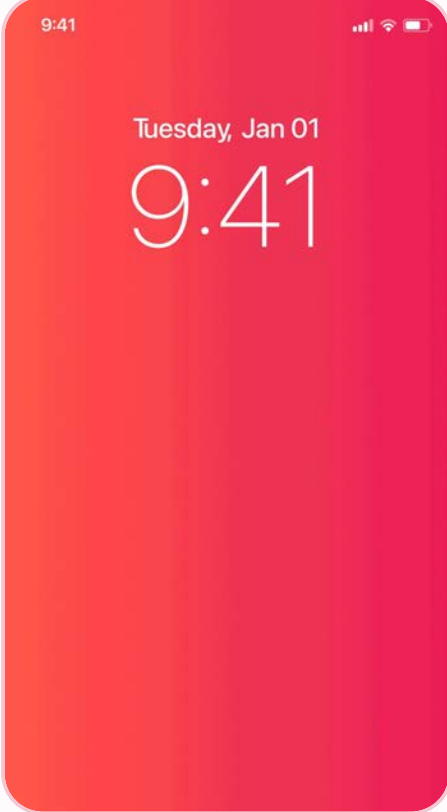
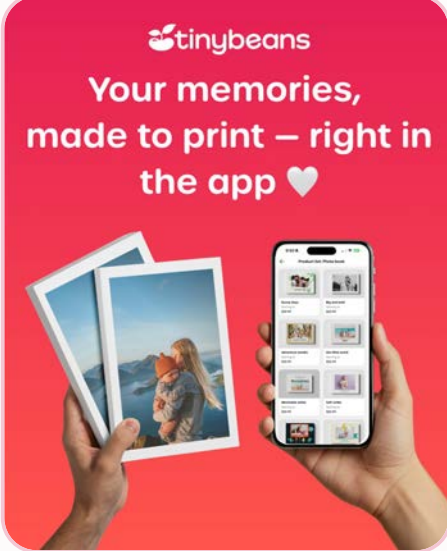
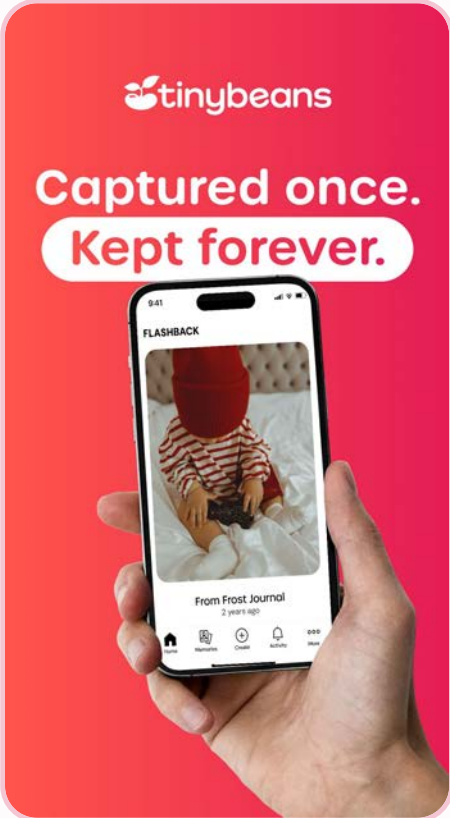
Tinybeans Group Limited (ASX:TNY, OTCQB: TNYF) is a trusted portfolio of platforms serving millions of families worldwide, providing private, secure spaces to capture, protect, and preserve the moments you never want to forget.

The platforms invite-only, private architecture, positions it as the trusted alternative to mainstream social media for families who value privacy and security.

ASX:TNY	
Share price*	A\$0.078
Shares on issue	183,340,218
Market Capitalisation	A\$14.30M

Major Shareholders	Ownership Percentage
Thorney Investment Group	30.78%
Qeepsake, Inc.	9.59%

* as at 28 April 2026



Strengthened leadership to drive growth strategy



James Warburton

Non-Executive Chair

- Highly experienced media, marketing & digital executive
- Former MD & CEO, Seven West Media (2019–2024)
 - Scaled digital to ~50% of earnings; achieved market-leading revenue share
- Former CEO, APN Outdoor
 - Sold to JCDcaux for \$1.3bn (2018, within 11 months)
- Former CEO, Supercars
- Earlier roles: Seven Media Group, Universal McCann, Network 10
- **Tinybeans Group Limited (ASX:TNY): Appointed Non-Executive Director (2024)**



Rebecca White

Executive Director & CFO

- Experienced in financial governance, capital strategy, operations, finance planning, investor relations and ASX compliance
- ICAEW Chartered Accountant
- International experience incl. US, Australia & UK
- Director, Traverse Accountants
- Former CEO & Exec Dir, Revasum Inc (ASX:RVS)
- Former CFO, Identitii Limited (ASX:ID8)
- Former Auditor, BDO UK & Australia
- **Tinybeans Group Limited (ASX:TNY): Appointed CFO (2025) & Executive Director (2026)**



Tracy Cho

Interim CEO

- Proven experience transforming businesses and a background in digital media, content strategy, and growth marketing
- 20+ years experience scaling high-growth US-focused media businesses
- Former CEO, Qeepsake (acquired by Tinybeans 2026)
- Former GM, Recurent Ventures
- Former GM, Domino Media Group 2016 - 2022
- **Tinybeans Group Limited (ASX:TNY): Appointed Interim CEO (2026)**



Matt Mulligan

Chief Product Officer

- Highly experienced product executive with B2B & B2C SaaS background across USA and Australia
- Former Product Strategy Director, Propel Ventures, 2023-2024
- Former C-Suite Advisor (Product), OneTwo Home Loans
- Former Head of Product, MYOB
- Former Co-founder & CEO ILISYS, bootstrapped to 25,000 SMB customers. Built Australia's first carbon-neutral data centre.
- **Tinybeans Group Limited (ASX:TNY): Appointed CPO (2024)**



Caroline Simensen

Head of Marketing

- Internationally experienced marketing leader having worked across Europe, NZ and Aus, building brands using of data and storytelling
- Former Head of Brand and Communications, Camplify, (ASX:CHL)
- Former Marketing Business Development Manager, Teleplan Globe
- Former Social Media Marketing Manager, Maranga
- **Tinybeans Group Limited (ASX:TNY): Appointed Head of Marketing (2024)**



The EBITDA-Positive *Transformational Quarter*

3 KEY FINANCIALS

The EBITDA-Positive *Transformational Quarter*

This quarter represents a defining milestone for Tinybeans. Achieving our first EBITDA-positive result validates the scalability of our subscription-led model and reflects the strategic contribution of the Qeepsake acquisition to our consolidated performance - Interim CEO, Tracy Cho

US\$8K EBITDA Positive (Q3 FY25: US\$328k loss)

+ 678% E-commerce Revenue growth (year-on-year)

US\$1.79M Quarterly Total Revenue

+ 87% Subscription Revenue (year-on-year)

US\$1.95M (AU\$2.81M) Cash at Quarter End

~95k Paid Subscribers

Product and Platform Advancements

AI powered journaling

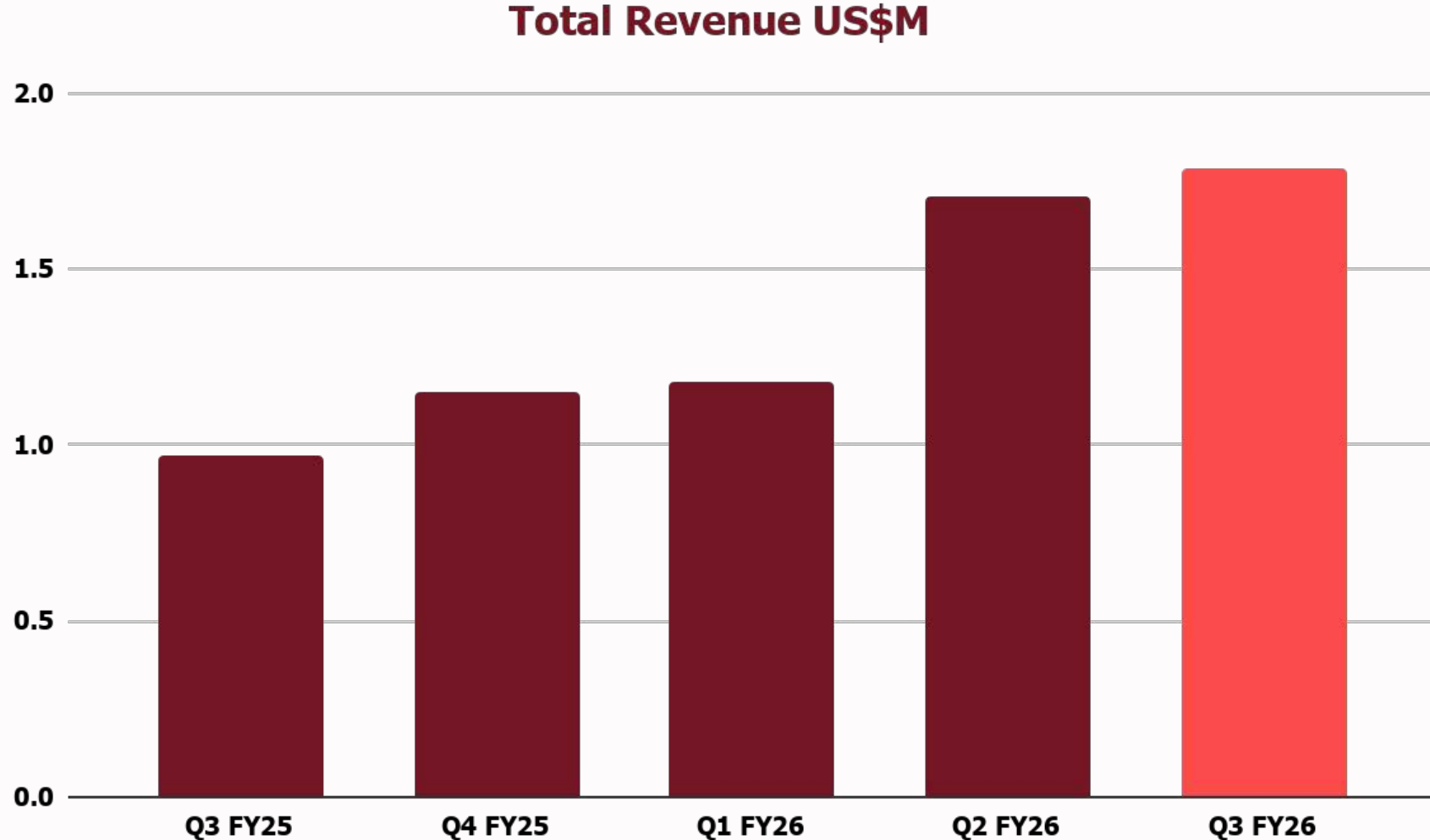
Refined Global Growth Strategy

Driven by strengthened leadership team

3 KEY FINANCIALS

Total Revenue up 86% year-on-year

Driven by strategic acquisition and a continued shift toward a higher-quality subscription revenue model



US\$1.79M

Total Revenue Q3 FY26
+86% growth year-on-year

US\$1.45M

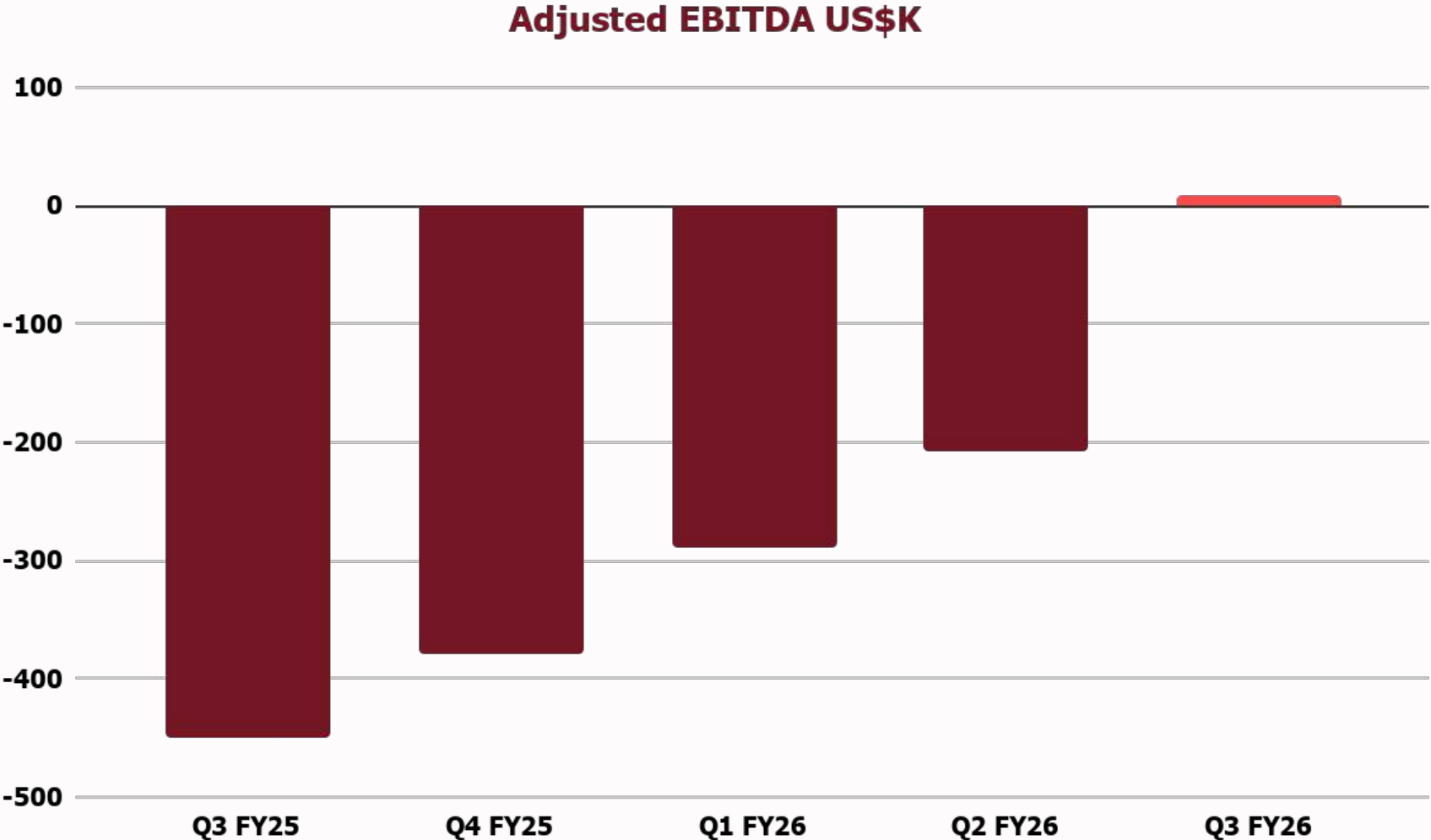
Subscription Revenue Q3 FY26
+87% year-on-year
81% of total revenue (vs 79% Q3 FY25)

US\$198K

E-commerce Revenue Q3 FY26
+678% year-on-year

The EBITDA-Positive Trend - SaaS Metrics

Q3 FY26, the first full quarter with both the Tinybeans and Qeepsake platforms operating at scale, with ~95k paid subscribers across both platforms.



US\$8K

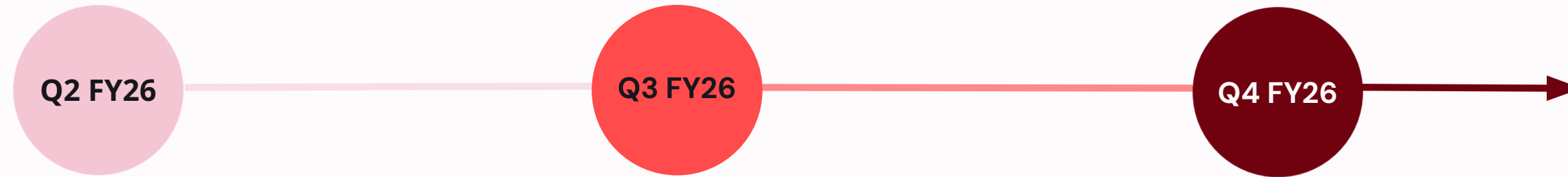
EBITDA Profit
(Q3 FY25: Loss of US\$328k)

Key Drivers:

- High-margin revenue uplift post-acquisition, with an 86% uplift in total revenue year-on-year;
- Operating synergies realised post-acquisition, including the integration of administrative and marketing functions, as well as the consolidation of key technology platforms; and
- Ongoing cost discipline following cost-out exercise early in Q3 FY26.

4 OPERATIONAL PERFORMANCE

The Defining Quarter - Operational Performance



Q2 FY26
 Qeepsake acquired
 US\$2.7M all-scrip deal
 Operational efficiencies commence

Q3 FY26
 FIRST FULL QUARTER
 Combined at scale ✓
 EBITDA Profit

Q4 FY26
 Product advancements including
 AI features rollout
 & growth

**~95K Paid
 Subscribers**

Combined platform subscriber base. First reporting period on unified basis — single path to profitability.

**E-commerce
 +678% YoY**

Acquisition & new e-commerce range driving significant incremental revenue. Mothers Day collection launched.

**95% Retention
 Rate**

Tinybeans maintaining strong retention at 95%, with an increase seen across both platforms, validating premium family subscription model.

**AI Journaling
 Prompts Live**

Qeepsake's AI-powered daily prompts personalised by child's age and developmental stage.

**AI Photo
 Organisation**

Automated content tagging and smart album creation underway. Expected to meaningfully boost free-to-paid conversion

To be delivered within current product development budget

The Subscriber Base - *strong operational metrics*

Subscriber performance remains strong across the Group, with Tinybeans delivering the most compelling operating metrics—supporting our focus on this platform as the primary engine for future growth and retention.

Key Q3 FY26 Subscription Metrics	Tinybeans	Qeepsake
Total Paid Subscribers	49,793 (Q2: 49,796)	45,525 (Q2: 47,155)
Average Revenue per User (“ARPU”)	US\$75 (Q2: US\$78)	US\$64 (Q2: US\$77)
Retention Rate	95% (Q2: 93%)	79% (Q2: 77%)
Customer Acquisition Cost (“CAC”)	US\$19 (Q2: US\$100)	US\$35 (Q2: US\$8)

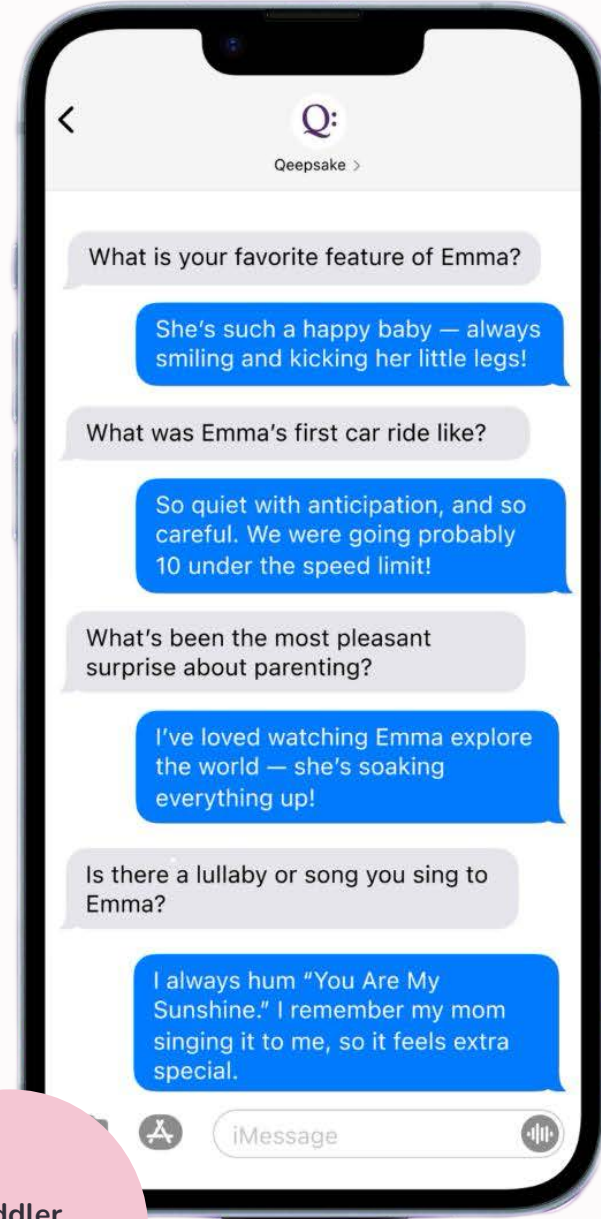
- Tinybeans total paid subscribers stable, Qeepsake total paid subscribers declining as forecast;
- ARPU reduced slightly vs Q2 FY26 driven by a spike in the prior quarter in e-commerce revenue as a result of the Black Friday and Christmas sales;
- Strong customer retention rate improved by 2% for both platforms during the quarter driven by impact from updated customer renewal communications and product improvements;
- Tinybeans CAC down 81% vs Q2 FY26 as marketing efficiency improved; and
- Qeepsake CAC increased to US\$35 as marketing spend commenced post-acquisition in light of renewed strategy.

AI-driven product advancements

Driving deeper engagement, personalisation, and long-term user value



Pregnancy Stage



Toddler Stage

AI-powered Journaling Prompts

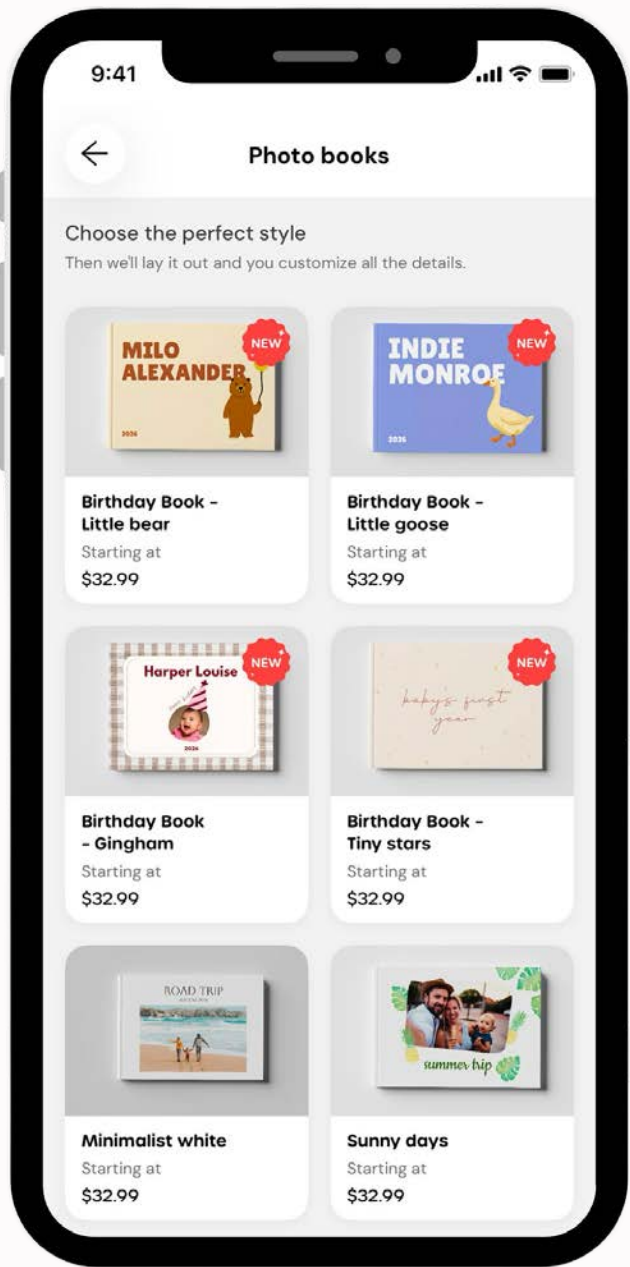
Qeepsake launched AI-powered journaling prompts as part of its family memory preservation platform, based on the journaler’s preferences and each child's age and developmental stage. Early cohort data indicates improved engagement and increased likelihood of content creation beyond the 0–2 age range — directly improving subscriber retention and book creation rates for users of the Qeepsake platform.

Next Steps - AI-driven photo organisation

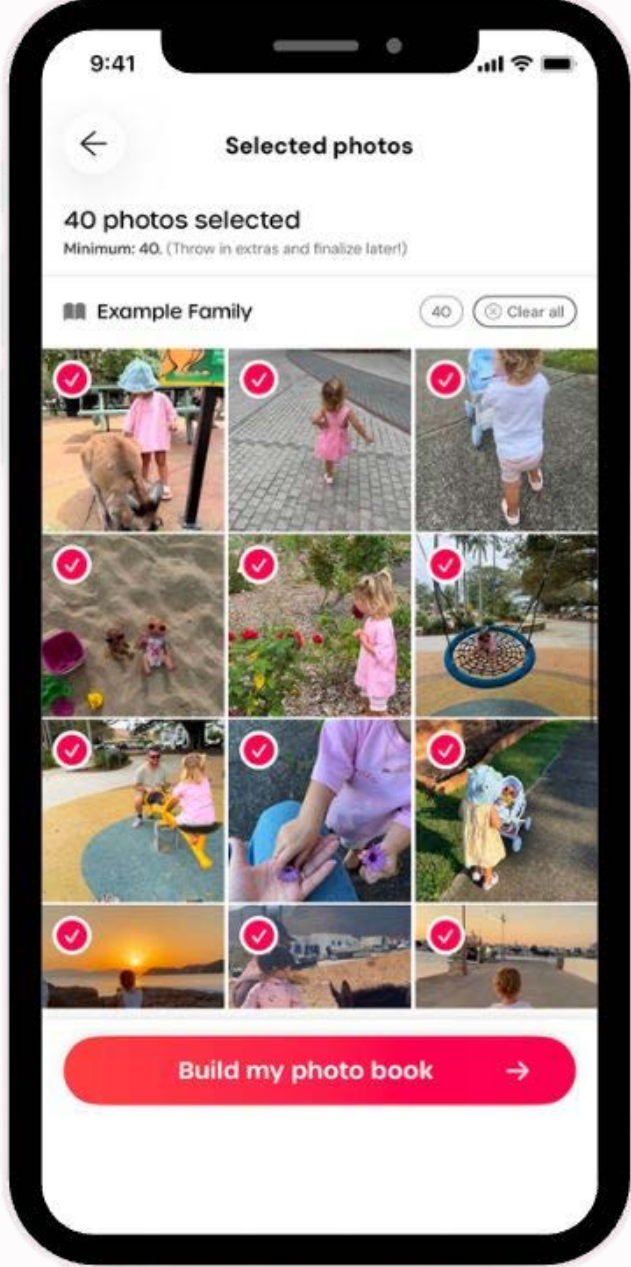
Tinybeans has commenced development work for its of AI- driven photo organisation tools, including automated content tagging and the creation of smart albums. These features target the number-one job that parents told us they' would pay for: photos that are organised and findable without difficulty or effort. We expect this to meaningfully boost free-to-paid conversion rates for the Tinybeans platform and engagement for Qeepsake platform.

Unlocking high-margin e-commerce revenue

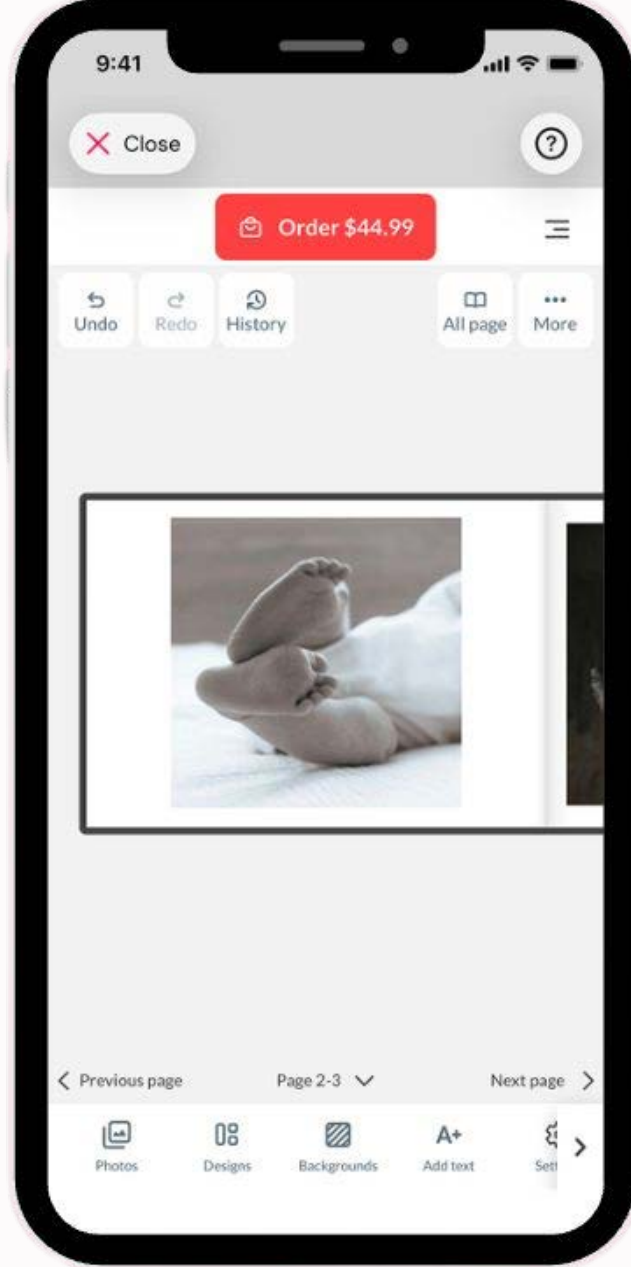
Bespoke, premium photo books designed to differentiate



Bespoke designs developed in-house at Tinybeans





Generated using the memories a built up in your journal over time



Fully customisable in iOS app and on web

Two distinct audiences. *One disciplined operator.*

Internal research reframed the M&A thesis and the numbers already validate the pivot.

 <p style="text-align: right;">COLLECTIVE ARCHIVE</p> <p><i>"I want one place where me, my husband and my mom can all add photos and see everything together. Like an album that builds itself."</i></p> <table border="0"> <tr> <td>Voice</td> <td>Many contributors</td> </tr> <tr> <td>Value</td> <td>Bredth, organisation</td> </tr> <tr> <td>Output</td> <td>Family memory archive</td> </tr> <tr> <td>Wins on</td> <td>Collective storytelling</td> </tr> </table>	Voice	Many contributors	Value	Bredth, organisation	Output	Family memory archive	Wins on	Collective storytelling	 <p style="text-align: right;">PERSONAL REFLECTION</p> <p><i>"This is my quiet thing. At the end of the day I write a little note about what she did. It's just for me."</i></p> <table border="0"> <tr> <td>Voice</td> <td>One person, intimate</td> </tr> <tr> <td>Value</td> <td>Depth, ritual, consistency</td> </tr> <tr> <td>Output</td> <td>Book-ready memory</td> </tr> <tr> <td>Wins on</td> <td>Prompted journaling</td> </tr> </table>	Voice	One person, intimate	Value	Depth, ritual, consistency	Output	Book-ready memory	Wins on	Prompted journaling
Voice	Many contributors																
Value	Bredth, organisation																
Output	Family memory archive																
Wins on	Collective storytelling																
Voice	One person, intimate																
Value	Depth, ritual, consistency																
Output	Book-ready memory																
Wins on	Prompted journaling																

THE GO-FORWARD STRATEGY *Multi-brand portfolio · repeatable M&A playbook*

<p>01 Operate a multi-brand portfolio, optimised for distinct user segments and needs</p>	<p>02 Prioritise organic growth within each platform, driven by product, engagement and retention</p>	<p>03 Leverage shared infrastructure and capabilities to drive cost and operational efficiencies</p>	<p>04 Pursue disciplined, strategic M&A using a proven, repeatable integration playbook</p>
--	--	---	--

OUTCOME OF RESEARCH IS THAT THERE IS A GREATER OPPORTUNITY IN SERVING TWO DISTINCT AUDIENCES

Targeting the next generation of *digitally native, privacy-conscious mums*

<p>~27 AVG AGE, US MUM</p>	<p>STRATEGIC INSIGHT</p> <p>She's Gen Z, not Millennial. She discovers apps through TikTok, Reddit and AI search - not the App Store and she demands higher product integrity from day one.</p>	<p>Stalled organic growth THE PROBLEM TO SOLVE</p>
---------------------------------------	--	---

OUR RESPONSE - A FRAMEWORK FOR THE NEXT FOUR MONTHS

Pillar 01 App Discovery

Meeting Gen Z where they are. Shifting discovery strategy towards:

- TikTok & Reddit
- Social Media Communities
- ChatGPT & AI Search

Pillar 02 Positioning

Privacy is no longer a feature - it's an expectation:

- Radical privacy & trust
- Nostalgia & digital memories
- Monetising memory value

Pillar 03 Tech Advancements

A frictionless lifelong family memory archive:

- Auto-organisation & AI stories
- Frictionless integration
- Low-effort, high-value utility

THE ASSET Research validated that our technology is our greatest asset. We are repositioning and advancing the platform to extend the lids of the app and meet the next generation.

Leading with Privacy in a Rapidly Evolving Regulatory Landscape

Built for this shift as expectations rise

Australia

*Legislation -
age limits and privacy*

Social media ban for U16 in place, Children Online Privacy Code coming Dec 2026.
Tinybeans is the private alternative — already built for this world.

United States

*COPPA 2.0 —
advancing*

Children's data protection tightening. 25M US children aged 0–5 = core NY market, now protected by law.

Global trend

*Regulation -
accountability*

Multiple countries following Australia. AI deepfake awareness driving urgency around private photo storage. Civil cases being awarded against social media giants.

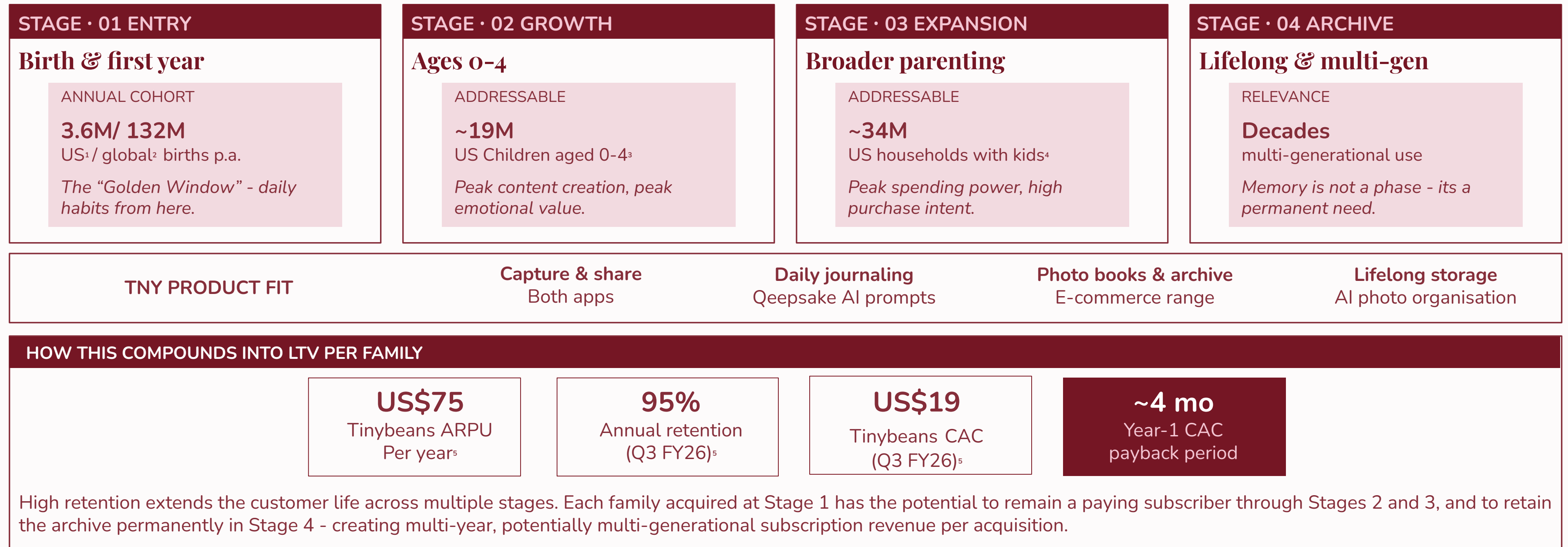
"Tinybeans was built 12 years ago for a world that is only now arriving. While the rest of the industry is navigating a trust crisis, we've spent over a decade building exactly what families are now looking for — a private, permanent home for their memories, on their terms."

TRACY CHO — INTERIM CEO

9 WHY TINYBEANS - THE MARKET OPPORTUNITY

From the first photo to the family archive

A predictable annual cohort · 95% retention · multi-decade subscription potential per family



SOURCES

¹ US births: CDC NCHS, Births in the United States, 2024 (Data Brief No. 535, July 2025) — 3,628,934 births. [cdc.gov/nchs/products/databriefs/db535.htm](https://www.cdc.gov/nchs/products/databriefs/db535.htm)

² Global births: UN DESA, World Population Prospects 2024 — ~132M global births p.a. population.un.org/wpp/

³ Children aged 0–4: US Census Bureau Vintage 2024 population estimates by age and sex. [census.gov/programs-surveys/popest](https://www.census.gov/programs-surveys/popest)

⁴ US family households with children under 18: US Census Bureau, America's Families & Living Arrangements 2024. [census.gov/newsroom/press-releases/2024/families-and-living-arrangements.html](https://www.census.gov/newsroom/press-releases/2024/families-and-living-arrangements.html)

⁵ ARPU, retention & CAC: Tinybeans Group Limited (ASX:TNY) Q3 FY26 Quarterly Activities Report, April 2026.

Entering Q4 Quarter with strong momentum

Q4 priorities mapped to the three-pillar framework, with a clear path to delivery.



“Tinybeans has reached a clear inflection point this quarter. With our strengthened leadership team and a clear focus on growth, the Company is well positioned to execute the next phase of growth as a globally scalable SaaS platform.”

JAMES WARBURTON · NON-EXECUTIVE CHAIR

Q4 FY26 PRIORITIES BY PILLAR

Pillar 01

App Discovery

Meeting Gen Z parents where they are.

- Launch creator partnership programme on TikTok & Instagram
- Establish authentic Reddit & community presence in core mum forums
- Begin AI-search optimisation for ChatGPT & Perplexity discovery

SUCCESS LOOKS LIKE

Reduced CAC, increased organic install share

Pillar 02

Product Positioning

Privacy as foundation, memory as value.

- Refresh brand messaging around radical privacy & trust
- Expand high-margin e-commerce range building on Mother’s Day success
- Test pricing & bundling for the “value to remember” thesis

SUCCESS LOOKS LIKE

Higher ARPU, e-commerce as growing % of revenue

Pillar 03

Product Advancements

A frictionless lifelong family archive.

- Deliver Tinybeans AI photo organisation & smart album features
- Roll out next-stage Qeepsake AI journaling features
- Continue ongoing work to extend operating efficiencies

SUCCESS LOOKS LIKE

Improved free-to-paid conversion, sustained EBITDA+

UNDERPINNING ALL THREE

Continued US growth strategy execution · disciplined cost base · Tinybeans & Qeepsake operating as a multi-brand portfolio with shared infrastructure.



Further information

Tracy Cho
Interim CEO
tracy.cho@tinybeans.com

Rebecca White
CFO and Executive Director
rebecca.white@tinybeans.com

Jane Morgan
Investor and Media Relations
jm@janemorganmanagement.com.au

“Market conditions may shift, but families continue to invest in memories that last a lifetime – This quarter’s results speak to that, and to our role as the home for those moments.”