tinybeans

FY26 Results Presentation

From private photo-sharing to family memory keeping.

Tinybeans Group Limited (ASX:TNY)

August 2026

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Who we are

The only privacy-first portfolio of memory platforms.

Purpose-built for lifelong family memory curation.

About

A trusted portfolio of platforms serving millions of families worldwide — private, secure spaces to capture, protect and preserve the moments you never want to forget.

Mission

To build privacy-first platforms that empower families to hold onto the moments that matter — now and for generations to come.

Vision

To make preserving life's most meaningful moments simpler, more secure and more enduring, through technology and a deep respect for family privacy.

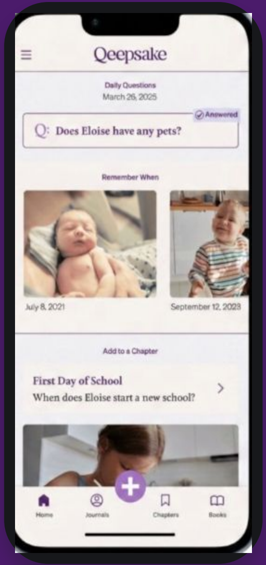
Our family of brands

Our brands provide solutions for private family memory-keeping.
Dedicated spaces for parents to capture, share and return to family life.

tinybeans

The home for your “remember whens”.

The family memory-keeping app where parents and their closest people build and return to their family story together.



Qeepsake

Tell your family's fullest story, one text at a time.

Helps busy parents save beautiful memories of their little one — journaling photos and milestones by text or in the app.

Investment overview

A capital-efficient, subscription-led platform.

A deeply engaged, long-tenure audience, improving unit economics, and multiple value creation levers.

US$427k
01

First EBITDA-positive year

FY26 adjusted EBITDA profit, on consecutive positive H2 quarters and US$3.6m revenue, up 70% year on year.

82%+
02

Capital efficient, debt free

Gross margin on a lean cost base after a ~33% FY25 cost-out, with positive operating cash flow and zero debt.

~74%
03

Recurring subscription base

Of total revenue, growing 45% year on year with 96% annual retention on Tinybeans+.

6 years
04

Deeply engaged audience

Average active subscriber tenure, across ~0.8m monthly active users and ~93k paid subscribers.

>1m
05

Monetisable first-party asset

Opted-in contactable users and 500m+ memories stored — a major under-monetised asset.

~80%
06

Proven inorganic growth

Subscriber uplift on day one from the Qeepsake acquisition, validated by Q3 and Q4 FY26 results.

FY26 highlights

Inorganic growth for a step-change in scale, **operational efficiencies** for sustainable growth, and **deep understanding of the next generation of new mothers** and their needs.

01 **~80% subscriber growth on day one**

Acquisition of the Qeepsake platform.

02 **Organic e-commerce growth**

iOS in-app photo store launched on Tinybeans.

03 **US$427k Adjusted EBITDA profit**

Operating synergies and cost-out realised.

04 **Tracy Cho appointed CEO**

Management changes to lead the next phase.

FY26 financial highlights

TOTAL REVENUE
US$6.49m

Up 35% year-on-year from FY25 US$4.82m

SUBSCRIPTION REVENUE
US$4.82m

Up 45% year-on-year from FY25 US$3.32m

E-COMMERCE REVENUE
US$767k

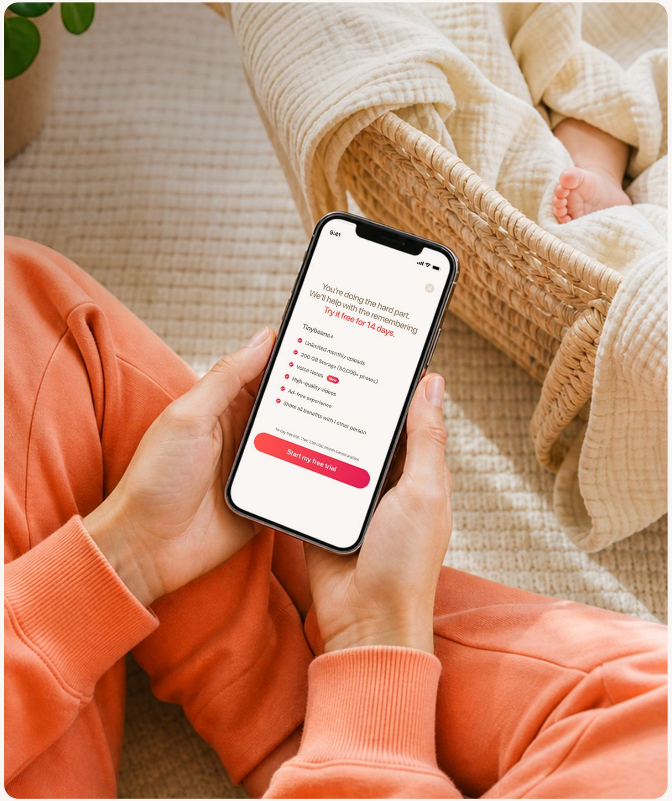
Up 646% year-on-year from FY25 US$103k

ADJUSTED EBITDA
US$427K

Major turnaround from FY25 EBITDA of (Loss of US$1.44m)

CASH
US$1.64m

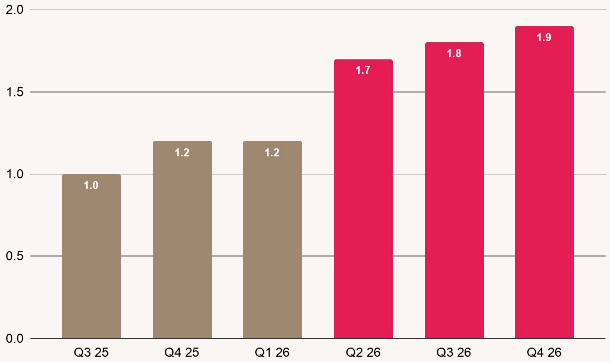
At end of financial year, no debt



Financial overview

The group has demonstrated two consecutive quarters of positive Adjusted EBITDA, as a transformative acquisition and a subscription-led shift drive both profitability and accelerating revenue growth.

Group Quarterly Revenue ($USm)



- Quarterly revenue grew to ~US$1.9m in Q4 FY26 (+57% YoY), with subscription revenue up 51% YoY to and e-commerce revenue up 1,600% YoY, aided by Mother's Day and Father's Day seasonality.

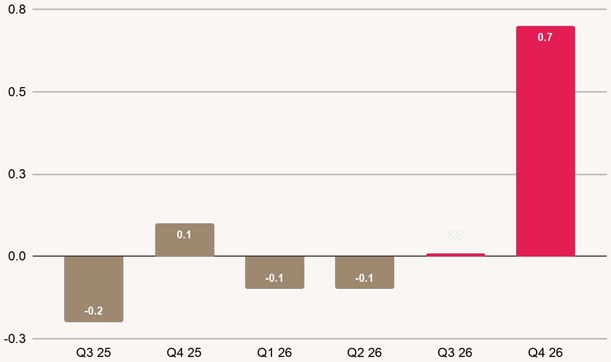
US$75
APRU (p.a.)*
Tinybeans

US$67
APRU (p.a.)*
Qeepsake

US$35
CAC*
Tinybeans

US$43
CAC*
Qeepsake

Group Adjusted EBITDA ($USm)



- Adjusted EBITDA reached US$664k in Q4 FY26 (US$73k excluding accrual of R&D Tax Incentive refund), a second consecutive EBITDA-positive quarter, validating the scalability of the subscription-led model and reflecting the benefits of the recent strategic acquisition.
- The improvement reflects two full quarter's contribution from the recent acquisition, partly offset by a deliberate step-up in customer acquisition investment across both Tinybeans and Qeepsake during the quarter.

*As at Jun-26

Expansion opportunities

A trusted, invite-only family memory platform with a deeply engaged audience, at a profitability inflection.

~93k Group total paid subscribers	**~0.8m** Group monthly active users*	**>1.2m** Database of existing or potential customers active in past year*	**US$6.5m** Group FY26 Revenue
96% Annual retention rate* Tinybeans	**76%** Annual retention rate* Qeepsake	**~6 yrs** Group average active subscriber tenure*	**500m+** Memories stored* Group data asset

Stage	Group Today	Services
Pregnancy & New Parenthood	Core	Registry & baby-prep content, prenatal community, personalised product recommendations.
Early Childhood	Core	Milestone tracking tools, pediatric / developmental content, curated product bundles (age-appropriate toys, books).
School-age & Adolescence	*Expansion Area*	*Family calendar/logistics tools, tutoring or activity marketplaces, screen-time and safety tech, school photo/yearbook adjacencies.*
Family Milestones (graduations, weddings, reunions)	*Expansion Area*	*Event planning/coordination tools, professional photo/video services, gifting & registry platforms.*
Multi-generational Legacy & Memory-keeping	*Expansion Area*	*Family archive/storage products, print-on-demand memory books, ancestry/family-tree integrations.*

*As at June 2026

Value creation levers

Multiple clear, executable levers available to the business to expand market share, deepen monetisation, and unlock the underlying audience asset.

01
Pricing Power
Tiered structure ready

Tinybeans currently only has a free tier and one premium tier.

New entry tiers could open volume expansion into ~1.1m active free users without premium cannibalisation.

Localised pricing also represents a core opportunity for the business.

02
Conversion Runway
Free-to-paid pipeline

270k free users sit against ~93k paid, serving as an immediate ~3x conversion pool.

~810k followers provide massive reach via gifting or partnerships.

Minimal historic marketing spend highlights huge upside.

03
Audience Asset
Under-monetised first-party

>1m opted-in contactable database of high-value parents and grandparents.

Opportunity to expand revenue and DTC commerce at low cost via partnerships.

04
Product Bundling
Untapped integrations

E-commerce and subscription operate separately with zero bundled options today.

Seasonal photo books and gift subscriptions share same grandparent-buyer occasion.

Employer benefit and B2B channels remain an opportunity.

05
Global Expansion
Language & geo growth

~95% of users currently in US despite iOS being live in 100+ markets.

Active cohorts exist in AU/NZ (22k), Canada (8k), and EU (12k) with zero localized marketing.

Industry overview

A large, structurally growing market, underpinned by privacy regulation, demographic and consumer-spend tailwinds.

~US$1.9bn+

Global parenting / family-tech app market (2025)

growing ~12% p.a.

~US$3.5bn – 5.0bn

Photobook & personalised photo-keepsake market (2025)

growing ~6.8% p.a.

132m

Global births p.a. (~3.6m in the US alone)

a recurring annual cohort of new addressable customers

Market growth drivers

Tightening privacy regulation

- The US KIDS Act (incorporating COPPA 2.0) passed the House in June 2026
- Australia's under-16 social media ban took effect in December 2025
- Both favour private, invite-only platforms

'Sharenting' backlash

- 81% of parents of online teens worry about advertisers accessing their child's data (46% "very" concerned), driving a shift toward closed, permission-based sharing

Subscription economy growth

- A US$1.7tn to US$3.0tn cross-industry opportunity, with subscription e-commerce growing c.20% p.a., supporting recurring, family-focused digital spend

Recurring demographic cohort

- c.3.6m US births in 2024 replenish the addressable new-parent cohort every year, independent of total population growth trends

Demand for tangible keepsakes

- Digital-native parents continue to seek physical, personalised photo products to mark childhood milestones, sustaining mid-single-digit category growth

Sources: CDC/NCHS Data Brief No. 535 (2025); Pew Research Center (2020); McKinsey & Company (2024); Loeb & Loeb LLP (2026); Online Safety Amendment (Social Media Minimum Age) Act 2024 (Australia); Market.us, Parenting Apps Market (2025); Fortune Business Insights; Cognitive Market Research (2025).

“Tinybeans really helped me get through postpartum. Each night, I would capture the day, write the story in the captions and think, ‘Okay, I got through it.’ It helped me preserve my daughter’s history, but it also gave me a way to process what I was experiencing. When I shared honestly about our nursing challenges, a cousin reached out and offered to bring us dinner — support I never would have asked for myself.”

Molly McDermott Walsh

Tinybeans user

FY27 priorities & outlook

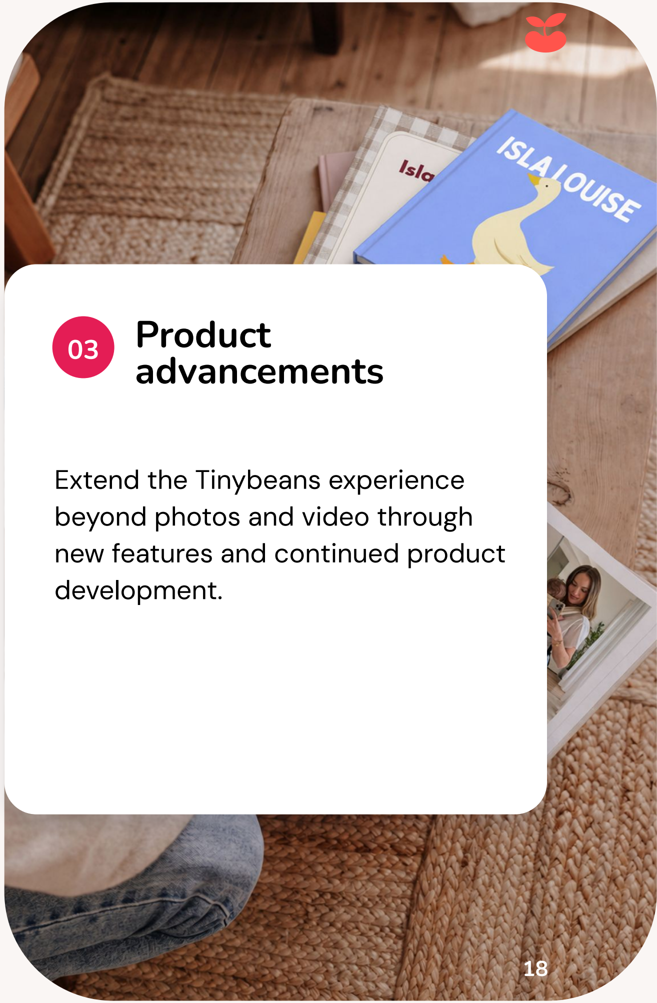
Three strategic pillars remain in focus for FY27, building on the work to date.

01 App discovery

Improve how families discover and engage with Tinybeans through social media, community groups, App Store visibility and owned audience channels.

02 Brand repositioning

Reposition Tinybeans from photo sharing to a private place where family moments live, with a clearer and more distinctive value proposition.



03 Product advancements

Extend the Tinybeans experience beyond photos and video through new features and continued product development.

Corporate snapshot

Tinybeans Group Limited (ASX:TNY, OTCQB: TNYYF) 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.

ASX:TNY	
Share price*	A$0.075
Shares on issue	183,340,218
Market Capitalisation	A$13.75M

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

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

* As at 25 August 2026

Board and management team

James Warburton
Non-Executive Chair
Ex CEO & MD Seven West Media

Tracy Cho
CEO
Ex CEO Qeepsake

Rebecca White
Executive Director & CFO
Ex CFO, CEO Revasum (RVS)

Caroline Simensen
VP of Marketing
Ex Camplify (CHL)

Michael Rothman
Non-Executive Director
GM Daily Mail US

Andrew Silverberg
Non-Executive Director
Thorney Investment Group

Cliff Sirlin
Non-Executive Director
Seasoned Founder & Ex CEO Domino

Why invest in Tinybeans?

The key strengths underpinning Tinybeans' investment proposition.

01

Category Leader

Privacy-first family memory technology, highly differentiated from mainstream social media.

02

Path to Profitability

Three consecutive quarters of positive operating cash flow; first full year of positive operating cash flow in FY26.

03

Growing Market

Large, structurally growing addressable market supported by regulatory and privacy tailwinds.

04

Growth Engine

Multi-brand engine (Tinybeans + Qeepsake) with a disciplined, repeatable M&A playbook.

05

Clean Balance

Solid financial foundation with US$1.64M cash and no debt.

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Further information

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"FY26 was the year Tinybeans came into its own, achieving positive operating cash flow while staying true to what makes us different: a private, trusted space for families to hold onto the moments that matter."

Tracy Cho
Chief Executive Officer