

12 October 2026

Tinybeans Appoints Head of Product to Drive Next Phase of Growth

Former Head of Product at Canon Europe's Lifecake brings proven experience in family memory-keeping, subscriber engagement and monetisation

Highlights

- Dean Fankhauser appointed Head of Product, effective 12 October 2026
- Former Head of Product at Lifecake, Canon Europe's private family photo and video platform, where the user base doubled to more than 2 million and engagement increased fourfold during his tenure
- Founder and Head of Product at Nuji, a consumer marketplace later acquired by Klarna, with further product leadership roles at Google and LVMH
- Appointment adds dedicated product leadership focused on customer experience, subscriber engagement and retention, and monetisation

Tinybeans Group Limited (ASX:TNY, OTCQB: TNYF) ("Tinybeans", "TNY" or the "Company"), a global, privacy-first technology platform building trusted digital experiences for families, is pleased to announce the appointment of Dean Fankhauser as Head of Product, effective 12 October 2026.

Mr Fankhauser brings more than a decade of experience building customer digital products, combining product strategy, user experience design and commercial execution. He had led product for a family photo platform, held product and UX leadership roles with global brands including Google, LVMH and Santander, and led product at a consumer marketplace later acquired by Klarna.

The appointment strengthens Tinybean's ability to translate customer insight into product improvements and commercial outcomes. Mr Fankhauser will lead product strategy, development and execution across the Tinybeans platform, with a focus on lifting user engagement, subscriber retention and commercial performance as the Company shapes the next phase of family memory-keeping.

Tinybeans CEO, Tracy Cho commented:

“What stood out to me about Dean is how he approaches product development, with a deep commitment to exceptional user-centric design. His experience at Lifecake gives him a genuine understanding of what families need to preserve and share their most meaningful memories.”

“And he has a proven track record of driving customer growth while leading multiple products. That combination is exactly what Tinybeans needs as we enter our next chapter of growth.”

Head of Product, Dean Fankhauser commented:

“Families capture more photos of their children than ever, but the real value lies in being able to find, revisit and share those moments. At Lifecake, I saw how much changes when you design for that - engagement grows, families invite each other in, and the product earns its place in everyday life.”

“Tinybeans has already earned something rare: the trust of families with their most precious moments. I’m excited to build on that foundation with the team, making Tinybeans even more valuable for the families who rely on it every day, while opening up new ways for the business to grow.”

Mr Fankhauser joined Lifecake, Canon Europe’s private photo and video timeline for families, as Head of UX in 2017 and was promoted to Head of Product within six months. Responsible for iOS, Android and web, he led engagement, growth and monetisation. During his tenure, the user base doubled to more than 2 million and engagement increased fourfold. His work included improving onboarding, family invitations and retrieval of past memories, and introducing the platform’s first revenue streams through contextual print offerings and automated photobooks.

Mr Fankhauser was Founder and Head of Product at Nuji, a social product-discovery marketplace, from 2011 to 2015 and remained a director until Klarna acquired the team and platform in 2020. Nuji grew to more than 5 million items from 10,000 designers. His responsibilities spanned product discovery, mobile development, catalogue architecture and affiliate monetisation.

His broader experience includes contract UX leadership on a greenfield YouTube product at Google; product strategy leadership for 24 Sèvres, LVMH's first multi-brand ecommerce platform; and directing Santander's Project Leapfrog, a 15-person team defining the bank's forward vision. He has also led UX for Toyota's UK showroom experience through AKQA, and worked with Capital One and Jaguar Land Rover.

This announcement has been approved by the Board of Directors.

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About Tinybeans Group Limited

Tinybeans Group Limited (ASX:TNY, OTCQB: TNYF) is a global, privacy-first technology platform building trusted digital experiences for families. Founded in 2012, the Tinybeans platform operates on a premium subscription model, an e-commerce photo products store, and brand partnerships, serving ~95k paid subscribers and ~1 million active families worldwide. The platform's invite-only, private architecture positions it as the trusted alternative to mainstream social media for families who value privacy and security.

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