Q1 FY27 Quarterly Activities Report and Appendix 4C

US$65K Adjusted EBITDA* Profit (Q1 FY26: US$ 125K loss)	**US$1.60M** Quarterly Revenue (Q1 FY26: US$1.18M)	**US$1.41M** ~AU$2.2M Cash at Quarter End
+ 807% E-commerce Revenue Growth (vs Q1 FY26)	**+ 74%** Subscription Revenue (vs Q1 FY26)	**~92k** Paid Subscribers
+146% Improvement in Tinybeans+ trial activation rate	**Partnered with Mother Euro & Dad Day**	**Upcoming events co-hosted with Babylist, Solid Starts & Schleich**

All financial figures are unaudited and presented in USD unless otherwise stated.
AUD figures have been calculated using USD:AUD 1.431 (as at 30 September 2026).
** Adjusted EBITDA is a non-IFRS financial measure and excludes stock-based compensation.*

Tinybeans Group Limited (**ASX:TNY, OTCQB: TNYYF**) (**"Tinybeans"**, **"TNY"** or "the **Company**" or "**Group**"), a global privacy-first technology platform building trusted digital experiences for families, is pleased to report on its quarterly activities for the period ended 30 September 2026 ("the **Quarter**").

CEO, Tracy Cho, commented on the Quarter:

"We recently welcomed Dean Fankhauser as Head of Product, a key hire as we sharpen our focus on two things: bringing more new parents to Tinybeans, and making sure they find real value from their very first moments on the platform. Getting acquisition and activation right is what turns a new download into a lifelong family archive. With a refreshed team and the US holiday season ahead, I'm genuinely excited about what we can deliver for families."

Financial Highlights

A summary of financial performance for Q1 FY27 is presented in the table below.

Q1 Summary Financials	Q1 FY27 US$'000	Q1 FY26 US$'000	Variance US$'000	Variance %
Subscription Revenue	1,395	803	592	74%
E-Commerce Revenue	127	14	113	807%
Other Revenue	80	367	(287)	(78%)
Total Revenue	**1,602**	**1,184**	418	35%
Gross Profit	**1,331**	**1,028**	303	29%
Adjusted EBITDA*	**65**	**(125)**	190	nm
Operating Cash Inflows	**10**	**(560)**	570	nm

Fourth consecutive quarter of operating cash inflows

Q1 FY27, represents the fourth consecutive quarter of operating cash inflows at US$10k (Q4 FY26: US$69k). This reflects sustained cost control by management, along with the benefits of the Qeepsake acquisition.

Investing cash outflows of US$245k (Q4 FY26: US$266k) reflect the continued investment in product development during the Quarter to drive customer acquisition and engagement, with various new features launched or in progress as noted in the operational update below.

Tinybeans finished the Quarter in a strong financial position with US$1.41M in cash on its balance sheet and no debt.

R&D Tax Incentive Refund

During the quarter the Company received an R&D refund from the ATO of US$217k in respect of the financial year ending 30 June 2025.

Director Payments

As detailed in item 6 of the Appendix 4C, the Company made payments totalling US$49K to related parties including executive and non-executive directors during the Quarter for Directors' remuneration.

CFO & Executive Director, Rebecca White, commented on the Quarter:

"Q1 was another quarter of consistent execution. We delivered a fourth consecutive quarter of positive operating cash flow, held our operating cost base steady and kept investing in product and marketing, finishing the Quarter with US$1.41 million in cash and no debt. That stability sets us up well for Q2, where Black Friday, Cyber Monday and the lead-up to the holidays make up our strongest trading period for photo books, cards and gifting."

Operational Highlights

The Group's subscription metrics remained solid during the Quarter, underpinned by strong retention and ARPU across both platforms:

Key Q1 FY27 Subscription Metrics	Tinybeans	Qeepsake
Average Revenue per User ("ARPU")	**US$76** (Q4 26: US$75)	**US$61** (Q4 26: US$67)
Retention Rate	**95%** (Q4 26: 95%)	**77%** (Q4 26: 77%)
Customer Acquisition Cost ("CAC")	**US$57** (Q4 26: US$35)	**US$61** (Q4 26: US$43)

Tinybeans continued to demonstrate strong customer loyalty with a 95% retention rate and stable ARPU of US$76. Qeepsake also maintained its strong retention rate. The increase in customer acquisition cost across both platforms reflects the Group's continued investment in driving customer acquisition and engagement.

Early product optimisation delivered encouraging results

Trial activation increased 146% compared with the June quarter, following improvements to the onboarding and paywall experience. The Company's growth strategy is increasingly focused on bringing conversion opportunities earlier in the customer journey, helping families recognise the value of Tinybeans sooner and building stronger pathways from registration to paid subscription.

Focus on subscriber acquisition

Following the testing of multiple partnership and acquisition models, the Company has identified improving early-stage conversion as a key priority to unlocking scalable growth. By helping more families experience the product's value earlier, Tinybeans aims to improve the return on existing acquisition activity and establish a stronger foundation for scaling future marketing and partnership investment.

Connecting with the next generation of parents

As Gen Z enters parenthood and the average age of first-time mothers in the US now approximately 28[1], Tinybeans is evolving its brand to engage a new generation of families who value authentic connection, community and shared experiences.

Research from Motherly found that 71% of mothers who reconnected with their community credited in-person meetups[1], reinforcing the growing importance of real-world connection alongside digital experiences.

Reflecting this shift, Tinybeans **partnered with Mother Euro** to support the launch of its London community, connecting with an international network of mothers through a shared focus on family, belonging and memory keeping. The Company also **partnered with Dad Day**, a community-led men's media platform, on a family memory-keeping challenge encouraging fathers to capture and preserve meaningful moments through personalised photo books.

These initiatives form part of Tinybeans' broader repositioning from private photo sharing to lifelong family memory keeping, building brand relevance and trusted community relationships among the next generation of parents.

Looking ahead: Community-led brand engagement

Building on this community-led approach, **Tinybeans will host in-person events in New York during the next quarter. The first event is in partnership with Auggie, Solid Starts, and Babylist exploring memorable milestones**. **The next event is in partnership with Schleich, JoyCat and photography studio Daysee.** The festive experience will bring together some of Tinybeans' most engaged New York families to celebrate the holiday season, capture meaningful moments and bring the brand's memory-keeping proposition to life.

The events form part of the Company's broader strategy to strengthen customer relationships, encourage brand advocacy and connect digital memory keeping with real-world experiences.

Events Post Quarter End

Strengthening product leadership and growth capabilities

Following quarter-end, Dean Fankhauser was appointed Head of Product, bringing extensive experience in scaling consumer technology businesses. Previously Head of Product at Canon's family photo app Lifecake, where he doubled the user base and quadrupled engagement, Dean also co-founded Nuji, a social commerce platform acquired by Klarna.

His appointment follows a comprehensive product growth audit completed in September with specialist partner Aperture, which identified more than 60 opportunities to improve onboarding, activation, subscription conversion and lifecycle engagement. Together, these initiatives strengthen our product leadership and establish a more focused, data-led approach to accelerating conversion and sustainable subscriber growth.

This announcement has been approved by the Board of Directors.

For further information

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About Tinybeans Group Limited

Tinybeans Group Limited (ASX:TNY, OTCQB: TNYYF) 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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Basis of Preparation

Adjusted EBITDA is unaudited and excludes stock-based compensation. ARPU, retention rate and CAC are unaudited operating metrics calculated by management using internal platform data. These metrics are provided to assist investors to understand operating performance and should not be treated as statutory financial measures.

Forward Looking Statements

Certain statements in this announcement 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 announcement. 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. Actual results may differ materially from any future results or performance expressed, predicted or implied by the statements contained in this announcement. 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 announcement 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.

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 2026

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	1,416	1,416
1.2	Payments for		
	(a) research and development	-	-
	(b) product manufacturing and operating costs	(366)	(366)
	(c) advertising and marketing	(153)	(153)
	(d) leased assets	-	-
	(e) staff costs	(469)	(469)
	(f) administration and corporate costs	(636)	(636)
1.3	Dividends received (see note 3)	-	-
1.4	Interest received	2	2
1.5	Interest and other costs of finance paid	(1)	(1)
1.6	Income taxes paid	-	-
1.7	Government grants and tax incentives	217	217
1.8	Other	-	-
1.9	**Net cash from / (used in) operating activities**	**10**	**10**

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	(245)	(245)
	(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**	**(245)**	**(245)**

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	1,641	1,641
4.2	Net cash from / (used in) operating activities (item 1.9 above)	10	10
4.3	Net cash from / (used in) investing activities (item 2.6 above)	(245)	(245)

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	5	5
4.6	**Cash and cash equivalents at end of period**	**1,411**	**1,411**

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	1,411	1,641
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)**	**1,411**	**1,641**

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	49
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)	10
8.2	Cash and cash equivalents at quarter end (item 4.6)	1,411
8.3	Unused finance facilities available at quarter end (item 7.5)	-
8.4	Total available funding (item 8.2 + item 8.3)	1,411
8.5	**Estimated quarters of funding available (item 8.4 divided by item 8.1)**	N/A

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?

N/A

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?

N/A

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?

N/A

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: 28 October 2026

Authorised by: The Board of Directors
(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.