tinybeans

ANNUAL GENERAL MEETING

FY26 Annual General Meeting

A better way to remember, share and print their childhood.

Tinybeans Group Limited (ASX:TNY)

11 November 2026 · 24–26 Kent Street, Millers Point, NSW 2000



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

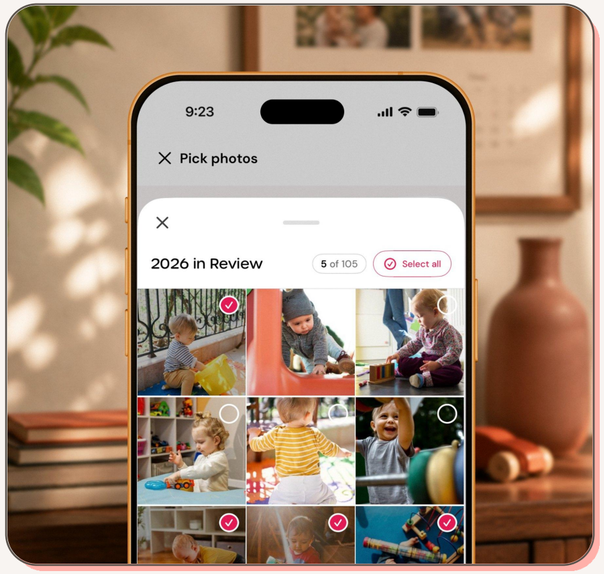
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OVERVIEW

Tinybeans at a glance.

tinybeans Qeepsake



A privacy-first portfolio of family memory platforms, helping parents and their closest people capture, share and relive family life.

~0.8m
monthly active users

725m+
memories stored

150k+
five-star reviews, 4.9 rating

~92k
paid subscribers[2]

↑ 35% y/o/y

US$6.49m
FY26 revenue

US$427k
Adj. EBITDA[1], first positive year

FY26, year ended 30/06/2026. [1] Includes an R&D Tax Incentive refund accrued in Q4 FY26. [2] As at 30/09/2026.

INVESTMENT THESIS

Tinybeans Investment Highlights.

A trusted, privacy-first category leader
Invite-only family memory keeping, distinct from public social media.

150k+
five-star reviews

Recurring, sticky revenue
Subscriptions are ~74% of revenue, and families stay for years.

~6 yrs
average tenure

EBITDA positive and self-funding
First year of positive Adjusted EBITDA and operating cash flow; no debt.

US$427k
Adj. EBITDA[1]

A large audience still to convert
>1.2m active database and ~0.8m monthly users, against ~92k paid.

~0.8m
monthly users

Multiple growth engines
Photo books, partnerships and a proven acquisition playbook.

+646%
FY26 e-commerce

FY26 unless stated. [1] Includes an R&D Tax Incentive refund accrued in Q4 FY26.

A NOTE FROM OUR CHAIR

A transformational year.

FY26 was a year I'm genuinely proud to share with you. For the first time since Tinybeans began, we delivered a full year of positive operating cash flow.

We welcomed Qeepsake into the family, grew revenue 35% to US$6.49 million, and finished the year with US$1.64 million in the bank and no debt.

The world is moving our way. Families want private, trusted spaces for their memories, and that's what Tinybeans has always stood for. Most of all, it's the families who make this worthwhile.

For many new parents, Tinybeans is more than an app: it's how grandparents feel close, and a quiet support in those early months.

With Tracy and her team leading the way, I'm excited about what's ahead. Thank you for your continued support.

James



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



SECTION ONE

FY26 in review

The Qeepsake acquisition, a new photo store and our first EBITDA positive year.

LOOKING BACK ON FY26

The year Tinybeans changed shape.

+80%

Qeepsake acquired

Paid subscribers up ~80% on day one.

+646%

In-app photo store

iOS photo store launched; e-commerce revenue up 646%.

In-house

Bespoke photo books

A new range designed in-house, available from within the iOS app.

~33%

Cost base reset

The FY25 cost-out gave FY26 a lean, scalable base.

US$427k

An EBITDA positive year

First full year of positive Adjusted EBITDA[1] and operating cash flow.

New CEO

New leadership

Tracy Cho, former CEO of Qeepsake, appointed CEO.

Sources: FY26 results presentation released on 27/08/2026; Q4 FY26 quarterly report released on 28/07/2026. [1] Includes an R&D Tax Incentive refund accrued in Q4 FY26.

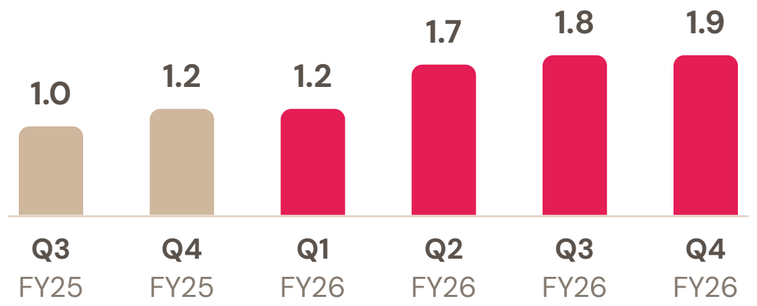
FY26 FINANCIAL OVERVIEW

FY26 revenue up 35% to US$6.49m.

FULL YEAR, US$

Metric	FY25	FY26	Change
Total revenue	4.82m	6.49m	+35%
Subscription revenue	3.32m	4.82m	+45%
E-commerce revenue	0.10m	0.77m	+646%
Adjusted EBITDA[1]	(1.44m)	0.43m	+1.87m
Gross margin	87%	82%	(5) pts
Cash at 30 June	1.71m	1.64m	(0.07m)

QUARTERLY REVENUE, US$M



US$1.64m
cash at 30/06/2026

No debt

3 consecutive quarters of positive operating cash flow

[1] Non-IFRS. Includes an R&D Tax Incentive refund accrued in Q4 (Q4 Adj. EBITDA US$664k; US$73k excluding it). Quarterly revenue rounded to US$0.1m.



SECTION TWO

Looking forward

From photo sharing to memory keeping: activation, trust and partnerships.

WHY MEMORY KEEPING

Storage is solved. Memory isn’t.

Families capture more of childhood than ever, then rarely see it again. We help them find, relive and share the moments that matter.

70%
of smartphone photos are never revisited

1 in 2
say their camera roll causes them stress

21%
think their camera roll tells the full story of their year

48%
feel more connected to memories once printed

132m
births a year, ~3.6m of them in the US

US$1.9bn
family-tech apps, growing ~12% a year

US$3.5bn+
photo books and personalised keepsakes

Sources: Popsa, Memory Economy Report 2026; Mixbook/YouGov (Nov 2025); Market.us (2025); Cognitive Market Research (2025); CDC/NCHS (2025).

ACTIVATION AND ACQUISITION

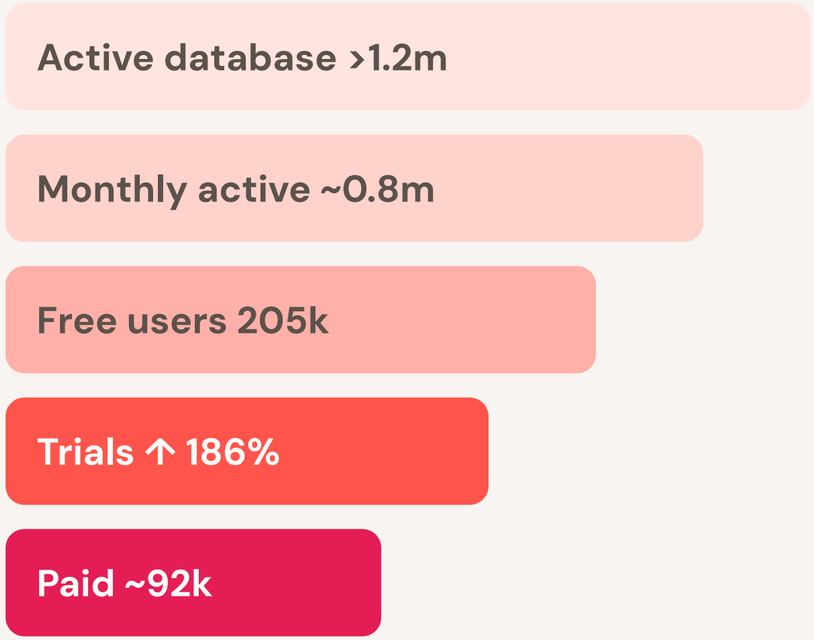
Trial activation up 186% since year end.

186%

increase in trial activation since year end

After onboarding and paywall changes from June 2026

THE FUNNEL AT 31/10/2026



WHAT IT MEANS

Every new user now sees the offer on day one (from 41%), and day-one trial opt-in rose from 6.4% to 12%.

A wider top of the paid funnel. +1 pt free-to-paid on 205k free users ≈ +2.1k subscribers, ~US$0.15m a year.

Next: trial-to-paid, which eased from 64% to 44% as trial volume grew.

Tinybeans, June to October 2026. Funnel bars illustrative. Sensitivity at US$75 ARPU; an illustration, not guidance.

OUR FLYWHEEL

Every family brings the next.



1. **New parents join**
   and start a private family album
2. **Family is invited in** — ~7 followers per user
   grandparents and close family follow along
3. **Memories are shared**
   725m+ stored and growing every day
4. **Memories take shape**
   stories, milestones and printed photo books
5. **Families stay**
   ~6-year average subscriber tenure
6. **Followers drive referrals**
   followers become the next new parents

Invite-only: every family brings its closest people onto the platform.

BRAND AWARENESS AND TRUST

Parents buy on recommendation.

Most parenting purchases start with another parent. So we need to go where parents talk: through partners, events and communities they already trust.

109

word-of-mouth conversations a week about products and brands, among new and expecting mums

73%

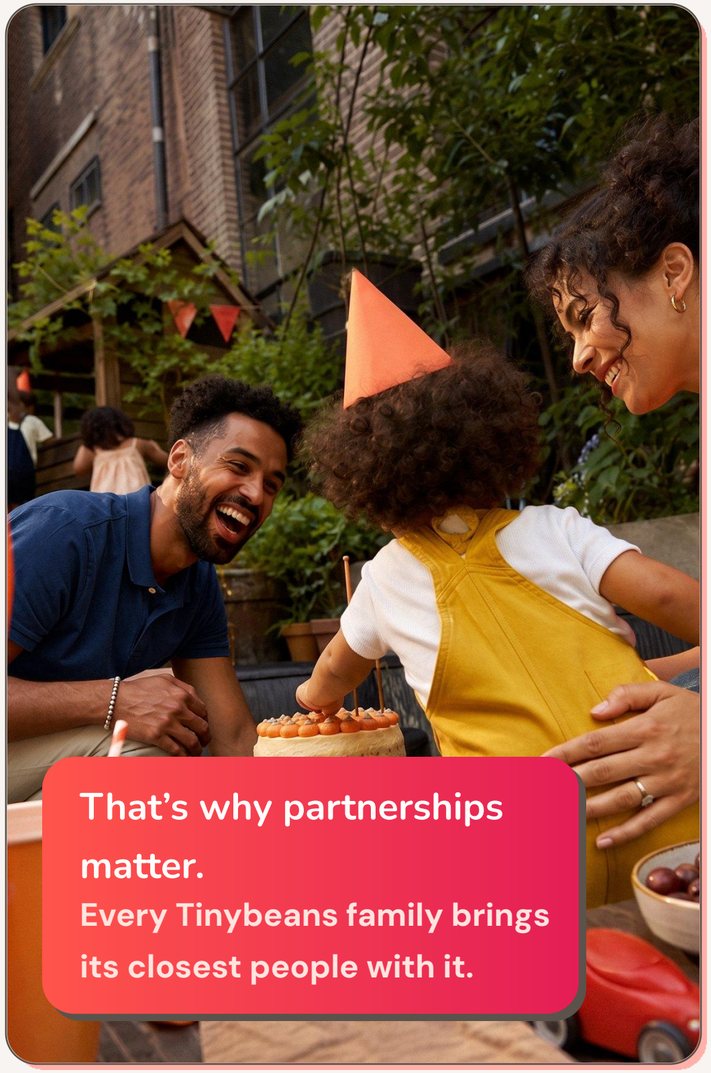
of mums rely on product recommendations from other parents on social media

82%

of mums talk to other mums about the products they use

150k+

five-star reviews: our own word of mouth, 4.9 rating



Sources: BabyCenter and Keller Fay Group; MediaPost; 24-7 Press Release (2017). Tinybeans App Store reviews.



EVENT

Tinybeans ToyLab

Brought families and leading toy brands Schleich, JoyCat and more together for an immersive holiday experience.





EVENT

Auggie x Babylist

Introduced Tinybeans to an engaged community of mums through an activation at Babylist's NYC showroom.

PARTNERSHIPS AND EVENTS

Meeting parents where life is happening.

What partnerships build

Brand awareness
with new parents who don't know us yet

Community
where parents already gather

Credibility
borrowed from brands parents trust

Scalable acquisition
a repeatable channel to new parents

PARTNERSHIPS

Building credibility through trusted voices.





LONDON LAUNCH

Mother Euro

A community partnership in London: an intimate event, gifting and creator content for international mothers.

FROM THEIR NEWSLETTER

“Tinybeans made this less of a thing for us. One link, they get the updates.”

COMMUNITY PARTNERSHIP

Dad Day

A three-month partnership reaching an engaged community of dads through newsletters and storytelling.





CREATOR CAMPAIGN

Non-Practicing Genius

110k+ views and **64k unique accounts** reached through authentic parenting storytelling.

11 NOVEMBER 2026

Tracy Cho moderating an Auggie panel on return to work . https://www.auggie.com/events/104356

Source: Q1 FY27 quarterly activities report (28/10/2026) and company information.

PHOTO BOOKS

Getting memories out of the phone.

Our three new designs were our top sellers in October 2026.



2026 Year Book



“Oh, these days”



Name Day

US$767k
FY26 e-commerce revenue
up 646% on FY25

US$127k
Q1 FY27 e-commerce revenue
up 807% on Q1 FY26

1.3k
books ordered in Q1 FY27[1]
up 406% on Q1 FY26

Sources: FY26 results; Q1 FY27 quarterly report; company data. [1] Tinybeans and Qeepsake; Q1 FY26 comparison is Tinybeans only.

LOOKING FORWARD

Q1 FY27: a strong start.

US$1.60m
revenue
↑ 35% on pcp

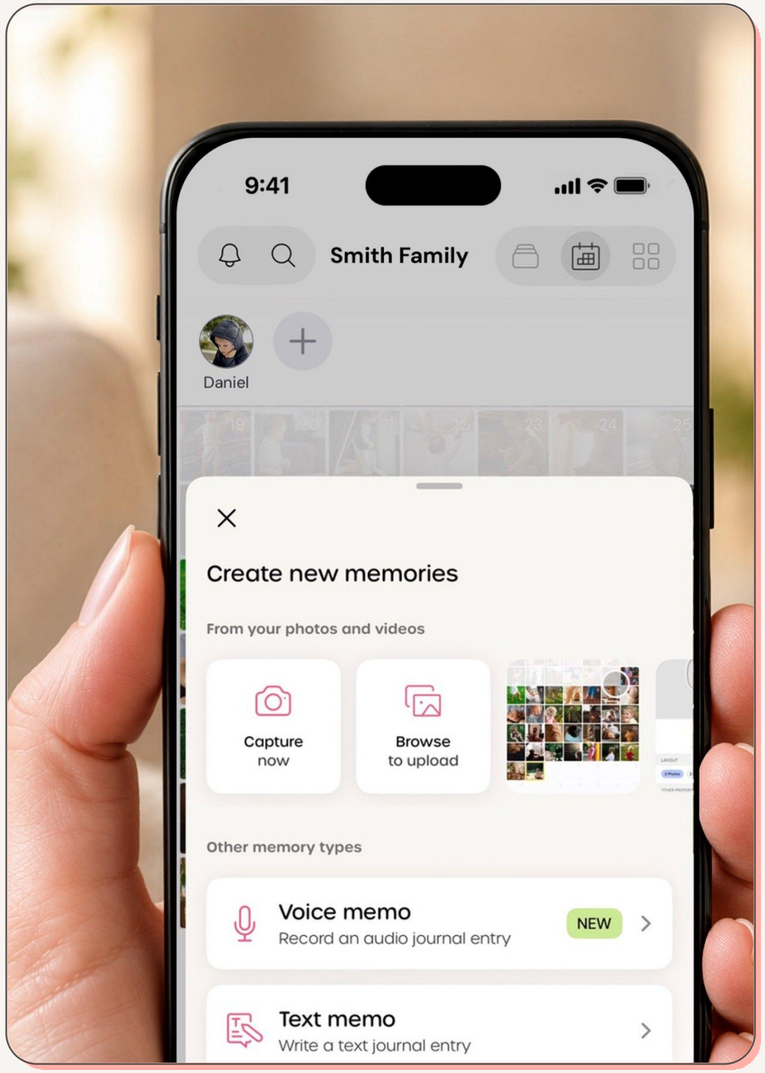
US$1.40m
subscription revenue
↑ 74% on pcp

US$127k
e-commerce revenue
↑ 807% on pcp

US$65k
Adjusted EBITDA
from a US$125k loss

New Head of Product: Dean Fankhauser joined in October to lead product and growth, focused on onboarding, activation and conversion.

December quarter: expected to be the strongest for ecommerce revenue with Black Friday, Cyber Monday & Christmas.



FY27 PRIORITIES

What shareholders can look forward to.

Launch of “The Moment” and a new website

A new editorial destination for memory keeping, alongside a refreshed website built to drive registrations.

February 2027

Building on partnerships

A repeatable acquisition channel through partners such as Mother Euro, Dad Day, Non-Practicing Genius, ToyLab and Auggie.

Ongoing through FY27

Reporting on acquisition and activation

Regular updates on how many new parents we reach, how many start a trial, and how many convert.

Each quarterly report

WHAT WE WILL REPORT

- Paid subscribers
- Monthly active users
- Trial activation and conversion
- ARPU
- Subscriber retention
- E-commerce revenue
- Adjusted EBITDA and operating cash flow

Reporting metrics subject to Board confirmation.

CORPORATE OVERVIEW

Capital structure and leadership.

ASX:TNY · OTCPK:TNYYF

Share price*	**A$0.039**
Shares on issue*	**183,340,218**
Market capitalisation*	**A$7.15m**
Cash (30/06/2026)	**US$1.64m**
Debt	**Nil**

MAJOR SHAREHOLDERS*

Thorney Investment Group	**30.78%**
Qeepsake, Inc.	**9.59%**

BOARD AND MANAGEMENT

James Warburton
JW Non-Executive Chair · Former CEO & MD, Seven West Media

Tracy Cho
TC Chief Executive Officer · Former CEO, Qeepsake

Rebecca White
RW Executive Director & CFO · Former CFO and CEO, Revasum

Michael Rothman
MR Non-Executive Director · GM, Daily Mail US

Andrew Silverberg
AS Non-Executive Director · Thorney Investment Group

Cliff Sirlin
CS Non-Executive Director · Founder, former CEO Domino

Caroline Simensen
CS VP Marketing · Formerly Camplify

Dean Fankhauser
DF Head of Product · Founder, ex Backthen

* As at 10/11/2026.

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Thank you.

The small things of today are sometimes the best memories of tomorrow.

Authorised for release by the Board of Directors.

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