

## ASX RELEASE

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### Tinybeans chosen to be featured in Apple App Store

**Tinybeans Group Limited (ASX: TNY)** (“Tinybeans” or “the Company”), the technology platform that connects parents with the most trusted tools and resources on the planet to help every family thrive, is proud to announce today that they have been featured as Apple’s App of the Day in 76 countries during Apple’s Worldwide Developer Conference, where the focus has been on **user data privacy**.

#### Highlights:

- **Tinybeans has been chosen by Apple to be the “App of the Day” in Australia, France, Brazil and 73 other countries today;**
- **This coincides with Apple’s Worldwide developer conference going on at present where the major theme is Data Privacy;**
- **The announcement today of Tinybeans being chosen by Apple further demonstrates the importance of privacy and is further validation of why Tinybeans might soon become a household name when it comes to privacy in the future;**
- **Less than 500 apps in the world are featured as App of the Day every year; and**
- **Being App of the Day in the Apple App Store is anticipated to drive 2 to 3 times more impressions of the app in the countries featured in the next 24 hours, which will lead to growth in downloads.**

Apple’s headline for the App of the day is

**“Never lose a childhood memory: Tinybeans Family & Baby Album is here to help”**

### In Australia



One minute they're crawling, the next they're giving you sass. Your kids grow up fast – blink and you'll miss it.

*Tinybeans Milestones Album* means you'll never lose a memory, and you can share the milestones with people who can't always be there with you.

### In France



Le temps passe vite, et il suffit de regarder les enfants grandir pour s'en rendre compte. Un jour, on découvre leur première dent ; le lendemain, on les envoie à la fac.

Pas une seconde à perdre : avec *Tinybeans Baby & Family Album*, vous pouvez immortaliser tous les moments importants de leur vie (et les partager en privé avec tous vos proches).

### In Brazil



Uma hora eles estão engatinhando, na outra já fazem malcriação. Criança cresce rápido – piscou, perdeu.

Com *Tinybeans Family & Baby Album*, você nunca vai perder uma memória, e pode compartilhar os momentos marcantes com pessoas que não podem sempre estar ao seu lado.

Tinybeans CEO, Eddie Geller, said:

*"We are thrilled to have Tinybeans featured globally by Apple. We have invested heavily in our iOS app since we first launched in the App Store in 2012 and are incredibly proud that we have always maintained our 5 star rating. From the beginning we always knew the importance of privacy and designing a beautifully simple app that people around the world have come to adore. So being recognised as App of the Day is a special milestone that the Tinybeans team is really excited by."*

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**Tinybeans Group Limited (ASX: TNY)** is a mobile and web-based technology platform that connects parents with the most trusted tools and resources on the planet to help every family thrive. Tinybeans generates revenue from advertising from brands, premium subscriptions and printed products.

Founded in Sydney, Australia in 2012, Tinybeans serves a deeply engaged user base of 3.2 Million members and over 1.14 Million monthly active in over 200 countries/territories and keeps nearly 200 million precious memories safe.

Every day millions of people including celebrities, politicians and high-profile families rely on Tinybeans as their primary platform for capturing, storing and sharing their children's life stories.

To watch Tinybeans' CEO, Eddie Geller's recent address on H1-FY19 Results, see here - [http://bit.ly/tny\\_h1fy19](http://bit.ly/tny_h1fy19)

[www.tinybeans.com](http://www.tinybeans.com)

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