ASX ANNOUNCEMENT

14 November 2025

Completion of Qeepsake Asset Acquisition

Tinybeans Group Limited (ASX: TNY) (“**Tinybeans**” or “the **Company**”) refers to its ASX announcement of 3 November 2025 and is pleased to announce that it has completed the acquisition (“**Acquisition**”) of the assets of US-based Qeepsake Inc. (“**Qeepsake**”), following satisfaction of all completion items under the Asset Purchase Agreement.

The Acquisition marks an important step in Tinybeans’ strategy to expand its subscription-based platform and strengthen its position as the leading privacy-first family memory and photo-sharing platform.

As part completion, Tinybeans has issued to Qeepsake 17,583,966 fully paid ordinary shares (**Consideration Shares**), with such number determined by dividing US$1.2 million (A$1,818,182) by the 90-day VWAP ending the day prior to completion of the Acquisition, namely A$0.1034.

These Consideration Shares were issued within the Company's 15% Placement Capacity under Listing Rule 7.1 and are subject to a 24-month voluntary escrow.

Tinybeans will issue the balance consideration for the Acquisition, being 1,500,000 performance rights (**Consideration Performance Rights**), following Shareholder approval. Refer to the ASX Announcement of 3 November 2025 for further information on the terms of the Consideration Performance Rights.

Next Steps

The integration of Qeepsake’s product features and subscriber base will commence immediately and run into 2026. Tinybeans’ is focused on delivering a smooth transition for subscribers while realising operating efficiencies and monetisation opportunities across the combined group.

As previously announced, following the 2025 Annual General Meeting, Cliff Sirlin, the former Chair of Qeepsake, will join the board of Tinybeans as a Non-Executive Director. Tracy Cho, Qeepsake’s CEO, has joined Tinybeans as General Manager – Qeepsake.

Commentary

Zsofi Paterson, Managing Director and CEO, said:

“With completion now finalised, we’re focused on integration, subscriber engagement and exciting product developments (including the launch of our new in-app Photo Store). Qeepsake’s technology and community are a perfect fit for Tinybeans and we look forward to delivering even more value for families and shareholders as we bring the two platforms together.”

This ASX announcement has been approved for release by the TNY Board.

For investor enquiries, please contact:

Zsofi Paterson
Chief Executive Officer & Managing Director
E: investors@tinybeans.com

Rod Hinchcliffe
Director, Media & Capital Partners
E: rod.hinchcliffe@mcpartners.com.au

For media enquiries please contact:

Melissa Hamilton
Director, Media & Capital Partners
E: melissa.hamilton@mcpartners.com.au

About Tinybeans Group

Tinybeans Group Limited (ASX:TNY, OTCQB:TNYYF) Tinybeans is a leading global consumer subscription platform, serving millions of Millennial and Gen Z parents and their families monthly. At its core, Tinybeans is a private photo-sharing app and media platform that connects families and turns moments into memories. Tinybeans has been loved and trusted by parents and families around the world since its founding in Australia in 2012, and is an ongoing resource for parents due to its insightful, relatable and credible content written by a team of dedicated parents and experts. Tinybeans enjoys over 150,000 5 star reviews in the Apple App and Google Play stores, and has users in almost every country in the world.