

## ASX Announcement

14 July 2026

# Tinybeans appoints Tracy Cho as Chief Executive Officer

*Permanent appointment follows five-months tenure as Interim CEO*

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 Tracy Cho as Chief Executive Officer on a permanent basis, effective 14 July 2026. Ms Cho has served as Interim CEO since 23 February 2026.

During her time as Interim CEO, Ms Cho has focused on laying the operational and strategic foundations for the Company's next phase focused on subscriber growth. Her permanent appointment reflects the Board's confidence in her ability to build on that work and execute the Company's US growth strategy.

Ms Cho brings over 20 years' experience scaling U.S.-focused digital media and technology businesses with a track record of leading organisations through significant business model transitions. She began her career at Condé Nast, where she worked on the transition of print media brands to digital platforms, before moving into a digital-first marketing role at Refinery29. She subsequently spent over five years at Domino, where she helped lead the home décor brand from a standalone media business through its acquisition by Recurrent Ventures and its transition into a multi-brand portfolio model. Across these roles, Ms Cho has consistently built new, diversified revenue streams to support each business through its transition. She was most recently Chief Executive Officer of Qeepsake Inc., the US journaling platform acquired by Tinybeans in November 2025, and joined the Tinybeans executive team as General Manager of Qeepsake prior to her appointment as Interim CEO.

The United States is Tinybeans' largest and core market, accounting for approximately 98% of Group revenue and 84% of its user base. Based in the US, Ms Cho is well positioned to lead the Company's expansion in that market.

During Ms Cho's tenure as Interim CEO, Tinybeans delivered its first EBITDA-positive quarter in the Company's history in Q3 FY26, with total quarterly revenue of US\$1.79 million, up 86% year-on-year, subscription revenue of US\$1.45 million, and operating cash flow of US\$324,000. The combined Tinybeans and Qeepsake business now serves approximately 95,000 paid subscribers, with retention rates of 95% on the Tinybeans platform and 79% on Qeepsake.

**Chair, James Warburton, said:**

*"Over the past five months, Tracy has demonstrated the commercial capability and leadership the Board was looking for in a permanent CEO. Her experience across technology, digital media and the parenting and family sector is directly relevant to Tinybeans, and the Board is confident that she is the right person to lead the Company and execute its strategy."*

**Chief Executive Officer, Tracy Cho, said:**

*"I am privileged to lead Tinybeans as a world-leading, privacy-first family memory platform. I've spent my career at companies navigating transformative change, and as a parent myself, this mission is deeply personal: families are trusting us with their most precious memories. We have a strong team, a differentiated technology offering and a product range that our customers value. I am focused on executing our strategy with discipline and serving our families and shareholders well."*

A summary of the material terms of Ms Cho's employment agreement is set out in Appendix A.

**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: 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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## Appendix A

### Summary of material terms of the CEO Employment Agreement

| Term                  | Detail                                                                                                                                                                                                                                                                                                       |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Position              | Chief Executive Officer, reporting to the Board of Directors.                                                                                                                                                                                                                                                |
| Employing entity      | Tinybeans USA Ltd.                                                                                                                                                                                                                                                                                           |
| Commencement          | 14 July 2026                                                                                                                                                                                                                                                                                                 |
| Location / basis      | Connecticut, United States. Full-time, work-from-home with travel as required.                                                                                                                                                                                                                               |
| Base salary           | US\$270,000 per annum, less applicable deductions and withholdings.                                                                                                                                                                                                                                          |
| Short-term incentive  | Annual performance bonus with a target of 20% of base salary (approximately US\$54,000 at target), subject to Board approval and achievement of KPIs agreed with the Board.                                                                                                                                  |
| Long-term incentive   | Annual equity award with a target grant-date value of US\$50,000 per annum, subject to Board approval, achievement of agreed KPIs, and the terms of the Company's equity incentive plan (including any vesting schedule).                                                                                    |
| Notice period         | Twelve (12) weeks' written notice by either party, except termination by the Company for cause. The Company may make a payment in lieu of some or all of the notice period.                                                                                                                                  |
| Severance             | Where the Company terminates without cause and elects not to have the executive work the notice period, payment of base salary for the unworked portion of the 12-week notice period, conditional on execution of a separation agreement and release and continued compliance with the protective covenants. |
| Restraints            | Non-competition, non-solicitation of employees, and non-solicitation of investors and clients for eleven (11) months following termination. Confidentiality, non-disparagement and IP assignment obligations also apply.                                                                                     |
| Indemnity & insurance | Indemnification to the fullest extent permitted by law, together with directors' and officers' liability insurance on terms no less favourable than those provided to other executive officers and directors.                                                                                                |
| Governing law         | State of Connecticut, United States.                                                                                                                                                                                                                                                                         |