June 5, 2025

tiny

2024 AGM

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Figures are presented in Canadian dollars, unless otherwise noted.

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This presentation refers to certain financial performance measures that are not defined by and do not have a standardized meaning under International Financial Reporting Standards (termed "Non IFRS measures") such as Adjusted EBITDA, Adjusted EBITDA %, Adjusted EBITDA Margin, Recurring Revenue, Recurring Revenue %, and Free Cash Flow. Non-IFRS measures are used by management to assess the financial and operational performance of the Company. The Company believes that these Non-IFRS measures, in addition to conventional measures prepared in accordance with International Financial Reporting Standard, enable investors to evaluate the Company's operating results, underlying performance and prospects in a similar manner to the Company's management. As there are no standardized methods of calculating these Non-IFRS measures, the Company's approach may differ from those used by others, and accordingly, the use of these measures may not be directly comparable. The Non-IFRS measures are intended to provide additional information and should not be considered in isolation or as a substitute for measures of performance prepared in accordance with International Financial Reporting Standards. Please refer to the Company's management's discussion and analyses for the year ended December 31, 2024 and for the three-months ended March 31, 2025 which are available under the Company's profile on SEDAR+ at www.sedarplus.com for a reconciliation of such Non-IFRS measures to the most directly comparable International Financial Reporting Standards financial measure.

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Tiny Ltd.

Revenue
$194.2M
FY 2024

FY 2024 Adj. EBITDA
$31.0M
FY 2024

Free Cash Flow
$9.3M
FY 2024

serato · Metalab · Dribbble · HAPPYFUNCORP
Z51 · Creative Market · Stamped · FOURSIXTY
KNO · ARCHETYPE · Orbit · Pixel Union
CLEAN CANVAS · METEOR · MSI · WWR

Tiny Fund I

Revenue
$66.0M
FY 2024[1]

Distributions to Tiny Ltd.
~$2.2M
FY 2024

Letterboxd · AeroPress
Mateína · Abstract
befunky · wholesalepet.com
Conference Badge · girlboss

Welcome to our 2024 AGM

Thank You to our Employees, Board, Investors & Partners

Introductions

tiny

(1) Tiny Fund I revenue is unaudited

What we said last year...

01

Increase Cash Flow

Increase our cash flow and profitability through organic growth and cost discipline

02

Disciplined Acquisitions

Evaluate high quality tuck-ins and platforms with a focus on recurring revenue

03

Manage & Reduce Leverage

Prioritize reducing leverage through through debt repayment and increasing profitability

04

Transparency & Disclosure

Enhance and improve Tiny’s public public disclosure

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Increase Cash Flow

Simplified & Efficient Operating Structure

$4.0M+ in annualized cost savings

Organic Growth Investment & Aligned Management

Profitable long-term growth strategy

Distributions from Tiny Fund

~ $2.2M FY 2024
~ $1.0M in Q1 2025

Focus on Core Assets

Exited 8020 & Frosty



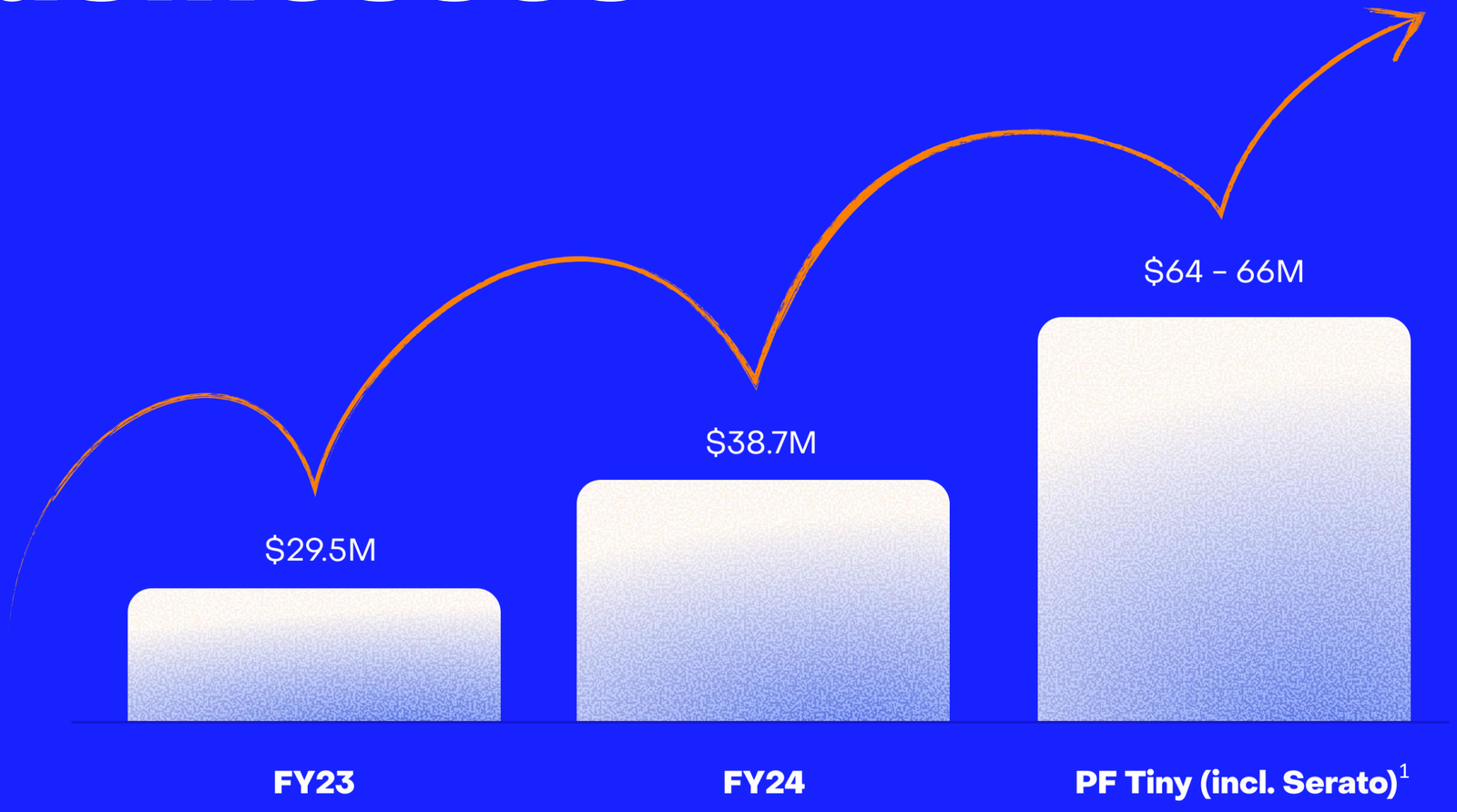
Focus on High Quality Recurring Revenue Businesses

Repeat
Ecommerce Retention (2024)

MSI MediaNet
VMS (2024)

wholesalepet.com
B2B pet supply marketplace (2024 – Fund)

serato
DJ Software (May 2025)



(1) Information reflects the unaudited pro forma financial results of Tiny and Serato on a fully consolidated basis. Pursuant to the terms of the acquisition of Serato, Tiny acquired 66% of the issued and outstanding shares of Serato.

02
Disciplined Acquisitions

serato

25-year History

Market Leader in DJ Software

Increases Tiny's Recurring Revenue[1] by 68%[3], Total Revenue by 24%[3], and Adjusted EBITDA[1] by 45%[3]

Long-term Organic Growth Opportunities

Increases Tiny's Operating Scale Scale and Cash Flow Profile

Run-Rate Revenue [1]

$43M[4]

Recurring Revenue [2]

~62%

Adj. EBITDA Margin [1]

~35%

Users Globally

2M+

(1) Run-rate revenue is derived by dividing the nine-month figure by a factor of 0.75 (nine of twelve months) to arrive at an annualized amount. Annualized figures differ from actual results, and are to help facilitate comparability, but should not be relied on as showing actual Serato numbers for the LTM period. All figures are subject to adjustment.
(2) Recurring Revenue is equal to Subscription Revenue.
(3) Information reflects the unaudited pro forma financial results of Tiny and Serato on a fully consolidated basis. Pursuant to the terms of the acquisition of Serato, Tiny acquired 66% of the issued and outstanding shares of Serato.
(4) Converted from US$31M at a USD:CAD rate of 1.386

Manage & Reduce Leverage

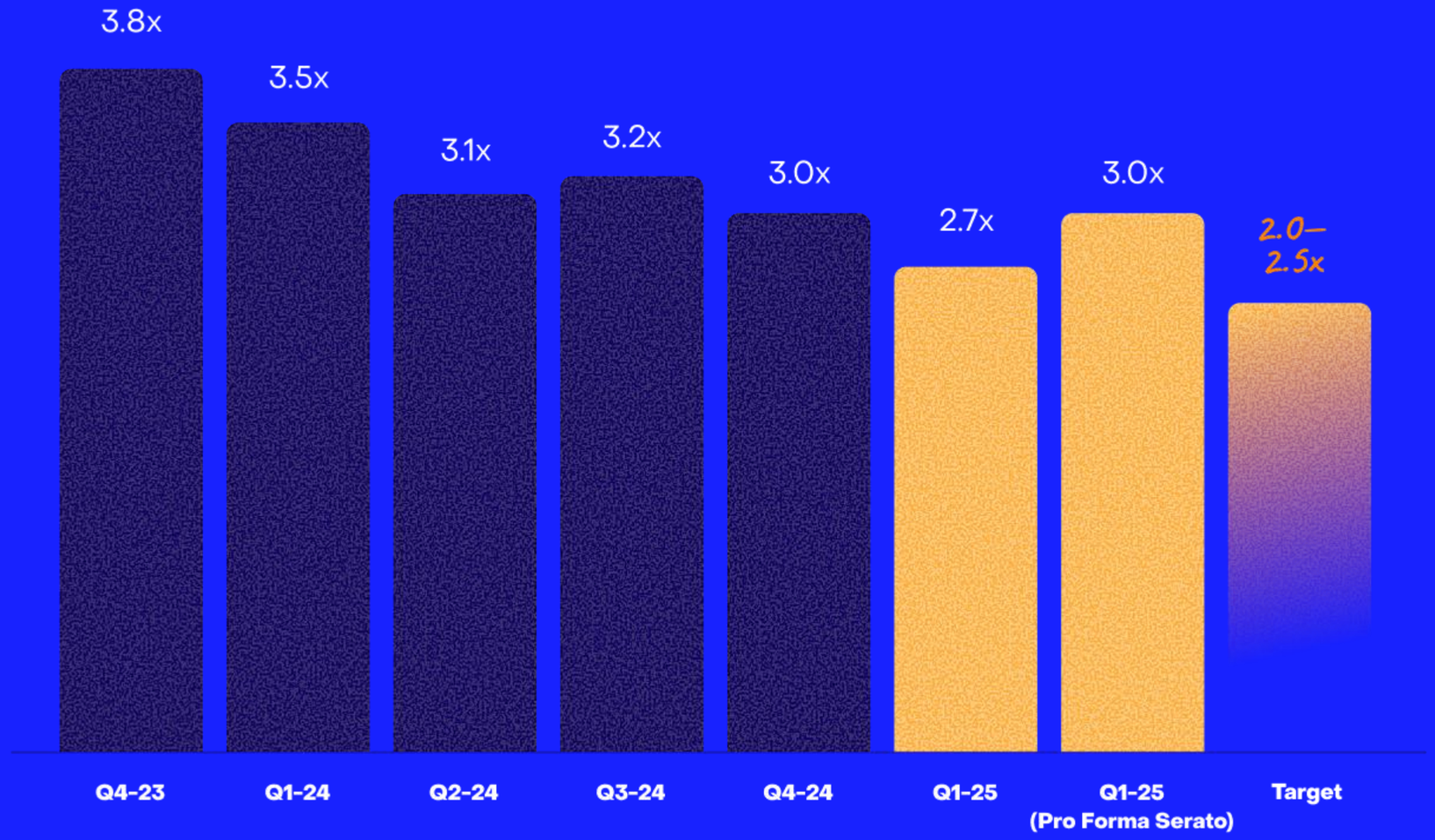
$37.4M Gross Debt Repayment in 2024

$8.1M mandatory, $29.3M voluntary

$5.2M repayment in Q1 2025

20% Net Leverage Reduction, from ~3.8x to ~3.0x Adj. EBITDA

Expect to maintain ~3.0x net leverage post-Serato, with a long-term focus to reach 2.0–2.5x



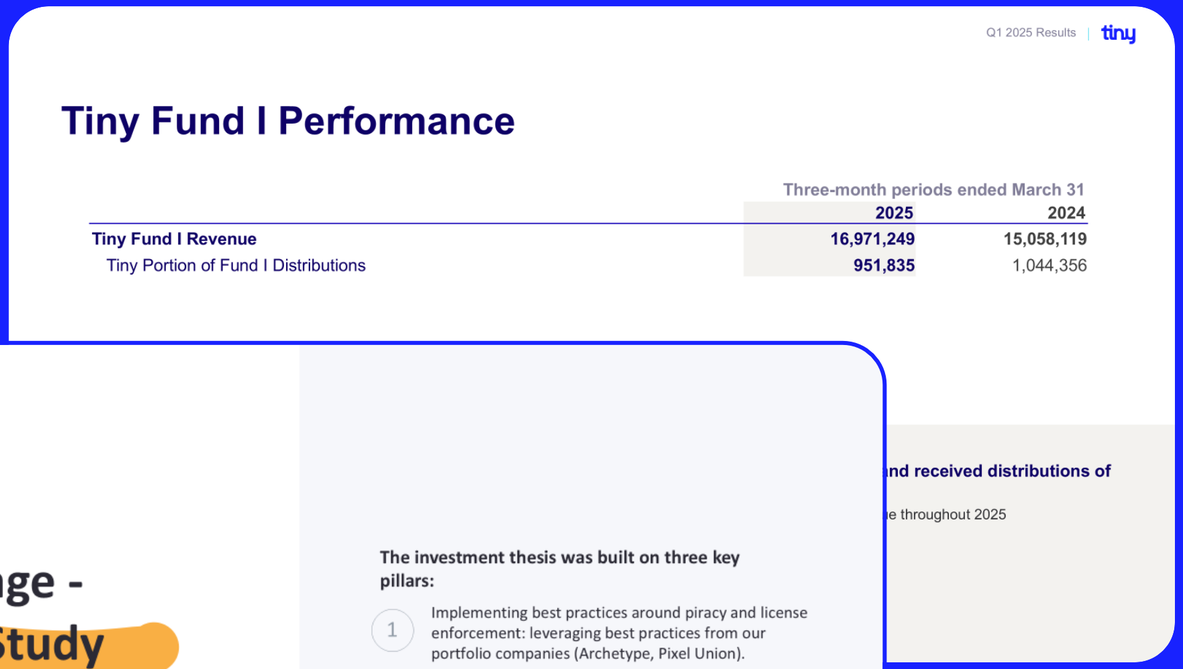
Transparency & Disclosure

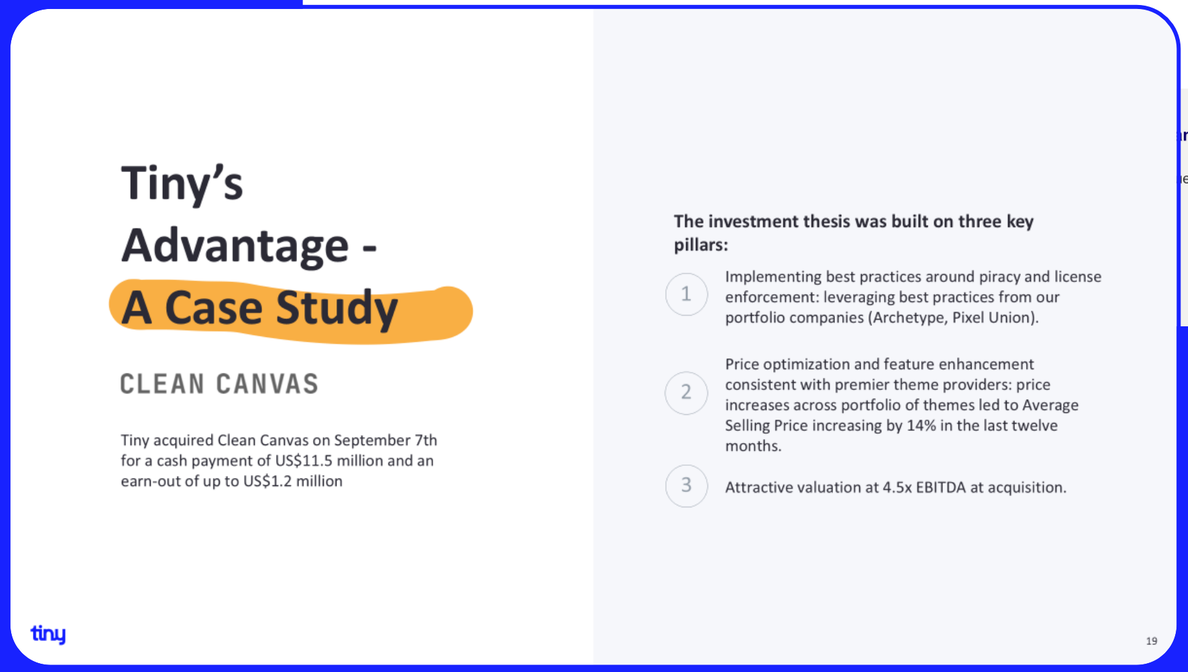
Quarterly
Conference Calls

Enhanced Investor
Materials & Disclosure

Tiny Fund Disclosure &
Operating Highlights

Additional Key
Financial Metrics





Ask Me Next Year...

- Profitable Growth & Acquisitions
- Optimizing Capital Structure
- Management & Culture
- Transparency & Accountability