



TTT increases stake in Daily Food | 26 September 2023 Thrive Tribe Technologies Limited (ASX:ITT)

Thrive Tribe Technologies Limited (“**TTT**” or the “**Company**”) is pleased to announce that it has increased its shareholding in Daily Food (<https://daily-food.co>). TTT has paid \$132,000 to subscribe to additional shares to increase its shareholding from 37.5% to 54%.

Upon the launch of Sixty, Daily Food will be the central health food offering on the platform. Further, Alexandra Thursfield the founder of Daily Food is a key content creator and influencer on Sixty. This transaction allows Daily Food to continue its growth trajectory and have the resources to strengthen its integration with Sixty.

In addition to the integration with TTT and Sixty to facilitate online sales and distribution, Daily Food has also worked on expanding grocery and retail partnerships, new product development, a corporate B2B product strategy and continued brand building. Importantly, the partnership with TTT and Sixty’s E-commerce platform will provide the infrastructure for Daily Food’s online sales and distribution.

In the past six months, Daily Food has launched their Super Bites into Woolworths Metro stores and WHSmith stores on the East Coast. Daily Food has also secured partnerships with Better Foods / The Forage Company and executed distribution across independent stores in VIC, NSW, ACT and QLD. With upcoming range reviews for the major grocery chains, Daily Food is looking to secure new, national contracts stores across the country in 2024.

To support anticipated increase in sales from Daily Food’s launch on Sixty and increased sales from retail partners, Daily Food has committed to substantial investments in equipment and infrastructure. TTT’s ongoing support has been critical to expanding the production capabilities of Daily Food. The current equipment enables production of up to 1.8 million units of Super Bites annually, and additional equipment has been ordered this year, which will further increase this capacity for 2024.

The choice to invest in in-house production over outsourcing allows a high level of quality control, cost efficiencies at scale, and, most importantly – exciting product innovation with rapid speed to market. New, market-leading products creates a higher volume of orders across all channels, resulting in a greater ROI across the board.

Online presence is extremely importance to the Daily Food brand and is central to the mission of TTT and Sixty. Daily Food has relationships with 50 influencers with a combined audience of over 2.1 million followers. These relationships are extremely valuable to TTT and Sixty and highlight the benefits to TTT shareholders of this transaction.

Currently, much of Daily Food and Alexandra's online content is available free of charge. The partnership with Sixty allows Daily Food to evolve this into a more extensive, content-rich experience for paying subscribers via Sixty. Through Daily Food's content and engaged audience to be integrated on Sixty – 1TT and Daily Food can test, learn and develop a blueprint for future brands and creators to find success on the platform.

Commenting on the transaction, Wes Culley, 1TT Executive Director, "We are excited to further strengthen our ongoing working relationship with Alexandra and Daily Food. This relationship has been pivotal to the ongoing development of Sixty. It is essential that the community we are building with Sixty has access to quality health and wellness content. Positive diet choices go hand in hand with health and wellness content. The investment and partnership with Daily Food and integration into Sixty means 1TT is offering a holistic solution of content, advice and quality food. We believe this will significantly strengthen the Sixty offering in the marketplace and provide a point of difference to our competitors in this space."

-ENDS-

This ASX announcement has been authorised by Thrive Tribe Technologies Limited's Board of Directors

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About Us

Thrive Tribe Technologies Limited (**Thrive Tribe**) is here to create a connected world of thriving humans, inspired by impact-driven business. Extending beyond just the workplace, we want to inspire healthy and happy individuals and communities everywhere.

To achieve this, we'll create a community where individuals can interact with, consume from and be inspired by individuals and businesses trailblazing new paths in their respective industries. Our health and wellness app, Sixty, provides a platform to achieve these goals. We partner with change-makers and disruptive brands to build a better future. Sixty will enable trailblazing businesses and thought leaders to make a positive impact on our community. Our team comprises experienced thought leaders, investors, industry experts, and passionate people committed to real social impact.

We have a wealth of experience when it comes to identifying exciting opportunities and a deep understanding of the start-up, entrepreneurial and health and wellness industries. No one is better placed to help small, purpose-led businesses thrive than our tribe.

To learn more, please visit: www.thrivetribe.tech