

THRIVE TRIBE TECHNOLOGIES

NEW VISION AND DIRECTION ANNOUNCEMENT – 26 FEBRUARY 2025

Thrive Tribe[↑]

NEW VISION AND DIRECTION

THE NEW DIRECTION



Thrive Tribe (ITT) is excited to announce we are rebranding the Kumu platform and transforming into MyTribe – a hybrid platform that blends content monetisation with a business incubator for creators, sports stars, and influencers.

We are redefining how talent monetises their influence – not just through subscriptions and content, but by building real businesses with long-term equity value.

Our vision is comprised of two complimentary parts:

- **A Next-Gen Creator Platform** – MyTribe is a PG subscription-based platform where sports stars, influencers, and content creators can share premium content, training programs, business insights, and exclusive behind-the-scenes moments.
- **A Business Growth Engine** – We provide funding, strategic support, and business acceleration to help talent build sustainable, high-growth brands in industries like health, wellness and technology. Rather than *just* earning through content, creators and athletes can launch and scale businesses with Thrive Tribe's support 'The Tribe', aligning their success with real, scalable investments.

EXPERTISE & NEW LEADERSHIP



Jade Spooner – CEO

Jade brings world-class tech and business expertise, starting her career at Google before building and exiting one of Australia's fastest-growing health and fitness apps. With a track record of scaling businesses to eight-figure valuations, she has since advised over 150 companies in health, fitness, and technology winning a number of awards including Deloitte's Top 50 Fastest Growing Tech companies in Australia, Australia's Number 1 Startup, Australia's Top 100 Entrepreneurs, Forbes 30 U 30 and Commbank Young Hero Finalist.

Jacinta Reuben – Head of Digital & Strategy

Jacinta is a digital strategist with over a decade of global experience, Jacinta has led social media and digital growth for brands like Mercedes-Benz, Pfizer, Sony, GoPro, and Fitbit. As Vice President of Social Media at Omnicom Singapore, she developed and executed high-impact strategies across international markets.

Technical Partner – Pixel Force (Pending Agreement)

Discussions are underway with Pixel Force, the team behind the \$400M award-winning app Sweat, to lead the development of MyTribe's platform.

THE TRANSFORMATION OF KUMU



We are excited to announce that we are rebranding Kumu to MyTribe, reinforcing our dual focus on content monetisation and business incubation. This transformation will support equity growth opportunities for creators and high-profile talent.

MyTribe goes beyond traditional content platforms by giving creators not just a way to monetize but a path to own and scale their brands. Unlike other platforms, we don't just offer a space to share content—we provide funding, strategy, and business acceleration to help creators turn influence into long-term equity. Subscribers get access to premium content, training programs, and live experiences, while creators benefit from a built-in business growth engine that supports their success beyond social media.

Where Content Creates Communities, and Communities Create Empires.

This rebrand marks the beginning of a new era for ITT – one where we elevate creators, scale businesses, and create long-term value for both talent and investors.

HIGH PROFILE PARTNERSHIPS & EXPANSION



- Jade and the team are traveling to Las Vegas next week with the NRL to secure a strategic partnership that will bring high-profile athletes, ambassadors, and business founders into MyTribe.
- Active discussions are in progress with two high-profile athletes as the first ambassador signings and business partners within our strategic partnership growth model.

INFLUENCER- LED AI PLATFORM



In other news we are currently conducting due diligence on a potential partnership – an AI-powered platform founded by a high-profile influencer.

This strategic partnership aligns with our new direction, where we not only invest in high-growth businesses but also bring their founders into the MyTribe ecosystem as ambassadors and business partners.

If successful, this partnership will further position Thrive Tribe as a leader in scaling influencer-led businesses and unlocking new market opportunities.

Nothing sustains motivation better than belonging to the tribe. It transforms a personal quest into a shared one.

Previously, you were on your own. Your identity was singular. *You are a reader. You are a musician. You are an athlete.* When you join a book club or a band or a cycling group, your identity becomes linked to those around you. Growth and change is no longer an individual pursuit. *We are readers. We are musicians. We are cyclists.* The shared identity begins to reinforce your personal identity. This is why remaining part of a group after achieving a goal is crucial to maintaining your habits. It's friendship and community that embed a new identity and help behaviors last over the long run.

Read more at [ATOMIC HABITS.COM](https://atomichabits.com)

LET'S CONNECT



Got questions? Connect with Jade, our CEO.

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This Presentation was authorised for release to ASX by Joshua Quinn, Non-Executive Director and Company Secretary.