



one app for all

this is thred

**SHAREHOLDER UPDATE**

March 2017

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Thred is the Aggregator of Aggregators

“

Thred enables users to unify their communications, commerce, content & service apps into one simple *thred*

”

## + Background & summary

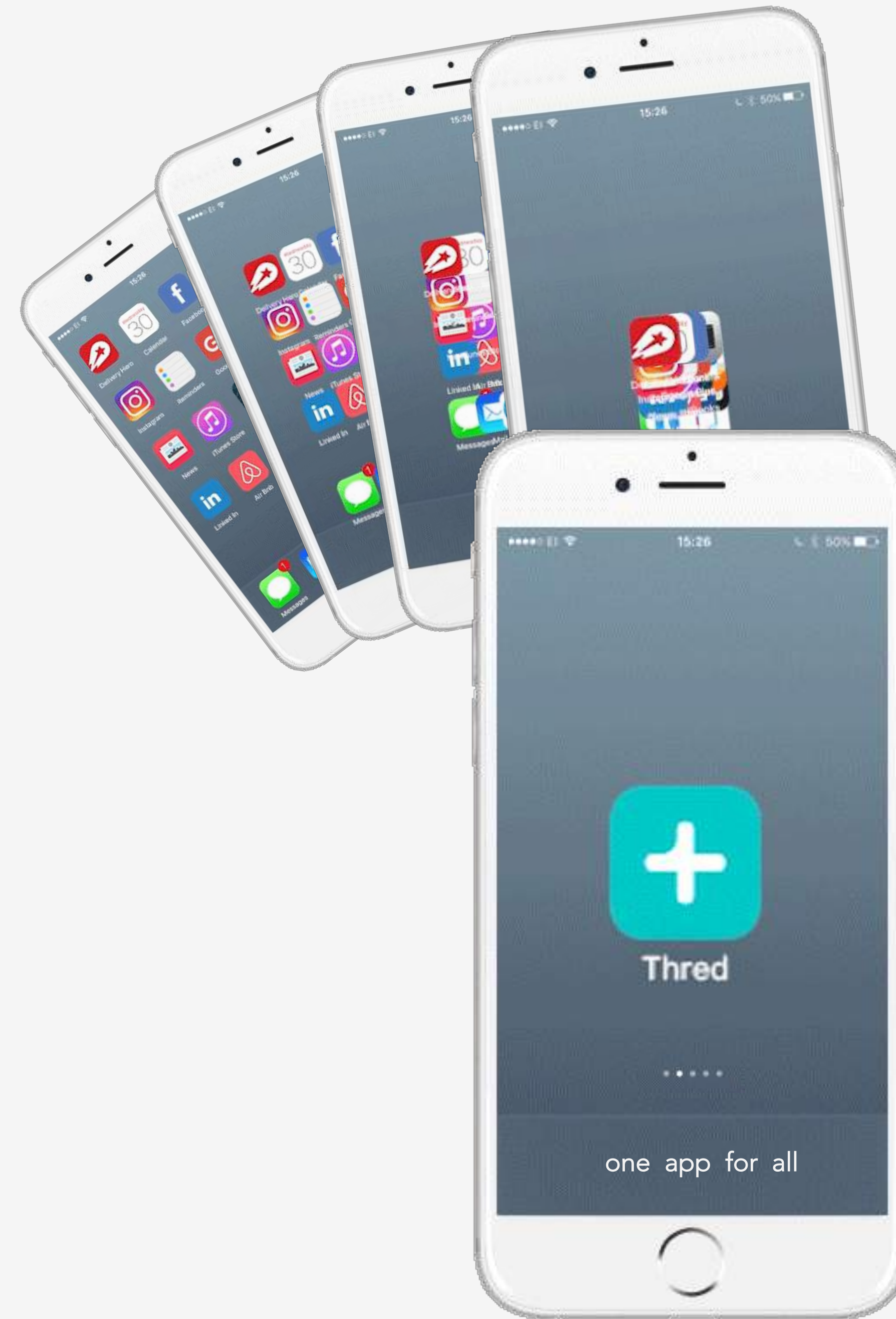
- + RTO listing in 17 June 2016, \$6.3m raised (THD.ASX)
- + Microsoft Office365 integration/partnership was then the centrepiece
- + Value proposition has evolved to be significantly stronger and more compelling
- + Multiple monetisation, partnership and channel opportunities identified
- + Tech developments now under 2 foci, (platform & apps) & (UI/UX/design)
- + Thred platform is built ... months of beta testing and user feedback underway
- + App store launch on track for late April / early May 2017
- + Recently closed a fully-underwritten rights issue for \$3.1m

### Drivers

*Messaging is the new communications operating system*

*Human conversation is the new user interface/user experience*

*The ongoing proliferation of apps is paradoxically decreasing digital productivity*





## + The problem

### Billions of time-poor users are spread across the social media & messaging landscape

- + Fragmentation and competition for users within social & commercial apps creates barriers to communication
- + Too many apps, too many contact databases, too much hassle
- + Social media today is about **broadcasting information** rather than sharing and communicating in context
- + No single platform provides an easy way to communicate with friends between platforms

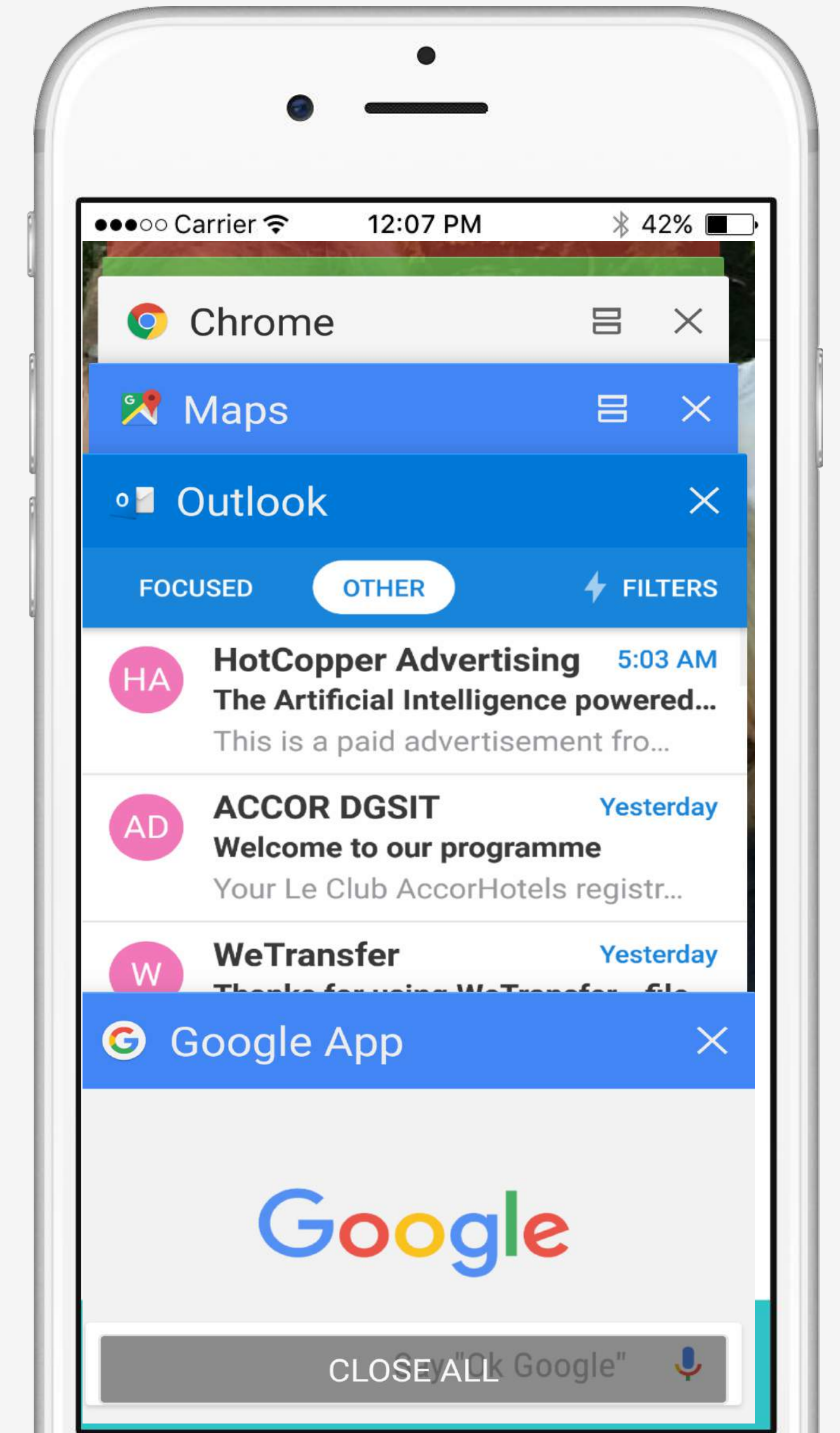


Number of active monthly users in millions

## + The problem

- + On average, users toggle between 11 different apps per day
- + There is little cross platform integration or communications available
- + Users rely on additional apps to connect and transact
- + App and device driven ecosystems force users to:
  - + Constantly switch between apps
  - + Cut & paste URL's, pictures and media content
  - + Download even more apps to transact & communicate

*Imagine one app that make this all go away*



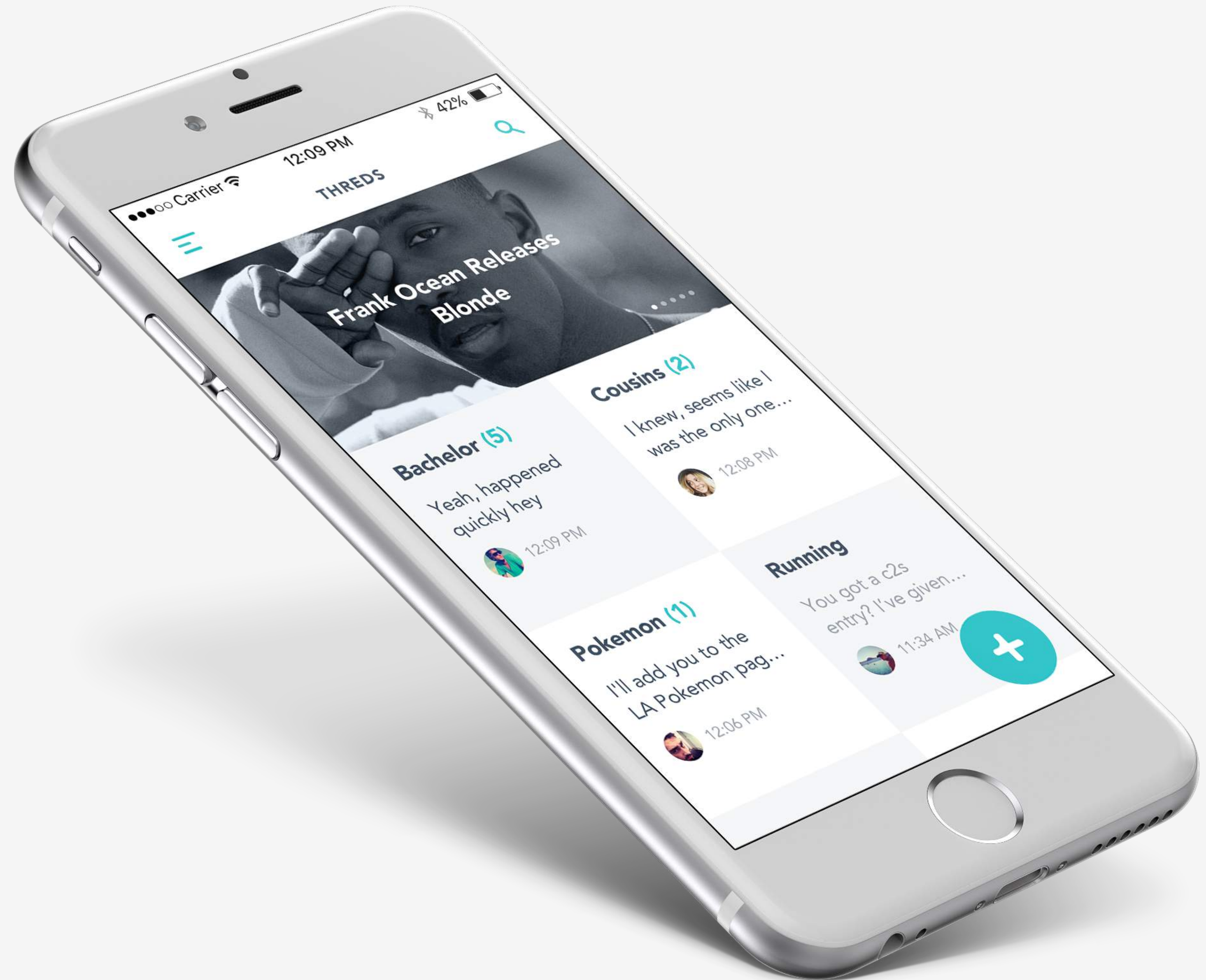
## Thred will

- + Aggregate messaging, mail, social, commerce, media and service apps into one simple *thred*
- + Eliminate the need to toggle apps and cut & paste ... solved by a single *thred*
- + Add media feeds, curation of content and more, into the *thred*
- + Further enhance '*threder*' productivity with the ability to buy, listen, create, watch and share, within the *thred*

this is thred  
one app for all







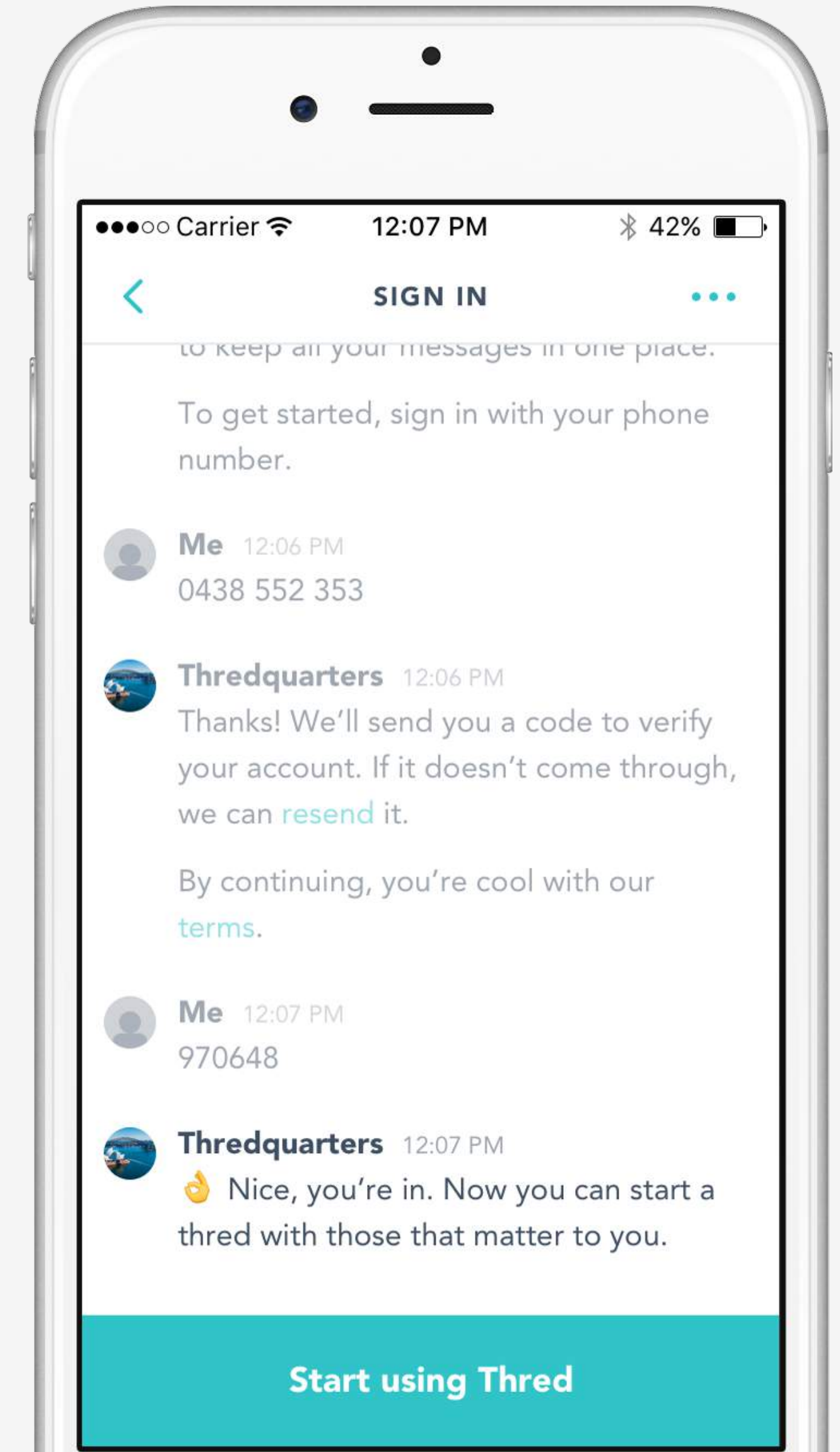
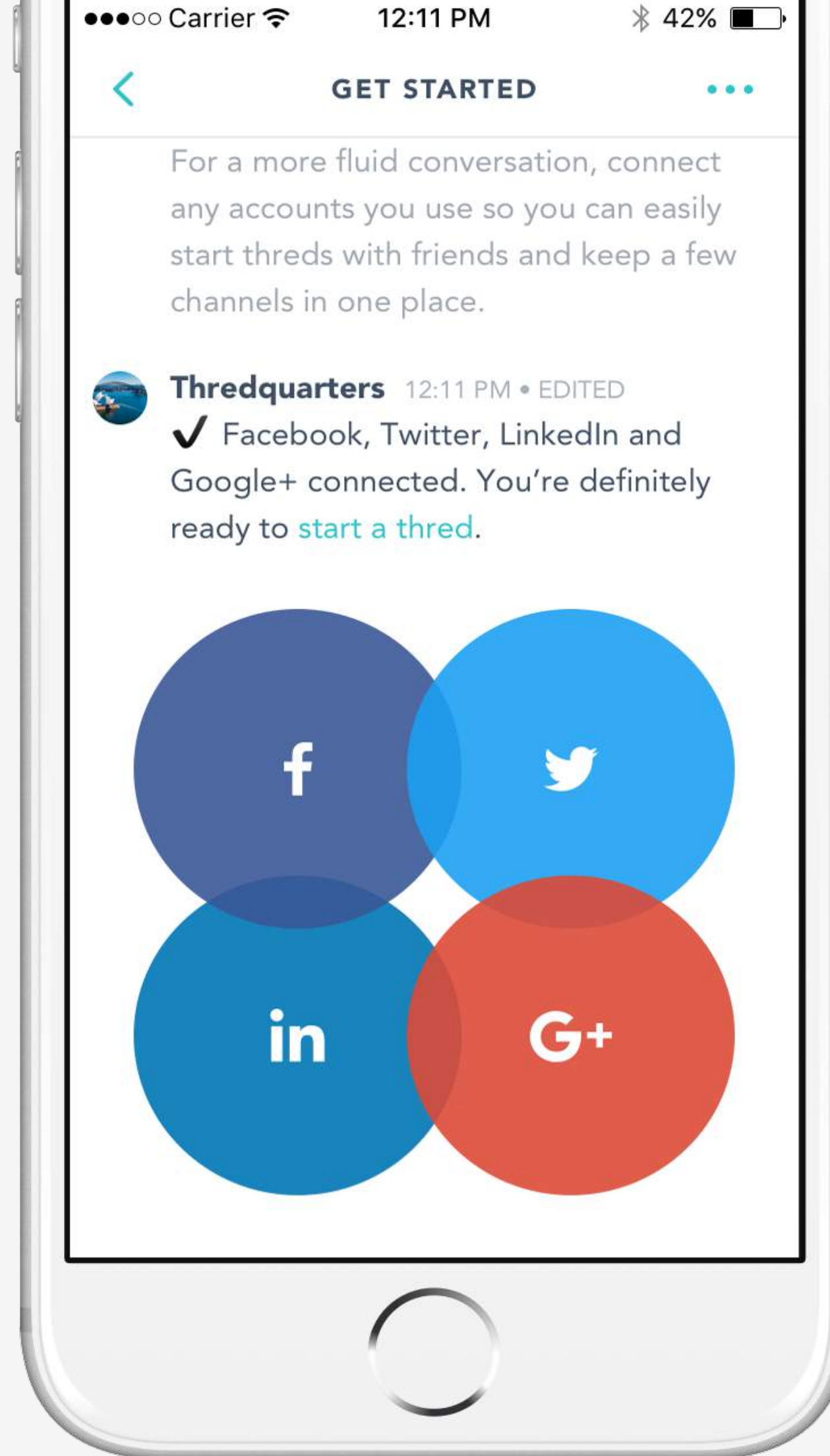
Thred is a brand-new way to unify your social connections into one place, making communicating with anyone a snap.

And that's just the beginning...



We bring mail, sms, social media and business contacts together, giving you one, single *“thred”* to focus on.

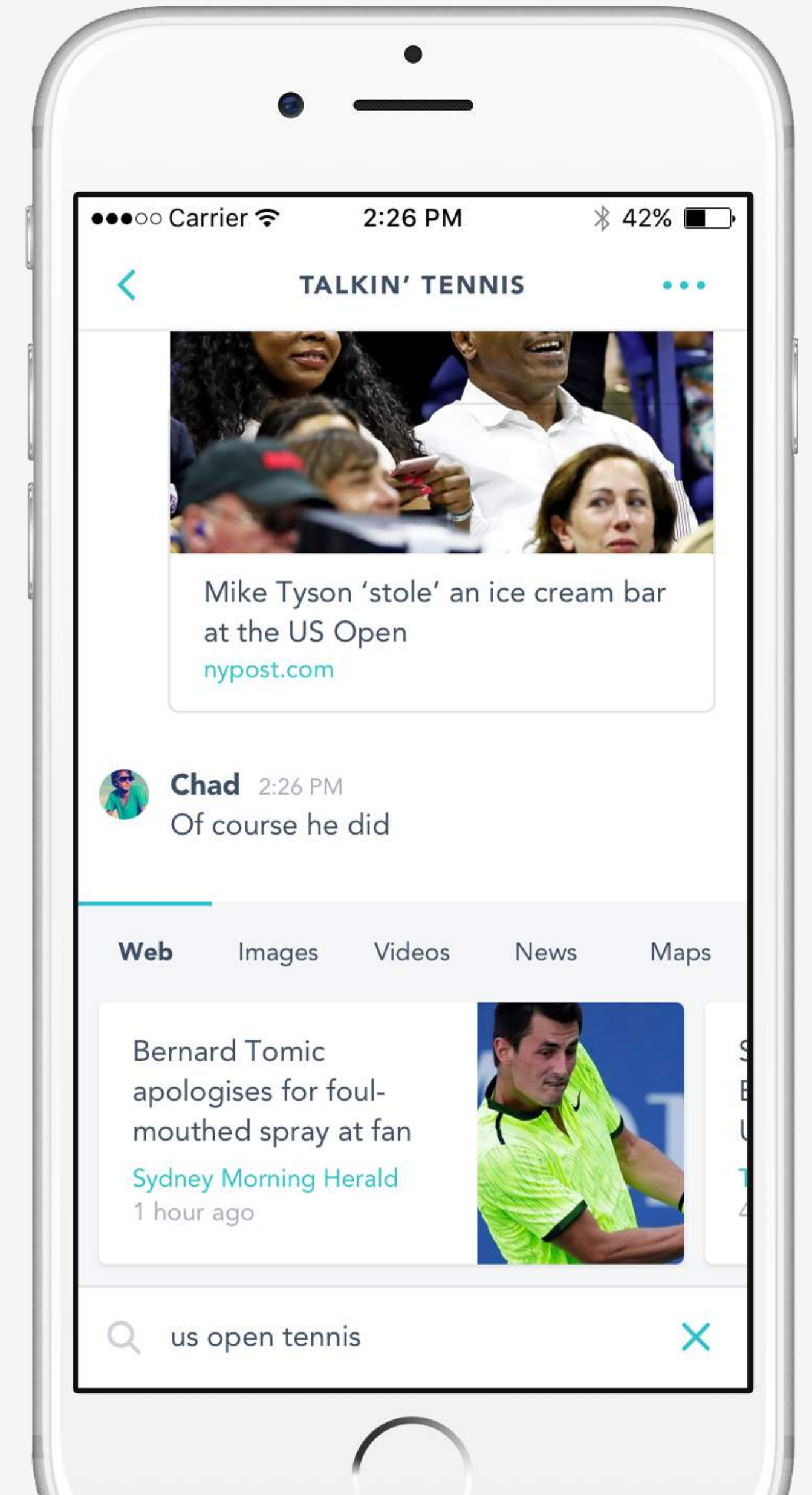
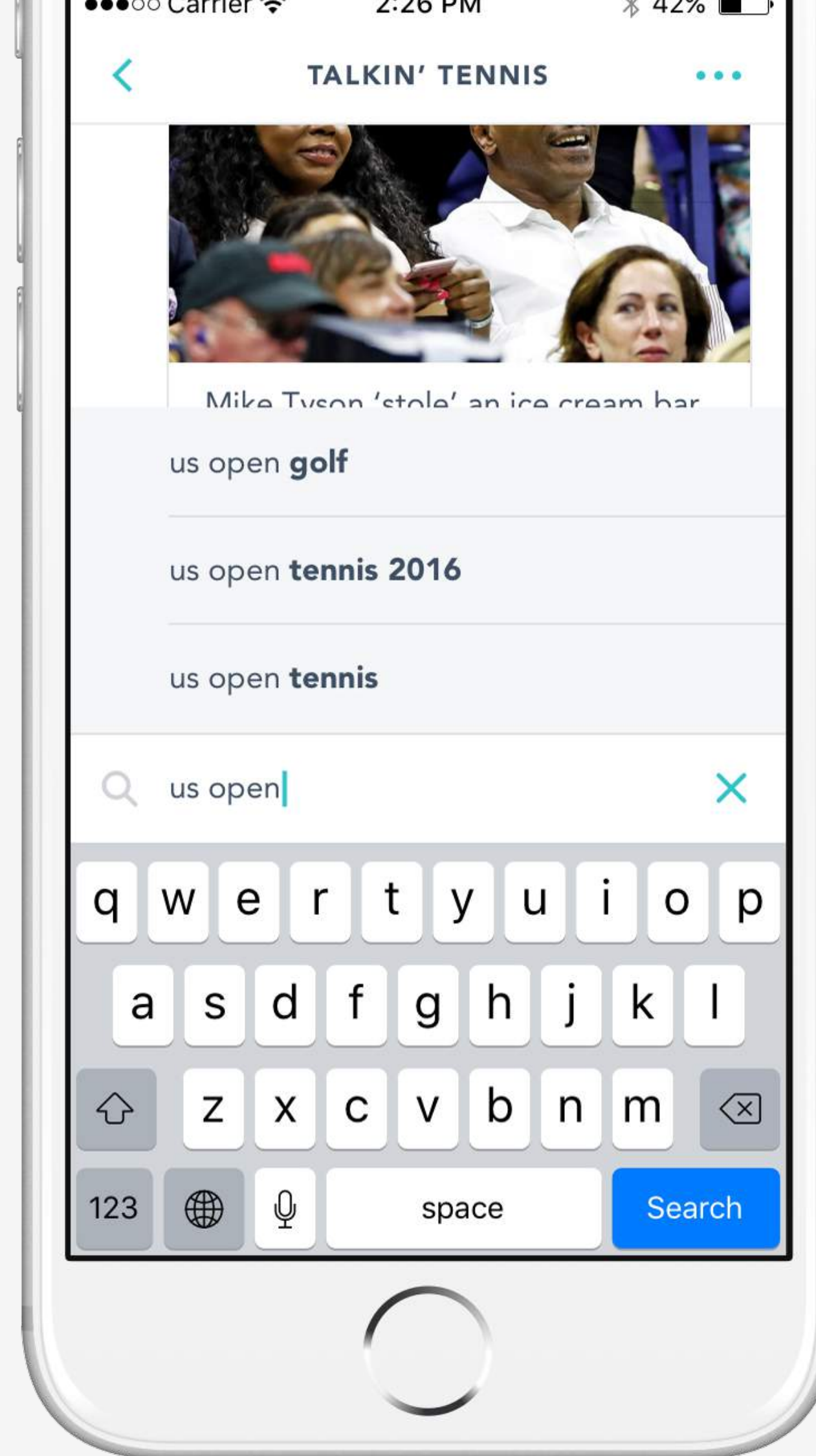
We’ve got the big ones covered and aim to integrate more apps in the future.





Instantly search with Google for absolutely anything from within Thred, so you can save time and respond seamlessly.

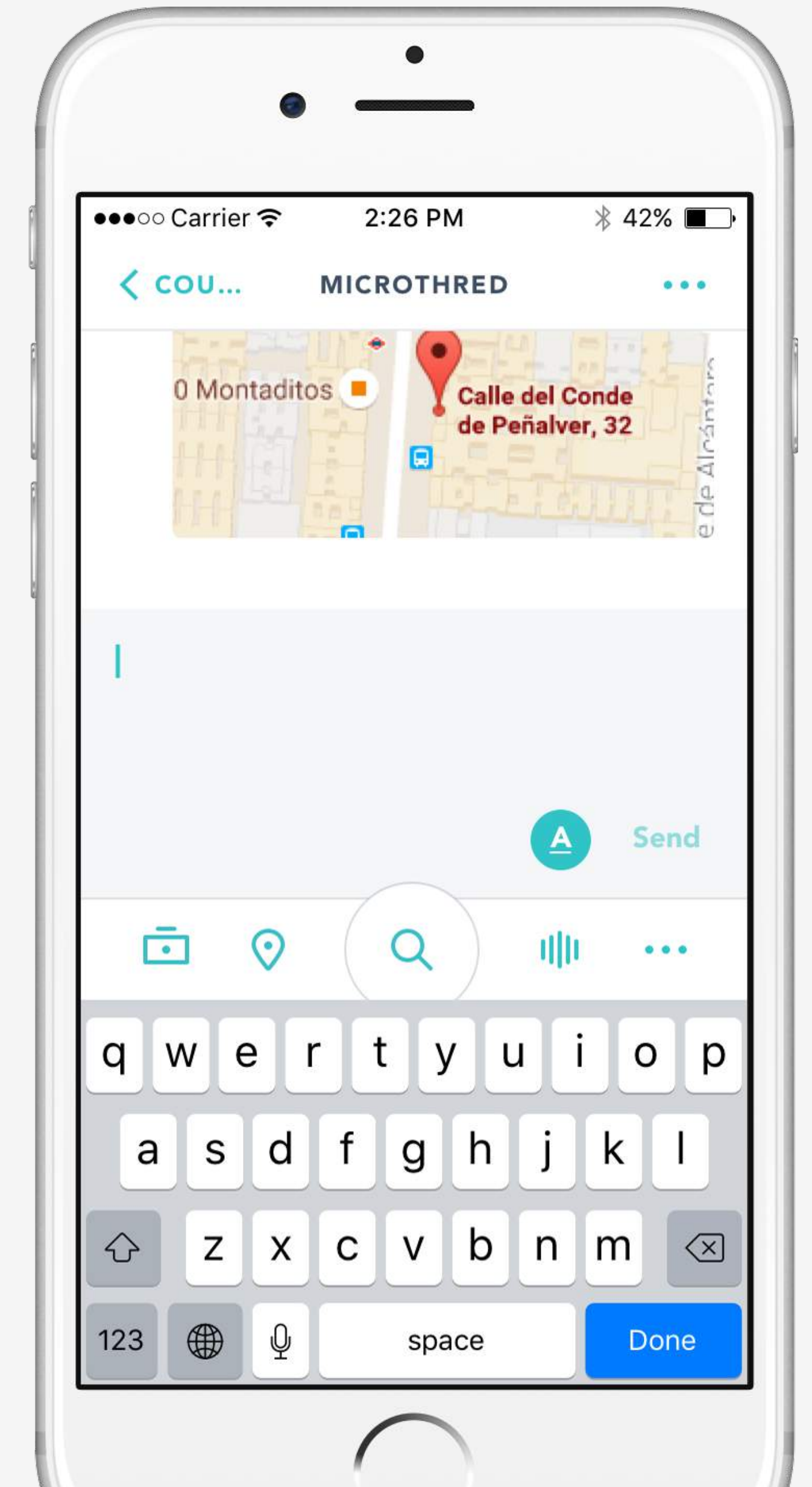
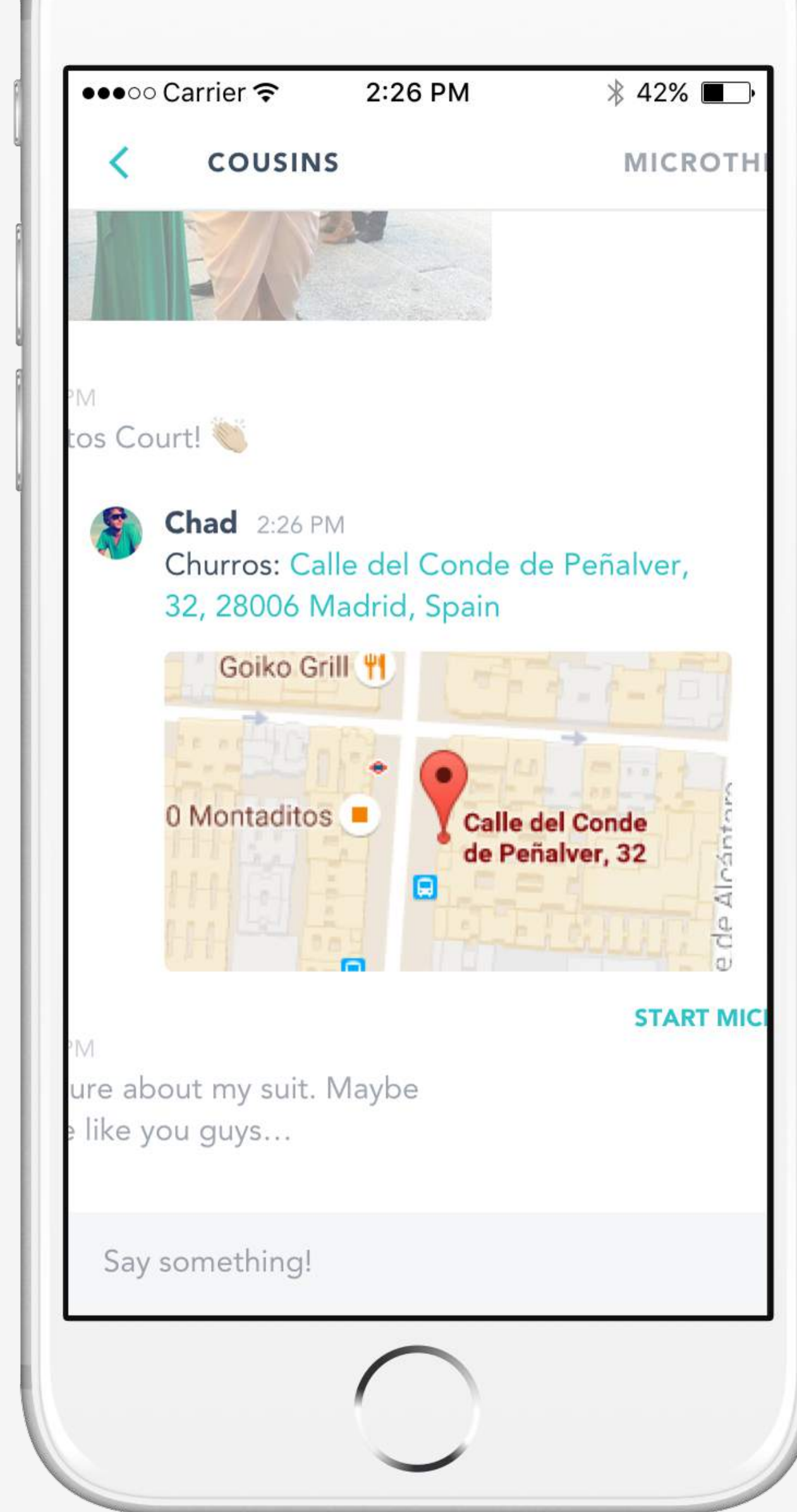
Say goodbye to cut and paste, and switching screens.





Start a private message in an existing conversation just in case you want to take things offline.

Get into a *thred* and start a three-way microthred.



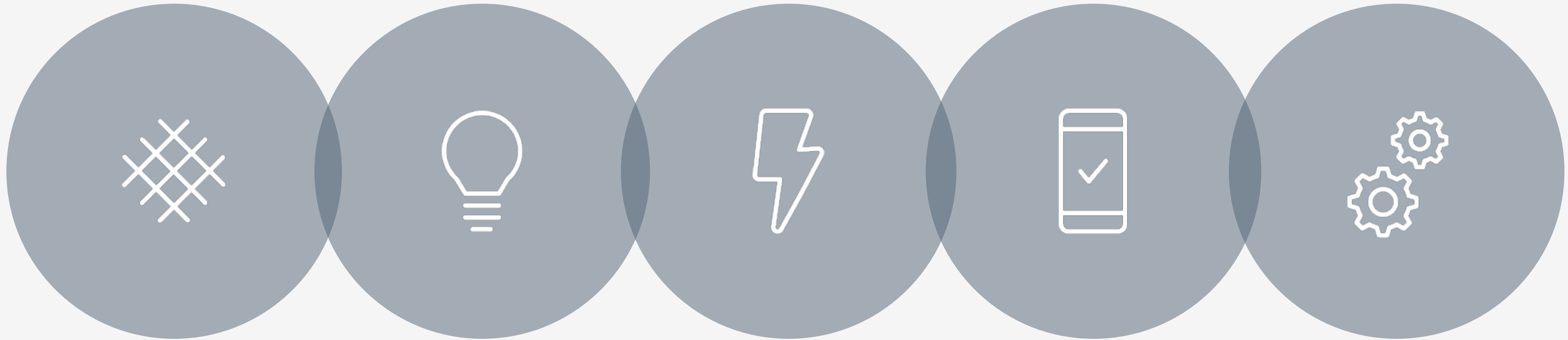


Thred will know when you need a ride or reservation, and lets you easily book an Uber, hotel or meal – all from within Thred.

There are 100's of service apps Thred can connect with to make life easier.



# + One unique consumer app for all



## Cross platform

Connect & communicate across multiple Social, Service & Media networks

## Innovative

Combines the best of messaging with email, buying, booking, searching, sharing etc.

## Fast & Easy

Search & share content, create groups, all within a **thred**

## Usability

World-class UI/UX that increases user yield, while decreasing user frustration

## Service Integration

1000's of tailored Service app integrations to amplify user relevance

FEATURES

Drives viral uptake, stickiness & user acceptance

A superior, obvious & simple communications experience

Aggregated/curated content achieves higher conversion rates

Enhanced user experience ... higher acquisition & retention

User driven integrations underpinned by simplicity

BENEFITS

# + Market validation



Sources of content & users\*

Global social media apps = 25 +

User base\*

2.8 b



Global mail platforms / apps = 30 +

4.3 b



Global messaging apps = 35 +

4.5 b



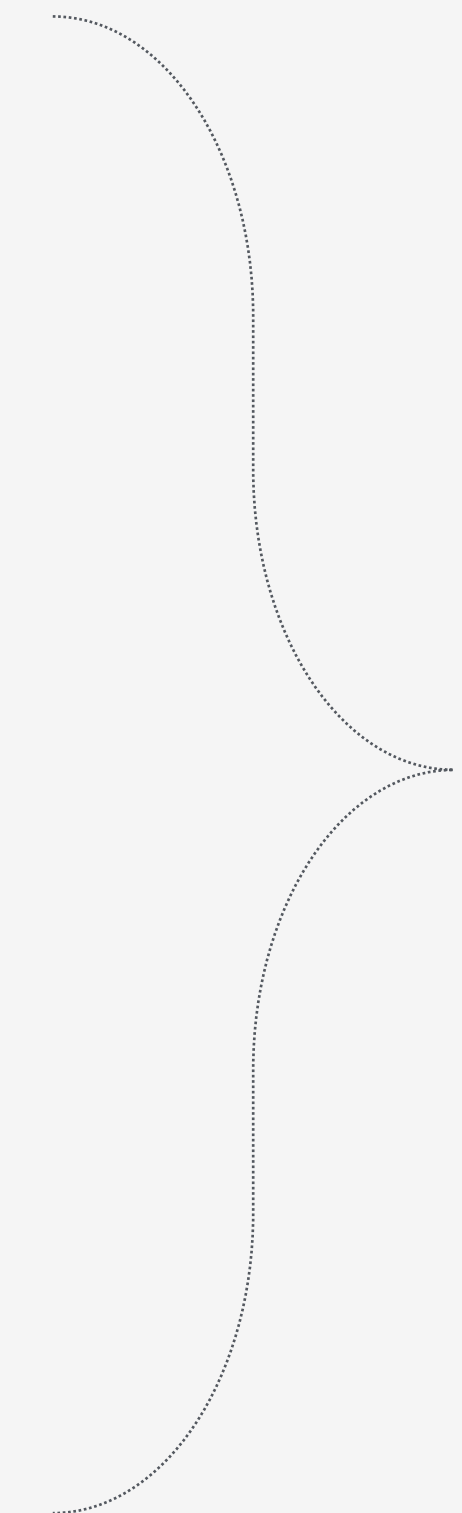
Global e-commerce apps = 25 +

1.6 b



Global service apps = 500 +

2.6 b



**Thred** market potential

**Our market is validated**

\* = estimates based on Wikipedia, Crunch Base and Forbes data



## + Value accretion driver

### Global Channel Leader

- + Thred is a unique app with obvious appeal.
- + Launching worldwide with no regional constraints makes it highly **scalable** from the outset.
- + The universal appeal of **one app for all** will transform **Thred** into a household name quickly.
- + **Globally relevant and applicable NOW.**





## The Aggregator of Aggregators

- + Our mission is to be the world's biggest aggregator of social, business, commerce and media apps.
- + Thred can be what Trivago is to Wotif, except bigger, as even Trivago can be housed under Thred.
- + Provides consumers and brands with unique capabilities to merge contacts, search engines, content, messages, services and social media communications under one app.
- + Opens the way for companies to benefit from a seamless global marketing channel.

Thred is agnostic to verticals and sector - an app without peer.

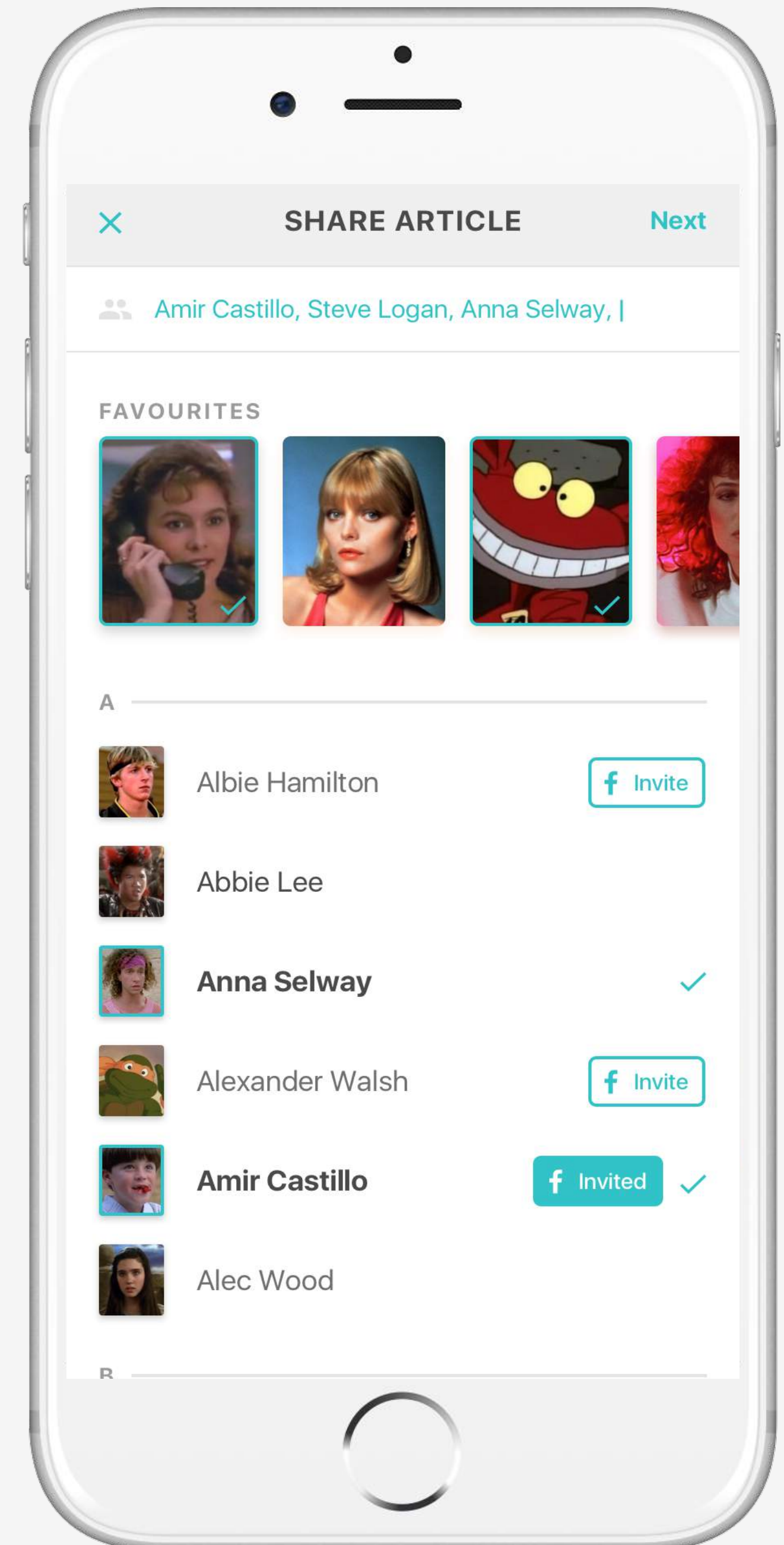


## + Value accretion driver

### The World's Biggest Address Book

Thred will be home to the world's largest verified address book and has:

- + Technology built to go viral, *cost effectively*.
- + Potential to reach more people, more rapidly than any other app in the world.
- + Shown in beta testing that users create on average, 500 unique connections ...  
... 50 Thred accounts can therefore generate 1 million active users in just three iterations.

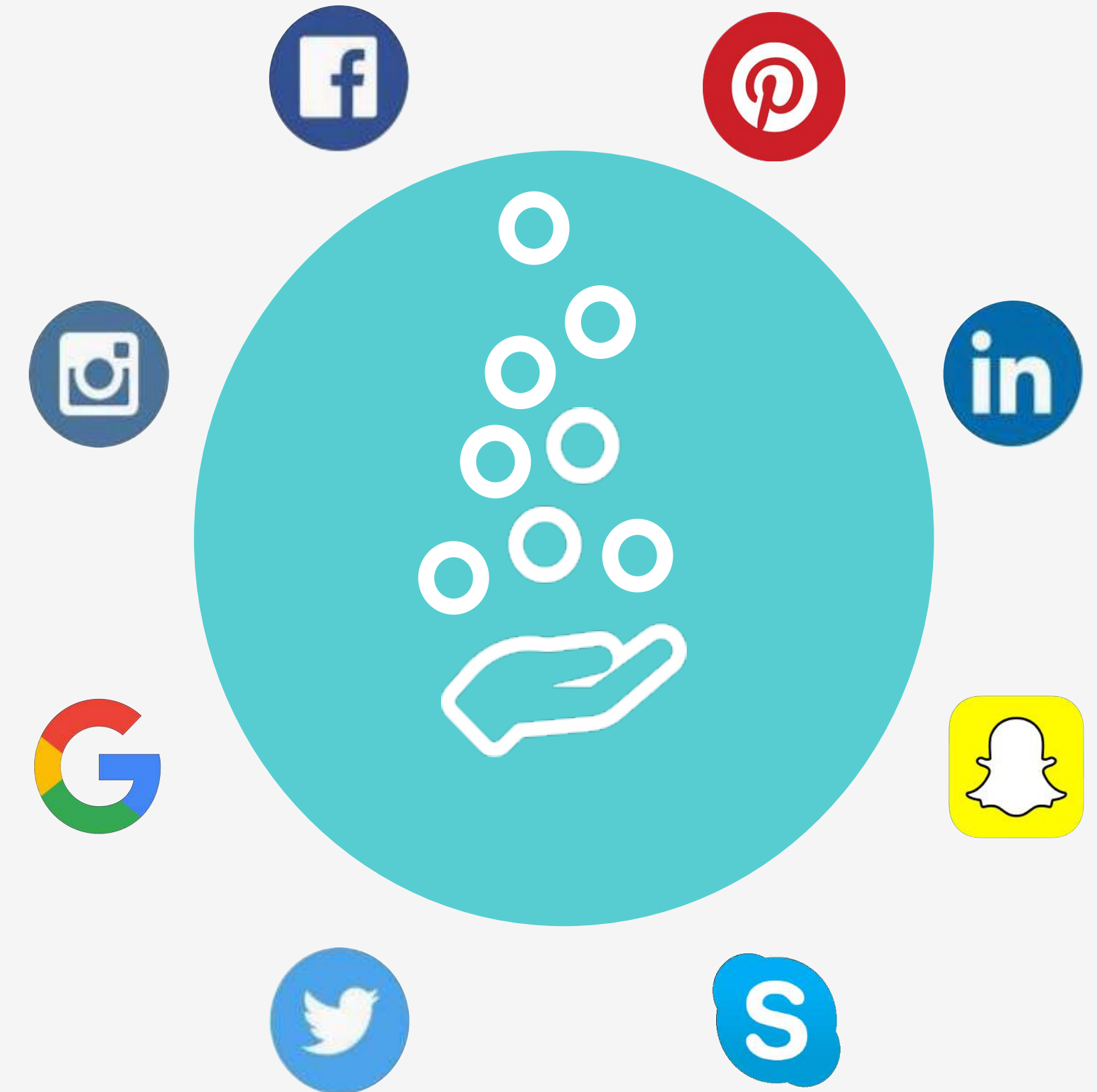




## + Value accretion driver

### Unique Master Profile Underpinning Big Data

- + Currently, no single master profile of an individual consumer exists across their separate social, mail, business and content sharing apps.
- + Thred's engine will revolutionise this by creating one unique identity.
- + Building the most powerful and complete identity token ever created in a single master profile is key.
- + Home to a rich and valuable data set which will grow exponentially.

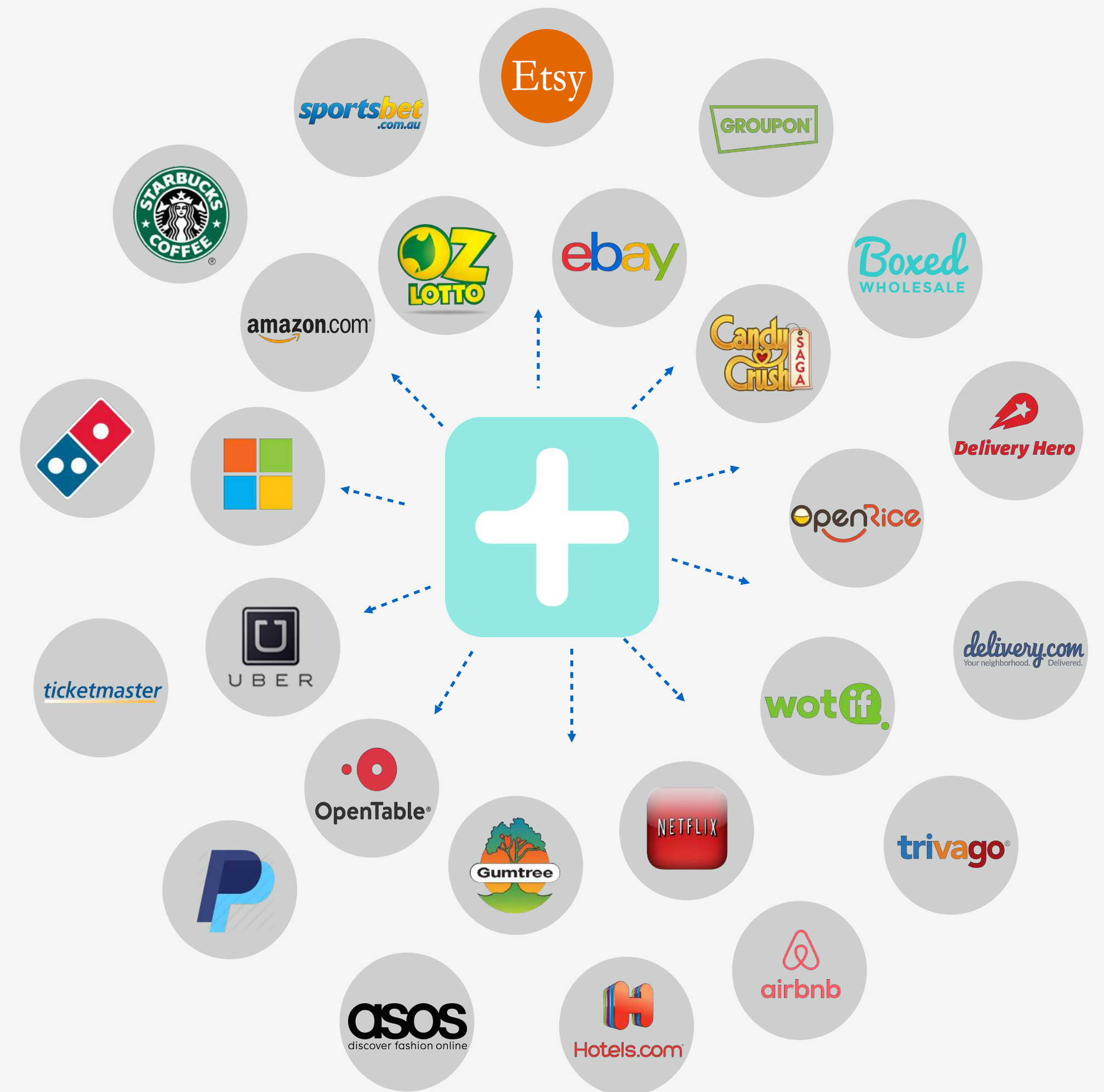


***Brands are seeking a universally recognised and trusted digital identity***

## + Value accretion driver

### Service Network Integration Pipeline

- + Thred will launch with four 3<sup>rd</sup> party service integrations - Uber, AirBnB, Hotels and Ticketmaster.
- + For every transaction made, Thred will clip the ticket providing an instant revenue model.
- + The more people using Thred, the greater the revenue from services such as Uber and AirBnB.
- + With hundreds of 3<sup>rd</sup> party integrations accessible via open APIs, the potential is vast.



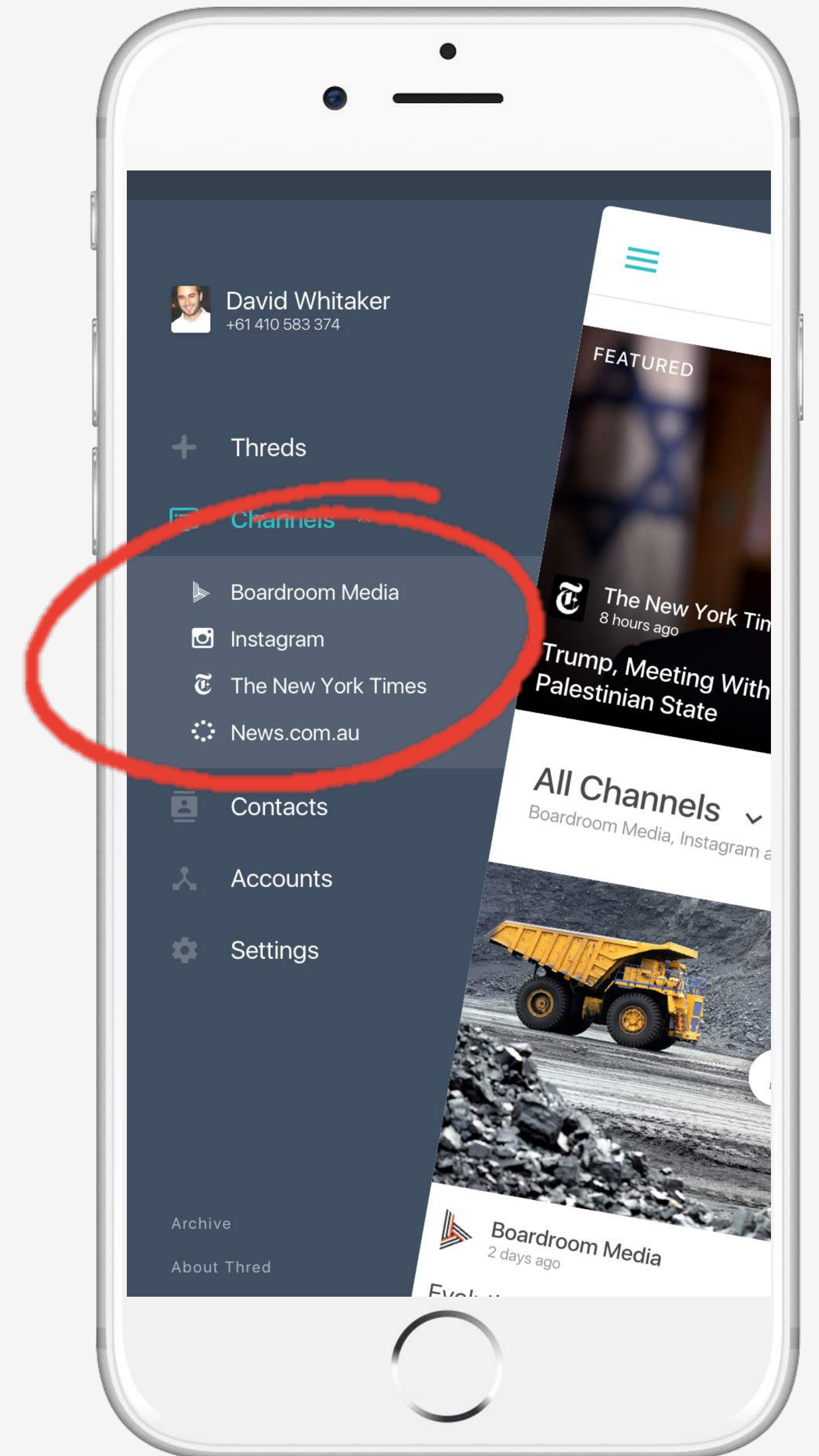
***This is the core initial revenue engine for Thred***



## Feed Networks - Media Channels

- + Thred will be a large media aggregator.
- + Users will integrate their preferred media content into one simple *thred*.
- + Channels such as Fox and Huffington Post will be housed together making the process of engaging across news, business, entertainment and sport quicker and easier.
- + New streamlined functionality and productivity tools available for the first time to consumers.

***This a core future revenue engine for Thred***

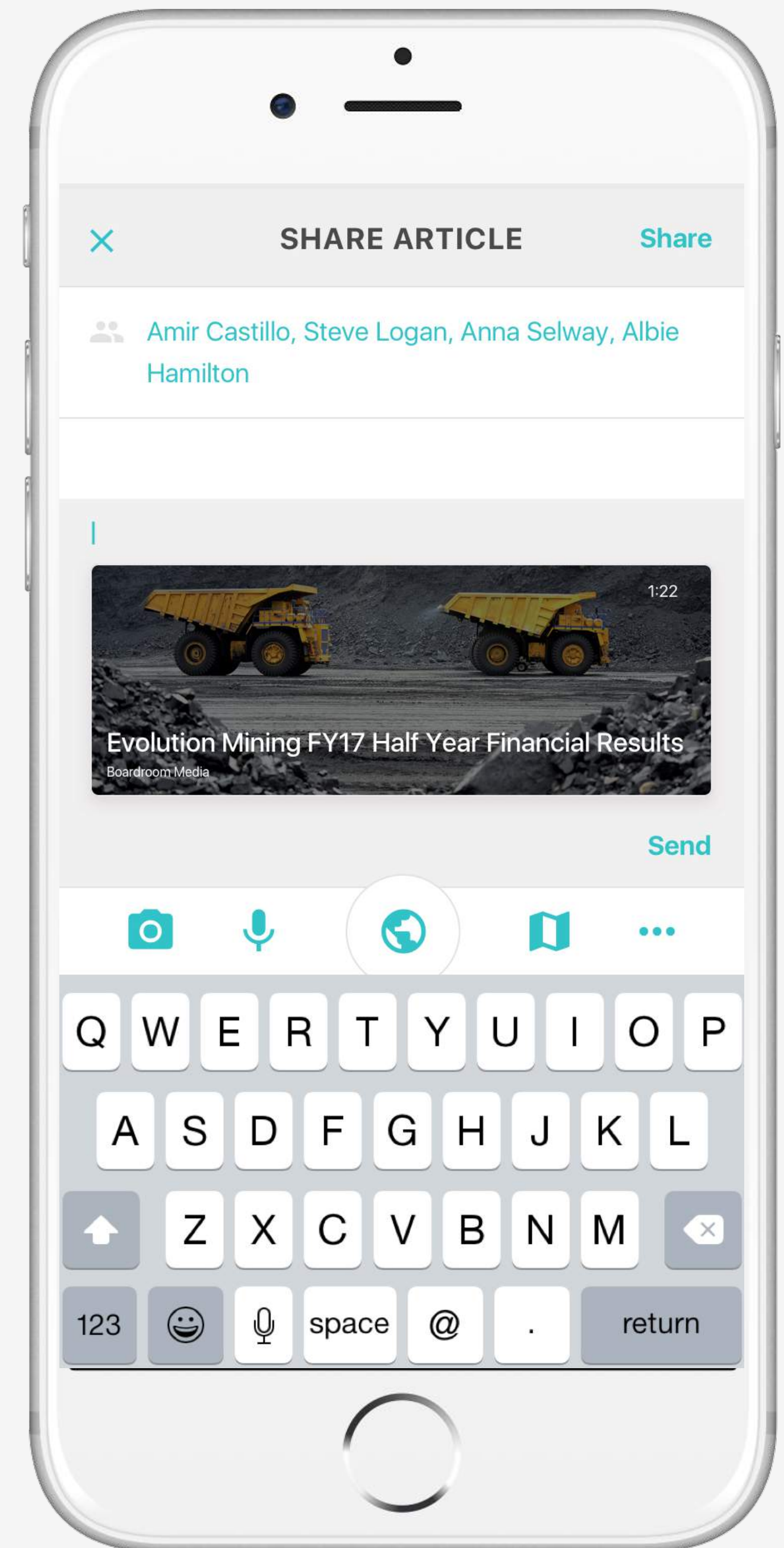


## + Value accretion driver

### Messaging as a Service (MaaS)

- + Thred provides companies a white label, branded messaging service that unifies users' contacts, social and messaging platforms.
- + Companies such as Westfield can connect their staff and customers easily to the Thred messaging ecosystem.
- + Initially, this will be free to any company with a website or app, but is a major future revenue stream.

***This a core future revenue engine for Thred***



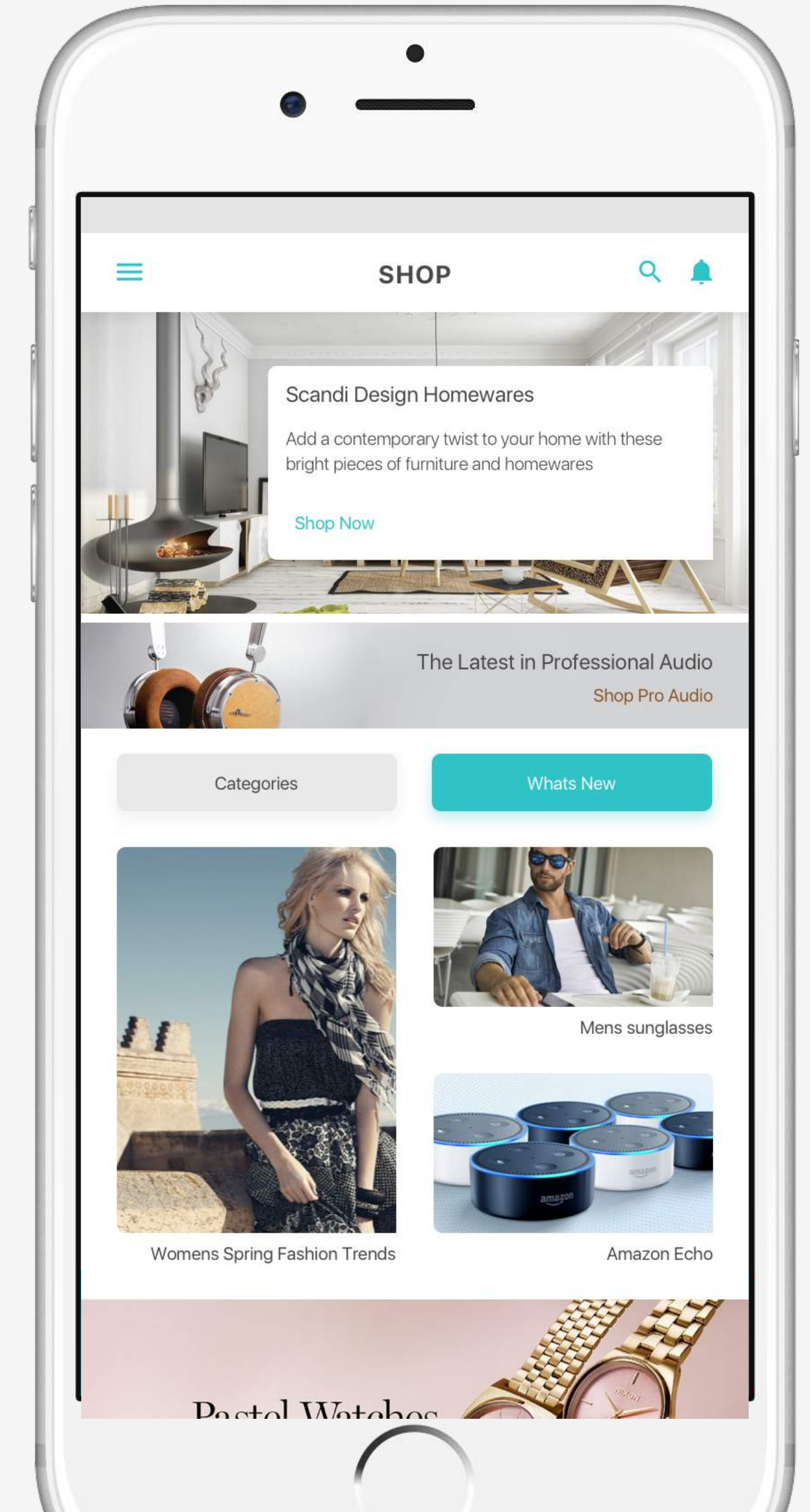


## + Value accretion driver

### Social e-commerce

- + Increasingly, people are transacting via social, messaging, and mobile.
- + Like the fragmentation of contacts and apps in messaging, social e-commerce requires the use of multiple apps, platforms and services to buy and sell.
- + Thred's integrated payment gateway allows users to buy and sell products without jumping between e-commerce platforms such as Gumtree, eBay and Amazon.
- + Safe and easy to use within one app.

***This a core future revenue engine for Thred***



## + Value accretion driver

### Microsoft Partnership

- + Thred launched with a Microsoft partnership.
- + Like shareholders and consumers, Microsoft is eagerly waiting for the core Thred platform to launch.
- + There are two value propositions for Microsoft. The first is an integrated messaging platform with Office 365, the second is leverage of its Azure platform.

### Microsoft integration enables users to:

Easily communicate and collaborate within **Word, Excel** and **PowerPoint**

Enjoy real-time chat sessions on **Outlook**

Leverage a worldwide **Distribution Network** and partners



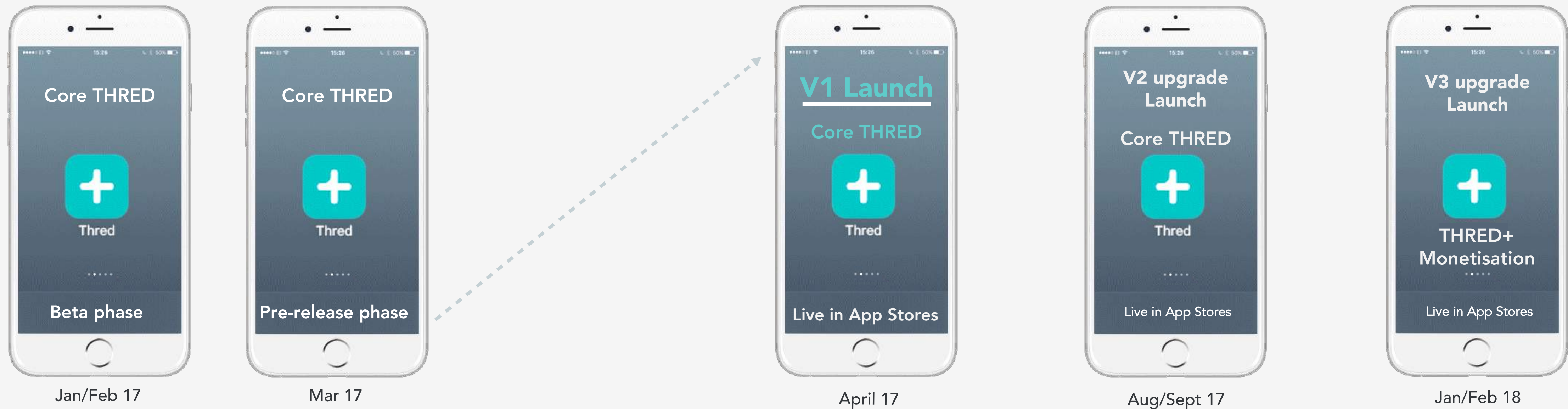


## How we'll make money

- + Revenue sharing % (MaaS)
- + Platform service fees (MaaS)
- + Subscriptions (IoT)
- + Affiliate commissions (Uber, Dominos etc)
- + Media channel partnerships and reach
- + Big data leverage and roll out



# + CY 2017 product strategy timeline



## Step 1: Core Thred – April 17

Get product right first with best in class UX and UI

## Step 2: User Feedback – May / June 17

Obtain user feedback from virality and formal work shops

## Step 3: Product Upgrades – est. Aug / Sept 17

Manifest feedback in product upgrades

## Step 4: User Feedback – est. Oct 17

Revert back to users to continue to hone product

## Step 5: Core Thred + Monetization Stack – est. Nov / Dec 17

Integrate monetization stack such as the Internet of Things (IoT), Microsoft and services

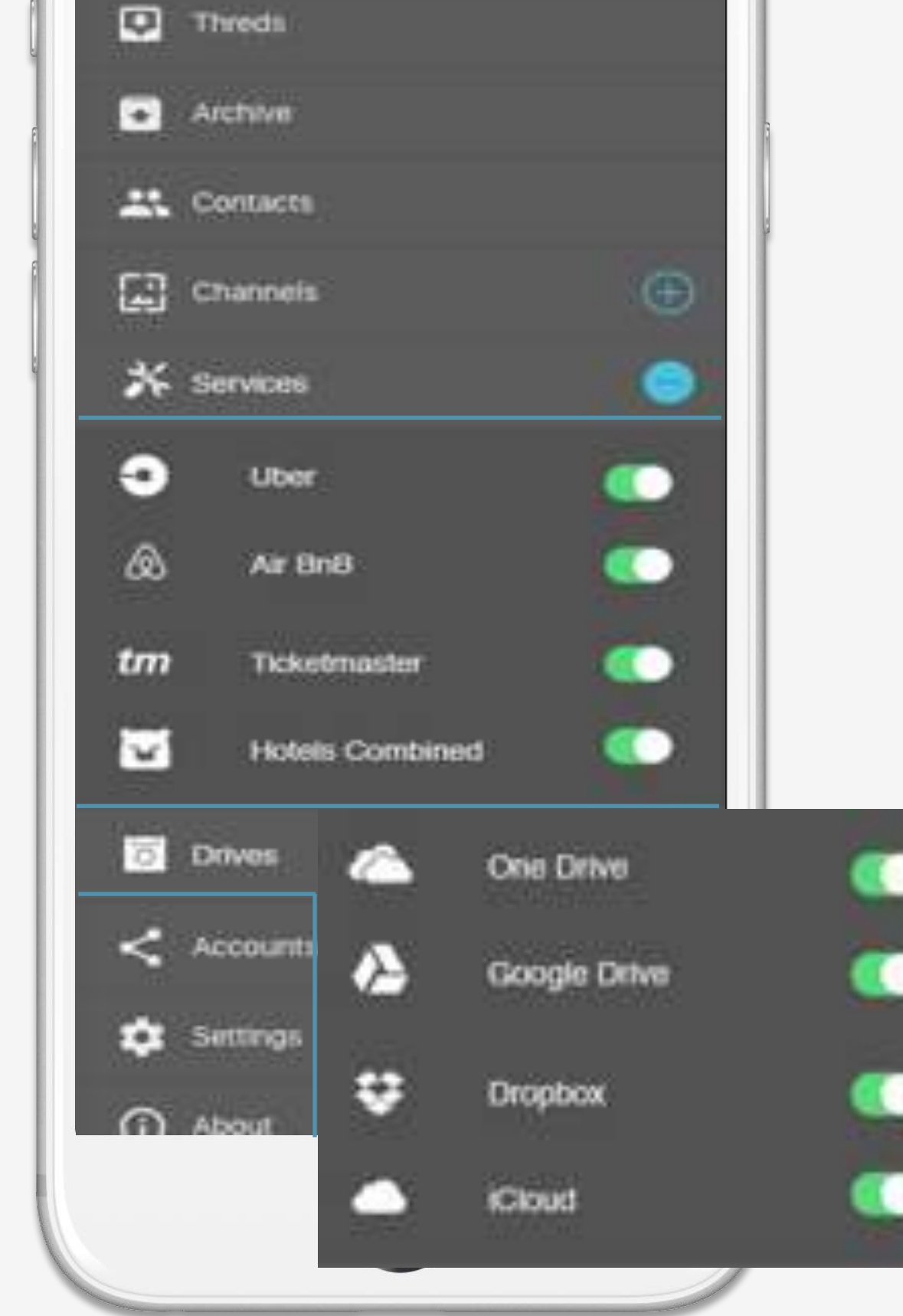
## Step 6: Progress Monetization & Marketing – est. Jan / Feb 18

Invest in above the line and user acquisition to make Thred a universally used brand and household name

Underpinning this will be the perpetual addition of 3<sup>rd</sup> party service apps

## + Summary

- + Globally relevant consumer app with obvious and widespread appeal
- + Simply solves known, acknowledged and growing user and enterprise problems
- + Disrupts how consumers and enterprises connect, share, create and communicate
- + Uniquely applicable across C<sub>2</sub>C, B<sub>2</sub>C, B<sub>2</sub>B and media sectors ... truly agnostic
- + Highly scalable thanks to the ability to leverage & integrate other apps' reach and scale
- + Thred's unique messaging ecosystem is now boosted with full media integration
- + Multiple revenue streams identified and validated
- + Commercial launch in app stores on target for late April 2017
- + *'Thred', 'threds', 'threding' and 'threders'* to become a new global vernacular

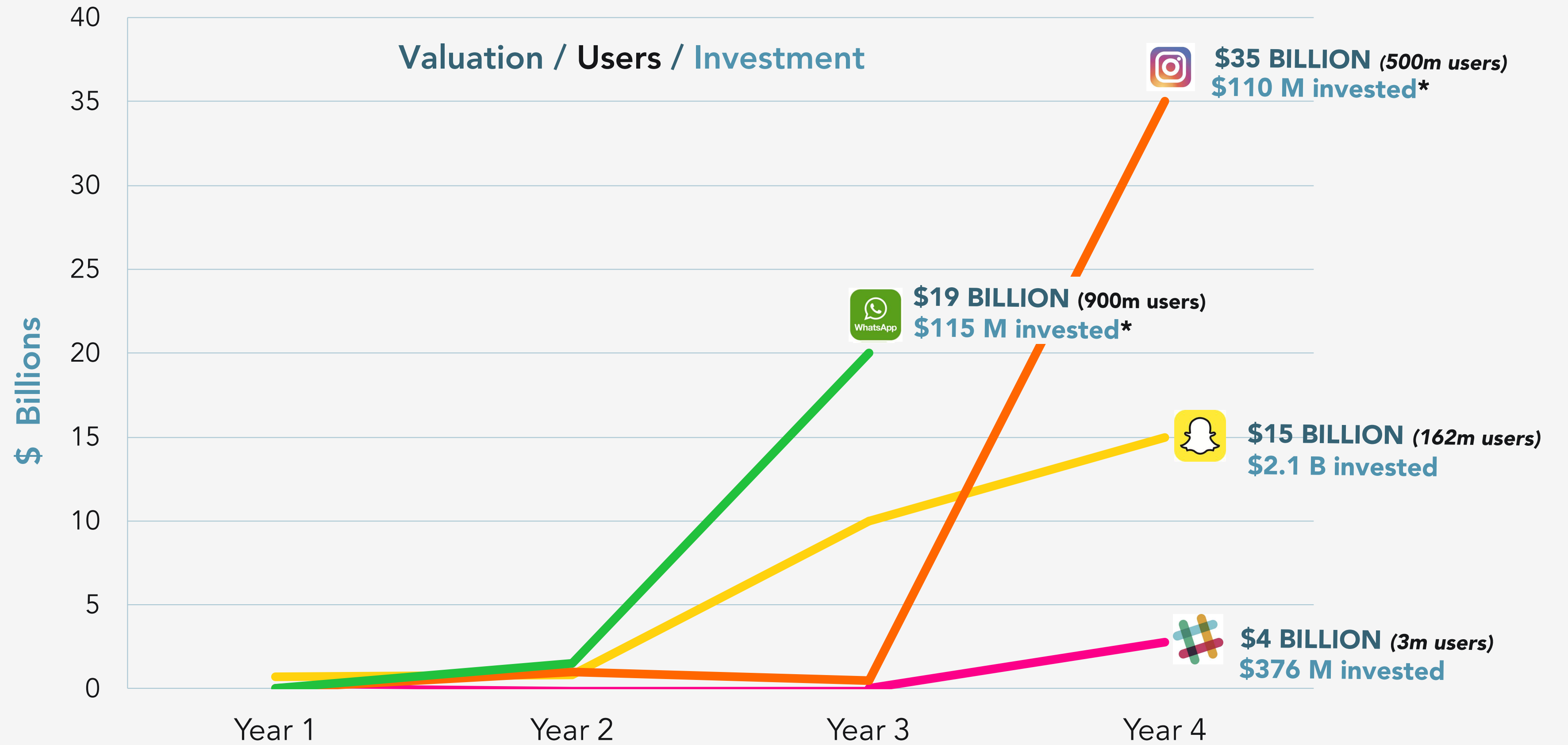




# + Visionary comparison summary



WhatsApp  
Instagram  
Slack  
Snapchat



Designed, delivered & funded effectively, Thred's potential should be considered in this league

\* = Acquired by Facebook

NOTE: The data used to compile this came from Crunch Base, Wikipedia & Forbes

# + Value & benefit comparison of high-worth tech companies



Value Accretion Drivers	Cross Platform Messaging	Aggregator of Aggregators	World's Biggest Address Book	Unique Master Profile	Service Channel Monetisation	Monetised Media Channels	Monetised Messaging as a Service	Monetised Social e-commerce	Valuation Now	Est. Users Now
			✓						\$19b <sup>1</sup>	1.2b MAU
			✓			✓			\$37b <sup>2</sup>	600m MAU
			✓			✓			\$25b <sup>3</sup>	301m MAU
						✓	✓		\$3.8b <sup>4</sup>	5.8m WAU
	✓	✓	✓	✓	✓	✓	✓	✓	\$14m	Launching in April

1 = Bought by Facebook in 2016 for \$ 19 b

2 = Bought by Facebook in 2016 for \$ 1b, now est. to be worth \$37 b by Forbes

3 = IPO slated for March 17 at a \$25b Valuation

4 = Raised \$300m in mid 2016 at a valuation of \$3.8b MAU = Monthly Active Users

NOTE: The data used to comply this came from Crunch Base, Wikipedia & Forbes

## Board & management update

### Geoff Marshall

#### CHAIR & MANAGING DIRECTOR

Geoff provides a strong level of corporate experience to the board including past senior executive roles at Price Waterhouse as a Partner, Rothmans Holdings, Mayne Health Group & Nanosonics Ltd. He has both depth and breadth in technology and ASX companies.

Geoff moved into the MD role on the 9th of January 2017. He is presently seeking a new non-exec Chair & will maintain both roles until then.

### Chris Adams

#### EXEC DIRECTOR BUS DEV

Chris has a long and successful career in media, strategy and commercialisation including past roles with Facebook, Amazon, Participant Media and recently as a Director of Manalto Inc. (MTL.AX), advising start-ups and corporate consulting to the likes of National Storage and Sensis.

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### David Whitaker

#### EXEC DIRECTOR & CHIEF INNOVATION OFFICER

David's vision as a founder of Thred still strongly underpins its strategy, vision and developments. Playing to his great visionary skills and insights, David focuses on product innovation and R&D and remains closely involved in technology engineering.

### Sol Majteles

#### NON-EXECUTIVE DIRECTOR

Sol has over 40 years of wide ranging experience in commercial and business transactions, corporate and board decision making and general commercial law and practice.

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### Graeme Fear

#### NON-EXECUTIVE DIRECTOR

Graeme brings over 30 years corporate experience, including multiple CEO / Directorship positions. Since 2008, Graeme has been a judge for both the Telstra Business Awards and the Telstra Women's Business Awards.

### A.N.Other

#### CHIEF TECHNOLOGY OFFICER

Thred has started the recruitment process. In the interim, Thred has seconded a senior engineer from Lateral Pty Ltd to create important links between the board / management and the technology progress.



**Trading information** (01/03/17)

ASX ticker	THD
Shares quoted on ASX	623m
Escrowed Shares	318m
Share price	0.015¢
Market capitalisation	\$14.1m
Cash in bank 28th February 2017	\$2.43m

**Top ten shareholders as  
of 1 March 2017**

Key Idea Holdings Ltd	22.1 %
Oramaya Holdings Ltd	5.8 %
Celtic Capital Pty Ltd	2.8 %
LSAF Holdings Pty Ltd	2.2 %
Lateral Pty Ltd	2.1 %
A & J Tannous Nominees Pty Ltd	2.0 %
Adams Family Investments Holdings Pty Ltd	1.9 %
JDK Nominees Pty Ltd	1.8 %
Jamber Investments Pty Ltd	1.5 %
Propel Holdings Pty Ltd	1.5 %

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one app for all

## Contact

Geoff Marshall: MD  
[geoffm@thred.im](mailto:geoffm@thred.im)

Chris Adams: Executive Director  
[chrisa@thred.im](mailto:chrisa@thred.im)

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