

ASX Announcement

24 April 2017

Thred Confirms its Platform Development Completion & Launch Date

Highlights:

- Threds Platform development will be completed on schedule by the end of April 2017.
- The Thred platform will be publicly available for download on week commencing the 8th of May 2017.
- Launch release will initially concentrate on Australian users with a broadening release to other territories via a measured program.
- Thred also clarifies launch version messaging integrations and functionality.

Platform Development Completion & Launch Timing Confirmation

Consistent with previous guidance, the board of Thred is pleased to confirm the **completion of development work for version 1.0 of the Thred platform is on schedule for the 30th of April**. The Thred platform, in Native and Web App forms, **will be available to download from Apple and Google App Stores week commencing the 8th of May**. The period between these dates will be used to undertake rigorous testing. The Company will announce to the ASX when Thred is officially live in the App stores.

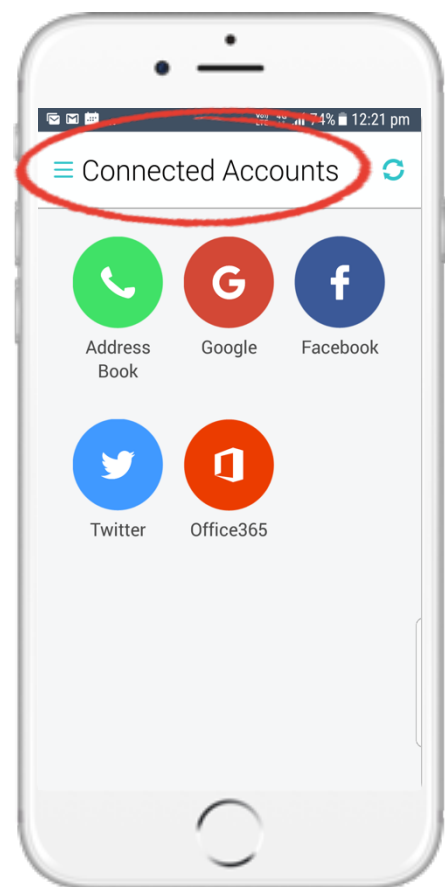
Following launch there are multiple aspects of the Thred platform usage that are inherently difficult to predict, including, but not limited to: the number of simultaneous users, their innate use of the platform features and the way in which users consume or curate content. Because of this, the version 1.0 launch will initially be concentrated to Australian users. Once user usage metrics are received, understood and refined, other geographies will be progressively phased into the release.

Pursuant to the above, and as per standard best practice in the consumer App industry, a period is required to interpret 'in market' user metrics and usage so Thred can align the appropriate number, type and locations of servers and databases required to support volume growth. This fortifies the need to 'soft' launch Thred to ensure that the user experience is ultimately exceptional.

Subject to initial user feedback, acceptable platform metrics and demand profiles, the Company anticipates a full global release following the initial v1.0 launch.

Confirmation of Version 1.0 Release Features and Integrations

The Company wishes to clarify the contained features and approvals for the initial version 1.0 release of Thred. As illustrated in the diagram above and consistent with previous announcements, Thred's launch version 1.0 will contain **approved** contact integrations with Facebook, Google, Twitter & Office 365. Mobile device contacts are also integrated if users download the native App version on their mobile device from iTunes or Play Store. This creates the ability to 'thred' (new messaging venacular) with anyone across their integrated contact network without having to load or tile into those other messaging or mail App networks.



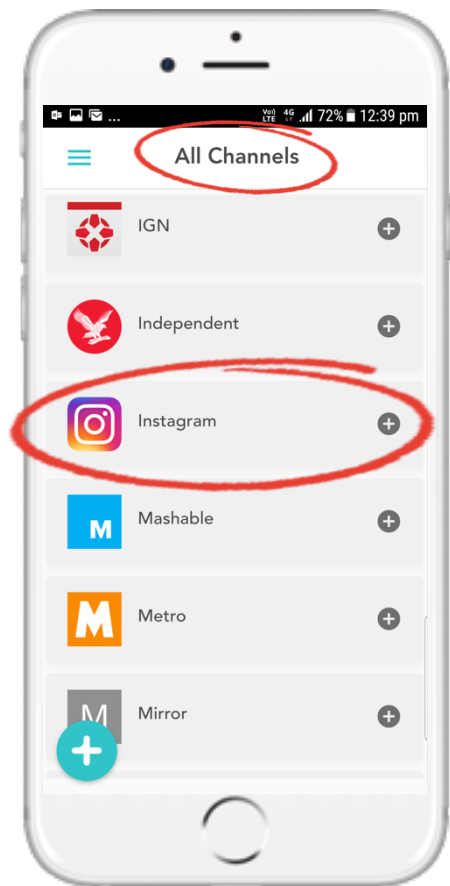


Thred also enables users to access powerful Channel features which drive access to a variety of media content and other App content directly from the categorised Channels feeds. One of these included categories facilitates feeds from other social media channels. This can include Facebook, Instagram, Twitter and a variety of email accounts and the like. Thred has, for its version 1.0 release, included an **approved Instagram** social feed (*See diagram opposite*). Other social Apps, like Facebook & Twitter, are also planned for direct channels feeds under future releases.

The version 1.0 release of the Thred platform has been a measured and considered balance, including as many features and benefits as possible, within time, resource and financial constraints.

The Company advises that it is already planning post launch updates and releases that will include more Messaging App integrations, additional Channel functionality and further Service and Utility App integrations. Thred estimates several updates or version releases over the ensuing months from its early May version 1.0 launch. These version updates are already planned and specified and are being held over to enable the Company to release a stable and viable 'in market' consumer version as planned.

In summary, Thred can pull contacts from a user's social networks (cross-network messaging), media from a user's content networks (content sharing), and perform actions on a user's behalf (services). Some App networks manifest themselves in more than one of these core Thred areas. This underpins one of Threds core value propositions; eliminating the need for a user to tile and toggle to access their contact networks and their social media feeds.





About Thred: Thred Limited (ASX: THD) has developed a globally relevant software platform that seamlessly provides unified social messaging, along with content creation and sharing, in one simple and intuitive consumer App. Thred uniquely delivers the ability for consumers to unite their messaging, mail, connections, SMS and more, into one simple **'thred'** where they can connect, talk, transact, play, attach, watch, buy and listen with awesome simplicity and relevance.

Thred aggregates incumbent social, mail, content, media and 3rd party transactional platforms, empowering a universal, unified and amazingly simple place to connect with anyone, anywhere, anytime, regardless of what platform they're on. Thred facilitates cross platform communications with ease and steps this up a gear by putting all device and media tools in one unique and powerful **'thred'**. Thred is powering through its beta launch phases in preparation for its global launch in iTunes & Play Store. Thred will compete on the world-stage, delivering integrations that include Facebook, Twitter, Instagram, LinkedIn, Uber, Microsoft, Google, Airbnb and more.

FORWARD LOOKING STATEMENTS

The material in this document has been prepared by Thred and is general background information about Thred's activities. The material may contain forward looking statements including statements regarding Thred's current situation, intent or current expectations with respect to Thred's business.

While Thred has taken all reasonable care in compiling and producing the material, the material has not been verified; is given in summary form and any forecasts and hypothetical examples may be subject to uncertainty and contingencies outside Thred's control.