



## ASX RELEASE

13 November 2017

### Thred Limited

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### ASX Code:

THD

### Quoted Shares:

831,539,387



## Thred Investor Roadshows

- Thred Management Team at Melbourne & Sydney Roadshows
- Successful Geochats in-market launch

Thred Ltd (ASX: THD, Thred or the Company) is pleased to provide the release of material to investors and shareholders for presentation and discussion at the upcoming investor roadshows.

Thred's MD, Geoff Marshall, and Sweep's co-creators, Mez Gallifuoco and Michael Cerbara, will attend the Proactive Investors roadshows.

The events locations and details are:

- CQ Functions, (Lvl 1) 113 Queen Street, Melbourne on Tuesday the 14<sup>th</sup> of November 2017; and
- Radisson Blu, (Marble Room), Cnr O'Connell & Pitt Streets, Sydney on Wednesday the 15<sup>th</sup> of November 2017.

Shareholders are advised that seating is limited and by registration only through Proactive Investors: <http://www.proactiveinvestors.com.au/>.

Thred takes this opportunity to report that the release of Sweep is rolling out according to plan, with its initial feature, Geochats, obtaining very positive feedback from users and shareholders alike.

We remind shareholders that this is a test period for Geochats and is not reflective of its commercial roll out strategy, which will come early in CY 2018.

Geochats are a monetisable feature, and while we will receive small revenues from trial partners, this is not our objective during the trials. Preliminary discussions have begun with larger partners around valuable commercial opportunities for Geochats, but will not progress until our team is satisfied with test and validation results.

The Company has carefully designed and planned the initial rollout, optimising its potential to successfully complete its feature test and validation phase. Our rollout goals are target-user validation and data capture to inform the build of a viable, sustainable and globally scalable product.

Once it is clear that user engagement and traction has been achieved, rapid commercial deployment will be pursued.



**Thred: Thred Limited (ASX: THD)** is a technology company with expertise in geo-location, augmented reality and new communication technologies which yield big data. Thred has developed an in-market version of its new augmented reality and geo-locked chats platform, **called Sweep**.

Sweep will continually innovate features to leverage important new technologies such as, but not limited to, augmented reality and geo-location. The Company will also progressively integrate proven and tested AR and geo-locked features over the coming months to increase its user audience and drive revenue growth via a new and effective business model. **Sweep is now available through iTunes & Play Store.** Following a period of user feedback around Sweep features, Thred will periodically release a schedule of updates to Sweep, delivering new features and improvements to increase its user uptake and retention.

Thred has also established an enterprise version of its business model called **Agent Reality**. This is intended to leverage the Sweep platform technology and capabilities and provide them to brands and 3<sup>rd</sup> party distribution channels. This model delivers the duality of mutual learnings across both consumer and enterprise models while establishing multiple monetisation channels for our Company.

#### Forward Looking Statements

The material in this document has been prepared by Thred & 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 & producing the material, the material has not been verified; is given in summary form & any forecasts & hypothetical examples may be subject to uncertainty & contingencies outside Thred's control.

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#### Sweep and Agent Reality are Thred Innovations



Vfni

# Investor Presentation

14<sup>th</sup> November 2017



Thred Limited

ASX ticker: THD



Sweep



Agent  
Reality

*Thred Innovations*



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# Important Information

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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 are subject to uncertainty and contingencies outside Thred's control.

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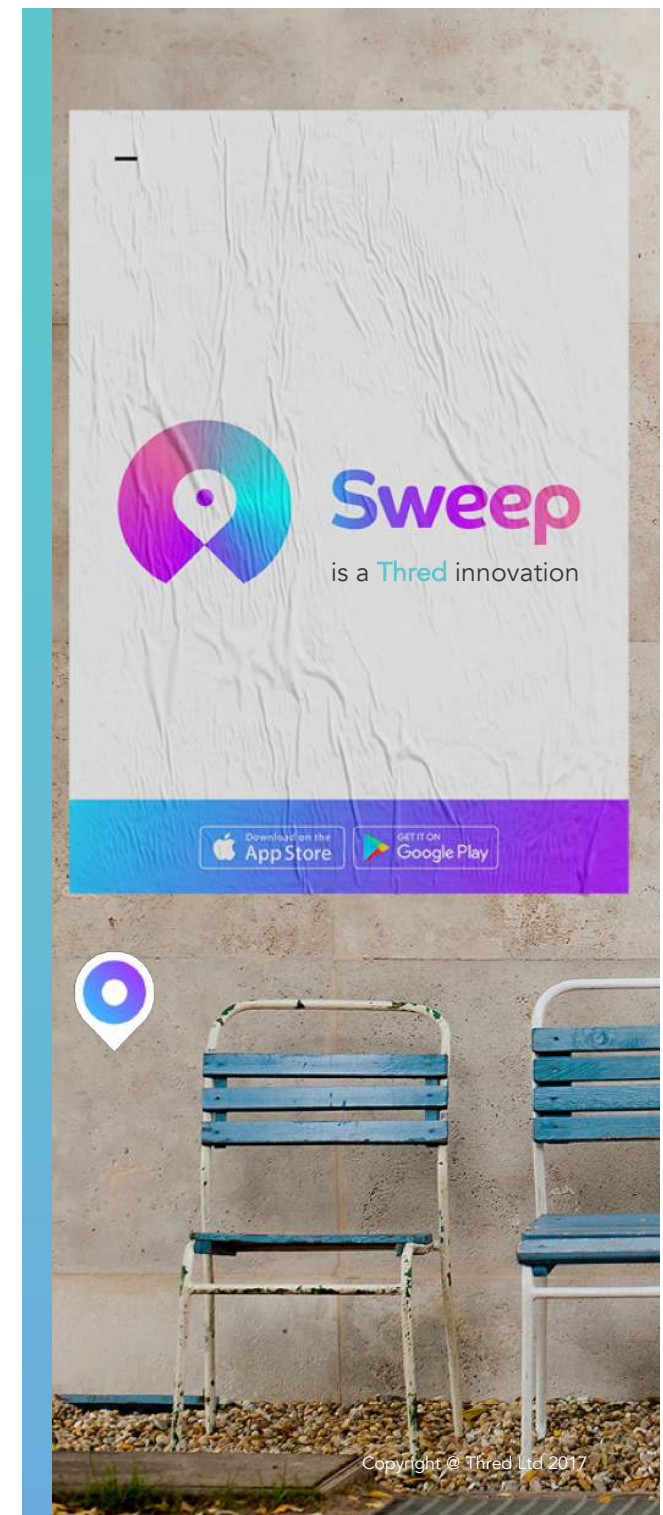
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# What is Thred?

Thred is an innovative technology company

- Following release of its messaging app, Thred modified its tech to leverage **augmented reality (AR)** and **geo-location technologies**.
- AR is one of the **fastest growing technologies** being commercialised globally.
- Thred has positioned its business model to be **at the cusp** of this global tech evolution.
- Thred's entry to this burgeoning sector is delivered by its **AR consumer app, Sweep**.
- Sweep** uniquely positions Thred as a **pioneering competitor** in the global AR market.
- Our enterprise model, **Agent Reality**, leverages **Sweep's technology** and **commercially delivers** it to businesses and brands.





# AR & VR are Often Confused

Augmented Reality

Virtual Reality

Via Mobile



Focus of Sweep & Agent Reality



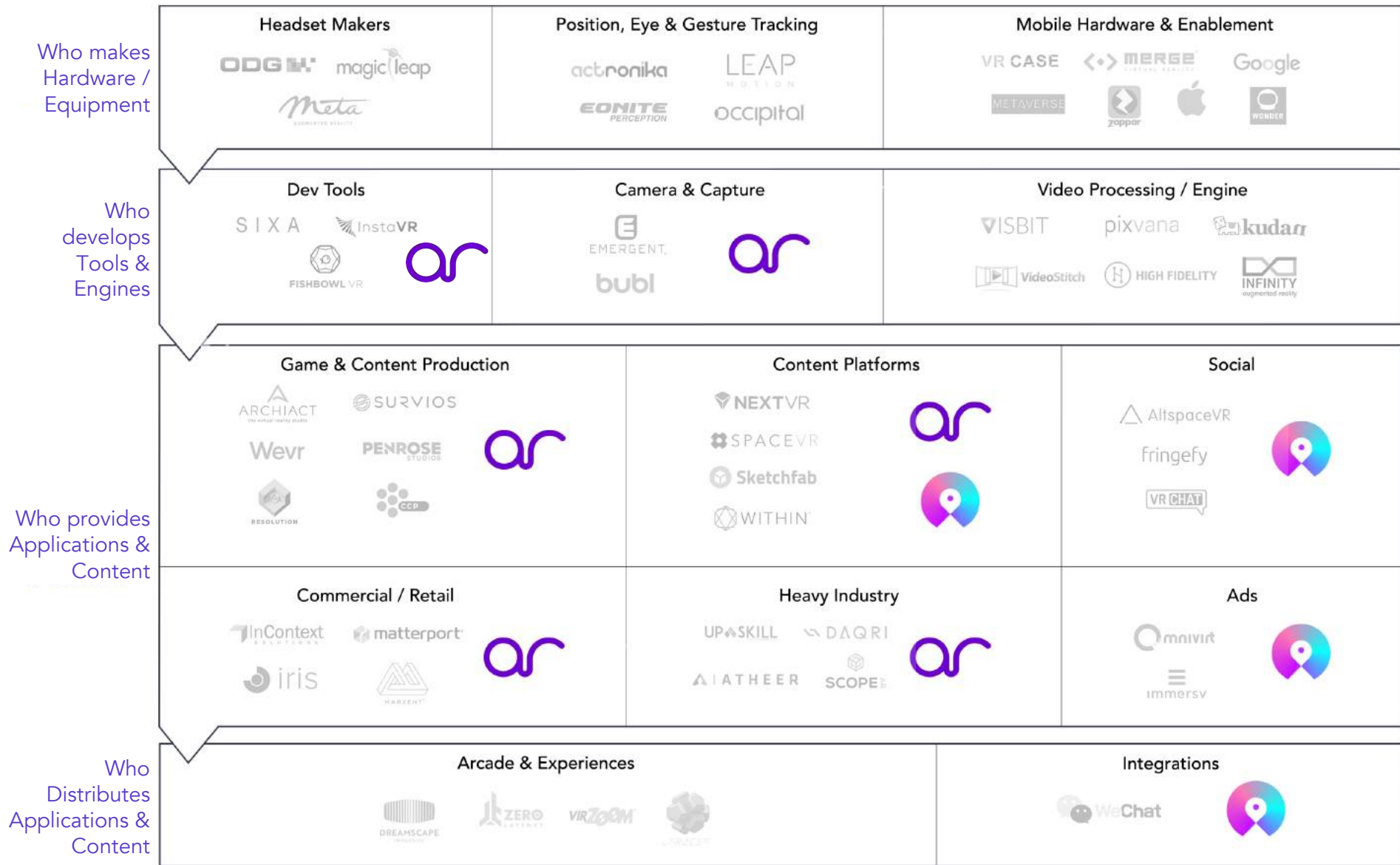
Via Headset



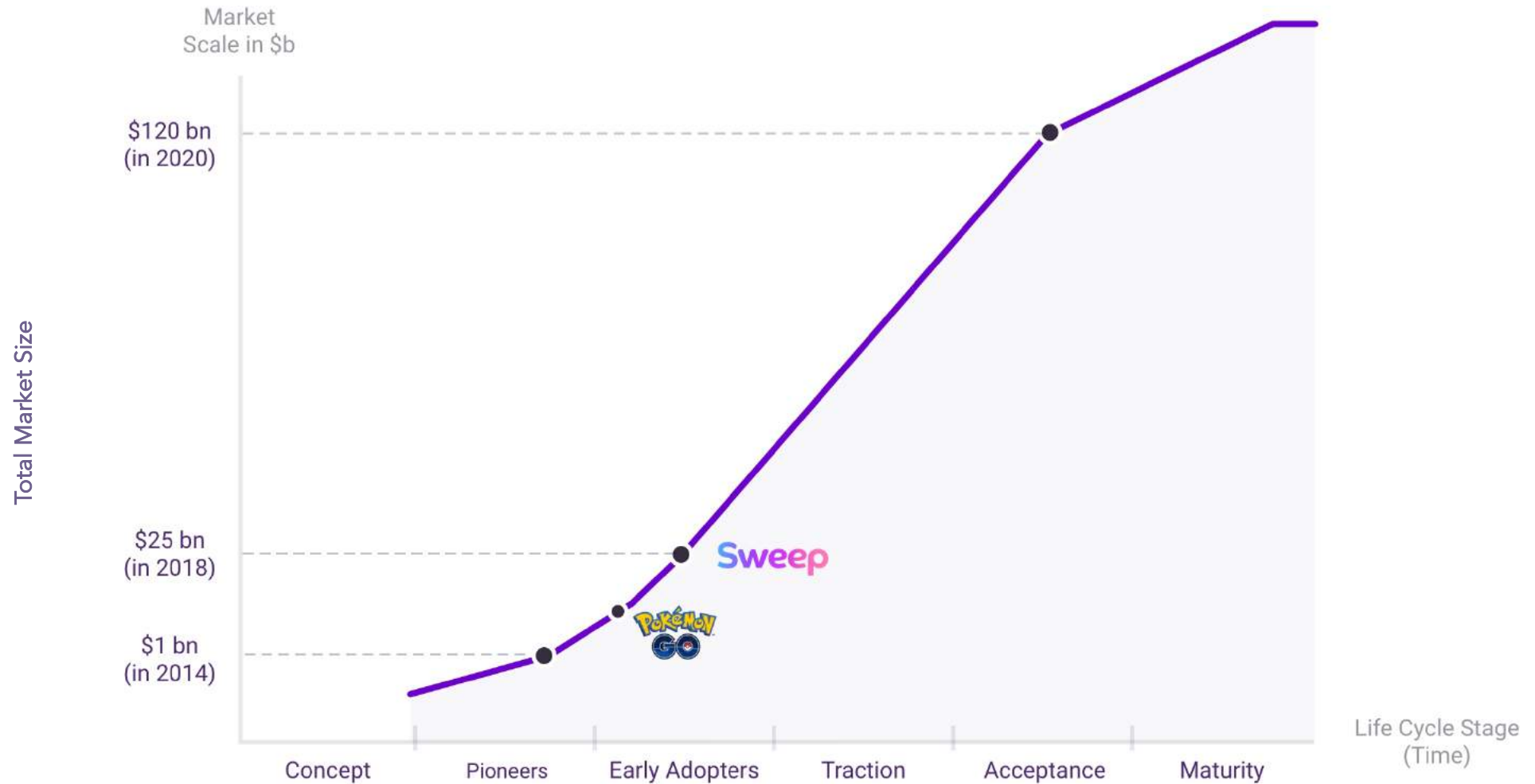
Sweep & Agent Reality will leverage the proliferation of **Mobile devices in AR**



# Where Thred Sits in the AR/VR Market Structure



# AR & Sweep Product Positioning



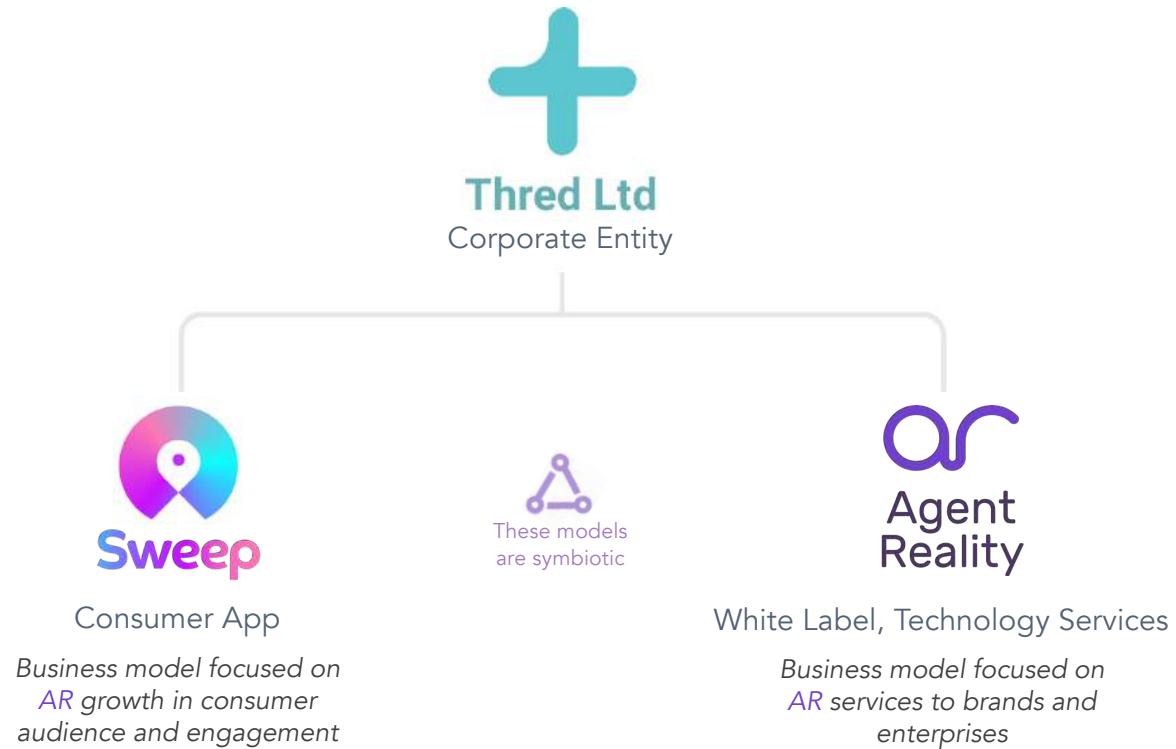
Significant AR traction is yet to happen; but it will soon !

Source – CB Insights Aug



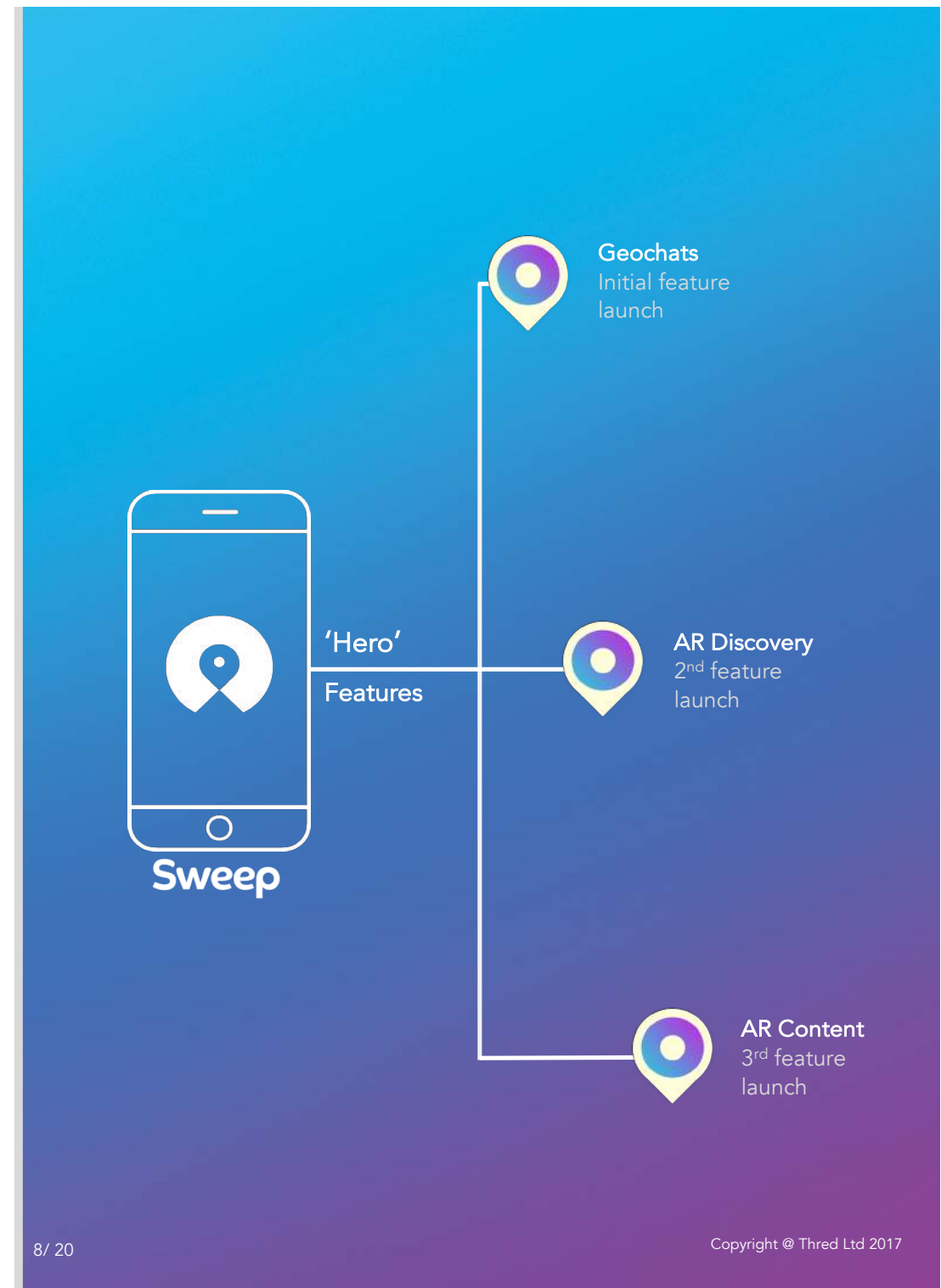


# Business Structure & Model



# What is Sweep ?

- Sweep is a novel consumer app that **leverages augmented reality and geo-location technologies**.
- It is uniquely positioned to utilise these growing technologies in novel ways to **establish significant and engaged consumer audiences**.
- Its business model allows us to **monetise via Geochats, AR, integration partners and in-app purchases**.
- Its **technology underpins and facilitates** the Agent Reality business model.
- It is the **first app of its kind in Australia** and is set to engage and retain our target demographic.



# What are Geochats ?

Making conversations contextually relevant

A Geochat is **only accessible** when a user passes through a **geo-fence**.

**Geo-fences** are controlled GPS coordinates that Sweep sets to facilitate specific chat forums.

Geochats engage users and deliver **location-based, contextually relevant** content.

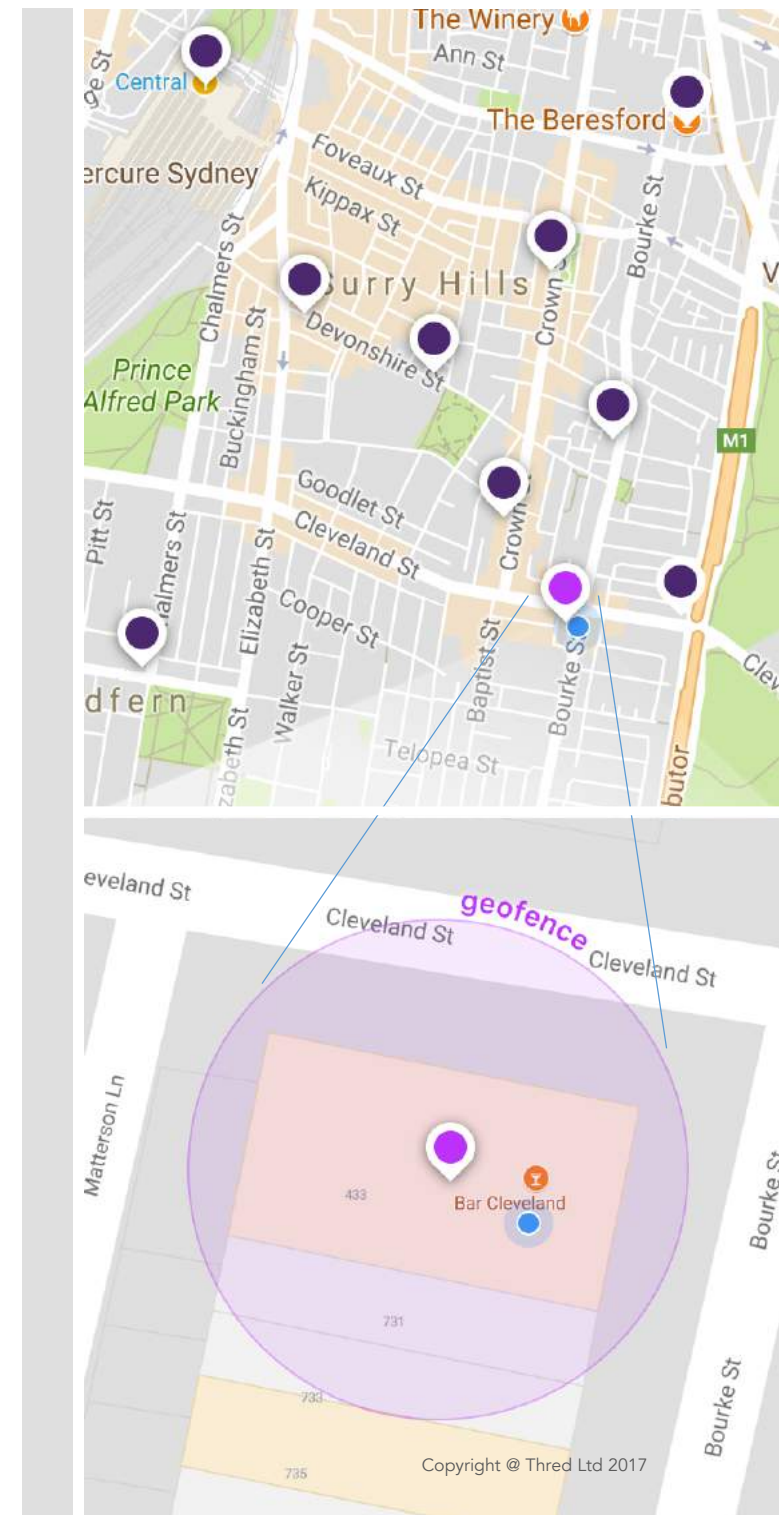
When a user leaves a venue or area, they can no longer join the Geochat.

This delivers a **strong sense of exclusivity, discovery and community** for our target demographic.

Locations: **Campuses, bars, stadiums and promoters etc**, can also join and moderate their Geochats.

Sweep allows **venue owners to talk directly** to their location-based audience.

This delivers **highly targeted and symbiotic value propositions** for both parties.



# What is AR Discovery ?

Discovering a world around you

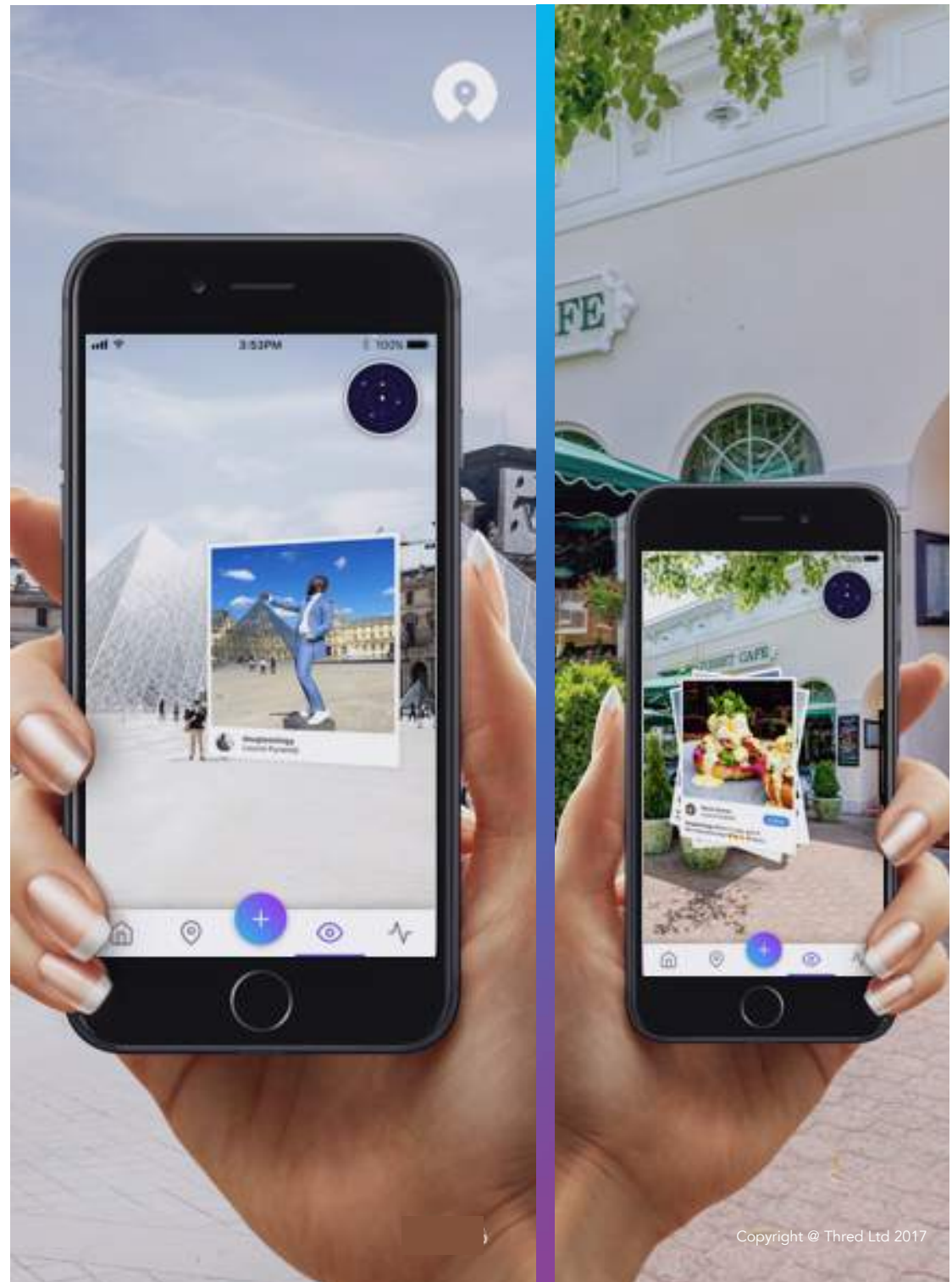
AR Discovery is where our users can **discover, see and interact** with their surroundings in augmented reality.

Our AR discovery feature is where **Sweep and its partners** create and provide AR content for users to consume.

AR content also **relies upon geo-location** in order to make the **AR content contextually relevant**.

This method of discovering content has the potential to **change user search behavior**.

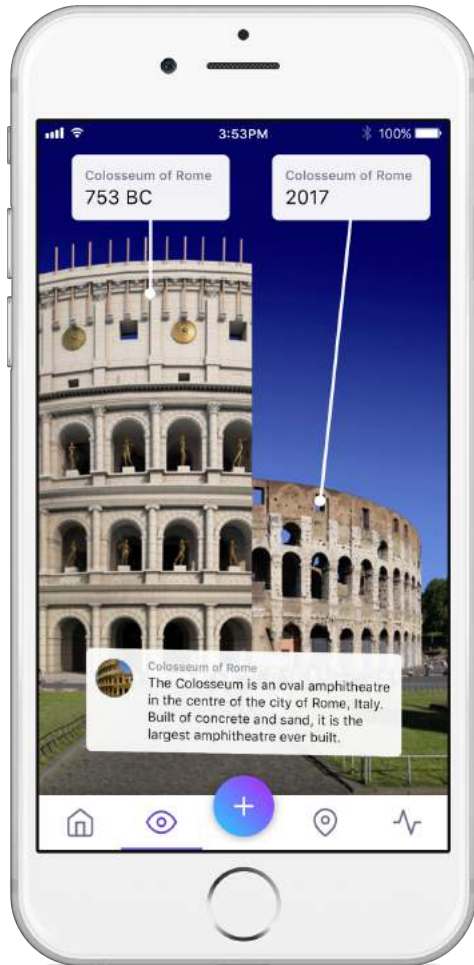
The **applications** for this feature are **endless** and have **strong monetisation potential**.



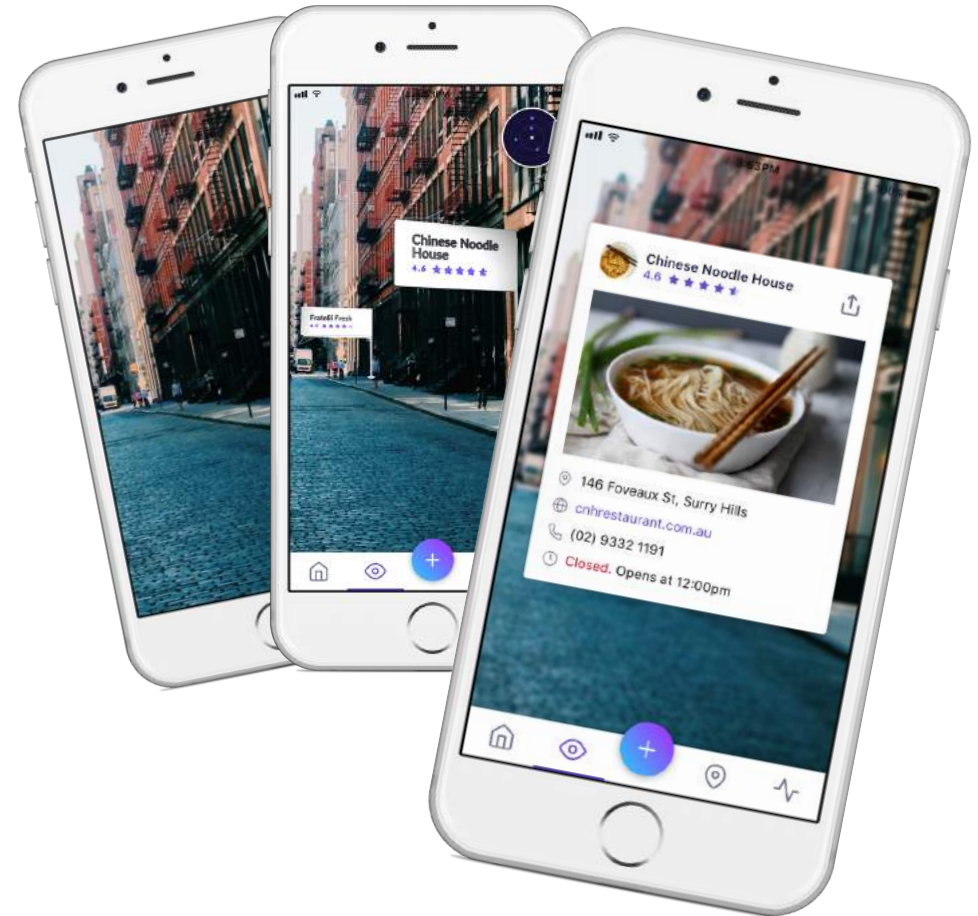


# Example Applications

Travel



Food & Hospitality



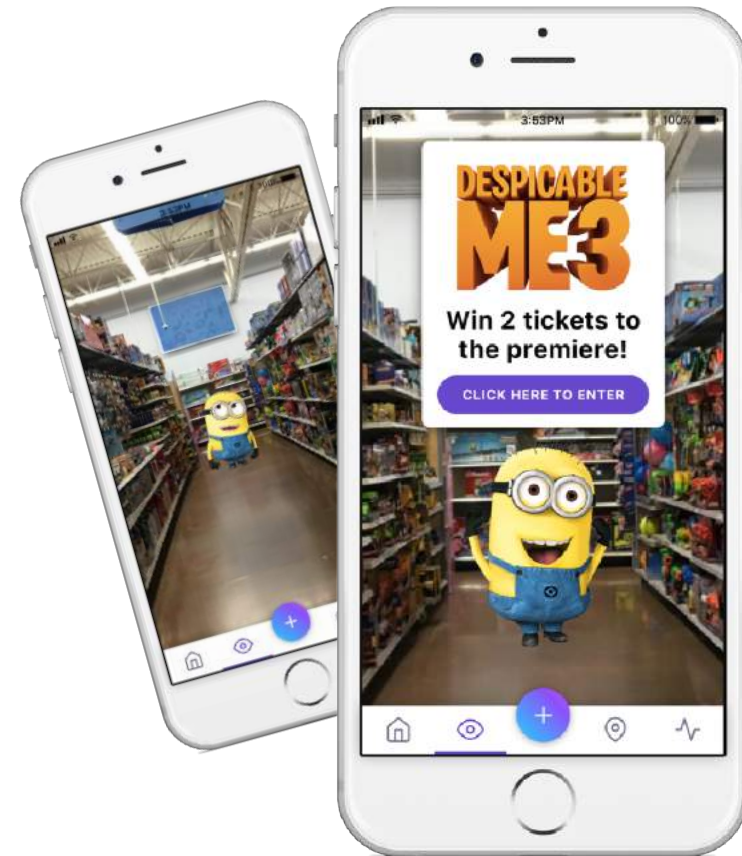


# Example Applications

Sports



Retail



# What is AR Content Creation ?

Posting AR content for others to discover

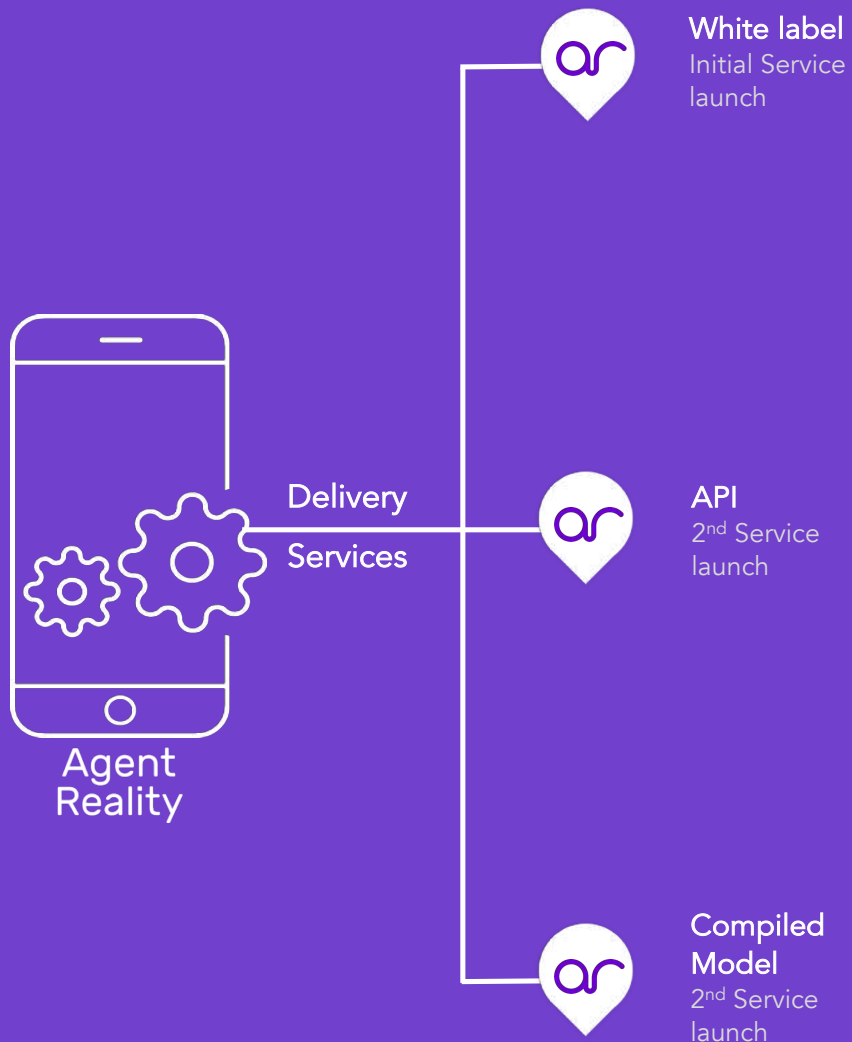
Adding AR content is next, where Sweep allows users to **create their own content and post it for others to discover.**

User generated **AR content will herald an exciting new** consumer engagement offering for Sweep.

The feature will provide new and scalable monetisation channels for Thred.



# What is Agent Reality ?



- Agent Reality takes the **Sweep technology** and licenses it to **brands and enterprises**.
- This allows enterprises to leverage Sweep's unique AR technology **without the need to hire developers and incur investment and technology risk**.
- Agent Reality generates revenue** from this using several models which are described overleaf.
- Learnings from **Agent Reality applications will be provided to Sweep users, and vice versa**.
- Agent Reality allows Thred to have multiple market touch points and underpins Sweep's expansion.

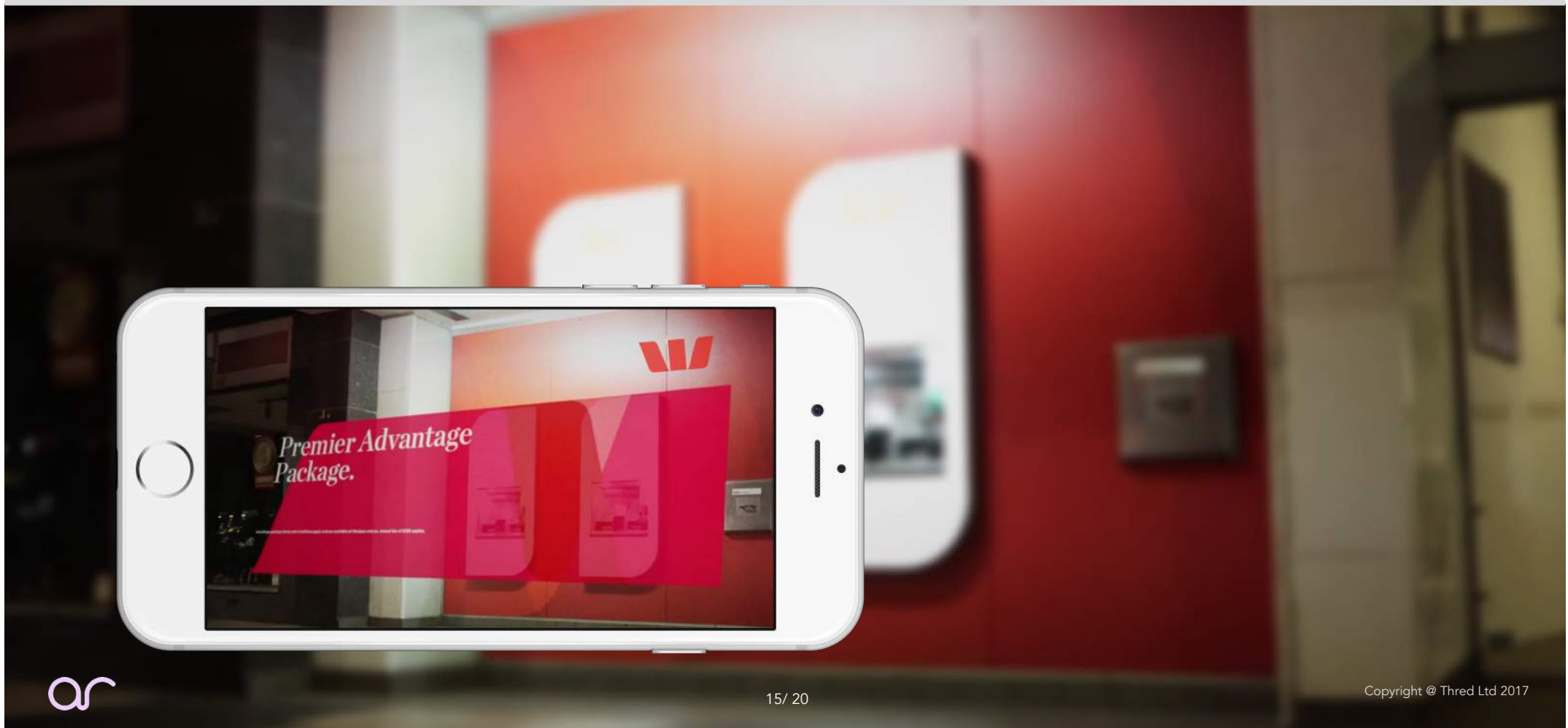


# What is the White Label ?

A white-label version of our technology delivers an end-to end AR solution for brands who don't have development teams or an existing app.

Our clients can choose from a list of features including **enterprise branding, Geochats, and AR.**

Our white label module **can be licensed to a business**, allowing them to take control of their content using our Content Management System (CMS).



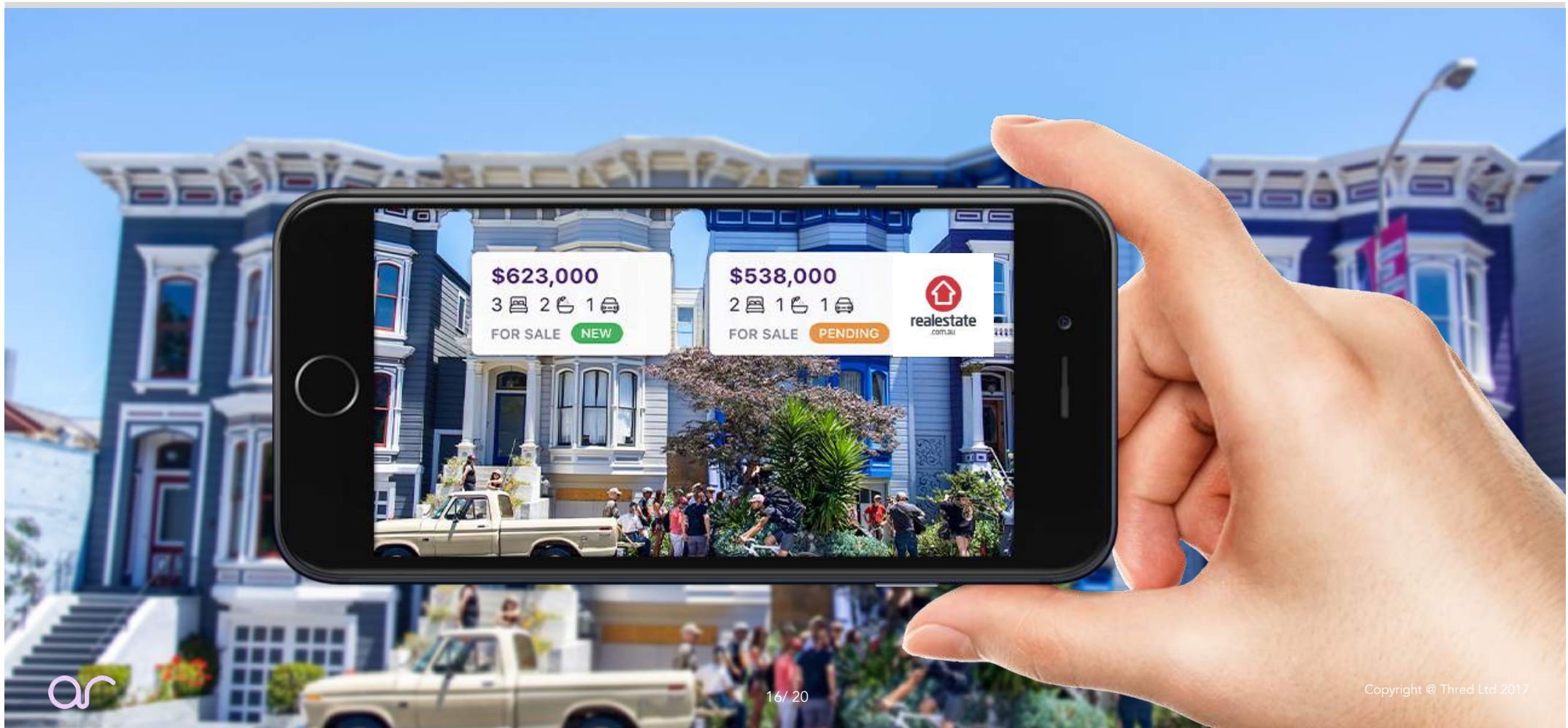
# What is the API\* ?

For brands with an existing app with incumbent users, they may wish to leverage our API to deliver AR simply.

While they may have their own development resources, providing our API will allow rapid and simple access to AR.

The API will also provide access to Sweep users, enabling free cross-channel marketing which underpins Sweep's audience.

\* Application Program Interface = is a common language for software platforms to share data and functionality.





# What is the Compiled Module ?

For clients who have their own developers, we can provide **compiled code** in the form of software libraries for a license fee.

This allows brands to use our libraries of code to **integrate augmented reality** into their existing app.

It's like taking our engine and rebranding it for leverage by **tech savvy companies** who don't want to start from scratch.



# Big Data Opportunity

Sweep will set new standards in data richness



- 📍 Unearthing and providing enterprises with rich and relevant data is a **new currency**.
- 📍 This data currency is becoming **more valuable** than existing digital revenue models.
- 📍 In addition to the revenue models across Sweep and Agent Reality, income from the **sale of data** will underpin our **business model**.
- 📍 Sweep and Agent Reality provide the unique ability to know **when users view an ad and where they were when they did so**.
- 📍 AR ad content is set to **reinvent the marketing industry**.
- 📍 Thred's product and services models uniquely **capture and increase the value of big data**.



# JOIN THE SCHOOLIES CHAT

## Summary

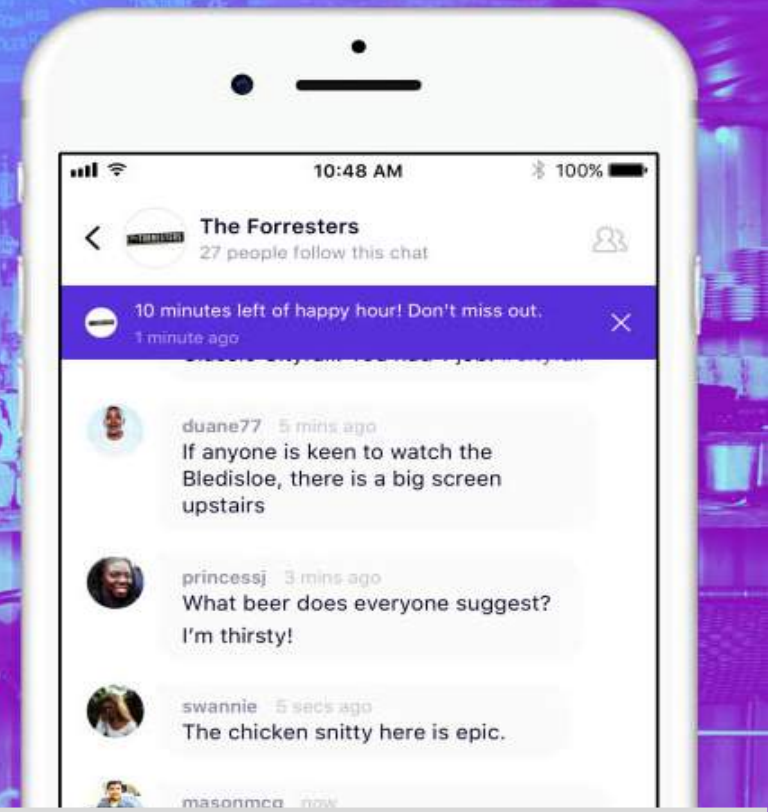
- ◉ We believe we are **positioned ahead of market entrants** in the **global AR space**.
- ◉ We estimate all of Thred's **potential competitors** are **SMEs**.\*
- ◉ Our business strategy uniquely delivers across **enterprise** and **consumer** channels.
- ◉ **Revenue will be delivered** by Sweep and Agent Reality following fastidious testing.
- ◉ Thred is the **first and only ASX** listed AR company.
- ◉ Thred provides shareholders with the **rare opportunity** to invest in an **experienced start-up team**, with the **governance and liquidity** of a listed entity.

\* = Small to Medium Enterprises





# UNLOCK EXCLUSIVE CHATS IN YOUR LOCATION



## Contact

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Find us at:  
[www.thred.im](http://www.thred.im)  
[www.sweep.im](http://www.sweep.im)  
[www.agentreality.com](http://www.agentreality.com)

# Thank You!

