



Thred appoints QANTAS executive to Board

Thred Ltd (ASX: THD, Thred or the Company) is pleased to announce the appointment of Mr Rob James to the Company's Board of Directors.

Mr James has been appointed as Independent Non-Executive Director of the Board effective immediately.

Mr James has significant experience as a Chief Information and Digital leader across the public and commercial sectors with specific experience in IT, gaming, entertainment, telecommunications, retail and agricultural industries. He is currently the Chief Technology Officer of QANTAS Limited.

Prior to QANTAS, Mr James was Chief Information and Product Officer for William Hill Australia. He has also held various senior positions at Echo (Star) Entertainment, Posse.com, Optus, the Australian Wheat Board and Woolworths. During his distinguished career, Mr James developed a deep knowledge in product strategy, innovation, enterprise transformation and customer engagement. His work has been recognised with several prestigious industry awards.

Rob James said regarding his appointment: *"Augmented Reality is an emerging technology with enormous growth potential. I believe Thred has all the ingredients to become a top-tier player in this market. I am looking forward to adding value to their growth plans and building on their early success."*

Thred Chairman, Mr David Wheeler, said: *"I am delighted to welcome Rob as a Director of the Board. His broad technology management and sector experience, as well as his executive leadership experience, will deepen the Board's existing skills and expertise."*

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 3rd 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.

Sweep and Agent Reality are Thred Innovations



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