



Thred Appoints COO of AR Technologies

Thred Ltd (ASX: THD, Thred or the Company) is pleased to announce that as part of Thred's focus on the commercialisation of the company's IP and technology products, Paul Willey has been appointed Chief Operating Officer of AR Technologies, working closely with its Executive Chair, Robyn Foyster.

Both individuals are highly respected industry experts and thought leaders. Paul recently spoke at Convergence006 and Robyn is a panel moderator at CeBIT Australia 2018 event hosted in May. Previously Agent Reality's Commercial Director, Paul brings a wealth of knowledge and experience in immersive technology and media from the United Kingdom and Australia. Paul has a proven track record in sales, creation and production of AR and VR campaigns across a wide range of brands and industries.

In addition, Thred has also appointed Barbara Bentley as commercial manager of Agent Reality. Barbara has worked for leading advertising and design agencies across New Zealand, Australia and the United Kingdom. With her strong agency contacts across Australia and New Zealand, where she is based, she will concentrate on identifying and building Trans-Tasman business opportunities.

Paul, who led the team responsible for securing Agent Reality's [marquee government project](#), will drive more commercialisation activities and the company's IP and technology products as well as implement further cost control measures.

AR Technologies Chair, Robyn Foyster, said: *"Paul has a strong background in business development and will help take AR Technologies to the next stage."*

Paul said *"I'm excited about the opportunity to work with such a smart and talented team to move our businesses positively forward. The opportunity for brands and enterprise client to tell their stories in an immersive way have never been greater, and we're looking forward to help realise those creative visions in a much deeper and useful way."*

Agent Reality leverages Sweep's technologies and platform, including augmented reality and geo-chats. This enables the company to deliver white-label and big data solutions.

The company has accepted the resignations of Chief Product and Growth Officer Mez Gallifuoco, and Chief Technology Officer Michael Cerbara. The Board of Thred and the management team would like to thank them for their contribution and wish them well in their future endeavours.



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.

Sweep and Agent Reality are Thred Innovations



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