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Option Exercised to acquire **thred**

Highlights

- Acquiring **thred** - Unified Social Messaging
- A 'Unified Social Messaging' application specialising in cross platform communications
- Supporting, accessing and overlaying over 140 social media networks globally

Promesa Limited ("the Company" or "Promesa") is pleased to announce that it has exercised its Option to acquire 100% of the issued share capital of Thredit Ltd ("Thred") and its subsidiaries as contemplated in the Heads of Agreement announced on 13 April 2015. Thred are the developers of the meta-social platform and unified social messaging app named **thred**.

Promesa and key stakeholders involved in the transaction are delighted and impressed at the development progress leading to launch achieved in such a short time.

thred is a first mover meta-social & media sharing application that overlays 140+ social media platforms globally allowing instant access to all social media friends, followers and contacts in a single unified way. With the potential to connect billions of social media users.

thred is a private access messaging and sharing platform allowing individual and group consolidation across all social media remaking the messaging experience and building bridges between social groups.

thred is a web based messaging platform and mobile app specialising in cross platform communication systems. **thred** has developed several proprietary engines and systems that unify and centralise user contacts and social groups whilst simultaneously providing a centralised communication hub.

thred has also developed machine learning engines and a neural network that learns user's preferences, providing a more targeted and satisfying messaging and sharing experience.

thred's platform is the core of a suite of products that are being developed for the mobile market. The core suite of products are expected to be officially launched in mid 2015 with additional features and modules released throughout the year.

The thred app is not just a new messaging app or a new form of social media, rather it is the solution to the challenges we all face in today's connected and information-rich world. These challenges include:

- How we manage the range of our diverse profiles and groups across multiple social platforms
- How to easily create and monitor a private group discussion with friends from networks such as Twitter, Facebook, Weibo and LinkedIn at the same time as using SMS and email addresses – uniquely allowing a two way communication stream between them all – allowing the creation of a private messaging group made up of people across multiple platforms and social media.

By developing and marketing the thred platform, the goal is not to compete with existing messaging apps or social networks but instead to reshape the way we all use the range of services available to create more meaningful and valuable connections between people.

“Building bridges not walls”.

thred will be launched as a platform and there are several 3rd party applications and content partnerships which are supporting the platform preparing to enter the market shortly after launch.

thred is unified social messaging.

For and on behalf of the board,

Damon Sweeny
Company Secretary