

ASX ANNOUNCEMENT

13 May 2015



Australian Securities Exchange
Level 8, Exchange Plaza
2 The Esplanade
Perth WA 6000

ADVISORY BOARD APPOINTMENT – MR CHRIS ADAMS

On the 13th April 2015, Promesa Limited (ASX: PRA) (**Company**) announced that it had entered into Heads of Agreement to acquire 100% of the issued capital in emerging social media company, Thredit Ltd (**Thredit**).

In order to progress the planned acquisition the Company recognises the opportunity to strengthen its management and technical skills in the social media and technology areas. To this end the Company is very pleased to announce the appointment of Mr Chris Adams to the Advisory Board. The appointment of Mr Adams substantially strengthens the Company's technical skills.

Chris Adams is an internationally recognised digital strategist, social media pioneer, advisor and technology executive with over twenty years of experience in accelerating businesses. His career has included roles with some of the best known companies in world, a wide variety of start-ups, charitable endeavours, brands and thought leaders. Always at the nexus of disruption, innovation and engagement.

In 2006 Chris was asked by Facebook, then a fledgling social media network, to integrate video onto their platform. This was a pivotal moment in the consolidation of Facebook's brand and user interface. He also played a key role for Facebook in both the creation and production of the acclaimed reality TV series "Facebook Diaries". Chris's involvement resulted in the adoption of video by Facebook and the launch of the company's 'Share' button.

Chris served as Senior Vice President of Business Development and Chief Vision Officer for Participant Media and was involved in its first slate of movies including: *An Inconvenient Truth*, *Syriana*, *Charlie Wilson's War*, *North Country*, *Good Night, And Good Luck* and *Kite Runner*. He assisted Comcast Cable & Interactive to secure sponsorship for its VOD platform and led entertainment business development for both Amazon and Lycos and until recently, he served as CEO and Executive Director of video streaming and syndication company Spondo.com. At Amazon he was challenged with the task of convincing traditional media companies with long-established distribution channels to embrace the web as a sales channel.

Chris is on the Advisory Boards of companies Manalto (ASX Code: MTL), Spiral Toys (OTCBB: STOY) VoiceByte and Impact Academy. He is also an award-winning children's author, with his next book narrated by Hugh Jackman, scheduled for publication in early 2016, with the proceeds benefiting The Global Poverty Project and World Vision Australia.

About Thred

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 further information, please contact Promesa on +61 8 389 5885

On behalf of the Board
Damon Sweeny
Company Secretary