

## THRED SECURES KEY TECH EXECUTIVES

### Highlights

- **Appoints Chief Marketing Officer: Mr Chris Jones.**  
Leading expert in App Marketing and User acquisition.
- **Mr Thomas Alderweireld appointed as Chief – Artificial Intelligence and Machine Learning Algorithms.**  
Internationally renowned leader in design, architecture, development and maintenance of artificial intelligence and machine learning algorithms

Promesa Ltd and **thred** are pleased to advise the appointments of Mr Chris Jones as Chief Marketing Officer and Mr Thomas Alderweireld as Chief – Artificial Intelligence and Machine Learning Algorithms.

As detailed in their respective bios below, both executives are key appointments for **thred**.



Chris Jones is one of Australia's leading experts in app marketing and user acquisition. Chris has consulted to hundreds of app marketers and developers including Microsoft, Cheetah Mobile, Visual Supply Co and many others. Chris's background spans both large brands and startups. He's held management roles with Boost Mobile, Mattel & Virgin Mobile Australia as well as several Australian based startups. A graduate of The Kellogg School of Management at Northwestern University, Chris resides in Sydney and is passionate about **thred**, mobile, soccer and his wife and 3 children.



Thomas Alderweireld is renowned for his expertise in quantitative risk, Basel III, commodity and derivatives pricing. Thomas has built multiple risk management platforms from scratch including the credit risk platform for DEXIA Group and the Counterparty Risk Platform for Noble Resources Ltd. He is responsible for the design, architecture, development and maintenance of the artificial intelligence systems and machine-based learning algorithms that support **thred**.

Mr Jones will play a key role in the rollout of **thred**'s Go To Market (GTM) strategy.

Mr Alderweireld brings world's best practice to **thred** as it finalises its Artificial Intelligence and Machine Learning platform.

### 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 9389 5885

On behalf of the Board  
Damon Sweeny  
Company Secretary