ASX ANNOUNCEMENT

27 May 2015

PROMESA

THRED INTRODUCES MORE TECH EXECUTIVES

Highlights

- **Appoints Chief Security Officer: Mr Andrew Murton.**
  19 year Senior Executive in Information Assurance and Security.

- **Mr David Whitaker: Chief Executive Officer and Co-Founder.**
  A tech entrepreneur with deep experience in building high growth digital businesses, spanning mobile applications, group buying and digital agencies.

- **Mr Jens Nielsen: Chief Technical Officer and Co-Founder.**
  A Certified Scrum Master with an Advanced Degree in Digital Design and Communication specialising in user centred design.

Promesa Ltd and thred are pleased to advise the appointment of Mr Andrew Murton as Chief Security Officer and also introduce Mr David Whitaker and Mr Jens Nielsen.

Their respective bios are detailed below, and they are key appointments for thred.

Andrew Murton – Chief Security Officer:

Andrew is an executive-level technical innovator who offers a proven track record of developing and launching new technologies and commercial strategies within the global mobile internet (IEEE/3GPP 4G+), Start-up, Information Assurance and broader technology sectors. Engages at C-level, both internally and across a blue-chip client base to shape future thinking and build secure, scalable and reliable telecommunications, financial and internet infrastructures capable of delivering / supporting high-impact webscale market penetration. As Chief Security Officer, Andrew is responsible for working in unison with the Chief Technical Officer to scope, design and develop the security-levels of the technical landscape upon which thred will operate.

David Whitaker – Chief Executive Officer and Co-Founder

David is a high tech entrepreneur with deep expertise in building high growth digital businesses. After 17 years in IT & Digital recruitment, David has founded and built businesses spanning mobile applications to group buying to digital agencies. David's ability to rapidly scales teams for high growth and establish strategic partnerships for early startup companies has made him a highly sought after resource for companies expanding into the Asian market. David has provided strategic counsel to brands such as SAB Miller, Yahoo and Macquarie Bank. Originally from Australia, David has lived in Hong Kong for 10 years.

Jens Nielsen – Chief Technology Officer and Co-Founder

Jens leads the thred development team, is a Certified Scrum Master with an advanced degree in Digital Design and Communication specialising in user-centered design. Originally a SAS and C# programmer, Jens has worked on projects ranging from high volume web sites to major IOS banking applications to large business intelligence projects. A published professor and thought leader in the area of Convergence Information Technology, Jens sees himself as a hybrid developer – able to work on both the design and development of products and services. Jens is originally from Denmark and now resides in Hong Kong.

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 billons 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