thred

Unified Social Messaging

"The single biggest problem in communication is the illusion that it has taken place "

–George Bernard Shaw

thred

Unified Social Messaging

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**.

Social Media has become quite anti-social

Adults typically have over 5 social media accounts

Multi-networking is growing – users are adding new networks on top of their existing ones at an increasing rate

2.1 billion people are on social media

f 1.44 Billion
MONTHLY ACTIVE USERS

You Tube 1 Billion
MONTHLY ACTIVE USERS

g+ 540 Million
MONTHLY ACTIVE USERS

◉ 300 Million
MONTHLY ACTIVE USERS

𝕏 302 Million
MONTHLY ACTIVE USERS

in 187 Million
MONTHLY ACTIVE USERS

v 40 Million
REGISTERED USERS

P 70 Million
REGISTERED USERS

# Yet the fragmented **social media environment** has created more barriers than ever

Social Networks broadcast **through** each other but don't enhance conversations **between** people.

Broadcast messages going one-way are now the norm resulting in a noisy ecosystem.

Inadvertent public postings often have negative outcomes.

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thred is a Unified Messaging Platform

Fast & Easy - Communicate <u>across</u> social networks eliminating the need to work within the silos of each of your social networks.

Private - By default every you post is private between you and the recipients so no more worrying about who sees your social posts.

Intelligent – thred's *Artificial Intelligence* network learns user's preferences enabling a more satisfying and effective sharing experience for users.
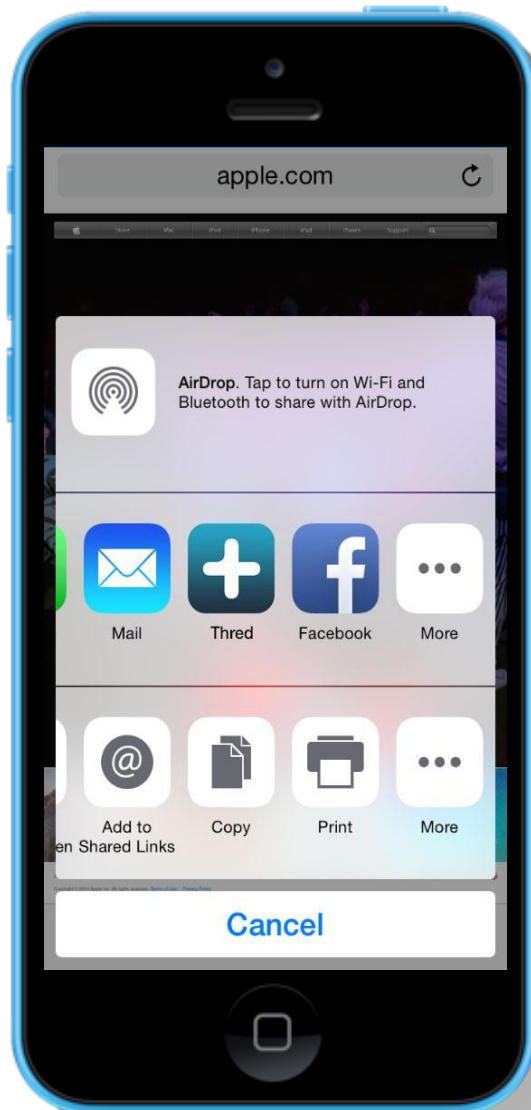
ᵗhred brings simplicity back to social media. Press one button to share everywhere

ᵗhred on "share" screen

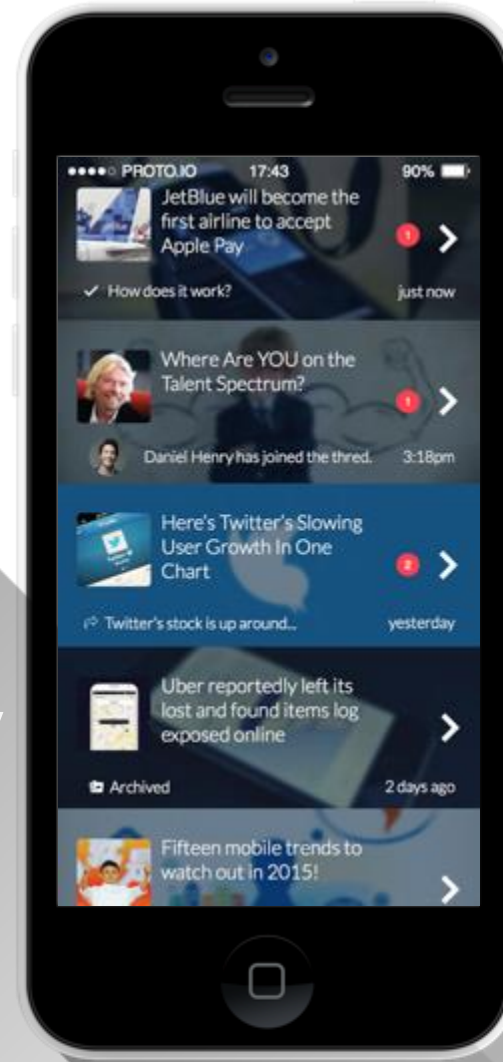Make ᴛhred the single social button on your screen

ᴛhred puts an end to the clutter of apps on your homescreen
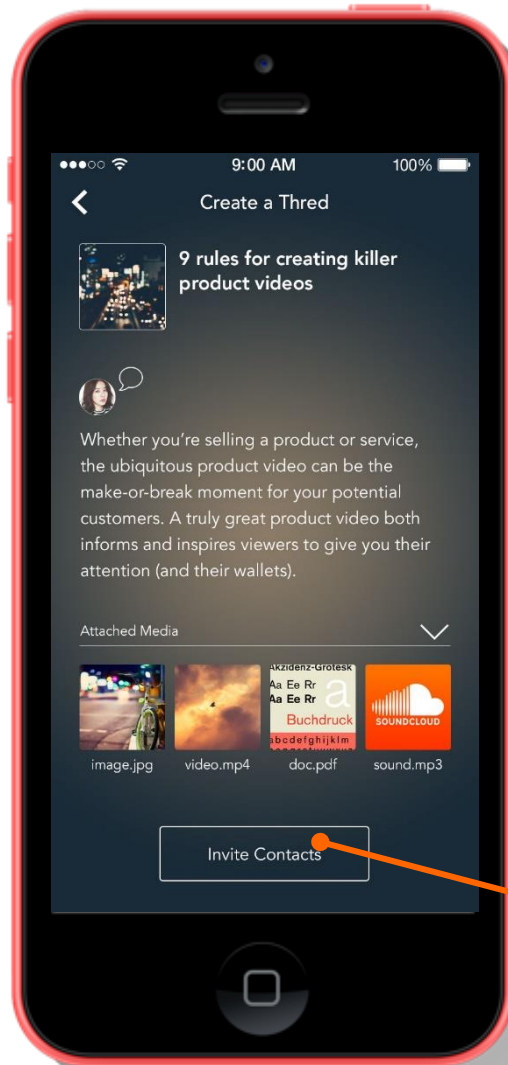
Eliminate communication barriers...

Connect all your networks and unify your contacts into a simple, cohesive system
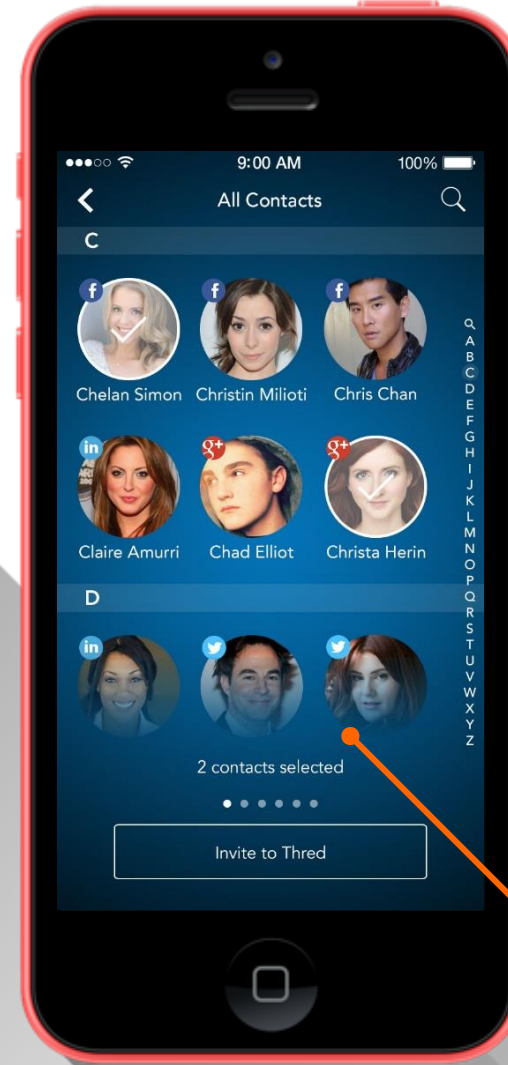
Engage with your contacts even if they're not thred users
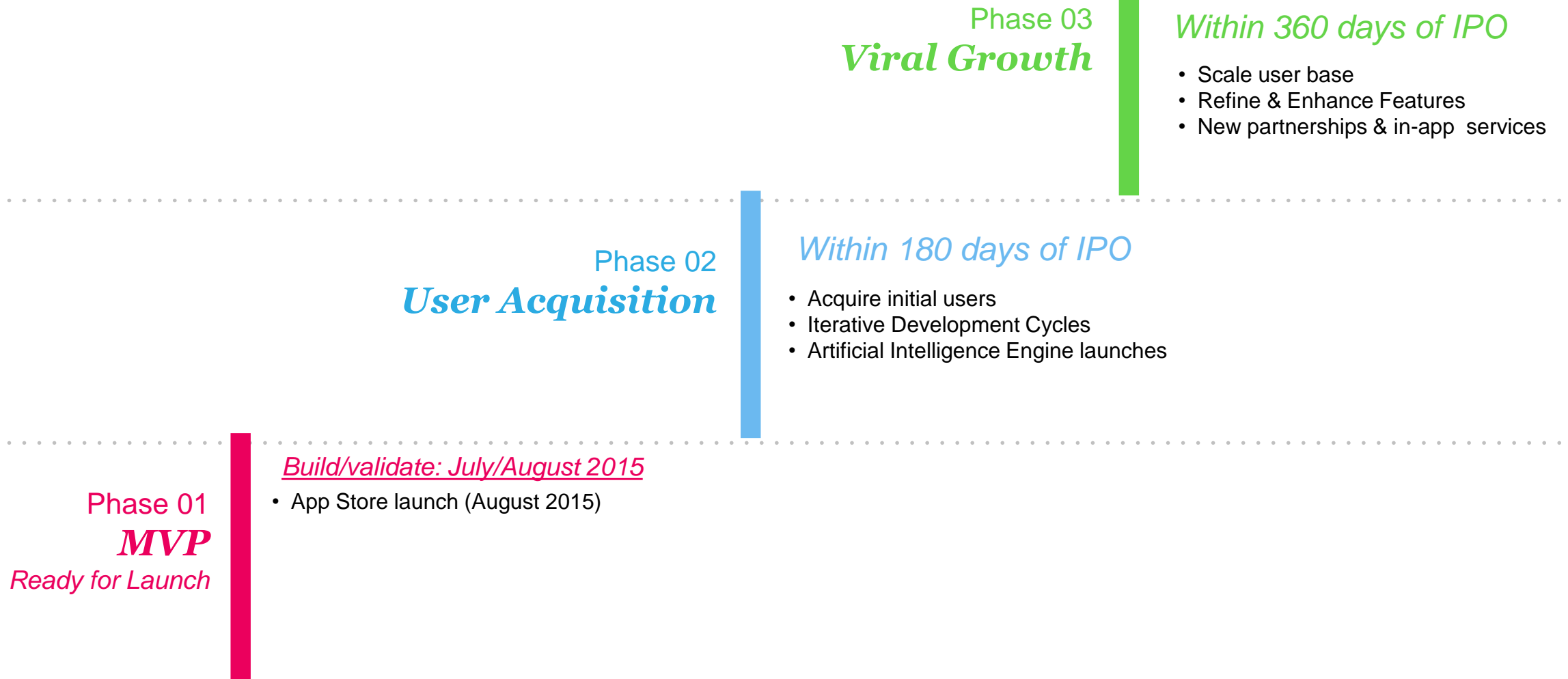
…while enhancing privacy within social media

Quickly & easily create private conversations

Add friends from all of your social networks even if they're not on thred

Development & Launch

Phase 03
Viral Growth

Within 360 days of IPO

- Scale user base
- Refine & Enhance Features
- New partnerships & in-app services

Phase 02
User Acquisition

Within 180 days of IPO

- Acquire initial users
- Iterative Development Cycles
- Artificial Intelligence Engine launches

Phase 01
MVP
Ready for Launch

Build/validate: July/August 2015

- App Store launch (August 2015)

Management Team

David Whitaker

CEO & Director

A high tech entrepreneur with deep expertise in building high growth digital businesses. After 17 years in Global IT & Digital recruitment, David has founded and built businesses spanning mobile applications, group buying, and digital agencies.

Jens Nielsen

CTO & Co-Founder

Leading the Thred development team, a Certified Scrum Master with an advanced degree in Digital Design & Communication specializing in user centered design. Has worked on projects ranging from high volume web sites to major IOS banking applications to large business intelligence projects.

Chris Jones

Chief Marketing Officer

One of Australia's leading experts in app marketing and user acquisition. Chris has consulted to hundreds of app marketers and developers. Held management roles with important companies and several Australian based startups.

Management Team

Thomas Alderweireld
Team Lead, Machine Learning
Renowned for his expertise in quantitative risk, Basel III, commodity and derivatives pricing. He is responsible for the design, architecture, development and maintenance of the artificial intelligence systems and machine-based learning algorithms that support Thred.

Andrew Murton
Chief Security Officer
Brings 19 years experience in Information Assurance and technology to the Thred team. He combines technical know-how with commercial acumen to build secure, scalable, reliable internet infrastructures.
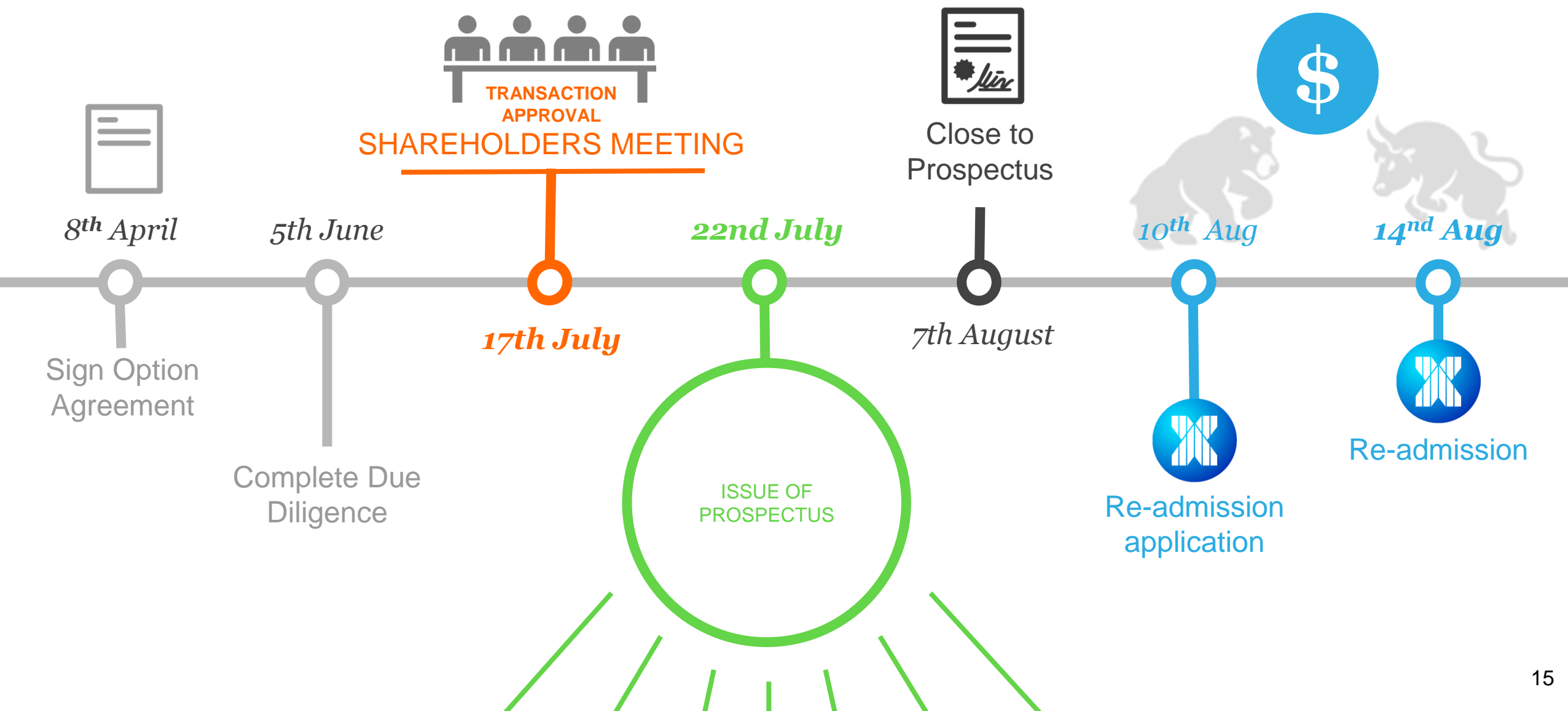
Chris Adams
Board Director
An internationally recognised digital strategist, new media pioneer, advisor and technology executive. Chris has worked at Facebook, Amazon and Participant Media in key leadership roles.

2015 Corporate Timetable

TRANSACTION APPROVAL
SHAREHOLDERS MEETING

Close to Prospectus

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8th April

5th June

22nd July

10th Aug

14nd Aug

17th July

7th August

Sign Option Agreement

Complete Due Diligence

ISSUE OF PROSPECTUS

Re-admission application

Re-admission

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Capital Structure
Structure Assuming No Consolidation

Event	Ordinary Shares	Performance Shares	Options
Existing Securities on Issue	480,515,581		63,479,167
Acquisition (Acquisition and Performance Shares post consolidation) *	250,000,000	140,000,000	
Conversation of Convertible Notes	1,000,000,000		
Armada Capital Options			100,000,000
Securities Structure	**1,730,515,581**	**140,000,000**	**163,479,167**

(Assuming no consolidation or additional securities for proposed capital raising) Options: 34,166,667 ex 5c 2/16, 20,000,000 ex 5c 12/15 Performance Shares: 140M over 4 milestones.

* Post Consolidation

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GET IN TOUCH

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… WE ARE SOCIAL TOO :)

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facebook.com/thred