

# ASX ANNOUNCEMENT

4 June 2015



## **symplicit** to collaborate on UI/UX

Promesa Ltd and **thred** are pleased to advise that **thred** have engaged Symplicit, a customer-led innovation consultancy, to work collaboratively with the **thred** team in UI/UX (not sure what UI /UX is?) on the **thred** app including the Version 1 design of its IOS Android and web based applications.

The Symplicit team have commenced a customer-centric design program based upon behavioural research, and will work closely with **thred**'s established development and project teams to produce the Version 1 of the product to be released to the market, as well as a long term collaborative and strategic vision.

Symplicit are one of the largest Customer-led innovation consultancies in Australia. Over the course of the last 12 years Symplicit's specialised services have included user experience, service design, innovation and strategy. Symplicit's clients include eBay, WWF, World Vision, FIFA, the Commonwealth Bank, Pernod Ricard, Telstra, ANZ and Qantas.

Symplicit has a diverse background designing innovative concepts for a broad range of businesses, from patient data collection systems to the future of internet banking. They have successfully developed their own start up business called "Cook" - that has received more than 1.4 million downloads, which has been heavily featured by Apple, and won many design awards.

**thred** founder and CEO David Whitaker said, 'what Symplicit is doing is parallel processing user-testing about the product, value proposition, market, appetite and space in terms of assessing and determining the characteristics of REAL user demand for **thred** along with the product, marketing, ops and infrastructure.'

<http://www.symplicit.com.au/>

### 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