

Thred Development Progress

- **Integration with major social media platforms**
- **UI/UX final version released**
- **New affiliate strategy**
- **Amazon Hosting Partnership**

Promesa Ltd ('Promesa' or the 'Company') is pleased to provide the following update.

Integration with major social media platforms:

Thred is pleased to announce that integration into the world's top 3 social media platforms is now entering testing phase in preparation for the upcoming beta release. Facebook, LinkedIn and Twitter cover a combined user group of approximately 2 billion worldwide and are the first in Thred's strategy for global platform integration.

UI/UX final version released

Development is now progressing to an exciting stage as Thred release the final version of the user interface and experience designs to the development team to overlay on the backend. The Thred team are very keen to see their hard work in action in the coming internal releases.

New affiliate strategy

Thred's approach to the market has always been one of inclusion - the affiliate strategy will be a reflection of this. It is Thred's intention to consummate a series of partnerships with significant global apps that will be rolled out beginning from V.1 release and will ensure that Thred users will have in-app access to the best services available.

Amazon Hosting Partnership

After a comprehensive review of potential partners in this space, the team, led by Sean Davidson, have chosen AWS to be our prime hosting partner. "AWS provide a clear level of service and capacity that is difficult to compete with in the context of our impending rollout of Thred," said Davidson.

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