

## Thred Partners with Global Hotel Booking System, ZUMATA

- **Global Hotel Booking Commercial Partnership**
- **Will Enable Hotel Booking Within Thred**
- **Discount Hotel Bookings Available For Thred Users**
- **Thred Will Earn Up To 25% Of Booking Fees**

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

### **Thred continues its expansion into social commerce.**

Following closely on our recently announced relationship with First Global Data (FGD) enabling in-app money transfers, **thred** is excited to announce our second commercial partnership with Global Hotel Booking Portal Zumata and will be integrating into their system enabling our users to search for and book discount hotels from within the **thred** platform. Users will be able to create conversations (or Threds) around travel based activity without having to leave **thred**.

**thred** is committed to seeking quality partnerships and integrating with them in order to deliver the most exciting and engaging content and activities possible for our users and Zumata allows us to offer a significant cornerstone of that user experience in one place.

ZUMATA is a B2B SaaS travel technology company based in Singapore since 2012. They primarily work with e-commerce and travel retailers to enhance their offering through their innovative patent-pending technology infrastructure, their comprehensive global inventory, and their API, White-label, and extranet distribution channels. ZUMATA has an inventory of over 300,000 hotel properties globally and over 900 global flights including low-cost carriers.

ZUMATA Co-Founder and COO Craig Dixon said, "We are so pleased to be working with the team at **thred** and helping them enrich their user experience through integrating our tools and API. We look forward to helping all their users reach their travel goals through the **thred** app."

### **About **thred****

**thred** is a next-generation meta-social & media sharing platform which aims to address all major global social media platforms, allowing instant access to all social media friends, followers and contacts in a simple 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 is also developing machine learning engines that learn users' preferences, with the intention of providing a more targeted and satisfying messaging and sharing experience. Any content (for example, documents, links, video, spreadsheets, Powerpoints, etc) can be easily shared, commented on (both across a Thred group or privately within the group), archived, searched and outputted for later review or furthering of the conversation.

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 platform 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

