

# ASX ANNOUNCEMENT

2 March 2016



## EXPIRY OF UNLISTED OPTIONS

Promesa Ltd ("Promesa" or the "Company") advises that 6,833,333 unlisted options expired on 27 February. No options in that class were exercised.

For and on behalf of Promesa Ltd

**Damon Sweeny**

Company Secretary

### About **thred**

**thred** is a next-generation meta-social & media sharing application 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, etcetera) 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** 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.

