

14 March 2016

MICROSOFT TO PARTNER WITH THRED

Highlights

- thred selected by Microsoft as a partner.
- thred to be recommended globally by Microsoft.
- Access to Office 365 data including mail, calendar and contacts.
- Prospectus to be lodged week beginning 14 March 2016.

The Board of Promesa and thred are very pleased to advise that after a successful vetting and selection process, thred has been selected by Microsoft to be a key start-up partner in the consumer and mobile space. The thred team has been working closely with Microsoft for some time to ensure that thred works with the Microsoft Azure platform and this process is almost complete.

thred was initially introduced to Microsoft via the inclusion of thred into Microsoft's BizSpark+ program. Microsoft will be providing thred financial and technical support, as well as recommending thred globally through Microsoft's considerable distribution and business networks.

Microsoft have also worked closely with the thred development team by using their Office365 graph API to provide thred messaging platform access Office 365 data, this includes Microsoft's mail, calendars and contacts to provide better service for business users.

In respect of this new partnership, thred CEO and Co-founder David Whitaker said, "We are so pleased to be working with Microsoft who have been both generous and inclusive. This is a significant development and marks a new direction for thred and we are excited at the prospect of having thred integrate with Microsoft's products."

In addition Promesa will lodge a Prospectus to raised \$5m week beginning 14 March 2016.

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 **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 T +61 8 9389 5885 or Media Contact David Tasker, National Director of Investor Relations T +61 8 9388 0944 M 0433 112 936 E david.tasker@ppr.com.au.

On behalf of the Board
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