thred

(ASX: THD)

ASX Announcement

Next-gen social media application Thred set to offer seamless integration across the spectrum of Microsoft Office 365 products

SYDNEY, July 27, 2016 – Unified Social Messaging platform Thred (THD: AU) today announced the development of its next generation social media application across the Microsoft Office 365 suite of products, as part of the companies' BizSpark Plus partnership. Thred is on track to deliver a prototype in the near future, ahead of schedule, and the company anticipates both strong demand and positive revenue for the add-on service.

The announcement heralds Thred's move to become the messaging and collaboration tool across the Microsoft Office 365 suite of products.

The integrated service will enable existing and future users to enjoy Thred functionality and communicate from within all Word, Excel and PowerPoint documents. Furthermore, they will be able to have real-time chat sessions within Microsoft's flagship email product, Outlook, and integration with search engine, Bing, is expected to follow.

This means the company's In-App-Search feature will be released immediately upon launch of the product, at the successful conclusion of beta trials. In-App-Search is a critical function within Thred, as it directly delivers one of the company's key monetisation strategies and keeps users within the Thred environment. Revenues are derived from both search and advertising and, in this instance, via revenue sharing of CPCs (cost-per-clicks) and paid searches.

Additional features and benefits include:

- Greater control of documents and messages, which can be shared across all platforms and with all team members, in real time and via mobile devices;
- Greater reach with the inclusion of social media networks and the integration of complete contact lists into Microsoft Office 365, including sharing content between all connected networks; and
- Centralised file and contact management through Thred

Thred CEO David Whitaker said, "We are committed to developing an even deeper relationship with Microsoft, one that includes software integration and ongoing business development. The opportunity to provide the Thred platform to Microsoft's key clients globally is an exciting challenge and one that we determinedly accept."

- The new service is expected to be launched in Q1 2017.
- This announcement has been approved by Microsoft.

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About Thred

Thred Limited (ASX: THD) is a software developer working toward commercialisation of a unified social messaging platform and web and mobile app to enable cross platform communication. Based in Perth, the Company has developed systems that unify and centralise users' contacts while providing a centralised communication hub. Thred aims to empower anyone, anywhere to easily connect with anyone else or any group across social networks, contact databases, email and more to create, manage and archive communications around relevant content.

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