thred

(ASX: THD)

ASX Announcement

14 September 2016

THRED ATTAINS SIGNIFICANT MILESTONE ON LAUNCH OF MVP APP

Highlights:

- **Thred launches Minimum Viable Product (MVP) version of Thred app, exhibiting a range of valuable features**
- **MVP launch represents achievement of Milestone 1 on schedule**
- **Thred gained significant industry validation of its commercial offering at last week's Microsoft conference, with discussions continuing with number of potential partners**

Sydney, Australia — unified social messaging software developer Thred Limited (ASX: THD) ("Thred" or the "Company") is pleased to announce the launch of the Thred App in Minimum Viable Product (MVP) form.

The MVP is the launch version of the software that allows the Thred team to collect the maximum amount of validated learning from our invited users with the minimum amount of effort and is the most common form of initial software launch engage within the industry.

Thred has developed a platform that collates users' contacts across existing messaging platforms and provides a unified messaging and communication hub. Thred empowers anyone, anywhere to easily connect with any other person or group across social networks, contact databases, email and more to securely create, manage and archive messages around content that is relevant to each user.

The Company confirms that it has achieved the Thred MVP milestone on schedule as detailed in its recent prospectus.

"After our successful key note delivery at last week's Microsoft Channel Kick-Off Partner Conference, the time is right to now release the Thred MVP so that we can continue moving forward towards our Beta and Global releases," said Thred Chief Executive Officer David Whitaker.

"We are pleased to bring Thred to our selected MVP users globally with a broader range of features than originally envisaged and full credit goes to our management and development teams. We look forward to continuing to develop the Thred platform toward full commercialisation and continued integration with our first channel partner, Microsoft."

In-app screenshots revealing the Thred MVP user experience follow over the page

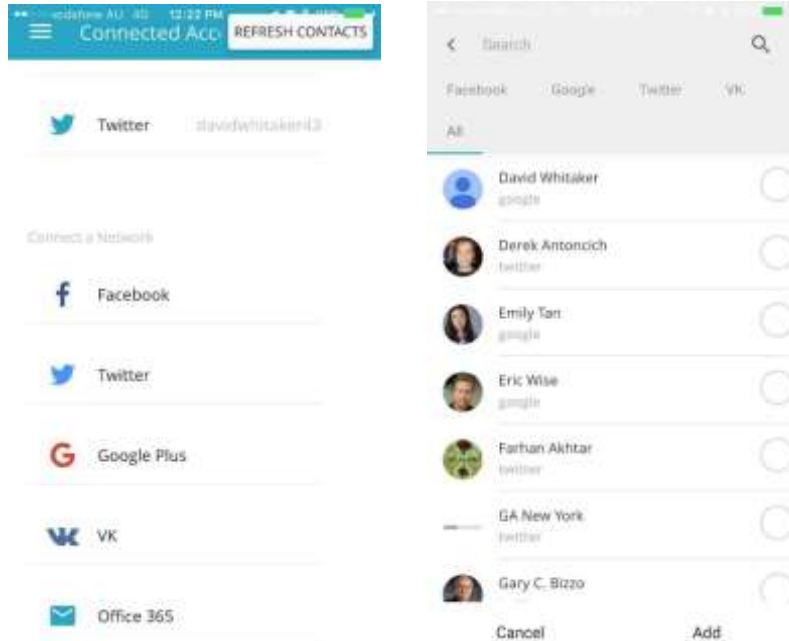MVP Thred users can explore and benefit from a range of features, including:

Thred message centre with main feed
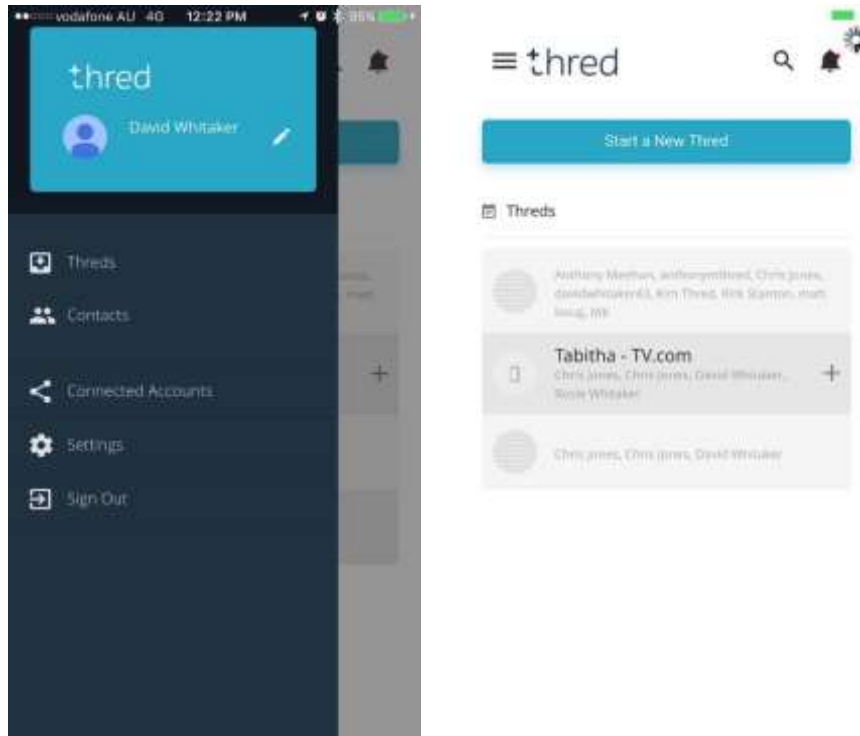
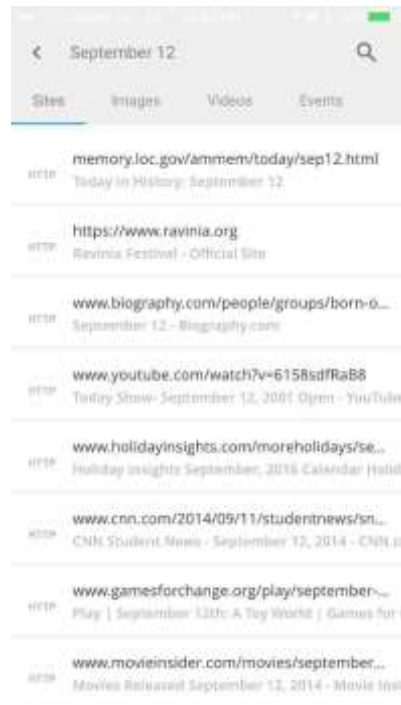**Thred creation with link and image sharing within a Thred**

Social profile collaboration – connecting social media accounts and contacts with Thred

Micro-Threds – 'message within a message' functionality

Integrated in-app search for web, images, video and events

The Company notes that successful launch of the Thred MVP with defined functionality within 90 days of the date of completion of its recent capital raising represents achievement of Milestone 1 as specified in its recent prospectus.

As such, 31.5 million performance shares will convert into fully paid ordinary shares in Thred Ltd in accordance with their terms and conditions of issue, **including a 2-year escrow from issue.**

The Company is pleased to confirm that discussions have been entered into with a number **of new potential partners**, which were introduced by Microsoft as a result of attending the Hong Kong Microsoft Channel Kick-Off Conference. The market will be updated in due course on results of these ongoing discussions.

Thred looks forward to updating investors on its progress toward commercialisation. Since the RTO and with the release of the MVP, Thred has further developed its value proposition, having now created many new exciting and profitable channels to market for Thred, over that which was envisaged in the prospectus.

For more information, please contact:

David Whitaker
Chief Executive Officer
+61 8 9389 5885
ir@thred.im

Tim Dohrmann
Investor and Media Enquiries

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.