

1TT'S FLAGSHIP SIXTY REBRANDS AS KUMU.

Thrive Tribe Technologies Limited (ASX: 1TT) ("**1TT**" or the "**Company**") is pleased to announce the launch of Kumu following a successful beta in February.

Kumu (formally known as Sixty) is a two-sided platform dedicated to better health and wellbeing — Creators will have the tools to create on their terms and amplify their impact and members can find the inspiration they need from verified experts they can trust.

The Kumu platform allows for creators and members to create new connections, bringing people together with common interests and shared passions through a verified platform.

Sixty to Kumu rebrand.

Previously named Sixty now rebranded to Kumu [pronounced *koo-moo*]. Kumu is a Hawaiian word which means teacher, coach, or guide. More broadly, the foundation or source of knowledge. In Hawaiian culture, kumu means a revered or respected teacher who imparts wisdom, skills, and cultural knowledge to students.

The word also means foundation or base. It reflects the deep respect Hawaiians have for their teachers and is aligned with the principles that we want to emulate on the platform: connection, knowledge, growth, and the 'Aloha Spirit' which embodies the values of love, compassion, and mutual respect.

What is Kumu?

Kumu is the only content platform that connects people with trusted wellbeing experts. It's a place for good humans to share knowledge, build connections and empower wellbeing.

Kumu is where creators have the tools to create on their terms and members find the inspiration, they need from experts they trust.

Incentives for experts to join Kumu:

Kumu gives experts the power to create and share and monetise their knowledge to a captive audience:

- Experts can focus on their craft, Kumu handles the tech.
- Experts can build intimate connections with your members.
- Experts can earn and create on their terms.
- No unpredictable algorithms. Reach every user, every time.
- Authentic content creation, aligned with personal values.

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www.thrivetribe.tech

- Experts and members will be part of a safe, gated community with content moderation and oversight.
- New income stream for experts - Financial control and consistent income for experts by reducing reliance on irregular brand deals and collaborations to earn.

Incentives for members to join Kumu:

Kumu is redefining the way people will access wellbeing content.

- Making quality and curated health and wellbeing information is more inclusive, accessible, and authentic than ever before.
- A trusted and moderated place for information on health and wellbeing.
- A helpful, human first approach.
- Connect with vetted experts in areas that interest you.
- Specialised, expert advice only through Kumu's gated community.

Who is the Kumu platform built for?

Kumu is built for wellbeing experts and creator-educators with wellbeing missions.

Kumu takes a holistic approach to wellbeing. Kumu's platform gives members access to vetted and trusted industry experts across these 8 dimensions of wellbeing.

1. Emotional
2. Physical
3. Occupational
4. Social
5. Spiritual
6. Intellectual
7. Environmental
8. Financial

Some examples of the experts Psychologist, Nutritionist, Fitness Coach, Paediatrician, Physiotherapist, Osteopath, Burnout Coach, Doctor, Naturopath, Dermatologist, Financial Planner, Peak Performance Coach, Psychotherapist, Doula, Feng Shui Consultant

What can experts sell on Kumu?

Kumu allows experts to build their income stream via multiple methods:

i. Subscriptions

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- Set your price and sell monthly subscriptions with customisable previews and benefits.

ii. Series

- Create and sell series with our intuitive course creation tools.

iii. Digital products

- Quickly and easily sell digital products (ebooks, guides etc.) directly to your members.

This ASX announcement has been authorised by Thrive Tribe Technologies Limited's Board of Directors.

For further information, please contact:

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About us

Thrive Tribe Technologies Limited (Thrive Tribe) is here to create a connected world of thriving humans, inspired by impact-driven business. Extending beyond just the workplace, we want to inspire healthy and happy individuals and communities everywhere.

To achieve this, we'll create a community where individuals can interact with, consume from and be inspired by individuals and businesses trailblazing new paths in their respective industries. Our health and wellness app, Sixty, provides a platform to achieve these goals. We partner with change-makers and disruptive brands to build a better future. Sixty will enable trailblazing businesses and thought leaders to make a positive impact on our community. Our team comprises experienced thought leaders, investors, industry experts, and passionate people committed to real social impact.

We have a wealth of experience when it comes to identifying exciting opportunities and a deep understanding of the start-up, entrepreneurial and health and wellness industries. No one is better placed to help small, purpose-led businesses thrive than our tribe.

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Investing in mission-driven founders to build the next generation of wellness and tech companies.

Thrive Tribe[↑]

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Shane Lee

Head of Sales



Alana Gibbs

Head of Product



Natalie Thursfield

Head of Marketing



Alexandra Thursfield

Head of Brand



Thrive Tribe[↑]

Thrive Tribe partners with the country's most ambitious founders to give them the infrastructure and community they need to grow and scale their brand. We have an Australian HQ, but we invest in some of the world's brightest minds. We're building the next generation of businesses that will change the world.



Kumu is our lighthouse brand led by the expertise of our founding team, Alana Gibbs (Head of Product) and Natalie Thursfield (Head of Marketing) at Thrive Tribe Technologies.



EXPERT—LED

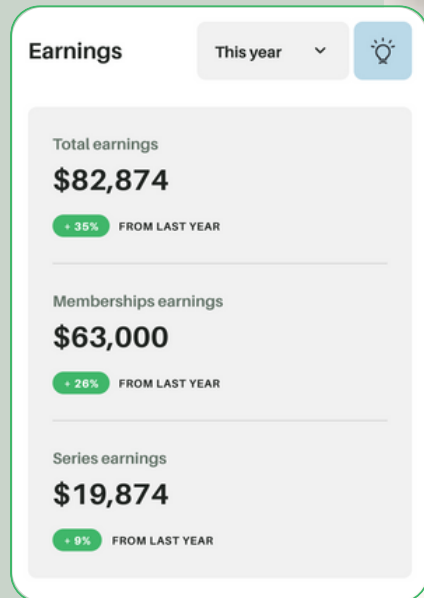
KUWU

WELLBEING.

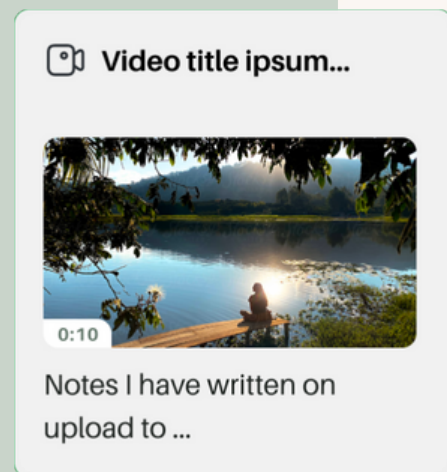
This is Kumu.

Kumu (formerly known as Sixty) is the only expert-led wellbeing platform that connects individuals with verified health and wellbeing experts. It's a place for people to share knowledge, build connections and empower wellbeing.

Fuelled by a deep passion for wellbeing and tech smarts. They shared concerns about the chaotic digital wellness space—frustrated by the flood of misleading content, they saw the need for change.



KUMU



- Trending topics in Health and Wellness
1. Premier
 2. Gingerbread house
 3. Water challenge
 4. Motivational quotes
 5. Healthy recipes



The pandemic has super-charged the global wellness market and creator economy.



growing towards

\$500 billion

by 2027*

Australia ranked as

10th largest wellness market

in the world with a total spend of

\$84 billion US.



The wellbeing industry is expected to grow to almost

\$7 trillion USD

by 2025*



Launching in

Australia

and expanding into the

US

Canada, and the UK markets.



The internet is flooded with a sea of faceless facts, misinformation, and unqualified influencers giving health advice to millions. This unregulated, oversaturated digital space that has left people crying out for clarity. It's clear that investing in wellbeing is not a luxury. It's a necessity.

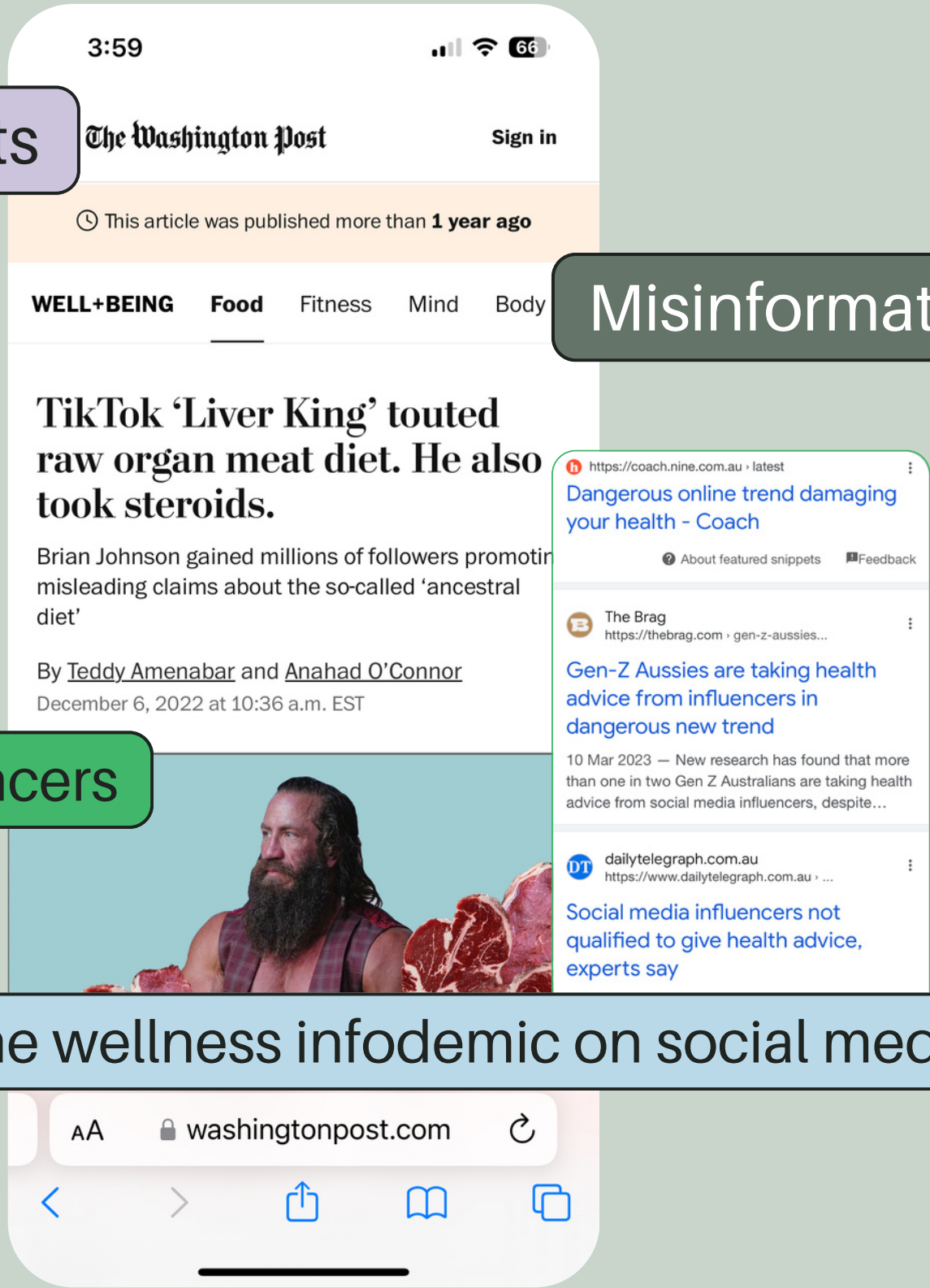
Faceless facts

Misinformation

Unqualified influencers

Tackling the wellness infodemic on social media

The market problem.



Creating content is not all fame and fortune.

The recent focus group comprised of experts and creator-educators unveiled several pain points in content creation.

Too many creator tools.

Algorithm confusion — they struggle to keep up.
Social media platforms hold all the power.

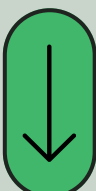
Rely heavily on third parties to monetise
from ad revenue, brand collabs or sponsored posts.

Creator burnout & content fatigue is real.

Creating is time consuming.



Content fatigue



Not tech savvy



Time poor



Content confusion



Relies on thrid parties to monetise

The solution.

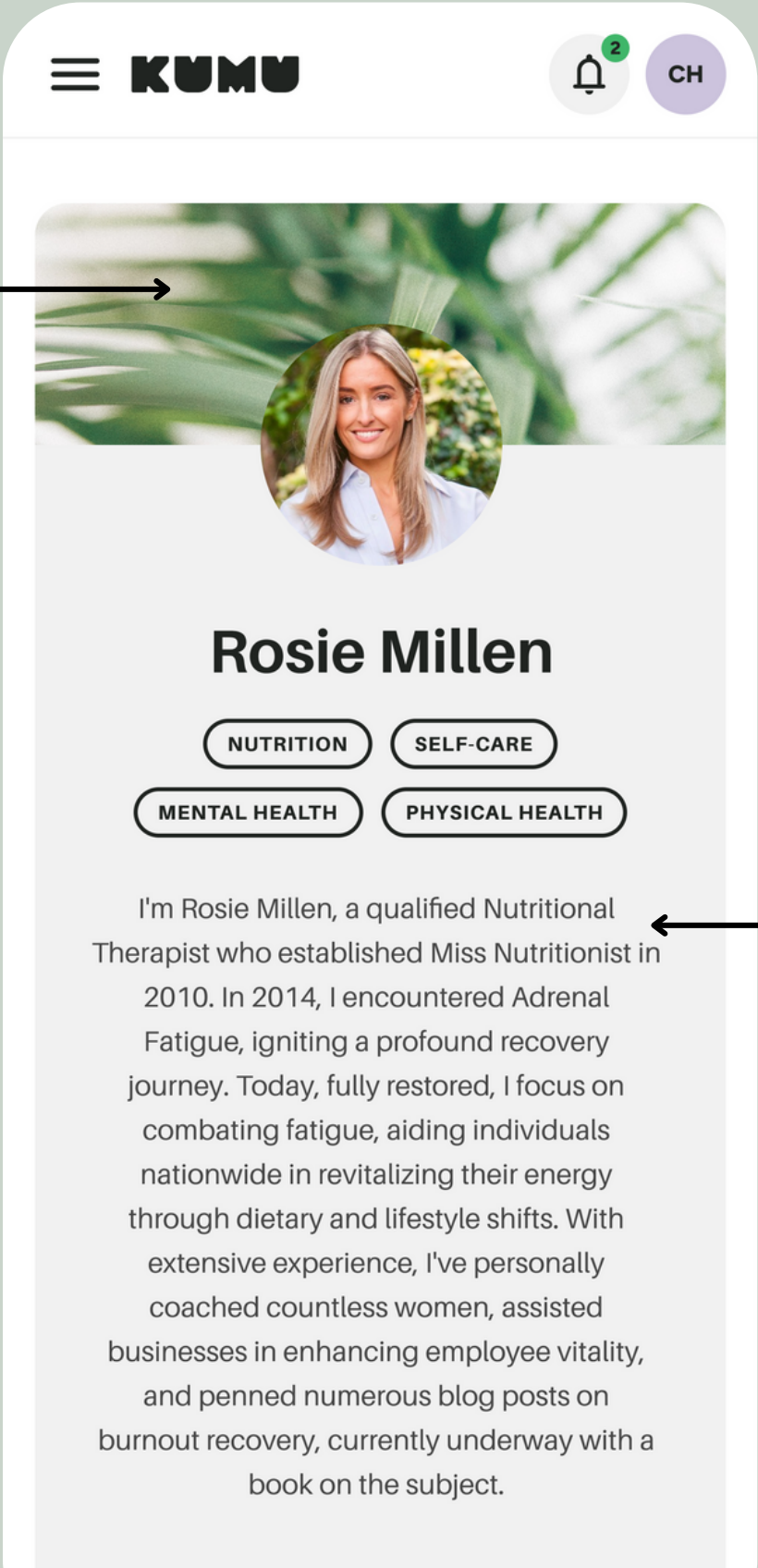
Empowering experts.

Experts

Empowering experts to share their knowledge.

We've taken a stance by curating a space that cuts through the noise. Our platform serves as clarity, not confusion.

Kumu is a place where knowledge transforms lives and wellbeing is accessible to all.



It's where vetted experts have the tools to create and earn on their terms and members find the inspiration they need from experts they trust.

Consumers

A trusted source for health and wellbeing content.

Building knowledge.

Built for wellbeing experts.

Kumu takes a holistic approach to wellbeing. Our platform gives members access to vetted and trusted industry experts across the 8 dimensions of wellness.



Pilates



Dietetics



Mental health



Mindset



Psychology



Allied Health



Finance



Parenting



Mindfulness



Fitness

Benefits for experts.

01

Earn in more ways than one

Monetise your wellbeing expertise with memberships, series, and digital products – with complete control over your pricing.

02

Create smarter content

Save time, get the inspiration & create content with our insights, analytics & automation tools. No website setup, coding or maintenance.

03

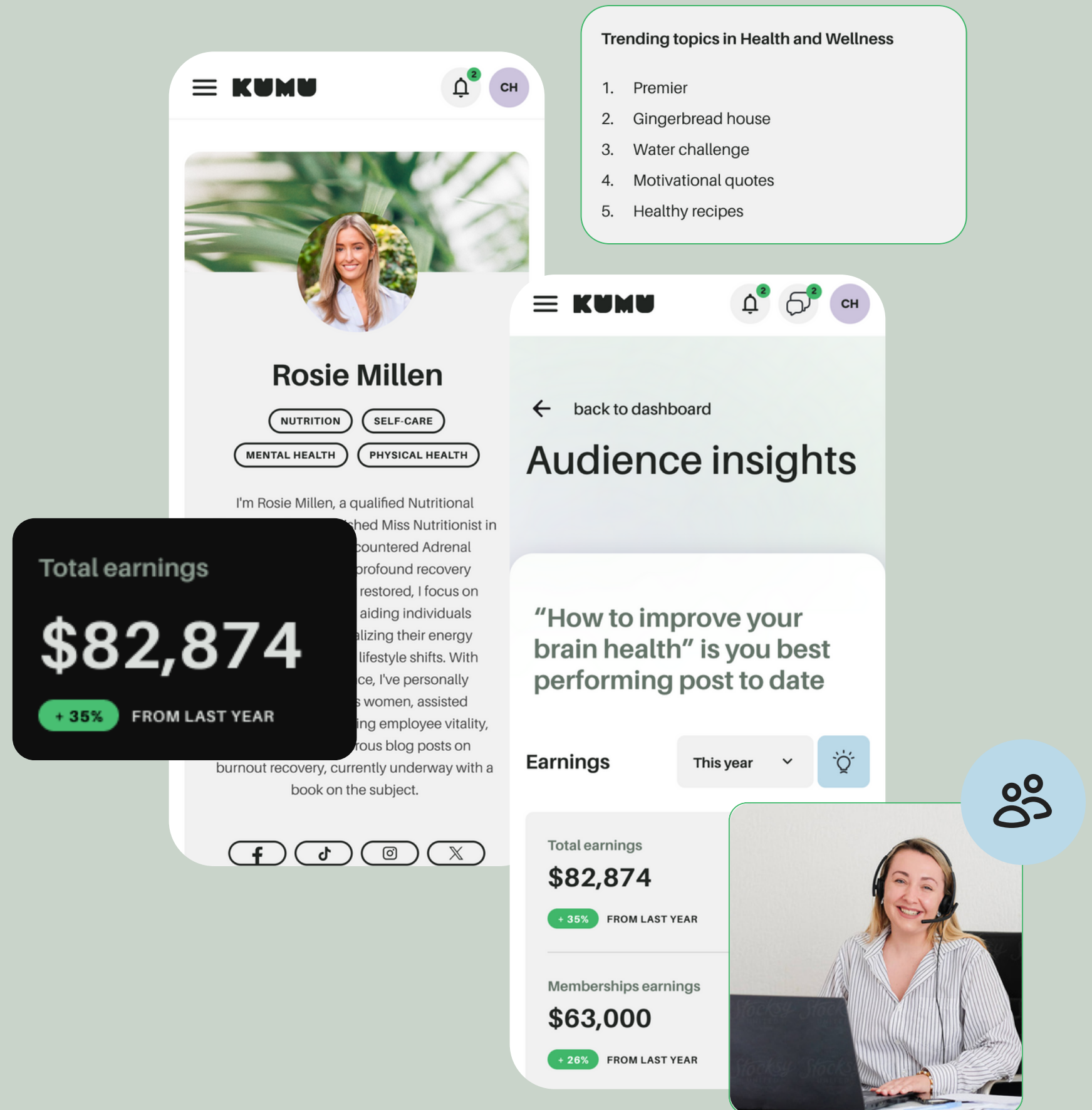
Connecting with community

Kumu gives you the tools to connect more intimately with your most loyal supporters and members. No algorithms or ads, just you and your community.

04

Specialised support

Kumu experts get access to their own Partner Manager who can help with everything from account setup to billing support.



Benefits for consumers.

01

A trusted source for wellbeing

Customers benefit from having a reliable, credible source of wellbeing information, providing trustworthy guidance on their health and wellness journey.

02

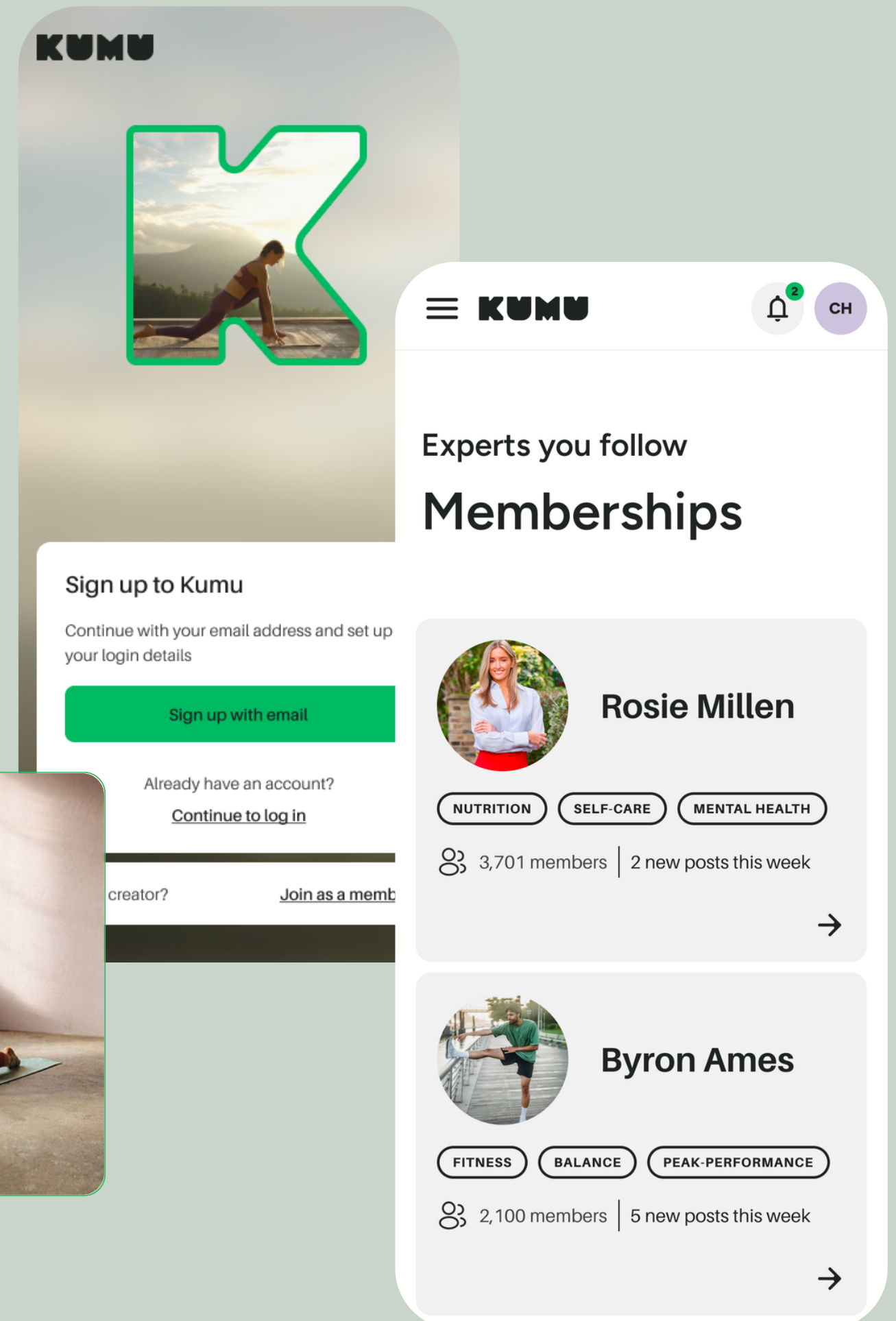
Wellbeing is accessible to all

Kumu provides universal access to wellness content, bridging the gap for those who may not be able to afford specialised wellbeing advice.

03

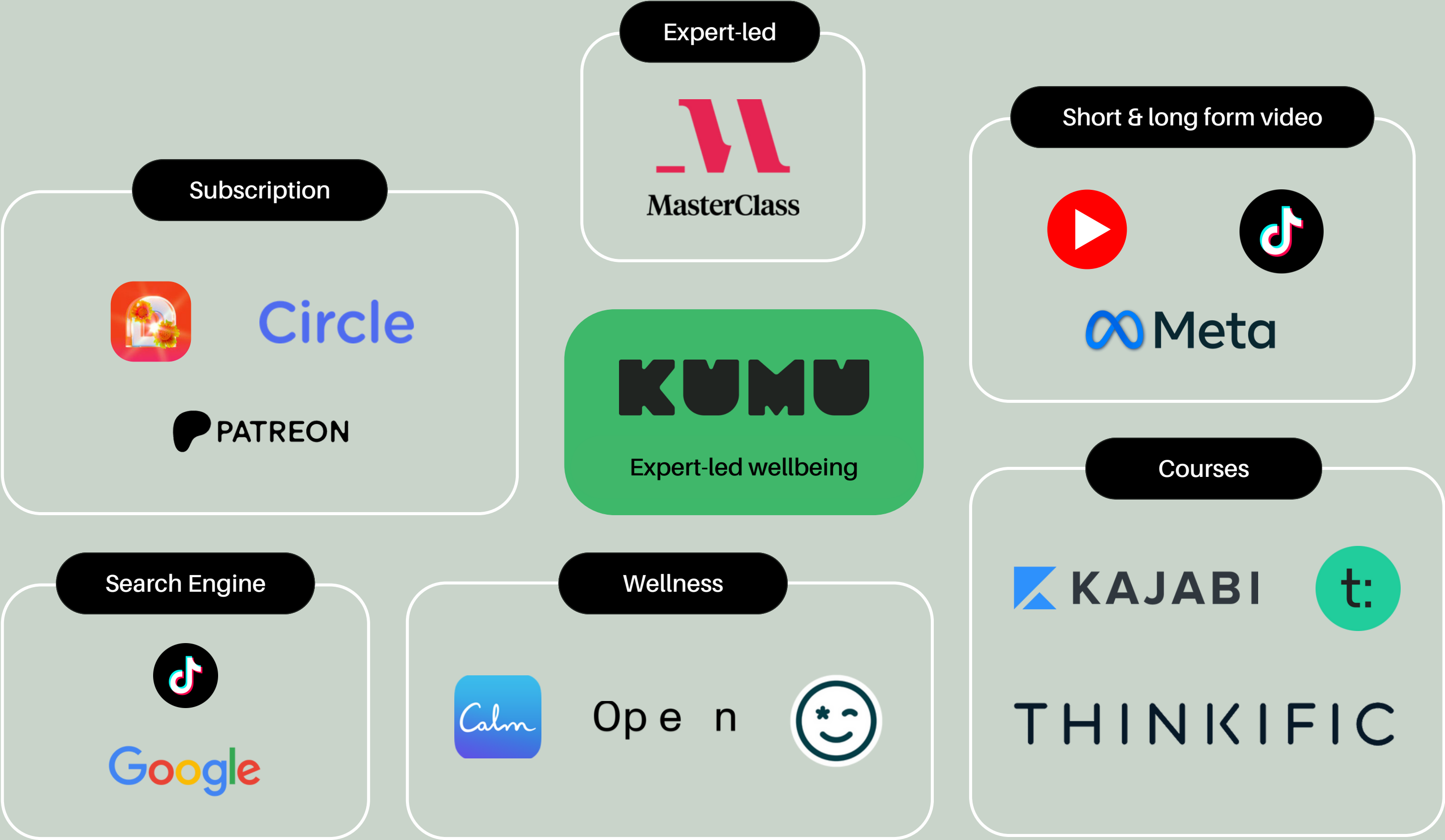
Led by verified experts

Having credible experts lead the way ensures information is grounded in evidence-based practice. Kumu's experts are vetted, so you know you're in good hands.



First mover advantage.

Kumu is the first expert-led content platform built entirely for wellbeing.



Our pricing structure follows a usership model, like Uber. Kumu is free to join. Experts only pay based on what they earn.

Business model.



Usership model

15%

earnings to Kumu.

What's Included?

- Charity donation
- Unlimited series, memberships, & digital downloads
- Dedicated Kumu Partner Manager
- Member analytics tools
- Trend insight tools
- Video editing
- Direct messaging
- Profile customisation
- Secure payments

Functional food.

daily-food.co

Daily Food



Founded by Al Thursfield, Daily Food's mission is to change the way you think about food. Their **brain-boosting, mood-lifting**, healthy snacks are a delicious embodiment of Daily Food's **commitment to helping people fuel their bodies and minds with goodness, daily.**

This is Daily Food.

COMING SOON!
Kumu x Daily Food
nutritionist content
integration.





The Thrive Tribe team believed in AI and Daily Food. Together we built a robust product, sales, and marketing strategy. Thrive also facilitated access to resources crucial for scaling operations and navigating industry complexities. Thrive Tribe's involvement extended to production optimisation, further enhancing Daily Food's efficiency.

Together, Daily Food and Thrive Tribe achieved significant milestones. The partnership continues to drive innovation and promote healthy living, embodying the shared commitment of both entities to making a positive impact on global nutrition.



Providing People Data Analytics
to help organizations **impact**
Business KPIs.



Slik's mission is to help people and organisations unleash their potential, creating a community of data-driven HR professionals.

Led by Javier Brignone, Co-Founder & CEO with 20+ years in HR, their self-managing HR platform offers surveys, real-time reports, and AI-driven action plans to improve employee experiences.

With People Data Analytics, they empower companies to make faster, informed decisions with surveys, real-time reports, and Artificial Intelligence for action plans.

This is Slik.



Javier Brignone
Co-Founder & CEO @ Slik

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THANK YOU

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