

## ASX Announcement

10 May 2017

### Thred Now Launched & Available in the Apple iTunes & Google Play Stores

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The Board and Management of Thred are delighted to inform the market and shareholders that its Native Apps are now live in the Apple and Google App stores for the public to download and use. Users are advised that it may take several hours for the App to index in the app store search function.

Further to previous advice, and consistent with its launch schedule, the App release will be initially geolocated to the Australian and NZ regions. After a period of testing and user feedback, the geolocation locks will be progressively released to allow the Company to undertake a calculated release schedule, chronologically in the North American, European and Asian regions.

The version 1.0 release of the Thred platform is not expected to be bug free or aligned with every users' needs or preferences. In line with other successful global Apps, a period of 'In market' testing is both necessary and desirable to obtain user feedback. Thred will require a period of several weeks to absorb user feedback which will enable the Company to prioritise and manifest upgrades, changes and improvements.

Thred has already planned the next 2 to 3 version upgrades, which are all subject to inputs from this period of user feedback. The Company will aim to progressively announce new integrations and features prior to release

Thred will apply funds to small 'test & learn' marketing campaigns to determine user preferences for certain features in the initial period after launch. When Thred is satisfied that it has achieved a broader level of product stability and user acceptance it will progressively increase very focussed marketing spend to accelerate user uptake.

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## About Thred:

**Thred Limited (ASX: THD)** has developed a globally relevant software platform that seamlessly provides unified social messaging, along with content creation and sharing, in one simple and intuitive consumer App. Thred uniquely delivers the ability for consumers to unite their messaging, mail, connections, SMS and more, into one simple '**thred**' where they can connect, talk, transact, play, attach, watch, buy and listen with awesome simplicity and relevance.

Thred aggregates incumbent social, mail, content, media and 3<sup>rd</sup> party transactional platforms, empowering a universal, unified and amazingly simple place to connect with anyone, anywhere, anytime, regardless of what platform they're on. Thred facilitates cross platform communications with ease and steps this up a gear by putting all device and media tools in one unique and powerful '**thred**'. Thred is powering through its beta launch phases in preparation for its global launch in iTunes & Play Store. Thred will compete on the world-stage, delivering integrations that include Facebook, Twitter, Instagram, LinkedIn, Uber, Microsoft, Google, Airbnb and more.



#### FORWARD LOOKING STATEMENTS

*The material in this document has been prepared by Thred and is general background information about Thred's activities. The material may contain forward looking statements including statements regarding Thred's current situation, intent or current expectations with respect to Thred's business.*

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