



Thred Provides Agent Reality Sales Update

Thred Ltd (ASX: THD, Thred or the Company) is pleased to announce that it has secured a new government sector commercial sale valued at over \$225,000.

Marquee Project with High Profile NSW Government Organisation

Agent Reality has signed a contract with a preeminent organisation owned by the NSW Government. Contract details remain confidential, including the brand and the exact nature of our work. We can confirm that the NSW Government organisation has significant exposure with a wide variety of audiences and partner brands, and is widely recognised for its innovative technologies.

Our agreement includes several areas of work with Agent Reality, including the deployment of augmented reality content and functionality into the client's existing app, to be delivered over a two to three-month period. Our client will be making a public statement announcing its program partners in the coming weeks.

Thred's MD Geoff Marshall said: *"We are delighted to be partnering with this respected organisation and continue to deliver value to our shareholders. We look forward to being released from our confidentiality obligations in a few weeks and be in a position to share the exciting details. It is pleasing to see this momentum continue, as additional sales are anticipated in the coming quarter which will be reported in our 4C."*

Thred: Thred Limited (ASX: THD) is a technology company with expertise in geo-location, augmented reality and new communication technologies which yield big data. Thred has developed an in-market version of its new augmented reality and geo-locked chats platform, called **Sweep**.

Sweep will continually innovate features to leverage important new technologies such as, but not limited to, augmented reality and geo-location. The Company will also progressively integrate proven and tested AR and geo-locked features over the coming months to increase its user audience and drive revenue growth via a new and effective business model. **Sweep is now available through iTunes & Play Store.** Following a period of user feedback around Sweep features, Thred will periodically release a schedule of updates to Sweep, delivering new features and improvements to increase its user uptake and retention.

Thred has also established an enterprise version of its business model called **Agent Reality**. This is intended to leverage the Sweep platform technology and capabilities and provide them to brands and 3rd party distribution channels. This model delivers the duality of mutual learnings across both consumer and enterprise models while establishing multiple monetisation channels for our Company.

Forward Looking Statements

The material in this document has been prepared by Thred & 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.



While Thred has taken all reasonable care in compiling & producing the material, the material has not been verified; is given in summary form & any forecasts & hypothetical examples may be subject to uncertainty & contingencies outside Thred's control.

Sweep and Agent Reality are Thred Innovations



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