ASX MARKET RELEASE

Accelerating User Acquisition & Product Update

SUMMARY

- **Thred downloads accelerating following launch of marketing program**

- **Download growth rate was 180% during the period**

- **Further platform feature and design enhancements complete**

- **Compelling and major new feature release unveiled in September 2017**

Accelerating User Acquisition

Thred is pleased to report that its Growth Team has successfully increased the user base and brand reach through their cross-platform digital marketing efforts.

In the period since the last metrics update:

- **Daily new users have increased by 71%**
- **Android downloads have increased by over 2000%**

As this is an 'in market' testing phase, Thred is undertaking comprehensive analysis of user habits to determine the value of different features. This is a typical feedback process for new apps and allows our Product Team to determine and align future features and designs to those most utilised by users. Conversely, features that have little use will be de-prioritised and/or removed.

Below is the summary table of user metrics for the August to September period.

No	Measure	127 days of 'In Market' Testing Phase	Notes
1.	*Total cumulative app **Downloads***	*8,538*	*Total number of app downloads from the Apple & Android stores*
2.	*Avg no of Integrated **Contacts** per user*	*318*	*The average number of contacts each Thred user integrates into Thred*
3.	*Total number of **Thred Connected Contacts***	1,677,115	*Total no of Thred connected contacts in platform & therefore user pipeline*

The table below summarises the cumulative app downloads, shown against the number of days that marketing has been applied and the number of product version releases in the period.

	May to June	June to July	July to Aug	Aug to Sept
Cumulative App Downloads	2,420 *	2,586	3,050	8,538
Growth (%)	-	7%	18%	180%
Cumulative Marketing Days	-	-	5	34
No of App Updates	4	2	2	3

* we believe the majority of these downloads were driven by ASX market releases, not marketing.

We remain on track to achieve our initial target of 18,000 app downloads by the end of November as previously stated.

Product Upgrades

Further to previous product announcements, Thred advises that additional design and performance updates has been deployed, including:

- **Complete redesign of the action bar in threds for greater ease in navigating, location sharing, voice recording and Google search**

- **Changes to Contacts list page to improve user experience**

- **Global messages from the Thred Team to allow us to communicate directly with all users**

- **A newly redesigned navigation bar**

- **Brand new way to upload photo and videos to a Thred message**

Thred will continue to deliver further product enhancements**.** We expect the next major product releases to include:

- **Creation of new profiles and user names**

- **Caching of app features to significantly improve app performance and speed**

- **Group functions and public-chats**

Major New Feature Set Unveiling

Thred has been exploring and researching the use of new technologies as a means of providing novel functionality and reimagined forms of engagement for users. Thred will provide a **major Shareholder update next week** detailing compelling new features sets that will enhance the chat experience for Thred users.

Thred is advanced in the design, validation and engineering of these new feature sets. Importantly, this will facilitate new growth and monetisation models. Moreover, we can bring this new opportunity to market quickly by leveraging existing investments in our platform and people.

thred™ one app for all	**Geoff Marshall** Managing Director geoffm@thred.im	or	**Erik Tyler** Investor Relations erikt@thred.im

About Thred: Thred Limited (ASX: THD) has developed an in-market version of globally relevant software platform that aims to provide unified social messaging, along with content creation and sharing, in one simple and intuitive consumer App. Thred intends to uniquely deliver the ability for consumers to unite their messaging, mail, connections, SMS and more, into one simple *'thred'* where they can connect, talk, play, attach, watch and listen with awesome simplicity and relevance.

Thred plans to aggregate incumbent social, mail, content, and media, providing a universal, unified and simple place to connect with anyone, anywhere, anytime, regardless of what social or mail platform they're on. Thred aims to facilitate cross-platform communications with ease and steps this up a gear by putting an array of device and media tools in one unique and powerful *'thred'*.

Thred has launched an 'in market' testing phase through iTunes & Play Store. Following a period of User feedback and honing platform operations, Thred will gradually release a program of improvements and enhancements to increase its application.

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.