



(ASX: THD)

## ASX Announcement

17 July 2017

# Senior Management Changes

## Thred's Founder, Mr David Whitaker, to Step Down from the Executive Team

Thred's founder, Mr David Whitaker, has today informed the board of his desire to step down from his fulltime executive responsibilities, and has given notice pursuant to his executive employment agreement. David will continue to serve the Company and shareholders as a non-executive director.

Thred was conceived by David in Hong Kong over 3 years ago and his vision will continue to underline our plans.

Further to recent announcements, Thred is rapidly engaging new and exceptional Product and Technology talent. David's decision to step aside was motivated by the desire to see this new team own the Product and leadership agenda, while enabling him to support and contribute where required.

The board sincerely thanks David for his genuine contributions to the inception and development of Thred and looks forward to his ongoing input and advice as a non-executive director.

Mez Gallifuoco, Thred's head of Product & Growth, is formally leading our Company's Product & Innovation manifesto and program, working very closely with Michael Cerbara, Thred's Chief Technology Officer.



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**About Thred:** Thred Limited (ASX: THD) has developed a 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, transact, play, attach, watch, buy and listen with awesome simplicity and relevance. Thred plans to aggregate 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 aims to facilitate 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 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 usefulness. Ultimately, 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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