

# thred

THD.ASX

*Unified Social Messaging*



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# INTRODUCTION

Thred comes at an extraordinary time; a time when there are **more mobile phones than people**, half of those people are on social media and the numbers are growing exponentially. Yet amongst all this connectivity, life has become **too cluttered, too noisy, too disorganised**. Too many apps, too many contacts and too many connections means that social media has become quite unsocial.

Enter **Thred**. A unified social messaging platform that **solves the universal problem** of contextual communications by empowering anyone, anywhere to easily connect with anyone else or any group across all social networks, contact databases, email and more to create, manage and archive communications (Threds) around relevant content. In this way, Thred lives in the space of many household names like Facebook, Twitter, WhatsApp, Vine, Instagram and more. **Yet Thred doesn't stop there**. Encompassing multi-platform APIs and an Artificial Intelligence engine, Thred enables users to communicate and transact seamlessly and powerfully, generating multiple revenue streams and massive benefit to users.

Whether it's inviting friends to an event complete with page links, videos, sound files, maps, ticket purchases, transport and accommodation bookings (taking clips at every stage), sending a document to colleagues for review, **connecting them all via contact databases and social networks** in just a few taps (whilst serving ads generated by user profile data to ensure relevance) or hosting a company database for internal messaging with a monthly subscription model (i.e. Yammer or Slack); Thred is the one platform that ties everything everyone needs together.

It's no wonder **we believe Thred to be a Unicorn** in the making. Thred embraces the entire world - East and West, going global from day one. And with a management team and Board that has worked with the likes of Facebook, Microsoft, Amazon, Virgin Mobile, Boost Mobile HSBC, Goldman Sachs and many others, we've run with Unicorns before.

Welcome to Thred; where you will never communicate the same way again.

Chris ADAMS,  
Chief Advisor to the Board,  
Thredit Ltd

*Unified Social Messaging*

THD.ASX

# 2.1 billion+ people spread across social media



1.44 Billion

MONTHLY ACTIVE USERS



1 Billion

MONTHLY ACTIVE USERS



540 Million

MONTHLY ACTIVE USERS



300 Million

MONTHLY ACTIVE USERS



302 Million

MONTHLY ACTIVE USERS



187 Million

MONTHLY ACTIVE USERS



40 Million

REGISTERED USERS



70 Million

REGISTERED USERS

## THE PROBLEM:

Communicating across the growing number of social media platforms *is nearly impossible*



- The **fragmentation within social media** creates barriers to communication
- Most social media has evolved to be more about **broadcasting information** than sharing and communication
- **No single platform** makes it easy to communicate with friends across platforms
- **Privacy** is almost **non-existent** in social media today

**This means:** *Conversations are stuck within siloed platforms as consumers add more platforms*

# AND THE PROBLEM GETS WORSE EACH YEAR:

140+ Social Media and Messaging Apps Globally - 2015



**Concurrent conversations** through different apps create confusion and are difficult to manage

Consumers are frustrated that they need to use **multiple apps** in order to communicate with their friends<sup>1</sup>

Searching through social media and messaging apps for specific content is **extremely difficult**<sup>2</sup>

Accidental public postings often have **negative** outcomes.

Creating & accessing the history of content that you have shared (images, documents, etc.) is **difficult with social media tools today**<sup>2</sup>

1. Symplicit Online Communities Research 2015

2. Symplicit Context Research 2015

# THE SOLUTION: <sup>t</sup>hred

*Unifies Your Communications  
on a Single Platform*



## *The Unified Social Messaging Platform*

**Cross Platform** - Communicate across social networks.

**Fast & Easy** - Share content, create groups, search for content and more, all without leaving <sup>t</sup>hred.

**Private** - Every message you send is private between you and the recipients so no more worrying about who sees your posts.

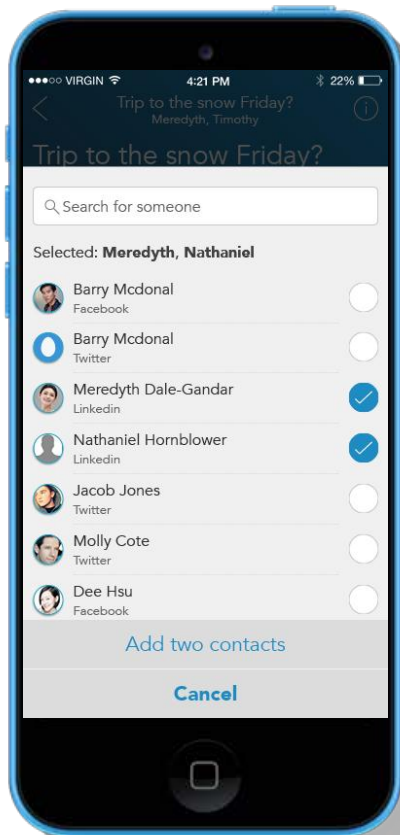
**Innovative** - <sup>t</sup>hred combines the best of instant messaging with the best of email to create a better communications experience for users, potentially replacing both.

**Viral** - Inherent virality creates a powerful growth engine for Thred that drives our K factor beyond that of other apps

# Organise your contacts

## Across all of your Social Networks

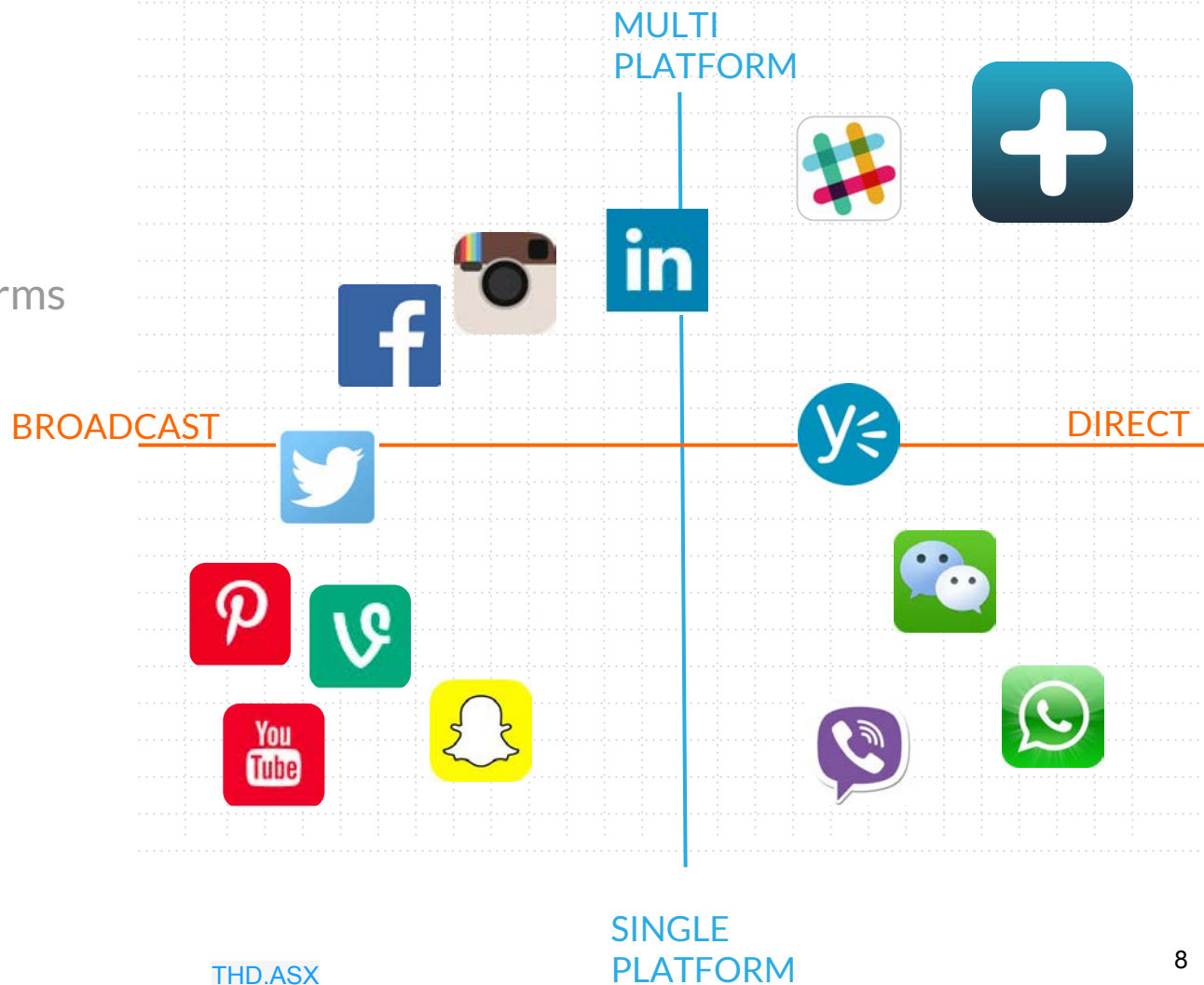
*Create and manage  
your conversations  
from a single  
platform*





# Competitive Landscape

thred is the only system that combines many platforms and eliminates all of the social media noise







# Comparables

## *Equity Value/User*



*Messaging platforms at  
scale deliver strong  
returns to investors on  
a per user basis*

|  | Active<br>Users | Market<br>Valuation       | Value per<br>Active User |
|--|-----------------|---------------------------|--------------------------|
| <br>KIK       | 100 M           | \$1 Billion <sup>1</sup>  | \$10 USD                 |
| <br>WHATSAPP  | 450 M           | \$19 Billion <sup>2</sup> | \$42 USD                 |
| <br>SNAPCHAT  | 100 M           | \$10 Billion <sup>2</sup> | \$100 USD                |
| <br>INSTAGRAM | 300 M           | \$37 Billion <sup>3</sup> | \$123 USD                |

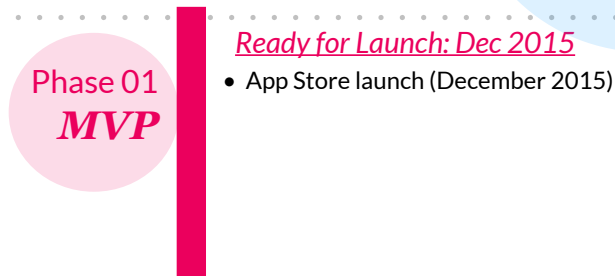
1 DMR Digital Marketing Stats July 21, 2015

2 How You Really Value Snapchat, Instagram, and other Big Consumer Apps, July 30, 2015

3 Business Insider Australia March 17, 2015

# Dev, Production & Launch

Timetable 2015 - 2017



2016  
Iterate:

- Acquire initial users
- Iterative Development Cycles
- Additional Social Networks added
- Product Market Fit





2017  
Scale:

- Scale user base
- Refine & Enhance Features
- New partnerships integrated

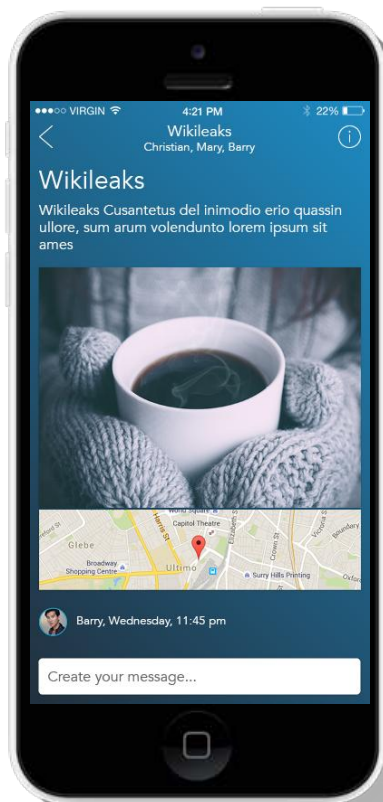
**Virality Coefficient 'K'** is the “*invite rate x acceptance rate*”

This means every time someone shares a thred, they automatically send an invitation to that person as a part of each IM giving thred the highest possible viral potential.

| Go To Market |   |  |  |
|--------------|---|--|--|
|              | <div>1</div> <div>  </div> <div>beta Launch: Dec 2015</div>  | <div>2</div> <div>  </div> <div>Global Launch: 2016</div>   | <div>3</div> <div></div> <div>Global Growth: 2017</div>  |
| GROWTH STAGE | Seed the Product  | Invest In Growth   | Viral Growth   |
|              | <div>Launch in a Limited # of Markets</div> <div>Gather User Feedback</div> <div>Facebook Marketing</div> <div>App Store Optimization</div> | <div>Global Launch</div> <div>Influencer Marketing Campaign to Push to the Top of App Store chart</div> <div>Get Featured in App Stores</div> <div>Facebook &amp; Non-traditional Acquisition Channels</div> | <div>Optimize in Key Markets</div> <div>Focus on user engagement to drive virality (K Factor)<sup>1</sup></div> <div>Partnership Marketing</div> <div>Monetisation Opportunities</div> |
| GOAL         | Prep for Global Launch  | Lift to top of App Store Charts  | Scale User Volume & Drive Down Costs   |
|              | <div>1 A quantitative measure of virality calculated as invitation rate * acceptance rate</div>   |  |  |

# Monetise across a wide range of Services

*Users will be able to  
book taxis, buy event  
tickets and send money  
to friends - all without  
ever leaving the Thred  
app*



# Monetisation Opportunities

| AFFILIATE & REFERRAL COMMISSIONS                               | ADVERTISING STRATEGY | IN APP PURCHASES                        | DATA SOURCE       | CONTENT PARTNERSHIPS                    | ENTERPRISE VERSION            |
|--|----------------------|---|-------------------|---|-------------------------------|
| Taxi Booking<br>(e.g. UBER @ \$5/user)                         | Google               | Games                                   | Trending Analysis | xVenture                                | Byod                          |
| Event Tickets<br>(e.g. TICKETMASTER up to 7%)                  | Social Job Referral  | Custom Content (emojis, stickers, etc.) | Subscription      | Media Companies<br>(e.g. Fairfax Media) | Private Social Networking     |
| Hotel Booking<br>(e.g. ZUMATA @ 25%)                           | Hotels & Flights     | Encryption                              | Marketing Data    | Game Networks                           | Workplace Collaboration Tools |
| Money Transfer<br>(e.g. FIRST GLOBAL DATA @60% of fee revenue) |                      | Music                                   |                   | Lifestyle Networks                      |                               |

# Management Team



**David Whitaker**

*CEO & Director*

A high tech entrepreneur with deep expertise in building high growth digital businesses. After 17 years in Global IT & Digital recruitment, David has founded and built businesses spanning mobile applications, group buying, and digital agencies. Working with worldwide companies David has provided services and resources all throughout the Asia-Pac region.



**Chris Jones**

*CMO & Director*

One of Australia's leading experts in app marketing and user acquisition. He had held leadership roles with leading brands. His has consulted to hundreds of app marketers and developers driving user acquisition efforts for mobile app clients such as Microsoft and Cheetah Mobile.



**Sean Davidson**

*Chief Technology Officer*

Sean is a business technology professional with international experience, primarily in the Asia Pacific region – including starting, turning around and managing technology businesses in emerging markets. His specialties include agile and cloud applications development.



# Directors & Advisors



***Chris Adams***

*Board Director*



As an internationally recognised new media pioneer, media, entertainment and technology executive with twenty+ years of experience in accelerating businesses and innovation. Currently Digital Strategist, Advisor and Board Director to a number of companies.



***Eric Wise***

*Advisory Board*



Senior TV & digital media executive with over 17 years experience of successfully monetizing content businesses & leading commercial teams for both global media companies & start-ups. Deep understanding of the economics of the media industry & the evolving multi-platform, multi-device eco-system.



# Capital Structure

(post consolidation)

| Shares  | Number             |
|---|--------------------|
| Shares on issue: Shareholders meeting October 16 and Re-quotation                             | 328,603,117        |
| Consideration Shares to be issued   | 250,000,000        |
| Minimum number of Shares to be issued pursuant to the Public Offer at 5c                      | 100,000,000        |
| Oversubscriptions to the Public Offer at 5c   | 100,000,000        |
| Advisory fee issued to Armada Capital   | 12,500,000         |
| Introductory fee  | 6,250,000          |
| <b>Total:</b>   | <b>797,353,117</b> |
| <i>Performance Shares</i>   | <i>Number</i>      |
| Performance Shares to be issued to Key Idea Holdings Ltd in consideration for the Acquisition | 147,000,000        |
| <b>Grand TOTAL**</b>  | <b>944,353,117</b> |

\*\* 5,412,500 Unquoted Options exercisable at \$0.25 each on or before 10 December 2015.

6,833,334 Unquoted Options exercisable at \$0.25 each on or before 27 February 2016.

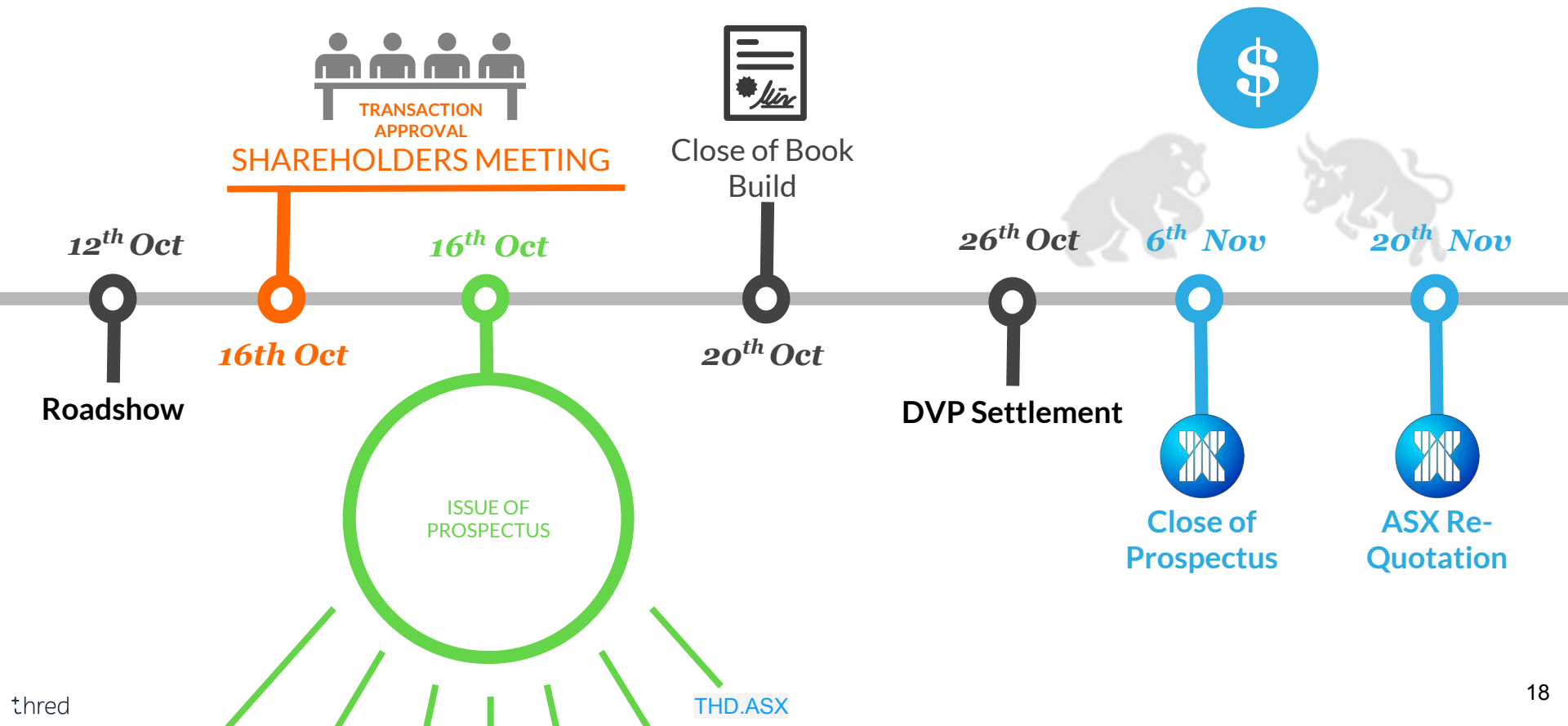
100,000,000 Options to be issued to Armada Capital exercisable at \$0.0625 each on or before 30 May 2017

# Top Ten Shareholders

| NUMBER | NAME   | NUMBER OF SHARES | RELATIVE % |             |   |
|--------|--|------------------|------------|-------------|---|
| 1.     | Key Idea Holdings Ltd  | 250,000,000      | 31.8%      |             |   |
| 2.     | LSAF Holdings Pty Ltd<br><Owen Family A/c>                           | 30,000,000       | 3.8%       |             |   |
| 3.     | Chifley Portfolios Pty Ltd<br><ATF The David Hannon Retirement Fund> | 25,000,000       | 3.1%       |             |   |
| 4.     | Celtic Capital Pty Ltd<br><The Celtic Capital A/c>                   | 22,000,000       | 2.8%       |             |   |
| 5.     | JDK Nominees Pty Ltd<br><Kenny Capital A/c>                          | 20,000,000       | 2.5%       |             |   |
| 6.     | JC Vassallo and SJ Vassallo  | 19,115,212       | 2.4%       |             |   |
| 7.     | Cave Glen Pty Ltd<br><ATF Sandra Wise Super Fund>                    | 11,000,000       | 1.4%       |             |   |
| 8.     | Citicorp Nominees Pty Ltd  | 10,235,743       | 1.3%       |             |   |
| 9.     | Durka Durka Trust  | 10,200,000       | 1.3%       |             |   |
| 10.    | LTL Capital Pty Ltd<br><Capital Account>                             | 10,000,000       | 1.25%      | vwap<br>vOL | Range 0.03c to 1.9c<br>The last month 60M<br>The last 6 months 1B |
| Total  |  | 417,550,955      | 51.65%     |             |   |

# 2015 Corporate Timetable

The below timetable is indicative only and may change without notice!



# Use Of Funds

| Amount Raised     | \$5,000,000 AUD | \$7,500,000 AUD | \$10,000,000 AUD |
|-------------------|-----------------|-----------------|------------------|
| Infrastructure    | \$945,000       | \$1,360,000     | \$2,006,000      |
| Development       | \$1,520,000     | \$2,085,000     | \$2,725,000      |
| Product Marketing | \$2,535,000     | \$4,055,000     | \$5,269,000      |
| TOTAL             | \$5,000,000     | \$7,500,000     | \$10,000,000     |



## Unified Social Messaging

**GET IN TOUCH**

**... WE ARE SOCIAL TOO :)**

David Whitaker and Chris Jones

Ananda Kathiravelu

Thredit Ltd

Armada Capital

+61 4 0455 9053 and +61 4 6655 5444

+ 61 4 1203 6789

*More Sociable Social Media*

**THD.ASX**