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thred

THD.ASX

Unified Social Messaging



Integrating with;



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March 2016

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INTRODUCTION

Thred comes at an extraordinary time; a time when there are **more mobile handsets than people**, almost half of those people are on social media and messaging apps and the numbers are growing. Yet amongst all this connectivity, we believe 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 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. And now with our **partnership with Microsoft**, we are empowered to take on the global B2B market as we integrate ourselves into Office365 products and, with their support, become a part of everyone's business.

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

Chris ADAMS,
Chief Advisor to the Board,
Thredit Ltd

Unified Social Messaging

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Billions of users spread across social media

 **1.49 Billion**
MONTHLY ACTIVE USERS

 **1 Billion**
MONTHLY ACTIVE USERS

 **1 Billion**
MONTHLY ACTIVE USERS

 **540 Million**
MONTHLY ACTIVE USERS

 **800 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 - 2016



■ **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 friends¹

■ Searching through social media and messaging apps for specific content is **extremely difficult**²

■ 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**²

1. Symplicit Online Communities Research 2015

2. Symplicit Context Research 2015

THE SOLUTION: thred

Unifies Your Communications
on a Single Platform



The Unified Social Messaging Platform

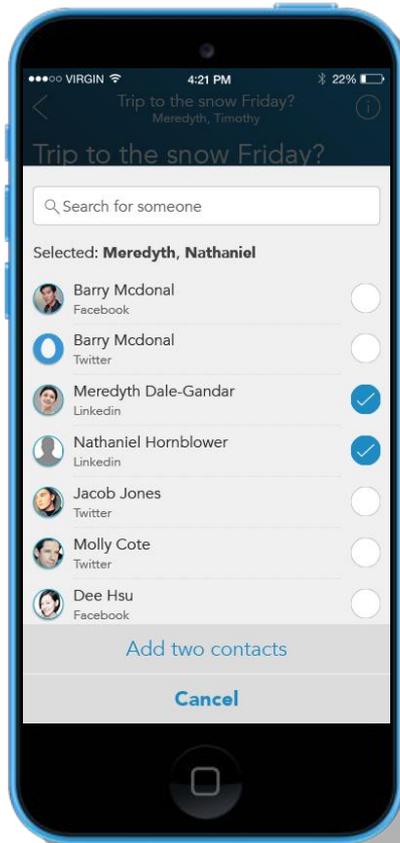
Cross Platform - Communicate across social networks.

Fast & Easy - Share content, create groups, search for content and more, all without leaving thred.

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

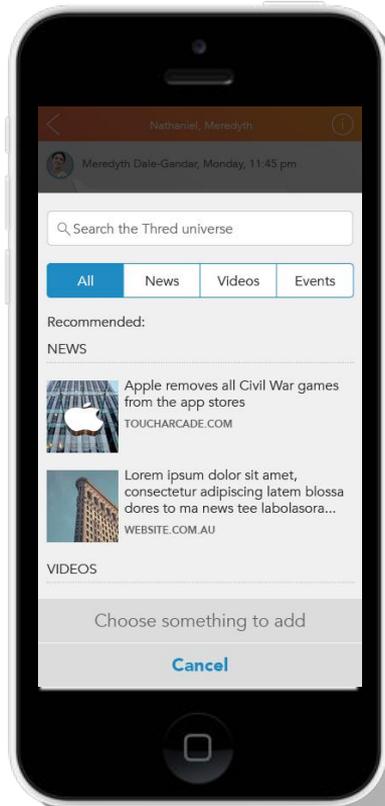
Innovative - thred combines the best of instant messaging with the best of email to create a better communications experience for users, potentially replacing both.

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*



Native Content Monetization in thred

By offering better experiences for our users like **in-app search** we create new revenue streams

Monetisation Opportunities

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

CASE STUDY

When Users do an **IN-APP SEARCH**, THRED will show **SPONSORED LINKS** as the top search results.

SPONSORED LINKS EXAMPLE

Microsoft® Office 365™ - office.com

 microsoft.office.com/

Your Small Business Just Got Bigger with **Office 365™**. Subscribe Today!

Free Mobile Apps · Online Collaboration

REVENUE MODELS

THRED derives income from SPONSORED LINKS in 2 ways;

- 1] Click-through revenue** - we are paid each time a user clicks on the link that we present to them
- 2] Campaign-based revenue** - we are paid to run specific campaigns by global brands for specific product campaigns such as launches or updates.

Dev, Production & Launch

Timetable 2016 - 2017 - Consumer App

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Phase 01
MVP

Ready for Launch: July 2016

Phase 02
Product Launched Target
500k
DOWNLOADS

2016
Iterate:

- Acquire Initial Users
- Iterative Development Cycles
- Additional Social Networks Added
- Product Market Fit

Phase 03
Viral Growth
5M
downloads

2017
Scale:

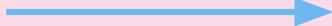
- Scale User Base
- Refine & Enhance Features
- New Partnerships Integrated

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

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1 

beta Launch: July 2016

2 

Global Launch: Q4 2016

3

Global Growth: 2017

GROWTH STAGE

Seed the Product

Invest In Growth

Viral Growth

Launch in a Limited # of Markets

Global Launch

Optimize in Key Markets

Gather User Feedback

Influencer Marketing Campaign to Push to the Top of App Store chart

Focus on user engagement to drive virality (K Factor)¹

Facebook Marketing

Get Featured in App Stores

Partnership Marketing

App Store Optimization

Facebook & Non-traditional Acquisition Channels

Monetisation Opportunities

GOAL

Prep for Global Launch

Lift to top of App Store Charts

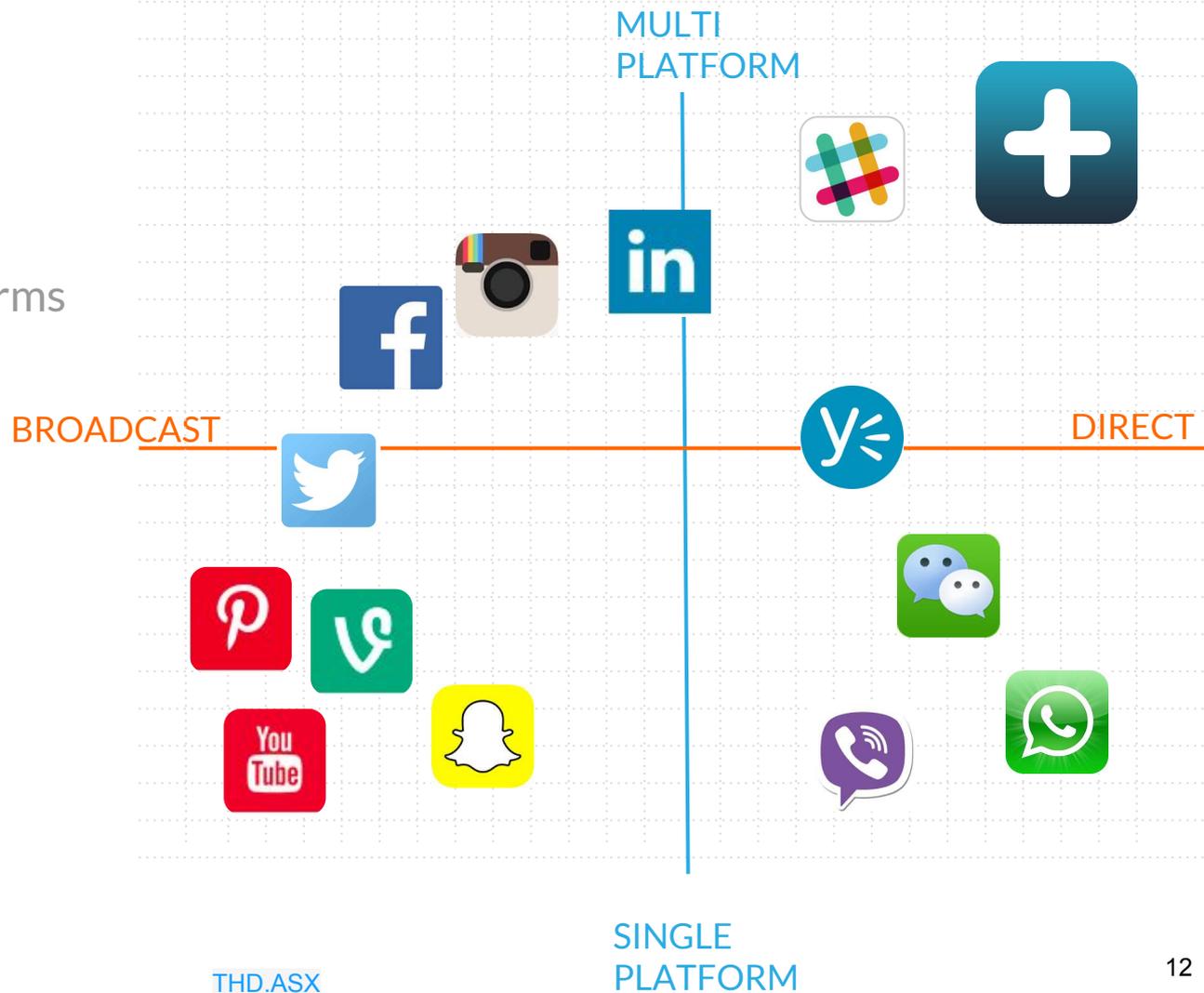
Scale User Volume & Drive Down Costs

¹ A quantitative measure of virality calculated as invitation rate * acceptance rate

Competitive Landscape

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

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Comparables

Equity Value/User



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

1 ReCode - "Why Slack Won't Reach \$5B" <http://recode.net/2016/03/03>

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

3 Business Insider Australia March 17, 2015

4 Techcrunch - "With 1.2 million Yammer Buy Microsoft's Social Enterprise Strategy Takes Place June 25, 2012

5 DMR Digital Marketing Stats July 21, 2015

	Active Users	Market Valuation	Value per Active User
 SLACK	2.5M (Daily Users)	\$4 Billion ¹	\$1,739 USD
 WHATSAPP	1Billion	\$19 Billion ²	\$19 USD
 SNAPCHAT	120 M	\$10 Billion ²	\$83 USD
 INSTAGRAM	400 M	\$37 Billion ³	\$92 USD
 YAMMER	4 M (Registered Users)	\$1.2 Billion ⁴	\$300 USD
 KIK	100M	\$1 Billion ⁵	\$10 USD

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 throughout the Asia-Pac region.



Chris Jones

CMO & Director

One of Australia's leading experts in app marketing and user acquisition. Chris has held leadership roles with leading brands. He 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

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Chris Adams

Board Director



Chris is 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



Eric is a 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. He has a deep understanding of the economics of the media industry & the evolving multi-platform, multi-device ecosystem.

Capital Structure

Assumes Maximum Subscriptions

Shares	Number
Shares on issue: Shareholders meeting October 16 and Re-quotation	345,233,663
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
Total:	813,983,663

<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

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

Use Of Funds

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Amount Raised	\$5,000,000 AUD	\$10,000,000 AUD
Customer Acquisition	\$1,170,000	\$5,041,000
Development and Engineering	\$1,176,000	\$2,000,000
Working Capital/Overhead	\$2,053,000	\$2,053,000
Expenses of the Offer	\$601,000	\$906,000
TOTAL	\$5,000,000	\$10,000,000

2015/16 Corporate Timetable

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

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TRANSACTION APPROVAL

SHAREHOLDERS MEETING

18th March 2016



ISSUE OF PROSPECTUS

THD.ASX

7th April



Close of Prospectus

May



ASX Re-Quotation



Top Five Shareholders

NUMBER	NAME	NUMBER OF SHARES	RELATIVE %
1.	Key Idea Holdings Ltd	250,000,000	35.2%
2.	LSAF Holdings Pty Ltd <Owen Family A/c>	28,870,620	4.1%
3.	Celtic Capital Pty Ltd <The Celtic Capital A/c>	23,580,688	3.3%
4.	JDK Nominees Pty Ltd <Kenny Capital A/c>	21,411,183	3.0%
5.	Chifley Portfolios Pty Ltd <ATF The David Hannon Retirement Fund>	19,990,069	2.8%
	Total	343,852,560	48.4%

vwap
vOL

Range 0.03c to 1.9c
The last month 60M
The last 6 months 1B

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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

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