

# ASX ANNOUNCEMENT

17 June 2016

## Promesa relists as unified social media messaging platform Thred

Shares in former Peruvian explorer Promesa will recommence trading today at 10:00am AEST as Unified Social Media messaging developer Thred, following the successful acquisition of private company Thredit.

Thred will trade under the code PRA initially and then THD.

Prior to relisting the company raised \$6,351,011.75 through an oversubscribed public offer, issuing 127,020,235 shares at \$0.05 per share.

Thred's main asset is its namesake platform, which allows a user to combine and organise all social media accounts in to a single place. Users can create and manage various conversations from a single mobile or web dashboard, complete cross-platform communication and file-sharing capabilities.

Differing from cross-social aggregators, Thred does not compete with the likes of Twitter, Snapchat, Facebook and Instagram; instead works with them to weave together contextually relevant communications – “Threds” which allow for multi-purpose information consolidation and achievable conversations, all through its platform.

“The bigger the social media space gets, the bigger Thred can get,” Thred MD and co-founder David Whitaker said, “messaging is ubiquitous, yet still not unified with users having multiple choices as to how they communicate, and whilst this gives them access, it creates confusion and clutter. Thred unifies communications, contacts and context seamlessly into one simple and powerful place.”

Thred recently grabbed public attention when it was announced that Microsoft Corporation (NASDAQ: MSFT) selected Thred to integrate into Office 365 and its cloud based Azure platform and become a member of its Biz Sparks Accelerator program, which gives Thred unique access to Microsoft developer tools, it’s global community and promotional platform.

Microsoft will be providing Thred with both financial and technical support to integrate Thred with the Microsoft Azure Platform, while Thred will also have access to Microsoft Office 365 data, including mail, calendars and contacts which will allow Thred to explore opportunities within their Office and Outlook products.

Upon settlement, [David Whitaker](#), [Chris Adams](#) and [Chris Jones](#) have been appointed as Directors to the Board of Thred.

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