

Thred Ltd. Partners with Boardroom Media to Launch It's First Subscriber Channel

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Sydney - Unified social messaging software platform [Thred Ltd.](#) (ASX:THD) ("Thred" or the "Company") is pleased to announce the signing of an MOU with Boardroom Media.

Highlights:

- Thred platform chosen as key distributor for Boardroom Media content
- Thred to launch first Thred subscriber channel
- Thred to provide both free and paid channels

Boardroom Media provides its suite of services to a large number of corporate Australia, ASX listed companies as well as overseas companies, including but not limited to;

Fairfax, Westpac, NAB, Macquarie, Grain Corp, AMP, Perpetual, Baker & Mackenzie, Allens, Data#3, Skyfi, Fortescue, Worley Parsons, Karoon Oil and Gas, FARR, Origin, Bellamys, AGL, QBE

Boardroom Media CEO Will Canty said, "We are very excited about working with Thred. With this partnership, Thred will support current initiatives to extend on core content services offered and evolve a true Social Investor suite of products and services. We see a real opportunity to address the gaping holes in "Investor Intelligence" and to introduce a platform on which market participants may communicate with stakeholders in real time, direct to individuals and direct to community."

This is a clear example of Threds' channel strategy, where third party content can be provided through the Thred platform for its user base to view, read, chat about and act upon. Thred users will be given the chance to subscribe to the extensive content that Boardroom Media provide to the investment community.

Thred CIO David Whitaker said, "Thred is able to wrap its technology around a channel partners' content, thereby making that content incredibly social and viral. The ability to share across multiple networks and begin a Thred about pertinent content is incredibly powerful and we've made it very easy for Boardroom Media to participate in Thred. For users, this means they can receive their choice of content, start conversations and seamlessly engage with their friends and contacts no matter how they are connected - all in the one app which is Thred." The power to achieve these outcomes is more clearly illustrated in the Company's product summary video which can be viewed via visiting the Thred website, <http://www.thred.im/>.

The teams at Thred and Boardroom Media will be working together over the coming weeks to deliver the first channel to Thred users by the target date of the end of Q1 2017 to our wider beta audience, with further channels to follow shortly thereafter. Commercial terms will be resolved through this period and the market will be updated at that point.

About Thred Limited:

[Thred Ltd.](#) (ASX:THD) is a software platform working toward commercialisation of a unified social messaging platform and web and mobile app to enable cross platform communication. Based in Perth, the Company has developed systems that unify and centralise users' contacts while providing a centralised communication hub. Thred aims to empower 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 around relevant content.

Social Media Policy:

We believe in providing the highest levels of communications, and whilst the ASX remains the platform for market sensitive releases, we encourage all shareholders to follow Thred on Twitter (@theTHREDapp), and

view our latest Company overview at <http://www.thred.im/>

About Boardroom Media:

Boardroom.Media is a new breed of media company that's equal parts publisher, content producer, and streaming media technology business. With a strong footing in capital markets, professional services and asset management, the company has been a leading provider of multimedia communication solutions for corporate Australia for more than a decade.

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