

Appointment of Chief Executive Officer

Thrive Tribe Technologies Limited (ASX:1TT, **Thrive Tribe** or **Company**) is pleased to advise the market of the appointment of Mrs Jade Spooner as Chief Executive Officer of the 1TT Group of Companies and Brands (the “**Group**”), commencing 21 January 2025.

As Group Chief Executive Officer, Jade will have oversight of all aspects of the Group including the core technology health and wellness social platform Kumu, the Kumu e-commerce marketplace and payment gateway in addition to 1TT’s legacy brands and technology suite including Sixty (the precursor to Kumu) and 1TT’s human resources for enterprises software platforms encompassing the WooBoard product suite (including the Company’s work from home software solutions for enterprises) and the Slik investment.

As she has successfully done in past roles, Jade will play a hands-on role for 1TT in acquiring and mentoring content creators, leading influencers, celebrities and brand ambassadors for Kumu. 1TT intends to leverage Jade’s marketing and e-commerce experience to rapidly grow Kumu. 1TT notes her comparable prior experience growing numerous tech start-ups to 7 and 8 figure enterprises over her career.

Jade’s accomplishments include recognition by Deloitte as part of the Fastest Growing Tech Companies, being named Startup of the Year, inclusion in Forbes 30 Under 30 List, and most recently being a finalist for CommBank’s Young Hero Awards. Prior to these accolades, she started her career at Google.

Jade is a renowned strategist and marketing leader, known for her expertise in building customer-centric, community-driven brands in the health and wellness sector. After leaving her career at Google, Jade successfully co-founded and scaled a diet app that transformed manual coaching into a scalable digital business, resulting in an 8-figure valuation in 2022 and subsequent successful exit to private equity.

New Vision and Leadership for 1TT

Commenting on her appointment as CEO of 1TT, Jade Spooner said, “I have accepted this role because I see all the necessary ingredients for rapid growth in what 1TT has built so far and believe in the Company’s vision. I am aligned with 1TT’s goal to partner with content creators, influencers, celebrities, founders and growth companies that are all dedicated to driving positive impact through the Kumu platform. Based on my experience, I see an obvious opportunity to take what 1TT has built so far to formally launch and rapidly grow Kumu.”

Commenting on the appointment of Jade Spooner, Wes Culley, Executive Director of 1TT said, “The Company has invested millions of dollars in development of Kumu and the Kumu e-commerce marketplace to now be at a critical point to rapidly commercialise Kumu. The Company has conducted an extensive recruitment process and settled on Jade due to her incredible energy and proven track record taking lesser resourced businesses than 1TT and rapidly growing their tech platforms to 8-figure businesses. In addition to her proven leadership when it comes to revenue growth, we are inspired by her vision to be a leader for our content creators. The Company sees huge potential in the e-commerce space with the development work we are conducting on the Kumu e-commerce marketplace and payment gateway. Jade is the leader we need to bring everything we have together and take the Group to the next phase of our growth in order to fully realise the Group’s potential for shareholders and users.”

This ASX announcement has been authorised by the Board of Thrive Tribe Technologies Limited.

The Company would like to take this opportunity to welcome Ms Spooner to the senior executive team.

This ASX announcements has been authorised by Thrive Tribe Technologies Limited's Board of Directors.

For further information, contact:

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About us

Thrive Tribe Technologies Limited (ASX: 1TT) is on a mission to build a connected world of thriving individuals and businesses committed to health and wellness. With a focus on digital innovation, the Company is dedicated to creating a vibrant community where users can connect with thought leaders, creators, and businesses that inspire positive change. Thrive Tribe's core technology platform, Kumu, is designed to empower creators and businesses through data-driven insights and engagement tools.

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Annexure A

Summary of Key Terms of Chief Executive Officer Appointment

Term	Ms Spooner via her entity Jade Spooner Advisory Services Pty Ltd has been to perform the services of Chief Executive Officer from 21 January 2025 (" Commencement Date ").																																
Services	Ms Spooner will represent the Company as Chief Executive Officer and perform those tasks usually required of a Chief Executive, this includes managing the Company's executive leadership, strategic vision and day-to-day operations.																																
Remuneration	<p>The Chief Executive Officer will receive a monthly fee of \$30,000 per month (\$360,000 per annum).</p> <p>In addition, the Company plans to establish a short-term and long-term incentive program ("STI/LTI Program"). Under the STI/LTI Program, it is proposed that Ms. Spooner, or an entity nominated by her, will be granted 50,000,000 options, each entitling the holder to acquire one share in the Company. These options will vest over three years and have an exercise price of \$0.004, subject to the terms of the STI/LTI Program and the corresponding offer letter.</p> <p>Additionally, it is proposed that Ms. Spooner may earn up to a further 50,000,000 options, each option entitling her to acquire one share in the Company at an exercise price of \$0.015, contingent upon achieving certain key performance indicators ("KPIs"). The KPIs for the issue of the additional 50,000,000 options and the correlating indicative payment attributable to achievement of each KPI in the timeframe is indicated in the table below.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">KPI Criteria</th> <th style="text-align: center;">Achievement Timeframe</th> <th style="text-align: center;">Indicative Incentive Payment</th> </tr> </thead> <tbody> <tr> <td>Through organic growth, paid advertising or any other means such as acquisitions obtain 1 million social media followers for the Company's digital assets (including Kumu and other brands/assets in the Company's portfolio).</td> <td style="text-align: center;">6 months</td> <td style="text-align: center;">2,000,000 options</td> </tr> <tr> <td>Through organic growth, paid advertising or any other means such as acquisitions obtain 3 million social media followers for the Company's digital assets (including Kumu and other brands/assets in the Company's portfolio).</td> <td style="text-align: center;">12 months</td> <td style="text-align: center;">3,000,000 options</td> </tr> <tr> <td>Increase the total annual revenue of the Company to AUD \$10,000,000.</td> <td style="text-align: center;">12 months</td> <td style="text-align: center;">2,500,000 options</td> </tr> <tr> <td>Increase the total annual revenue of the Company to AUD \$30,000,000 with positive cash flow for three (3) consecutive quarters.</td> <td style="text-align: center;">24 months</td> <td style="text-align: center;">2,500,000 options</td> </tr> <tr> <td>Successfully launch the Kumu e-commerce marketplace including launching the Kumu payment gateway.</td> <td style="text-align: center;">6 months</td> <td style="text-align: center;">5,000,000 options</td> </tr> <tr> <td>Build the Kumu e-commerce marketplace to a minimum of 12 products for total sales revenue of AUD \$1,000,000 per month for three (3) consecutive months.</td> <td style="text-align: center;">12 months</td> <td style="text-align: center;">5,000,000 options</td> </tr> <tr> <td>Onboard 50 content creators to the Company's platforms generating a minimum of AUD \$2,000,000 per month in sales revenue.</td> <td style="text-align: center;">18 months</td> <td style="text-align: center;">5,000,000 options</td> </tr> <tr> <td>Achieve 5,000 paid subscribers for the Company's platforms.</td> <td style="text-align: center;">6 months</td> <td style="text-align: center;">5,000,000 options</td> </tr> <tr> <td>Achieve 30,000 paid subscribers for the</td> <td style="text-align: center;">24 months</td> <td style="text-align: center;">5,000,000 options</td> </tr> </tbody> </table>			KPI Criteria	Achievement Timeframe	Indicative Incentive Payment	Through organic growth, paid advertising or any other means such as acquisitions obtain 1 million social media followers for the Company's digital assets (including Kumu and other brands/assets in the Company's portfolio).	6 months	2,000,000 options	Through organic growth, paid advertising or any other means such as acquisitions obtain 3 million social media followers for the Company's digital assets (including Kumu and other brands/assets in the Company's portfolio).	12 months	3,000,000 options	Increase the total annual revenue of the Company to AUD \$10,000,000.	12 months	2,500,000 options	Increase the total annual revenue of the Company to AUD \$30,000,000 with positive cash flow for three (3) consecutive quarters.	24 months	2,500,000 options	Successfully launch the Kumu e-commerce marketplace including launching the Kumu payment gateway.	6 months	5,000,000 options	Build the Kumu e-commerce marketplace to a minimum of 12 products for total sales revenue of AUD \$1,000,000 per month for three (3) consecutive months.	12 months	5,000,000 options	Onboard 50 content creators to the Company's platforms generating a minimum of AUD \$2,000,000 per month in sales revenue.	18 months	5,000,000 options	Achieve 5,000 paid subscribers for the Company's platforms.	6 months	5,000,000 options	Achieve 30,000 paid subscribers for the	24 months	5,000,000 options
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	Launch the Company's buy now, pay later (BNPL) service offering on the Kumu e-commerce marketplace through the Company's Kumu payment gateway.	18 months	10,000,000 options
	Achieve transactions of AUD \$25m TTV through the Company's BNPL service offering via the Kumu e-commerce marketplace, the Company's payment gateway and other strategic partner channels.	24 months	5,000,000 options
	The STI/LTI Program, including the issue of options, is subject to shareholder approval, including for the purposes of ASX Listing Rules 7.1 and 10.14. All options issued under the STI/LTI Program will expire three years from the date of issue.		
Other provisions	The contract also contains general contractor provisions including as to confidentiality, company property (including intellectual property and moral rights) and restraint.		

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