

Corporate Restructure and Management Changes

Thrive Tribe Technologies Limited (ASX:1TT, **Thrive Tribe** or **Company**) announces that it has undertaken a corporate restructure focused on improving operational efficiency and accelerating revenue growth. As part of this restructure, the Company confirms that the consulting services of the previous Chief Executive Officer Ms Jade Spooner have been terminated.

Under the new structure, Mr. Wes Culley, Thrive Tribe Executive Director, takes on the responsibilities of Chief Executive Officer (CEO), effective immediately. In this role, Mr. Culley will lead the Company's strategic execution and oversee day-to-day operations as Thrive Tribe sharpens its focus on operational efficiencies and revenue growth initiatives. There is no change to the current remuneration package Mr. Culley presently receives from the Company as Executive Director.

The Company is also pleased to announce the appointment of Ms. Jacinta Reuben as Chief Operating Officer (COO) of the Thrive Tribe Group of Companies. Ms. Reuben was previously a Vice President at NASDAQ-listed Omnicom, servicing the Asian and Asia-Pacific (APAC) region. She brings extensive experience in driving revenue growth and improving operational efficiencies from her tenure at Omnicom. The Board views this experience as invaluable as Thrive Tribe embarks on its next phase of growth with increased focus on monetising digital media and services for content creators, leading influencers and businesses.

These leadership changes are a key part of Thrive Tribe's broader strategy to streamline operations and strengthen its executive team for sustainable growth. By leveraging Mr. Culley's leadership experience in the digital marketing space and Ms. Reuben's international experience at Omnicom running major campaigns in the region for clients such as Google, Pfizer and Fitbit, the Board is confident the Company can effectively execute on its strategy and deliver improved performance and shareholder value.

Wes Culley, Executive Director of Thrive Tribe, commented: "I am excited to work closely alongside the recently promoted Jacinta Reuben and look forward to drawing upon her international experience in driving revenue and operational efficiencies at Omnicom. These attitudes, principles and deep industry knowledge are what the Board expects Jacinta to instil across the Thrive Tribe organisation as we move forward. We believe the shareholders will welcome our immediate efforts and focus on revenue generating opportunities."

This corporate restructure underscores 1TT's commitment to building a robust, efficient operation that is positioned for accelerated revenue growth. The Board will continue to support the executive team in implementing these changes and will provide further updates on the Company's progress in due course.

This announcement has been authorised for release by Joshua Quinn, Director and Company Secretary of Thrive Tribe Technologies Ltd on behalf of the Board of Directors.

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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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