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Quarterly Activities Report & Appendix 4C

Thrive Tribe Technologies Limited ("1TT" or the **"Company")** is pleased to announce its Appendix 4C cash flow statement for the quarter ended 31 March 2025 (Q3 FY25), along with the following financial and operational update.

Highlights:

- Restructure of Thrive Tribe Technologies – corporate restructure and strategic restructure to focus on revenue generating opportunities.
- New Chief Operating Officer (COO) search conducted, with appointment made on 27th March 2025. COO has digital agency experience, as a former Vice President of NASDAQ listed Omnicom Group. COO is leading the digital agency arm of 1TT with an immediate focus on fee paying clients by launching 1TT's digital agency arm.
- Rebrand of Kumu and Kumu e-commerce marketplace to MyTribe.
- Continued investment in the growth and scaling of core technology platforms across the group.
- Increased emphasis on revenue optimised agency model: under the leadership of the new COO Ms Jacinta Reuben, fee paying clients were won during the quarter and subsequent to the end of the quarter (since her commencement in the role on 27 March 2025) with revenue to commence in June quarter.

Strategic rebrand of Kumu to MyTribe and Corporate / Strategic Restructure:

We are pleased to announce significant developments at Thrive Tribe Technologies this quarter.

We have welcomed Jacinta Reuben as our new Chief Operating Officer. Jacinta brings over ten years of experience in digital agencies, with a strong track record in implementing best-in-class digital and social media strategies. Her expertise in maintaining high-quality output and optimizing day-to-day tasks will be invaluable in enhancing our operational efficiency and strategic direction as the Company focuses on revenue generating opportunities with clients already won and revenue to be delivered in the upcoming quarter.

During the quarter, Wes Culley has stepped into the role of Chief Executive Officer and remains on the Board of Directors. He has taken no additional remuneration beyond his existing Director salary package. Wes has played a crucial role in Thrive Tribe's growth

to date and is enthusiastic about taking on greater leadership responsibilities to guide the company's future direction.

As mentioned, as part of 1TT's strategic evolution the Company has shifted focus toward a revenue-optimized agency model. This new approach emphasizes delivering top-tier digital and social media strategies, advertising, content development, and training services to businesses with powerful technology we can harness. Looking ahead, we aim to expand our network of companies and assist them in scaling their businesses more effectively.

During the quarter, the Company has onboarded numerous fee paying clients. Revenue from these clients shall commence to be seen in the June quarter.

Additionally, we are excited to announce the rebranding of our Kumu platform to My Tribe. We continue to engage key opinion leaders and top-tier content creators to share their expertise on this subscription-based social media platform. Our dedicated team of experts is committed to helping these creators grow their businesses and enhance their market share through digital channels.

We look forward to an exciting quarter ahead as we work towards our strategic objectives and strengthen our position in the market.

1TT's Slik Investment (6.67% shareholding):

The Company has received a quarterly update from Slik, which it continues to hold an investment in. We attach the update received from Slik as an annexure to our quarterly activities report.

A summary of the key milestones include:

1. The active client base has nearly doubled over the past 12 months, driven by strategic partnerships and renewed commercial execution.
2. ARR grew in Q1 2025 despite churn, thanks to strong performance by the sales team.
3. USD 500K of funding has been secured to scale sales and product development, with a strategic focus on reducing churn and accelerating growth.
4. Moderate growth is expected in 2025, with stronger acceleration projected for 2026, in line with their long sales cycles.

Corporate:

Per the Appendix 4C the Company's cash position as 31 March 2025 was $122,000 with net cash from/ (used in) operating activities in the quarter of $1,462,000.

During the quarter, the Company paid fees and remuneration to directors and related parties in an amount of $93,000.

-ENDS-

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

For further information, contact:

Thrive Tribe Technologies Limited
Wes Culley, Executive Director
info@thrivetribetech.com
P: +61 2 9236 7229

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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slik

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Q1 2025

Investors Updates

Apr - 2025

ARR (USD)

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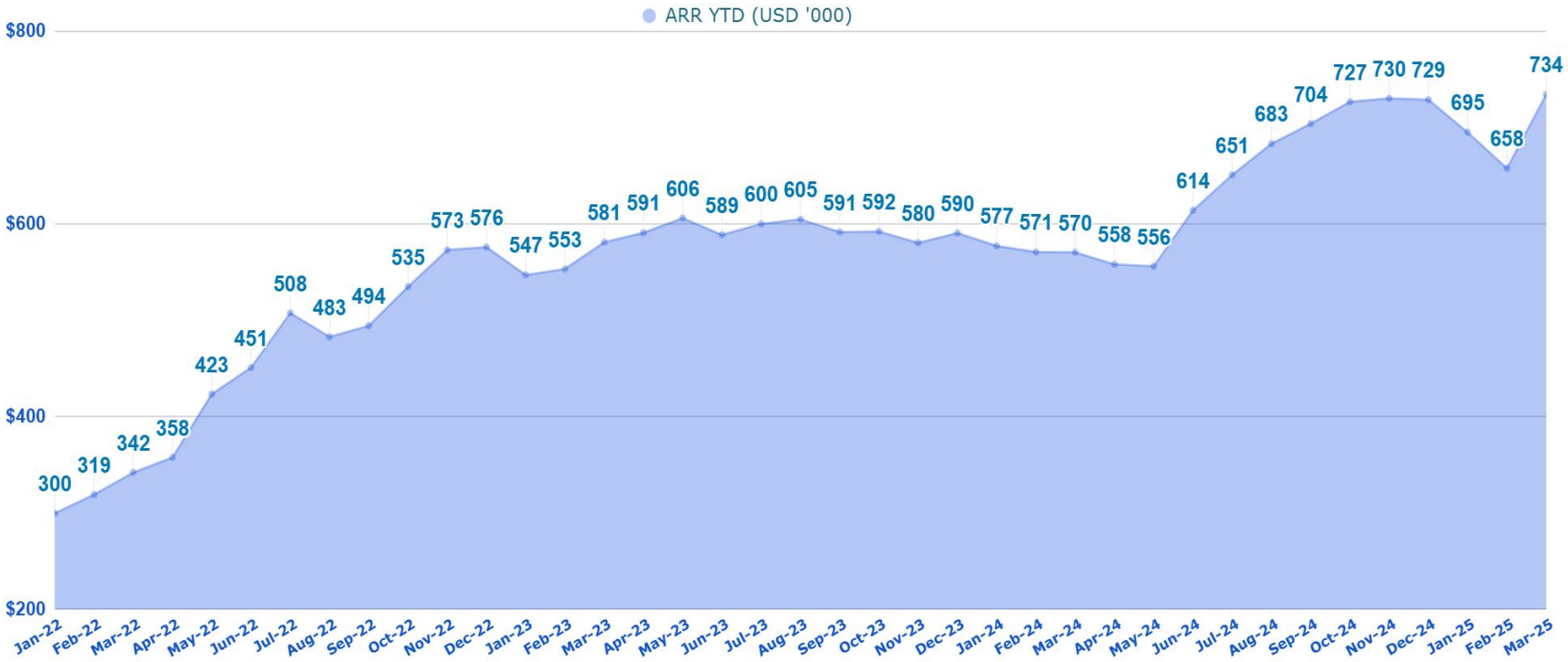
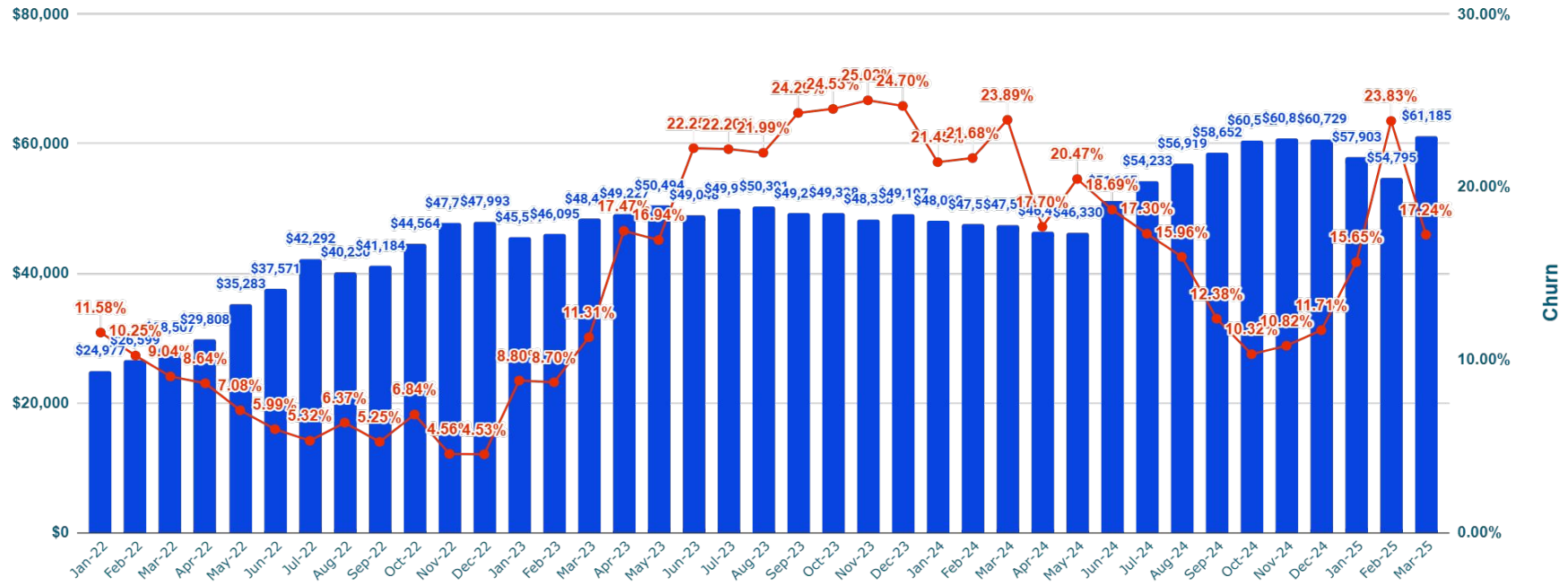
At the end of 2024, there was growth driven mainly by Mercer. During Q1, we experienced two significant churns: **NX** (after a 6-year relationship) and **Alsea Cono Sur**. Thanks to the renewed efforts of the Sales team, we were able to generate new business and get back on the growth track.



Churn

After a thorough analysis of the reasons behind churn that we've been conducting, we identified the main cause as the lack of certain functionalities that have become standard for our clients. In addition to implementing an incentive scheme for our CCSS team tied to renewal success, we are launching new features such as the improved Journeys module for both current and new clients.



*Annual Churn ($) = Lost MRR during last 12 months / Current MRR

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Total Clients

Thanks to our strategic partnership with Mercer and a renewed focus on commercial execution, we have successfully grown our base of active clients by nearly 2x over the past 12 months. This growth reflects the strength of our value proposition, the effectiveness of our go-to-market strategy and our upsell potential.

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Financial Performance

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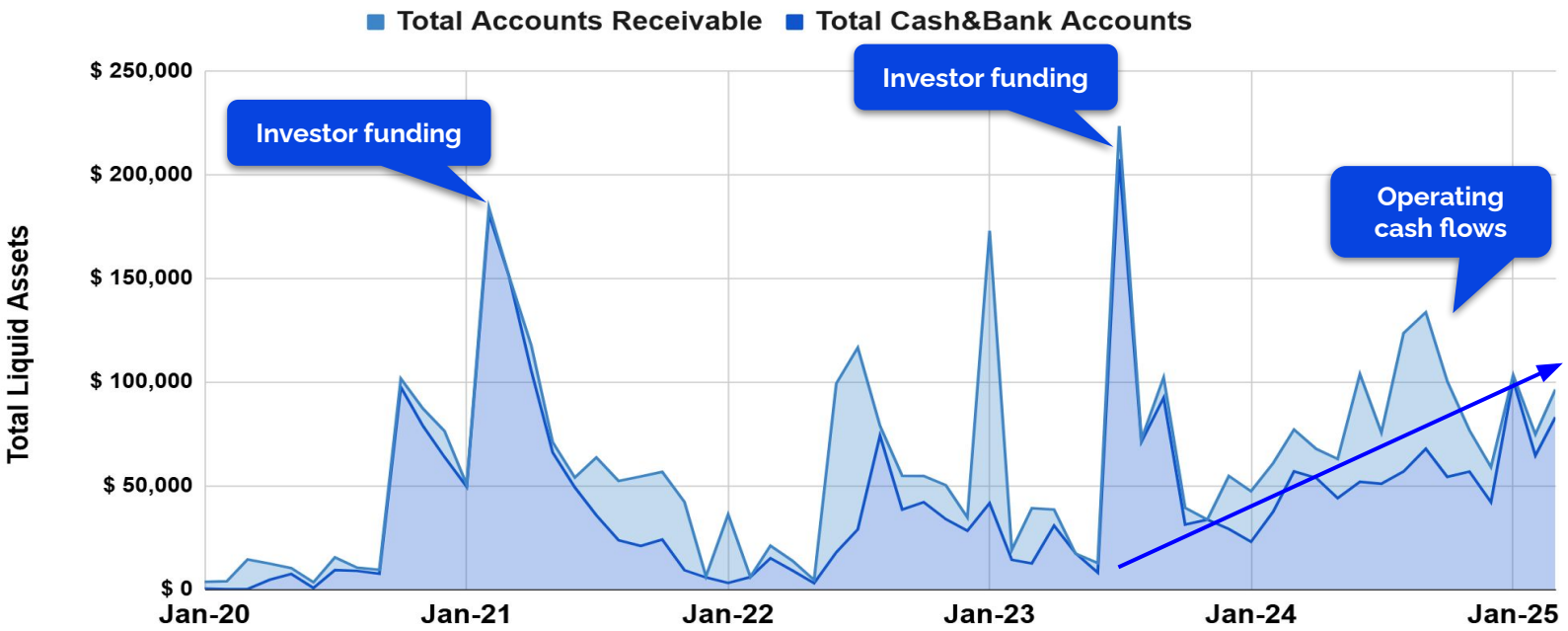
Our financial performance has continued to strengthen. We have consistently improved our liquid assets (cash & equivalents plus accounts receivable) through operating income. Previously, maintaining a solid liquidity position required support from investors. Today, we have achieved it through the strength of our own operations.

Liquid Assets



Funding

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During Q4 2024, we signed and began executing a USD 250K investment from angel investors through SAFEs. In addition, we are moving forward with a venture debt investment of USD 500K from a prominent Mexican VC fund to continue investing in Sales and Product.

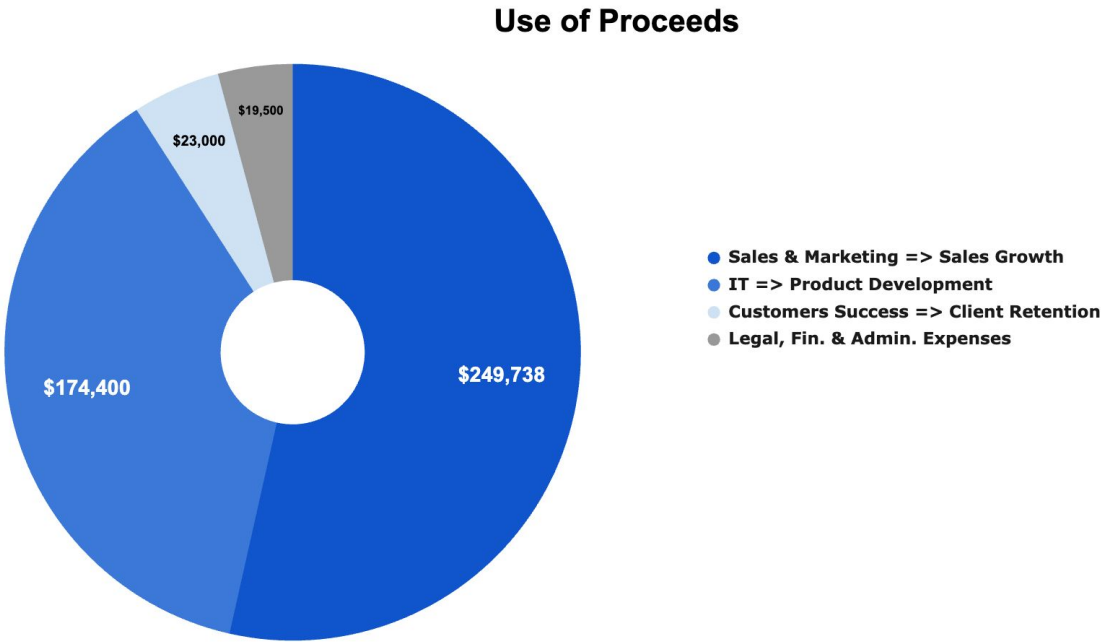
This funding will help Slik accelerate its growth trajectory by scaling our proven sales process and reducing churn.

Venture Debt Investment overall terms:

- Credit Line: USD 500,000, disbursed in 3 tranches over 6 months.
- Term: 48 months.
- Interest Rate: 22% annual ordinary interest, with the possibility of reduction if the risk profile improves (e.g., increased runway).
- Interest Payments: Monthly, starting from the first month.
- Amortization: 25% of the principal due at the end of each year.
- Warrant (No Cap): Right to convert the outstanding loan balance into equity at the valuation of the most recent fundraising round, less a 30% discount.
- Default Clause (120+ days overdue): Conversion at 2x multiplier, at the valuation of the most recent fundraising round, less a 30% discount
- Use of Funds: CapEx / OpEx only.
- Restrictions: No dividend distributions allowed.
  Sales Target Clause: If sales targets are not met, a cost-reduction action plan must be implemented.
- Prepayment: Loan can be prepaid.

Use of Proceeds

The investment in the next 12 months will be used to develop more functionalities (Journeys + People Analytics) and expand our customer portfolio, as well as generate up-sells from the Customer Success area.



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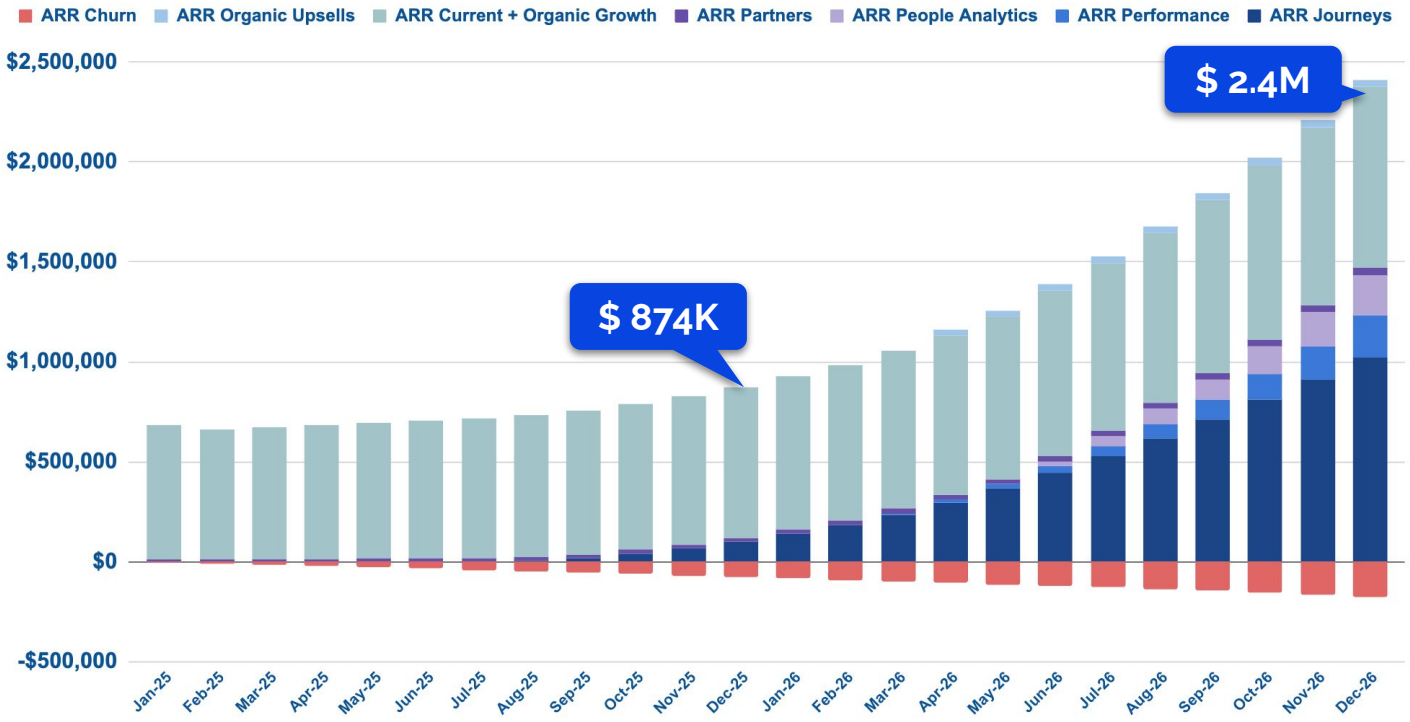
Projected ARR 2025 - Income mix

Slik's growth plan is focused on two main pillars: **1- Scaling the Sales team**, given the excellent results we've been seeing with the new outbound methodology; **2- Expanding the offering** of new features.

Given the long sales cycle, it is expected that growth in 2025 will not be as pronounced as in 2026.



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Thanks!

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Appendix 4C
Quarterly cash flow report for entities subject to Listing Rule 4.7B

Name of entity

THRIVE TRIBE TECHNOLOGIES LIMITED

ABN	**Quarter ended ("current quarter")**
64 600 717 539	31 MARCH 2025

	Consolidated statement of cash flows	**Current quarter $A'000**	**Year (9 months) $A'000**
1	**Cash flows from operating activities**		
1.1	Receipts from customers	-	5
1.2	Payments for		
	(a) research and development	-	-
	(b) product manufacturing and operating costs	(294)	(619)
	(c) advertising and marketing	(67)	(114)
	(d) leased assets	-	-
	(e) staff costs	(115)	(584)
	(f) administration and corporate costs	(986)	(2,109)
1.3	Dividends received (see note 3)	-	-
1.4	Interest received	-	3
1.5	Interest and other costs of finance paid	-	-
1.6	Income taxes paid	-	-
1.7	Government grants and tax incentives	-	1,506
1.8	Other (Profit on sale of shares)	-	-
1.9	**Net cash from / (used in) operating activities**	**(1,462)**	**(1,912)**
2	**Cash flows from investing activities**		
2.1	Payments to acquire:		
	(a) entities	-	-
	(b) businesses	-	-
	(c) property, plant and equipment	-	-
	(d) investments	-	
	(e) intellectual property	-	-
	(f) other	-	-

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	Consolidated statement of cash flows	Current quarter $A'000	Year (9 months) $A'000
2.2	Proceeds from disposal of:		
	(a) entities	-	-
	(b) businesses	-	-
	(c) property, plant and equipment	-	-
	(d) investments	-	-
	(e) intellectual property	-	-
	(f) other non-current assets	-	-
2.3	Cash flows from loans to other entities	-	-
2.4	Dividends received (see note 3)	-	-
2.5	Other (provide details if material)	-	-
2.6	**Net cash from / (used in) investing activities**	**-**	**-**

3	**Cash flows from financing activities**		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)	1,000	2,169
3.2	Proceeds from issue of convertible debt securities	-	-
3.3	Proceeds from exercise of options	-	-
3.4	Transaction costs related to issues of equity securities or convertible debt securities	(92)	(92)
3.5	Proceeds from borrowings	-	-
3.6	Repayment of borrowings	-	(200)
3.7	Transaction costs related to loans and borrowings	-	-
3.8	Dividends paid	-	-
3.9	Other (provide details if material)	-	-
3.10	**Net cash from / (used in) financing activities**	**908**	**1,877**

4	**Net increase / (decrease) in cash and cash equivalents for the period**		
4.1	Cash and cash equivalents at beginning of period	676	157
4.2	Net cash from / (used in) operating activities	(1,462)	(1,912)
4.3	Net cash from / (used in) investing activities	-	-

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	Consolidated statement of cash flows	Current quarter $A'000	Year (9 months) $A'000
4.4	Net cash from / (used in) financing activities (item 3.10 above)	908	1,877
4.5	Effect of movement in exchange rates on cash held	-	-
4.6	**Cash and cash equivalents at end of period**	**122**	**122**
5	**Reconciliation of cash and cash equivalents** at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	**Current quarter $A'000**	**Previous quarter $A'000**
5.1	Bank balances	122	676
5.2	Call deposits	-	-
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
5.5	**Cash and cash equivalents at end of quarter (should equal item 4.6 above)**	**122**	**676**

-

6	**Payments to related parties of the entity and their associates**	**Current quarter $A'000**
6.1	Aggregate amount of payments to related parties and their associates included in item 1	93
6.2	Aggregate amount of payments to related parties and their associates included in item 2	-

Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments.

7	**Financing facilities**	**Total facility amount at quarter end $A'000**	**Amount drawn at quarter end $A'000**
	Note: the term "facility' includes all forms of financing arrangements available to the entity.		
	Add notes as necessary for an understanding of the sources of finance available to the entity.		
7.1	Loan facilities	-	-
7.2	Credit standby arrangements	-	-
7.3	Other (please specify)	-	-
7.4	**Total financing facilities**	-	-
7.5	**Unused financing facilities available at quarter end**		
7.6	Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.		

8	**Estimated cash available for future operating activities**	**$A'000**
8.1	Net cash from / (used in) operating activities (Item 1.9)	(1,462)
8.2	Cash and cash equivalents at quarter end (Item 4.6)	122
8.3	Unused finance facilities available at quarter end (Item 7.5)	-
8.4	Total available funding (Item 8.2 + Item 8.3)	122
8.5	**Estimated quarters of funding available (Item 8.4 divided by Item 8.1)**	(0.1)
	Note: if the entity has reported positive net operating cash flows in item 1.9, answer item 8.5 as "N/A". Otherwise, a figure for the estimated quarters of funding available must be included in item 8.5.	
8.6	If Item 8.5 is less than 2 quarters, please provide answers to the following questions:	
	8.6.1 Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?	
	No. During the period there were one-off costs. Further, the entity is cutting other costs across the group and focusing on revenue generating opportunities.	
	8.6.2 Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?	
	Yes, the entity is exploring numerous funding opportunities including asset sales, licensing agreements and capital raising measures.	
	8.6.3 Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?	
	Yes, see answer to question 8.6.2.	
	Note: Where item 8.5 is less than 2 quarters, all of questions 8.6.1, 8.6.2 and 8.6.3 above must be answered.	

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Compliance statement

1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.

2 This statement gives a true and fair view of the matters disclosed.

Date: **30 APRIL 2025**

Authorised **By the board**

(Name of body or officer authorising release – see note 4)

Notes

1 This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.

2 If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.

3 Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.

4 If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [*name of board committee – eg Audit and Risk Committee*]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".

5 If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.

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