ASX MEDIA RELEASE
31 July 2025

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 30 June 2025 (Q4 FY25), along with the following financial and operational update.

Operational and Strategic Update

During the quarter, Thrive Tribe Technologies continued its strategic transition into a revenue-generating digital services business, focused on scalable growth across consulting, influencer management, and social media optimisation.

The Company recorded increased consulting revenue, achieving internal revenue projections for the period. The quarter marks a critical inflection point in validating Thrive Tribe's commercial model.

MyTribe Consulting Division

The Company formally launched its MyTribe Consulting arm, offering tailored digital strategy and content services to personal brands and early-stage businesses. This includes influencer positioning, social media management, ad funnel optimisation, and high-conversion content creation. These services are now being delivered under both retainer and project-based models, with early-stage revenue aligned to internal forecasts.

During the quarter, Thrive Tribe secured multiple new clients across the fashion, wellness, fitness, beauty, and personal development sectors. These engagements reflect growing demand from influencers and founder-led brands seeking high-impact digital services with embedded performance metrics.

In parallel, the original *MyTribe* platform — initially developed as a creator marketplace — has been repurposed to support internal operations. It now functions as a proprietary enablement layer, underpinning client onboarding, analytics tracking, and workflow efficiency across the consulting division. This strategic evolution ensures that the Company continues to extract value from its core IP while aligning operationally with its service-led growth model.

Influencer & Social Media Division Expansion

Significant progress was made in building out Thrive Tribe's influencer management and social content arm, including:

- Scaling short-form video production across Instagram and TikTok
- Paid ad optimisation (CAC:ROAS tracking introduced this quarter)
- Revenue-sharing and ambassador model pilots with select creators
- New capability: personal brand management for public-facing clients

Audience Growth & Performance Marketing

The Company expanded its focus on audience-building and ad funnel design, particularly for influencers and early-stage brands.

For personal use only

Key activities included:

- Audience strategy blueprints for Instagram and Meta platforms
- Creation of performance-optimised reels and posts
- Paid campaign setup and ongoing analytics reporting
- Implementation of bespoke ad funnels for lead gen and conversion

Client and Revenue Growth

Thrive Tribe signed multiple new clients across the quarter, with services delivered to:

- Fashion brands
- Beauty and skincare entrepreneurs
- Online fitness coaches
- Wellness influencers
- Business mentors

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

The Company continues to view the Slik investment and APAC reseller rights as a non-core business asset moving forward. The Company continues to pursue the sale of this investment.

Corporate:

Per the Appendix 4C the Company's cash position at 30 June 2025 was $140,000 with net cash from/ (used in) operating activities in the quarter of $132,000.

During the quarter, the Company paid fees and remuneration to directors and related parties in an amount of $69,000.

Capital Consolidation

On 13 June 2025, the Company announced a consolidation of capital at a ratio of 20:1 ("Consolidation"). Subsequent to the end of the quarter, the Consolidation received approval from shareholders at the Company's General Meeting on 16 July 2025. The Company then announced the completion of the Consolidation on 28 July 2025.

Outlook

The Company remains focused on:

- Scaling monthly recurring revenue (MRR) via retainer clients
- Expanding MyTribe's service offerings and team capability
- Strengthening influencer partnerships and client outcomes
- Increasing internal content and outbound campaigns for MyTribe
- Leveraging proprietary tech infrastructure to support scale

Thrive Tribe is now entering a phase of early commercial traction, with revenue, client retention, and influencer network depth as core growth metrics. The evolution of MyTribe from a standalone platform into a backend enablement engine has positioned the business for leaner operations and accelerated delivery across its consulting model.

-ENDS-

For personal use only

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

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, MyTribe, is designed to empower creators and businesses through data-driven insights and engagement tools.

For personal use only

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	30 JUNE 2025

	Consolidated statement of cash flows	**Current quarter $A'000**	**Year (12 months) $A'000**
1	**Cash flows from operating activities**		
1.1	Receipts from customers	55	60
1.2	Payments for		
	(a) research and development	-	-
	(b) product manufacturing and operating costs	(38)	(657)
	(c) advertising and marketing	(15)	(129)
	(d) leased assets	-	-
	(e) staff costs	(107)	(691)
	(f) administration and corporate costs	(27)	(2,136)
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**	**(132)**	**(2,044)**
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	-	-

For personal use only

	Consolidated statement of cash flows	Current quarter $A'000	Year (12 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)	-	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	0	(92)
3.5	Proceeds from borrowings	150	150
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**	**150**	**2,027**

4	**Net increase / (decrease) in cash and cash equivalents for the period**		
4.1	Cash and cash equivalents at beginning of period	122	157
4.2	Net cash from / (used in) operating activities	(132)	(2,044)
4.3	Net cash from / (used in) investing activities	-	-

For personal use only

For personal use only

	Consolidated statement of cash flows	**Current quarter $A'000**	**Year (12 months) $A'000**
4.4	Net cash from / (used in) financing activities (item 3.10 above)	150	2,027
4.5	Effect of movement in exchange rates on cash held	-	-
4.6	**Cash and cash equivalents at end of period**	**140**	**140**
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	140	122
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)**	**140**	**122**

-

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	69
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)	(132)
8.2	Cash and cash equivalents at quarter end (Item 4.6)	140
8.3	Unused finance facilities available at quarter end (Item 7.5)	-
8.4	Total available funding (Item 8.2 + Item 8.3)	140
8.5	**Estimated quarters of funding available (Item 8.4 divided by Item 8.1)**	1.1
	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. The Company has engaged in cost saving measures and is now focusing on revenue generating opportunities. As further revenue generating opportunities are pursued there shall be changes to the net operating cash flows. The Company continues to balance revenue generating opportunities and cost cutting measures where appropriate.	
	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 the sale of its Slik investment.	
	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, the Company has multiple funding opportunities available to it if required including the ongoing support of major shareholders.	
	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.	

For personal use only

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: **31 JULY 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.

For personal use only