

AGREEMENT WITH NATO-APPROVED DEFENCE FIRM EAV COMMENCES

EAV (Effective Acceleration Ventures Ltd) is a Canadian defence supplier and service contractor. EAV works with NATO defence forces, supplying them with aircraft, ship and boat parts, optical equipment, IT & telecommunications assets and other approved goods and services. Important milestone has been triggered in the agreement with 1TT now onboarding execution capability to commence the roll-out of this substantial agreement for 1TT and its core product suite.

HIGHLIGHTS

- **1TT has entered into a three-year exclusive distribution agreement with NATO registered defence procurement agency, Effective Acceleration Ventures Ltd (EAV)** to market and distribute its WooBoard and REFFIND HR platforms to the military and defence sector with roll-out to commence.
- **EAV** procures specialist military equipment including fighter, bomber and cargo aircraft parts, naval ship and boat parts, high-precision military optical equipment, and IT and telecommunications assets for field use, as well as arranging logistics, and defence personnel for government and allied agencies.
- **EAV is an established contractor which has successfully executed millions of dollars in Canadian Government defence contracts over the past 18 months¹.**
- **WooBoard is 1TT's enterprise SaaS (Software-as-a-Service) platforms focused on improving employee communication, engagement, and recognition.**
- **In May 2026, 1TT announced the relaunch of REFFIND and WooBoard into the military and defence space.** The platforms are marketed as essential tools for improving troop recognition, offering secure communications, increasing workforce productivity, improving mental health and wellbeing, and enabling HR support for deployed-personnel.
- **The employee communication & experience platform market is worth approximately US\$3.5 billion.** 1TT is targeting the defence & military segment, making it one of very few companies gaining a foothold in this niche.
- **US\$15 million Year 2 exclusivity threshold: EAV must generate at least US\$5 million in turnover by the end of Year 1 and at least US\$15 million by the end of Year 2 to retain exclusivity.** EAV is entitled to 20% of revenue generated under the agreement.
- **Key initial milestone met with now defined initial proof of concept:** agreement entered into with local execution partner for the first proposed application of an eight-week residential program in Australia for volunteer U.S. military veterans, with baseline and completion assessment and 30, 60 and 90- day follow-up.
- **Other enterprise clients that have previously piloted 1TT's product suite include AirAsia (AirAsia.com) and Disney.** Those prior years of validation of the software have now culminated in the execution of this significant agreement.

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Thrive Tribe Technologies Limited (ASX: 1TT) (“1TT” or the “**Company**”) is pleased to announce that it has entered into a three-year exclusive distribution agreement with **Effective Acceleration Ventures Ltd. (EAV)** (the “**Distribution Agreement**”). EAV is a NATO registered defence procurement agency, specialising in procurement of military equipment, logistics, and talent acquisition for government and allied agencies.

The Distribution Agreement appoints EAV as 1TT’s exclusive distribution partner to market and distribute the Company’s modernised WooBoard and REFFIND HR platforms, to armed forces, military organisations, troops and personnel of NATO member states (the “**Target Market**”).

With the local execution capability now in place, 1TT and its partners are ready to advance customer-specific pilot planning, subject to customer contracting, procurement, clinical and ethics approvals, security and privacy requirements, participant screening and final program configuration.

The pilot programme is intended to assess feasibility, safety, participant experience and preliminary outcome signals. It is not designed to establish clinical efficacy, and no customer contract, participant selection or guaranteed revenue has been secured.

1TT’s platforms redesigned for military applications

1TT develops cloud-based Software-as-a-Service (SaaS) solutions focused on employee engagement, recognition and workforce wellbeing. Its core platforms, **WooBoard** (formerly **REFFIND**), were built to help organisations drive positive workplace culture, peer-to-peer recognition and performance visibility. The Company’s technology has previously been extended through partnerships including a licensing arrangement covering identity management and biometric authentication to support use cases such as secure remote workforce tracking and time and attendance. This capability is directly relevant to distributed, security-conscious environments such as defence and military organisations. Previous clients of 1TT’s WooBoard include **AirAsia (AirAsia.com)**.

On 26 May 2026, the Company announced that it was relaunching the WooBoard and REFFIND platforms into the enterprise and government workforce sectors, including defence-related markets. The platforms are being redesigned for military applications, and will address the specific requirements of defence customers and military personnel. The agreement with EAV establishes 1TT’s first exclusive distribution channel for the defence market.

Tapping into the fast-growing global defence wellbeing market

The EAV distribution agreement positions 1TT to capture market share in a defence sector that is rapidly increasing both its overall spending and its investment in personnel-focused technology.

The military telemedicine market is one of the fastest-growing segments of defence health technology, with mental health and PTSD management applications forecast to expand faster than any other use case through to 2035.¹ More broadly, the global mental health technology market is projected to grow from roughly USD 12 billion in 2026 to over USD 56 billion by 2035, and within that market the employer-provided segment is expected to be the fastest-growing customer

¹SNS Insider, “Military Telemedicine Market Size, Share & Growth Report 2035,” snsinsider.com.

category as organisations formalise workplace wellbeing programs.² For defence organisations, which combine large, dispersed workforces with elevated exposure to operational stress, this creates strong structural demand for platforms purpose-built to support troop engagement, recognition and psychological wellbeing at scale.

By pairing an established enterprise HR and engagement technology stack with a partner experienced in reaching military and defence procurement channels, 1TT is aiming to position WooBoard at the intersection of two accelerating trends: rising defence budgets across the NATO alliance, and the growing recognition of workforce wellbeing technology as a defence capability priority.

Additionally, NATO member states agreed at the 2025 NATO Summit to lift defence investment to 5% of GDP annually by 2035, with European Allies and Canada already increasing combined defence expenditure by close to 20% in 2025.³ A meaningful share of this spending is directed at the people behind the uniform: force readiness, retention and mental health support are increasingly treated as core capability requirements rather than peripheral welfare initiatives.

Agreement Details

Under the Distribution Agreement, EAV will lead distribution, market development and prospective-customer engagement for 1TT's workforce software in the Target Market. 1TT will remain responsible for the product platform, licensing, configuration, implementation, integrations, hosting, technical support and continuing development required for each customer deployment.

Pursuant to the Agreement, EAV must generate at least US\$5 million in turnover under the agreement by the end of Year 1 and at least US\$15 million by the end of Year 2.

EAV will receive 20% of revenue generated under the Distribution Agreement. The balance will accrue to 1TT before its costs of product development, implementation, security, hosting, support, compliance and administration. Revenue recognition will depend on final customer contracts, delivery obligations and applicable accounting standards.

Key responsibilities under the Agreement

- **EAV Distribution Role:** Defence-market development, customer engagement, procurement navigation, channel management, tender and proposal support, requirements gathering and sales progression within the Target Market.
- **1TT Product Role:** Modernisation and development of WooBoard and REFFIND, product configuration, licensing, implementation, integrations, training, reporting, security controls and ongoing customer support.
- **Customer-Specific Delivery:** Each deployment would be configured for the customer's workforce, operating environment, approved support services, permissions, security, privacy, data residency, accessibility and reporting requirements.

²Towards Healthcare, "Mental Health Technology Market Trends for 2026," towardshealthcare.com.

³NATO, "Defence investment and NATO's 5% commitment," nato.int.

WooBoard Expansion - Defence Wellbeing & Readiness Suite

1TT intends to expand WooBoard beyond employee recognition into a purpose-designed digital wellbeing and readiness layer for defence personnel. The proposed product architecture is organised into five connected modules that can be configured to the policies, clinical governance, security standards and support ecosystem of each defence customer:

- **READY - Mental Fitness And Pre-Deployment Preparation:** Private pulse check-ins covering stress, energy, sleep, workload and connectedness; customer-approved breathing, grounding, visualisation, goal-setting and constructive self-talk exercises; prepare-perform-recover plans; pre-deployment briefings; personal coping plans; training reminders; family-readiness prompts; and a saved list of trusted contacts and approved resources.
- **CONNECT - Morale, Cohesion And Trusted Support:** Secure role-based communications; buddy check-ins; peer recognition and gratitude; unit values and morale campaigns; moderated peer-support spaces where approved; confidential or anonymous requests for help; multilingual content; and family communication and resource pathways designed to reduce isolation across dispersed units.
- **RECOVER - Sleep, Fatigue, Critical Incidents And Reintegration:** Sleep diaries, shift and fatigue self-checks, circadian and recovery prompts, hydration and movement reminders, optional consent-based wearable integrations, customer-approved grief and moral-injury awareness resources, structured post-incident follow-up, recovery check-ins and 30/60/90-day reintegration journeys following deployment or operational service.
- **CARE - Digital Front Door To Human Help:** A jurisdiction-specific directory and routing layer connecting personnel to customer-approved military health services, employee assistance programmes, counsellors, chaplains, peer supporters, family services and crisis channels; appointment and referral reminders; secure hand-off workflows; and optional coaching or clinical integrations delivered by appropriately qualified third parties.
- **LEAD - Privacy-Preserving Workforce Insight:** Permissioned, aggregated and de-identified dashboards for authorised HR, welfare, medical-governance and command leaders, covering participation, morale, training, fatigue, engagement and help-seeking trends; minimum cohort thresholds; audit trails; leader playbooks; and safeguards against covert surveillance or automated employment, disciplinary or promotion decisions.

WooBoard re-designed for military applications

The proposed suite is intended to address the practical realities of military service: personnel may operate across bases, ships, aircraft, depots, training locations, international postings and austere or disconnected environments; may work irregular shifts under sustained pressure; and may require different support before deployment, during operations, after critical incidents and on return to ordinary work and family life.

Practical help for troops across the deployment cycle

The Company intends to structure the proposed suite around the full deployment cycle so that personnel receive relevant, timely and non-clinical support rather than a static library of general wellbeing content.

- **Before Deployment:** Readiness checklists; short mental-fitness exercises; sleep and recovery planning; personal goals and coping strategies; introductions to support services; family preparation; communication plans; financial and administrative reminders; and role-specific learning journeys.
- **During Deployment Or Operational Service:** Rapid private check-ins; breathing and grounding tools; fatigue and sleep awareness; secure unit communications; morale and recognition; buddy prompts; offline resource access; discreet requests for help; and one-touch routing to approved local, remote or in-theatre support.
- **After Critical Incidents:** Immediate access to customer-approved coping resources and crisis contacts; leader guidance; staged check-ins at customer-defined intervals; opt-in follow-up; peer and family resources; and warm hand-off to qualified services where a person requests or requires additional support.
- **Post-Deployment And Reintegration:** Structured 30/60/90-day journeys; return-to-work and return-to-training prompts; sleep and routine rebuilding; family and community reintegration resources; delayed check-ins; recognition of service; and navigation to counselling, medical, chaplaincy or peer-support systems.
- **For Families And Support Networks:** Pre-deployment preparation, practical resource lists, communication expectations, support during separation, family wellbeing check-ins, child and relationship resources, reintegration education and customer-approved routes to confidential assistance.

Built for operational conditions

- **Offline and low-bandwidth delivery:** pre-loaded content, queued check-ins and secure synchronisation are intended to support ships, remote bases, field locations and other environments where continuous connectivity cannot be assumed.
- **Multilingual and culturally localised:** customer-approved terminology, translation, accessibility and country-specific support directories are intended to make the product usable across diverse NATO member workforces.
- **Interoperable rather than replacing care:** the proposed suite is intended to connect with existing military health, HR, EAP, identity, learning and approved wearable systems instead of displacing qualified clinicians or established services.
- **Personal privacy with organisational insight:** individuals would receive private tools and navigation, while leaders would receive only permissioned, aggregated information that meets customer-defined cohort, consent and data-minimisation rules.

Product development and validation pathway

1TT intends to progress customer discovery, defence-user design, clinical and ethical review, cyber architecture, prototype development, pilot configuration and outcome measurement in stages. Any claim relating to health, performance, readiness or clinical outcomes would require appropriate evidence and validation before being made. The current roadmap does not represent that all modules are complete, accredited or available for immediate deployment.

Why EAV is relevant to the proposed defence wellbeing strategy

- **Defence Procurement Experience:** EAV's disclosed Canadian National Defence contracting activity provides practical exposure to tendering, supply-chain, delivery and customer-assurance requirements in defence environments.
- **Technology And Talent Alignment:** EAV's public positioning includes IT consulting and SAP talent recruitment, aligning with REFFIND recruitment and referral functionality and WooBoard workforce engagement, communications and support capabilities.
- **Operational Customer Adjacency:** EAV's disclosed activity across aircraft, marine, instrumentation, equipment and IT categories provides exposure to technical personnel, contractors, bases, depots and defence supply networks that may benefit from workforce and wellbeing technology.

Commercialisation and potential 1TT revenue model

Potential revenue may arise from enterprise SaaS licences, per-user or per-unit subscriptions, customer-specific configuration, implementation and systems integration, secure hosting, support and maintenance, training and content modules, paid discovery, pilot programmes and approved coaching or care-navigation integrations.

EAV's entitlement is 20% of revenue generated under the Distribution Agreement. The remaining revenue will accrue to 1TT before product-development, hosting, integration, security, implementation, support, compliance and administration costs. Actual revenue will depend on procurement success, customer conversion, pricing, deployment scope and timing.

NATO procurement boundary

Official Canadian guidance states that NATO procurement does not operate under a single set of rules and can involve international competitive bidding, national competitive bidding, NATO agencies, host nations and other procedures. The Distribution Agreement gives EAV exclusivity as 1TT's private channel partner; it does not authorise either party to award public contracts, bypass procurement or claim NATO endorsement.⁴

Product roadmap informed by leading global practice

- **NATO deployment-cycle guidance:** public NATO work emphasises psychological fitness, morale, unit cohesion, family support, leader responsibility, buddy support and access to mental-health professionals across pre-deployment, deployment and reintegration.⁵
- **Canada's Road to Mental Readiness:** R2MR uses a prepare-perform-recover cycle, mental-health continuum check-ins and trainable skills including activation control, visualisation, goal setting and self-talk for personnel and families.⁶
- **U.S. Army Holistic Health and Fitness:** H2F treats readiness as interconnected across physical, mental, nutrition, sleep and spiritual domains, supporting 1TT's intended whole-person and whole-unit approach.⁷

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- **HeadFIT and Togetherall:** UK defence practice demonstrates the value of round-the-clock self-help, breathing and visualisation tools, offline access for disconnected operations, and anonymous, moderated peer support with trained counsellors available.⁸

-ENDS-

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

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About Thrive Tribe Technologies Limited

Thrive Tribe Technologies Limited (ASX: 1TT) is an enterprise workforce technology company progressing the modernisation and commercial redeployment of REFFIND and WooBoard. The Company is developing AI-enabled workforce engagement, communications, wellbeing, training, compliance and workforce-intelligence solutions for large and dispersed workforces, with a near-term focus on enterprise, government and defence-related markets.

About Effective Acceleration Ventures Ltd.

Effective Acceleration Ventures Ltd. is a Canadian defence supplier and services contractor whose disclosed activities include defence procurement, equipment and parts supply, information technology and telecommunications consulting, controlled technology and government contracting. EAV holds NCAGE code L0Y27.