



15 December 2015

ASX Announcement

THREAT PROTECT ANNOUNCES THE LAUNCH OF SAFE HAVEN A REVOLUTIONARY NEW APPROACH TO PERSONAL SECURITY.

Threat Protect Australia (ASX:TPS), today announced the launch of the new personal safety application (app) Safe Haven that demonstrates their commitment to broadening its product base in personal security through cutting edge technology.

Safe Haven will be available for purchase from 16th December on both IOS and Android platforms.

Safe Haven is another way in which Threat Protect aims to maximise shareholder value by leveraging its existing fixed cost infrastructure, both attracting new clients to Threat Protect as well as increasing income streams from existing clients with minimal additional expense.

There are over 5.7 million family units in Australia as well as over 1 million students and hundreds of thousands of lone and evening workers who could make use of the app for their own personal safety.

With Safe Haven on their smartphone, a user can send an alert to the Threat Protect control room where a trained operator then carries out their pre-set action plan, calling them and / or their emergency contacts. Dependent on the instructions or the circumstances a security guard may be dispatched to assist.

Managing Director of Threat Protect Demetrios Pynes stated: "We believe personal safety of our clients and the community in general is paramount and are delighted that after 12 months of technical work we are able to launch Safe Haven. We have developed a sophisticated sales and marketing plan that encompasses both traditional methods as well as social media and online advertising."

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