



ASX Announcement
16 November 2016

SIX NEW CLIENT WINS
ShareRoot continues momentum in the UGC market

Highlights

- ShareRoot's sales team is continuing its strong client growth momentum, with six more clients signing to the ShareRoot platform
- Clients include the United States Bowling Congress, Connect, Elevenpine, Hofman Hospitality Group and Azul Hospitality Group
- ShareRoot has signed an additional new Advanced Subscription pilot, but due to contract obligations, the sector and purpose can not be disclosed
- ShareRoot continues to pursue partnership relationships across a range of industries and sectors and is currently in discussion with a number of potential partners
- The Company continues to grow its sales pipeline, with a number of further near term contract wins expected

Leading user-generated content (UGC) marketing platform company, **ShareRoot (ASX:SRO)** is pleased to announce it has won six new contracts already this quarter. The contract wins are expected to contribute to revenue uplift in the current quarter.

ShareRoot's new client wins exhibit clear traction within the UGC space across multiple industries. ShareRoot continues to pursue partnership relationships.

The clients include:

- **United States Bowling Congress (USBC):** USBC is a professional sports membership organisation dedicated to ten-pin bowling in the United States. USBC has enlisted assistance from ShareRoot to use UGC collected through the platform to target a new demographic and update its image.
- **Connect:** Connect is a mobile app (iOS and Android) designed to make it easier to for friends to meet up and have real-life experiences. Connect have signed up to ShareRoot's Content Acquisition package and are using it to drive app downloads.
- **Elevenpine:** ShareRoot recently signed Elevenpine, an activewear company that specialise in providing a high performance alternative to spandex racing outfits for biking. Elevenpine will be using ShareRoot shoppable galleries to target potential customers on social media and sharing the profits as part of an innovate revenue share program
- **Hofman Hospitality Group:** An existing client of ShareRoot, Hofman Hospitality Group has renewed its subscription for another 12 months. ShareRoot provides Hofman's three flagship restaurant chains, Lucille's Smokehouse BBQ, Hof's Hut, and SPIN! Neapolitan Pizza, access to the UGC platform.
- **Azul Hospitality Group:** A Leading US hospitality group has signed on to the ShareRoot platform to provide user generated content acquisition assistance starting with one of its luxury Hawaiian resorts, Koloa Landing Resort.

To better reflect the functionality of each tier, ShareRoot has recently rebranded its tiered package offering as below.

Tier 1: Content Acquisition, previously referred to as the “Standard Package” allows brands to use ShareRoot’s advanced search functionality to locate, and obtain legal rights to user-generated content.

Tier 2: Content Display, previously referred to as the “Advanced Package” shows visual content in social hub galleries on various mediums (Websites, Facebook, Static Landing Pages, Desktop & Mobile responsive), complete with share buttons, static/dynamic call-to-action buttons and analytics to track engagement metrics.

Tier 3: Content Monetisation, previously referred to as the “Enterprise Package” features product page integration and shoppable Instagram galleries to allow brands to monetise user-generated content and track revenue.

ShareRoot Co-Founder and CEO Noah Abelson said:

“The momentum of our sales force continues even after reducing our team size and costs, and we are pleased with the new accounts that have recently been signed on to our platform. We simultaneously continue to pursue partnerships with large organisations and look forward to signing up more clients in this space.”

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About ShareRoot

Based in Silicon Valley, ShareRoot is positioned to become a major player within the marketing ecosystem, that is growing at record pace, with a market size above \$600 billion.

Currently, ShareRoot offers a Software as a Service (SaaS) platform that works with brands and digital agencies to easily find and legally source user generated content (UGC).

ShareRoot’s proprietary, legally secure process is the first of its kind, but this platform is just the beginning for ShareRoot, as it rapidly progresses towards revolutionising the way that brands relate to and connect with the consumers they sell to.

For more information about ShareRoot’s award winning platform and why it can truly help *"Harness the Visual Power of Your Consumers"* please visit www.shareroot.co.