



ASX Announcement

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SHAREROOT EXPANDS RELATIONSHIP WITH MMGY GLOBAL

Leading user-generated content (UGC) marketing platform company, **ShareRoot (ASX:SRO)** expands its relationship with global agency MMGY through the signing of another client in the travel industry alongside MMGY Global.

ShareRoot has an existing relationship with MMGY Global, a leading integrated marketing firm focused on the needs of the travel, hospitality and entertainment industries. MMGY has referred numerous clients to ShareRoot in the past including Cheapcaribbean.com which continues to be a solid partnership.

"ShareRoot is seeing increasing success in acquiring new business out of partnerships and existing relationships with various agencies because of the distinct value that ShareRoot's platform brings to brands and agencies when it comes to their social media marketing efforts and sourcing UGC videos and photos" says ShareRoot CEO, Noah Abelson.

The new client for both parties is dominant in the travel and hospitality industry worldwide, specializing in all-in holiday packages with an annual revenue of over \$2 Billion AUS. The client marks great progress as ShareRoot continues to tackle the highly profitable travel and tourism industry globally. Due to contract limitations the new client cannot be named.

On the potential of generating additional new clients from the relationship with MMGY, ShareRoot's CEO commented, "There is no question that both ShareRoot and MMGY intend to continue acquiring new clients to work with together. Furthermore expect to see ShareRoot's partnership list to continue growing in short order".

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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.