



ASX Announcement

19 December 2016

SHAREROOT SIGNS SINGAPORE TOURISM BOARD

Leading user-generated content (UGC) marketing platform company, **ShareRoot (ASX:SRO)** has signed another impressive client, Singapore Tourism Board, through agency partner TBWA\Group.

Highlights

- ShareRoot signs first APAC deal outside of Australia with TBWA\Group on their Singapore Tourism Board account
- ShareRoot has been contracted to help increase engagement as part of the TBWA omni-channel strategy
- The Singapore Tourism Board will be taking full advantage of the entire ShareRoot platform by using the 'Content Monetisation' package that includes legal content acquisition and dynamically linked shoppable galleries

TBWA\Group is an international advertising agency based in Singapore and part of the global media powerhouse, Omnicom Group. The Asia-Pacific hub boasts an impressive roster of clients including Apple, AirBnB, Singapore Airlines, and the Singapore Tourism Board.

ShareRoot has been contracted by the agency to work on the Singapore Tourism Board account to assist in enhancing engagement alongside their integrated marketing efforts. Philip Brett, President of TBWA Group Asia Pacific, said "We see ShareRoot as a long term reliable partner. ShareRoot's platform is not only forward-looking within the marketing realm, but the platform also solves the genuine content problem for brands across the world while driving deep relationships between those brands and their fans. We look forward to expanding our partnership with ShareRoot in the coming years"

This new client marks an important milestone for ShareRoot as the project will utilise the most diverse aspects of the ShareRoot platform that includes legally acquiring visual content, building interactive galleries, and the strategy will be executed across numerous channels.

ShareRoot's CEO Noah Abelson commented "This relationship with both TBWA and Singapore Tourism Group is another benchmark reached for our sales efforts as ShareRoot continues to develop partnerships and creates a strong hold in numerous regions throughout the world. Singapore Tourism Board recognizes the unparalleled relationships that ShareRoot's platform can develop between STB and its fans, making their contract signing a no brainer".

For more information, please contact:

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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.