

# ShareRoot

## ASX Announcement

14 February 2017

## ShareRoot delivers key milestone with 75 brands secured and further growth in annualised revenue

### Highlights

- **Strong start to calendar 2017:**
  - Adds Hollywood Hotels and Sun Stream as new travel sector customers
  - Re-signs and upgrades existing customer campaigns for Costco, StubHub and Stubb's BBQ
- A further ~AUD\$37,000 of annualised revenue booked from new customer campaigns and existing customer re-signings
- User numbers now exceed 91,000 – up +10% of Q2 FY2017
- Campaign volumes growing strongly – underpinned by active tendering pipeline and SRO's technology platform securing customers' legal rights to UGC

User-generated content (UGC) technology marketing company ShareRoot Limited (ASX: SRO) (ShareRoot or the Company) is pleased report a strong start to the third quarter of FY2017 with the Company achieving a key milestone of securing 75 brands paying and using the SaaS UGC platform.

As well, ShareRoot is pleased to report it has added a further ~AUD\$37,000 of annualised revenue from two new customer sign ups and four customer re-signings and contract upgrades.

New customer contracts include UGC campaigns for Hollywood Hotels and Sun Stream, reinforcing ShareRoot's dominant position within the travel sector. Customer re-signings and campaign upgrades have been secured for Costco, StubHub (two campaigns), and Stubb's BBQ.

The contract renewals are particularly encouraging as they validate the effectiveness of ShareRoot's SaaS UGC platform, and customers' willingness to maintain and increase UGC-based spend. Growth in user numbers to 91,000, a +10% increase on the prior month, reinforces this effectiveness.

ShareRoot is also particularly pleased with feedback on the platform's effectiveness in ensuring all user-generated content sourced can be legally used in the respective customer campaigns. As UGC becomes a must-have component of the marketing mix, and is attracting more advertising dollars, consumer litigation on user-generated content being used without permission is growing considerably. ShareRoot's platform protects against this.

### Management commentary

ShareRoot's Chief Executive Officer Noah Abelson said: "ShareRoot has had an excellent start to the 2017 calendar year following a record breaking quarter of over AUD\$100,000 in annualised revenue booked. Contract renewals are pleasing, new customer sign ups continue to materialise, and annualised revenue streams have increased by a further AUD\$37,000 early in the third quarter.

"This performance is well reflected in a key milestone for ShareRoot as we deliver our 75<sup>th</sup> paying brand on the platform, a great achievement for our team. ShareRoot's market visibility is strengthening all the time."

“Particularly noteworthy is the growing awareness of ShareRoot’s ability to ensure all sourced user-generated content can be legally used by its customers – a key differentiator to other UGC providers, and a cornerstone of our Company’s SaaS platform. As UGC as a marketing and advertising channel grows, the benefits and value of this functionality will become more apparent.”

Progress on new campaigns, partnerships and other corporate initiatives will be reported progressively.

**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](http://www.shareroot.co)