



ASX Announcement

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ShareRoot signs global healthcare company Johnson & Johnson as a UGC customer

Highlights

- **One of the world's largest healthcare companies, Johnson & Johnson, signs up as a customer of ShareRoot's user-generated content (UGC) marketing platform.**
- **Global sales pipeline for the UGC platform continues to strengthen, with the total number of campaigns exceeding 120.**

ShareRoot Limited (ASX: SRO) (ShareRoot or the Company) is proud to announce it has further strengthened its global sales pipeline through the impressive signing of leading, global healthcare company **Johnson & Johnson (NYSE: JNJ)** as a customer of the Company's unique user-generated content (UGC) marketing platform.

ShareRoot's unique cloud-based UGC platform allows customers to legally and easily search for relevant user-generated media content across a range of social media platforms and then helps them to effectively utilise these materials as part of their marketing campaigns.

ShareRoot's Chief Executive Officer Noah Abelson said: "The engagement with Johnson & Johnson provides excellent validation and further evidence of how ShareRoot's software-as-a-service (SaaS) UGC platform is becoming a vital part of the marketing mix for a growing number of globally recognised brands".

Major multinationals, such as Johnson & Johnson, are increasingly waking up to the mounting risks involved in intellectual property litigation from sharing user-generated media content as part of their marketing campaigns. ShareRoot's propriety based UGC platform is unique as it was designed and developed to mitigate these risks while also rewarding the hard work of content creators and artists.

Johnson & Johnson will initially create a high-profile showcase of ShareRoot's UGC platform's versatility by providing experiential marketing at nine elite professional and international soccer matches across the US, including USA Men's Soccer (USMNT), USA Women's Soccer (USWNT) and Major League Soccer events.

The reason why a growing number of household-name blue chip companies, such as Johnson & Johnson, are choosing to partner with ShareRoot is because of the superior legal protections built into the UGC platform. This allows leading global brands to avoid the legal disputes and intellectual property headaches that can otherwise emerge from sharing user-generated content as part of their marketing efforts.

Mr Abelson further stated "The growth in revenues, campaign numbers and user base further highlights a clear demand for our UGC platform in the marketplace and we look forward to providing further updates in the near future on new campaigns, partnerships and other corporate initiatives in the coming months"

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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