



ASX Announcement

26 April 2017

ShareRoot strengthens Board with appointment of Lee Rodne as Non-Executive Director

Highlights

- **Mr Rodne brings 20 years of experience to SRO, having served as a senior executive in the technology, healthcare, mining and renewable energy sectors in North America, the UK and Australia**
- **Mr. Rodne has a proven track record in building shareholder value by growing global growing technology businesses from low market valuations into global corporations**
- **Attracting highly-regarded business leaders provides further validation for ShareRoot's UGC platform and global growth strategy**

ShareRoot Limited (ASX: SRO) (ShareRoot or the Company) is pleased to advise that it has appointed Mr. Lee Rodne to its Board of Directors, with the highly-regarded business executive to apply his extensive leadership experience to help guide the Company through a period of global growth.

An internationally regarded executive, Mr. Rodne brings more than 20 years of senior executive experience across all aspects of operational management and governance. He has held numerous senior roles in the technology, healthcare, mining and renewable energy sectors in North America, the UK and Australia.

Mr. Rodne has a strong track record building shareholder value by growing small technology businesses into global companies with significant valuations, and this experience will be invaluable in guiding the next phase of ShareRoot's growth. He brings a wealth of expertise to ShareRoot in the areas of business development, strategic management, M&A, capital raisings, sales, and commercialising new technology-based initiatives.

In his most recent role, Mr. Rodne led the spin-out of Fortescue Metals Group's technology subsidiary Allied Medical Ltd as its CEO and Managing Director, increasing its valuation from \$800,000 to a peak of circa \$250 million. Allied Medical Ltd subsequently further enhanced shareholder value through a merger with bioMD Ltd, leading to the creation of market-leading diversified healthcare group Admedus Ltd.

Mr. Rodne was previously the Senior Executive of Sirius Minerals through a major acquisition project that saw its market capitalisation grow to over \$1 billion, and has also led IT and technology consulting practices with Fortune 500 businesses in the US as a Director and Vice-President of a leading US-based consulting firm.

His appointment comes as ShareRoot ramps up its market presence driven by its unique cloud-based user-generated content (UGC) marketing platform. The platform allows customers to easily search for relevant user-generated media content across a range of social media services, request and obtain legal permission for the full legal rights to use this content, then use these materials as part of their marketing campaigns.

ShareRoot's Chief Executive Officer Noah Abelson said: "Mr. Rodne is a world-class business leader with a 20-year track record building successful global companies and growing technology businesses with low market valuations into industry-leading firms of significant value.

“ShareRoot's ability to attract such talent to its Board further demonstrates the strong confidence in the Company's market-defining UGC solution. Mr Rodne is joining ShareRoot at a pivotal time and we have every confidence that his experience will deliver considerable value to the Company.”

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

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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