

ShareRoot

ASX Announcement

30 May 2017

ShareRoot appoints UGC industry expert Scott Soroachak as Chief Revenue Officer

Highlights

- **Mr. Soroachak is ex-Senior Vice President of Global Sales and Marketing for Livefyre and led their sales turnaround that prompted an acquisition by Adobe**
- **Mr. Soroachak has a proven track record in building revenue, attracting clients, and developing world-class sales teams**
- **Attracting highly-regarded executive talent further validates the growing appeal of ShareRoot's UGC platform and growth potential**

ShareRoot Limited (ASX: SRO) (ShareRoot or the Company) is pleased to advise that it has appointed Mr. Scott Soroachak as its Chief Revenue Officer (CRO), with the Silicon Valley technology and sales executive in place to guide the Company's efforts to dramatically increase revenues and strengthen its positioning in the global social media marketing sector.

Mr. Soroachak's sales career began in the early 1990s when he served as Director of Sales at Netcom, one of the world's first consumer-focused dial up internet-based companies, helping to boost its sales to US\$75 million ahead of an IPO in 1994. He then became Senior Director of Sales for the world's first high-speed cable modem company, @Home Networks, where he increased sales at its commercial division to US\$20 million ahead of a US\$2.2 billion IPO in 1997.

More recently, Mr. Soroachak was a Senior Vice President of Global Sales and Marketing at Livefyre, a direct competitor of ShareRoot, that provides real-time marketing platforms to over 350 Publishers and Brands worldwide. At Livefyre, he led the sales teams through an accelerated growth period that saw revenues climb from US\$5 million to over US\$30 million, prior to its acquisition by Adobe in 2016.

In addition, Mr. Soroachak was previously the Vice President of Sales for Adteractive, one of the first global leaders in performance-based digital marketing. He helped the company acquire over 200 clients (including many leading publishers and brands) and grow from US\$20 million to US\$120 million in sales in just under four years.

ShareRoot's Chief Executive Officer Noah Abelson said: "Scott's appointment is a major coup for ShareRoot and comes at the right time for our Company. His appointment again demonstrates the Company's ability to attract world-class talent and customers, following the recent appointment of Mr. Lee Rodne as a Non-Executive Director and signing Johnson & Johnson as a UGC customer."

The appointment comes as ShareRoot is preparing to ramp 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 platforms, request and obtain legal permission for the full legal rights to use this content, then use these materials as part of their marketing campaigns.

Mr Abelson further stated “Scott’s experience in leading and growing significant sales at technology companies bodes well for ShareRoot and he will immediately be involved in our strategic planning process on ShareRoot’s sales structure, strategies and developing our key milestones for the year ahead. His leadership and significant UGC experience gives us high confidence that there is no one better positioned to lead the charge to significantly ramp up ShareRoot’s sales efforts and positioning over the coming year”.

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About ShareRoot

Based in Silicon Valley, ShareRoot is positioned to become a major player within the social media marketing ecosystem that is growing at record pace. Currently, ShareRoot offers a Software as a Service (SaaS) platform that works with brands and digital agencies to easily find and legally secure 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 progresses towards transforming 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

About User-Generated Content (UGC)

User-generated content (UGC) has emerged as a ‘must have’ marketing strategy for companies and brands. Industry data shows that visitors spend 90% more time on websites that include UGC galleries. Additionally, social campaigns that incorporate UGC see a 50% lift in engagement, ads with UGC content generate 5-times greater click-through rates, UGC drives a 73% increase in email click-through rates, and increases conversions by 10% when included in the online purchase path.