



ASX Announcement

17 July 2017

Jason Weaver joins ShareRoot as advising Chief Product Officer

Highlights

- **High profile tech visionary, Jason Weaver joins ShareRoot as Chief Product Officer**
- **Mr Weaver is a successful social media marketing entrepreneur who grew social media marketing company Shoutlet to more than 130 team members, attracted over \$50 million USD in tech funding**
- **Mr. Weaver will oversee innovation and deliver innovative new features for ShareRoot's industry-leading UGC platform**

ShareRoot Limited (ASX: SRO) (ShareRoot or the Company) is pleased to announce the appointment of high-profile technology visionary Jason Weaver as its new advising Chief Product Officer, who will lead ShareRoot's product vision and production into the future.

Mr. Weaver brings an impeccable track record as a successful entrepreneur with more than two successful social media ventures under his belt, and has raised over \$50m USD in social media technology funding.

ShareRoot's Chief Executive Officer Noah Abelson said "Mr. Weaver's pedigree is hard to match in this market segment as he has created and sold one of the top performing social media marketing companies of the past 10 years, raised over \$50m USD in funding, written for the leading tech publications and published the guide on how to be successful in online marketing."

Mr. Weaver grew a social media marketing company, Shoutlet to more than 130 team members before it was acquired by Spredfast, a US based social media marketing software company.

In his new role with ShareRoot, Weaver will be in charge of and the visionary for all future platform innovation and unique features created by ShareRoot moving forward.

"ShareRoot has a unique platform and vision in social media legal content management and I was drawn to this unique value proposition as protecting companies and brands from legal lawsuits in the UGC sector is fast becoming one of the major issues in the social media marketing sector" stated Mr Weaver.

Over the coming quarter, Mr Weaver will be focused on innovating around the existing unique value proposition that makes ShareRoot stand out amongst the UGC competition. As an increasing number of companies, brands, and publishers get sued throughout the world, the need for ShareRoot's legal protection continues to grow.

ShareRoot's cloud-based UGC solution allows clients to easily search for relevant user-generated content across a range of social media services, request and obtain legal permission for the full legal rights to use this content, and helps them to effectively utilise these materials as part of their marketing campaigns.

The strong legal protections built into ShareRoot's UGC platform allows clients to avoid the legal disputes and intellectual property issues that companies can encounter when sharing user-generated content as part of their marketing efforts, while also supporting the efforts of artists and original content creators.

Mr Abelson further stated “Mr. Weaver is a published product and marketing expert in this space and his joining the ShareRoot team is another indicator of both the existing promise in ShareRoot's legal rights management UGC platform and the future features to come. Jason was interested in ShareRoot after learning about our platform's ability to protect brands when they access the most authentic marketing content available”.

Mr Weaver's appointment comes off the backing of the company's recent appointment of UGC industry sales expert Scott Sorochak as the Company's Chief Revenue Officer. Mr Sorochak is ex-Senior Vice President of Global Sales and Marketing for LiveFrye, a direct competitor of ShareRoot, and led their 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.

Mr. Weaver is the author of *The Manager's Guide to Online Marketing*, published by McGraw-Hill in 2012, and has also written articles for leading international tech and business publications including *Forbes* and *Mashable*.

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

About 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.