

ShareRoot

ASX Announcement

10 October 2017

ShareRoot to roll out new integration with Facebook and Instagram Ads

Highlights

- **Clients now able to post content obtained from ShareRoot’s UGC platform directly into Facebook / Instagram Ads Manager**
- **Further builds its relationship with Facebook and first partnership integration with Instagram, as well as growing Ad Tech partnership potentials**
- **Initial pilot customers on track to receive new ad features in the coming weeks, with further rollout in 4th quarter**

ShareRoot Limited (ASX: SRO) (ShareRoot or the Company) is pleased to announce the launch of its new Integration with Facebook and Instagram Ads Managers as part of an ongoing process of building its relationship with Facebook and rolling out upgrades to its cloud-based legal rights management (LRM) platform for user-generated marketing content (UGC).

The new ad integration further empowers marketing campaigns by allowing clients to easily send images and videos sourced from ShareRoot’s UGC platform directly to the Facebook / Instagram Ads Managers with just a single click.

ShareRoot’s Chief Product Officer Jason Weaver said “This is a vital step towards building our relationship with Facebook and helping to secure future partnerships with other marketing and ad tech vendors that will allow us to tap into the growing market for social media advertising.”

“We’re continuing to deliver on our strategy of rolling out new features to our UGC platform. These new features will allow us to continue to grow revenue by securing new clients, strengthening our engagement with existing clients and building stronger business partnerships in the social media and advertising sectors.”

ShareRoot’s software-as-a-service UGC solution solves a significant pain point for brands and marketers by allowing them to easily source relevant user-generated content from a range of social media services, then request and obtain legal permission for the full legal rights to use this content.

Mr Weaver further stated “Based on continued discussions with our loyal and growing client base, our team identified that securing authentic UGC content for social media ad campaigns is a significant pain point for many businesses and marketers. This new feature gives them a seamless solution that addresses that need as we roll out to initial customers in the coming weeks and further into 2018.”

This improved integration with Facebook and Instagram will help ShareRoot to drive revenue growth by tapping into the lucrative and rapidly growing social media advertising market. Facebook recently reported quarterly revenues of US\$9.3 billion.¹

Additionally, this improved integration with Facebook's and Instagram's ad platforms is likely to be a major catalyst for ShareRoot securing revenue-accretive partnerships with third-party marketing and ad tech companies in the future.

The new integrations deliver on the Company's strategy of driving sales and revenue growth by providing clients new value-adding features to its UGC platform.

ShareRoot plans to partner with additional social media platforms specifically through integrating with high value ads manager tools.

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.

¹ <https://techcrunch.com/2017/07/26/facebook-earnings-q2-2017/>