

# ShareRoot

## ASX Announcement

2 November 2017

## ShareRoot secures two revenue-boosting contract renewals

### Highlights

- **Singapore Tourism Board contract extension with increase in monthly recurring revenue**
- **Leading Hawaiian luxury resort Turtle Bay agrees to contract renewal, including an upgrade to its subscription**
- **Strengthening sales pipeline, particularly in the tourism and lifestyle sectors**

**ShareRoot Limited (ASX: SRO) ('ShareRoot' or 'the Company')** is delighted to report it has secured contract extensions with the Singapore Tourism Board ('STB') and Turtle Bay Resort ('Turtle Bay') for its cloud-based legal rights management (LRM) platform for user-generated marketing content (UGC).

Both contract extensions include an increase monthly recurring revenue (MRR) spend over the previous agreements. The deals also further highlight the Company's strengthening position across the tourism, hospitality and lifestyle sectors.

STB is a statutory body under the Singapore Government's Ministry of Trade and Industry, and originally signed up as a client in December 2016. Turtle Bay is an award-winning luxury resort in Hawaii that implemented Shoppable Galleries, powered by ShareRoot's UGC platform, in October 2016.

The contract extension with STB provides a 40% increase in MRR while maintaining the original subscription scope, with the Singapore Government agency committing to the new deal four months ahead of the expiry of its previous agreement.

Turtle Bay's new contract features a 20% increase in MRR, and will see the popular tourism destination upgrade to its subscription to include email campaign integrations.

ShareRoot Chief Revenue Officer Mr. Scott Soroachak said: "These contract renewals demonstrate how ShareRoot's unique UGC platform has become an indispensable marketing tool for businesses and brands, and this is leading to a high renewal rate among our client base.

"The previous contracts have provided clear evidence to both STB and Turtle Bay of the effectiveness of our UGC platform. Both organisations have responded to this by increasing their monthly spend with ShareRoot and, in the case of Turtle Bay, subscribing to additional services."

The contracts also provide further validation for ShareRoot's ongoing strategy of progressively rolling out additional features for its UGC platform to secure new clients, improve engagement with existing clients, and build stronger business partnerships across the social media and advertising sectors.

Sorochak added: “ShareRoot continues to strengthen its sales opportunity pipeline and secure new revenue-generating clients, while securing contract extensions with major existing clients. We anticipate this trend will continue as we approach the full commercial launch of the new UGC features.”

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](http://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.