



Introducing MediaConsent

ShareRoot (ASX:SRO)
November 2017

Exciting announcement of expansion
of our client offering: MediaConsent



MediaConsent

Protecting companies across all Digital Marketing!

**We empower brands
and agencies to
successfully market
in today's digital
world.**



Getting sued



PR nightmare



Losing money

A Company's Worst Enemy.

MediaConsent is the solution.

Market Size: Customer Identity Management exceeds **\$14B USD** by 2021

Growing problems for companies.

Example of growing/
changing legal
framework which
MediaConsent protects:

- **GDPR**
- **COPPA**
- **Internal policies**
- **Opt In**
- **Affirmative Acceptance**
- **Privacy Policies**
- **Influencer Rules**
- **Social Site Policies**

The regulators are imposing a whole host of new policies on companies and brands.

MediaConsent: Saving Companies Millions in Legal Costs.

The GDPR alone will be penalizing companies 4% of worldwide revenue per infraction

China is already ahead of the EU, and the US, Asia, and the Americas are soon to follow



Full Risk Mitigation and Protection for Companies.

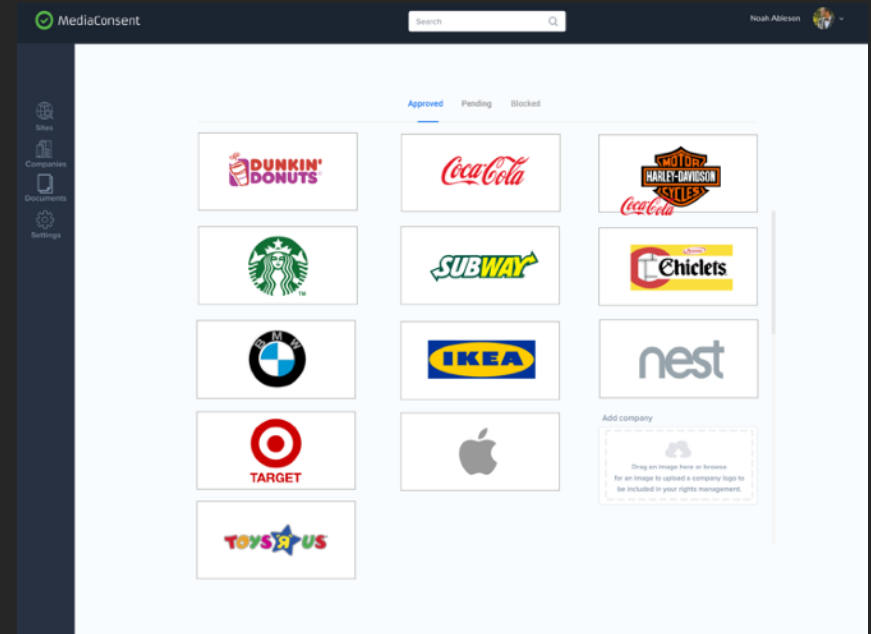


Generate revenue by
protecting companies
across Digital Marketing
with Customer Identity
Management (CIM)

Unified storage location

Consumers choose how they are
tracked, what data they share, and what
they opt in for.

MediaConsent



Companies ShareRoot is already adding value to as customers



Companies already in trouble

ShareRoot is the leading way to protect them



New York State Attorney General found Viacom, Mattel, Jumpstart, and Hasbro of not complying with COPPA



Google Fined Record \$2.7 Billion in E.U. Anti Trust Ruling



Amazon sued for not getting customers' express consent



The FTC sued Sony for not complying with social media site policies and influencer marketing rules



Duane Read sued by Katherine Heigl for publicity right infringement



Facebook is faced with the go-ahead on a class action lawsuit filed in Canada for infringing on privacy rights of millions of users



WARNER BROS.

Warner Bros. charged by the FTC for not following disclosure requirements or reviewing content for compliance

Emerging Market Opportunity.

Consumers Market Size:
Customer Identity Management: \$14.82B
USD by 2021

Demand:
Gigya - Acquired by SAP in Sept '17 for
USD\$350M

ShareRoot positioning to be at the
forefront of this emerging market

MediaConsent is better.
Consumers want to use it.



{Click above to watch video}

MediaConsent
is coming and it
will protect your
company.

MediaConsent milestones:

1. Launch of Audit Services CY Q1 2018
(building cash flow positive revenue)
2. Launch of MediaConsent Beta CY Q2
2018 (building early revenue)
3. Launch of MediaConsent Trials CY Q2
2018 (significant news flow with
major brands)
4. Commercial launch of MediaConsent
CY Q4 2018
5. Transformational growth 2018.

The first part of the rollout will be Audits

In lead up to the software platform, ShareRoot will begin offering Audit services to build revenue and a name, that will assist companies in the following areas:

Content Evaluation

Actively review current social media campaigns and distributed content across multiple websites and social media platforms



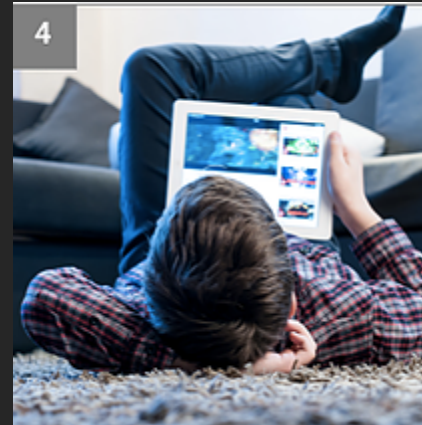
Users

Explore databases of user information collected by social media, email, mobile or other campaign methods



Policies

Review each social media platform for individual policies and procedures for engagement



Permissions

Evaluate user permission for content usage rules, length of time and other settings

Summary



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- ShareRoot at the forefront of Digital Marketing change and legislation
 - Emerging multi-billion dollar market (customer identity)
 - Saving millions in legal costs for customers
 - Expansion of ShareRoot offering and is complimentary to the existing business
 - Result: growing revenue and access to new customers
 - Rolling out in 4 phases - 1st phase rolling out in the first half of 2018 with revenue impact this financial year
 - Revenue and significant value drivers over the next 12 - 24 months

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