



ASX Announcement

11 December 2017

UGC platform continues rapid growth - users more than double since June quarter

Highlights

- **Users increase by over 210,000 since June quarter - ~116% increase in short period**
- **Over 390,000 active users now recorded on the UGC platform**
- **User growth almost quadrupled since March quarter - evidence of the platform's significant growth**
- **Rapid growth potential through continued partnerships and new customers to be realised in near term**

ShareRoot Limited (ASX: SRO) ('ShareRoot' or 'the Company') is pleased to advise that it has reached another significant milestone with its unique and legally-secure, user-generated content (UGC) marketing platform, reaching 393,701 users by 6 December 2017.

ShareRoot's user base has nearly quadrupled since the end of the March quarter, (almost 100,000 users), and more than doubled the figure recorded at the end of the June quarter (180,000 users).

This milestone highlights not only the increased number of companies interacting with ShareRoot's platform, but also the lift in traffic.

The ongoing increase can be attributed to a growing number of ShareRoot clients publishing additional social walls on web pages, further utilising ShareRoot's UGC platform which is a very pleasing outcome. This has the potential to become a common theme among clients, which will likely result in a further spike in user engagement.

ShareRoot Chief Executive Officer Noah Abelson said: "This milestone is significant as it highlights the growth of our UGC platform over the past 12 months and is further evidence of our success with existing clients in building stronger user engagements across the social media marketing sector."

"As an outcome of this substantial increase in active users, we are likely to witness substantial flow-on impacts, including the potential for continued partnerships and additional customers."

"We are starting to witness a strong pipeline of partnership and client opportunities building for the Company and we look forward to updating the market on that progress in the coming weeks."

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, then 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 are encountering at a growing rate when sharing user-generated content as part of their marketing efforts, while also supporting the efforts of artists and original content creators.

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About ShareRoot

ShareRoot Limited (ASX: SRO) ('ShareRoot' or 'the Company') is established in the rapidly growing field of User Generated Content (UGC) marketing, providing businesses such as Costco and McDonald's franchisees a platform to search, legally acquire, organize and measure the effectiveness of user generated marketing campaigns.

UGC or Social Network Advertising is forecast to grow into a US\$17 billion per year marketing sector with an 18% compound annual growth rate through to 2019.

ShareRoot works with companies via a platform provided on a monthly charge basis, solving problems of finding suitable social media content, ensuring legal compliance such as privacy regulations, assisting with Customer Identity Management (CIM), and helping to build and monitor the success of marketing campaigns.