

# ShareRoot

## ASX Announcement

6 February 2018

## New agreement with leading US bakery franchise and StubHub contract renewal secured

### Highlights:

- **Nothing Bundt Cakes has over 250 locations across North America - now subscribed to SRO's UGC marketing platform**
- **StubHub, the world's largest ticket marketplace, agrees to contract renewal with an upgrade to its subscription**
- **UGC platform continues to grow with increasing active subscriptions and sales pipeline strengthening - user numbers quadrupled since March quarter**

**ShareRoot Limited (ASX: SRO) ('ShareRoot' or 'the Company')** is pleased to advise that it has secured a new contract with leading North American bakery franchise, Nothing Bundt Cakes, as well as a contract extension with the world's largest ticket marketplace, StubHub.

The new agreement with Nothing Bundt Cakes is for a combination of user-generated content ("UGC") acquisition subscription and the community conversion page solution. The ShareRoot platform will be used and managed by prominent brand agency 3headed Monster.

Since its establishment in 1997, Nothing Bundt Cakes has grown into a popular and prominent franchise with over 250 locations across the United States and Canada.

The Company also advises that StubHub has renewed and enhanced its 2017 expansion subscription to include social community pages, shoppable content and product mapping, and UGC upload capabilities.

StubHub is the world's largest ticket marketplace, with tickets available for over 10 million live sports, music and theatre events in more than 40 countries.

**ShareRoot Group Chief Executive Officer Noah Abelson said:** "Securing a new contract with Nothing Bundt Cakes and a renewal with StubHub provides further validation that UGC-led marketing is becoming more commonplace among large brands and their agencies that recognise the value of consent-based content."

"With Nothing Bundt Cakes, we have secured a partnership with a recognised and respected franchise, whose reach in the North American market is a testament to their vision. The agency 3Headed Monster also comes as a packaged deal, and we will team up to explore the fit of ShareRoot's UGC platform for additional clients of theirs."

“Also, the renewal of existing client StubHub’s subscription again illustrates how clients continue to gain substantial value from the UGC platform and from the recent features that ShareRoot has deployed.”

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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.

**About ShareRoot’s UGC platform:**

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.