

ShareRoot

ASX Announcement

9 April 2018

ShareRoot completes acquisition of STEM/Health sciences social media marketing agency, TSS

Highlights

ShareRoot Limited (ASX: SRO) ('ShareRoot' or 'the Company') is established in the rapidly growing field of legally compliant digital marketing and data and privacy protection.

ShareRoot today announced it has completed the acquisition of The Social Science (TSS), adding significant capabilities to ShareRoot. TSS' capabilities include: providing compliant social media management services, content creation, thought leadership, advisory services on compliant data, social engagement and privacy practices within the STEM and Health Sciences space. With the addition of TSS, ShareRoot is able to offer a full service client offering to produce, promote and protect content on social media.

The integration of TSS will have an immediate positive impact on the revenue for ShareRoot as well as adding additional income streams to the Company and expand the offerings to customers globally.

Upfront consideration for the deal is \$500,000 which will be funded from internal sources. The vendors of TSS are entitled to receive performance shares in the Company equal to the Tranche 2 and 3 Consideration Securities of \$166,666.67, on a 30 day VWAP, each upon completion, subject and conditional upon certain revenue performance milestones being achieved in each of the subsequent two financial years ending 30 June 2019 and 30 June 2020. The Company notes that these terms are within the terms of the Purchase Agreement previously signed and slightly varied from those announced to the ASX on 14 December 2017.

ShareRoot's CEO Noah Abelson-Gertler said: "Completing the acquisition brings both capabilities for executing data and privacy compliant social media campaigns in addition to a creative and strategic marketing team into ShareRoot. These additions significantly expand our skill sets and services in the effort to offer high impact digital marketing products and services that respect consumer data and privacy and deliver on communication and business objectives."

TSS CEO Michelle Gallaher said "Now more than ever, it is important for companies in all sectors to ensure that their marketing and communication strategies are both effective and respectful of consumer data and privacy whilst creating and leveraging digital content and social networks. As leaders in the STEM/Health space, the TSS team has been aware of the concerns around data and privacy, and ShareRoot's superior UGC Legal Rights Management platform and the building of the MediaConsent platform makes this acquisition and our teaming up a powerful global service offering. We look forward to keeping the market updated on the milestones and highlights ahead as our two companies combine to deliver results for our clients while providing a first class solution for best practice compliant marketing and engagement in the digital environment."

ShareRoot is positioned to become a leader in the protection of consumer data and privacy through compliant digital marketing communication campaigns. Adding TSS is a significant building block, complementing ShareRoot's existing offerings and delivers scale to both groups. ShareRoot now offers a 'one stop shop' for companies and brands looking to create effective marketing communication campaigns that are legally compliant and respect consumer data and privacy.

For more information, please contact:

Noah Abelson-Gertler
Co-Founder and CEO
E: info@shareroot.co

For investor and media inquiries contact: Ben Jarvis, Six Degrees Investor Relations: +61 (0) 413 150 448

About ShareRoot

Based in Silicon Valley, ShareRoot is positioned to become a major player in the marketing data and privacy protection ecosystem. The expanding global awareness around consumer data and privacy issues makes ShareRoot's efforts and platforms more timely than ever. ShareRoot's Legal Rights Management UGC platform was the first product the company created, with clients including Johnson and Johnson, McDonald's, and Costco. The company is currently in the process of launching their new MediaConsent platform which is the first platform to give consumers/citizens control of their data and privacy through a preference dashboard. The company also plans to integrate blockchain technology in order to further secure and guarantee the protection of data on its platforms and privacy of the consumers interacting with those platforms. For more information about ShareRoot please visit www.shareroot.co

About TSS

The Social Science is a unique social and digital media strategic marketing communications and content creation consultancy. The company specializes predominantly in content and engagement strategies for clients in innovation technology industries such as life sciences, engineering and healthcare or who operate in highly regulated sectors. The company was founded in 2014.