

ShareRoot

ASX Announcement
12 April 2018

ShareRoot appoints top customer privacy experts for MediaConsent

- Appointed advisor testified alongside Cambridge Analytica Whistleblower to the UK Parliament.
- Dr. Paul-Olivier Dehaye and Jerome Groetenbriel, both co-founders of PersonalData.IO, join ShareRoot advisory board as global data and privacy concerns mount.
- The advisors will be instrumental in guiding the roadmap of and promotion of the MediaConsent platform as it aims to put the control over marketing data and privacy into the hands of the consumers.

ShareRoot Limited (ASX: SRO) ('ShareRoot' or 'the Company') today announced it has appointed Dr Paul-Olivier Dehaye and Mr Jerome Groetenbriel, both co-founders of PersonalData.IO, experts and early thought leaders in personal and customer data collection, mining and protection as advisors to the Company. Both Dr Dehaye and Mr Groetenbriel have been analysts, observers and commentators on data protection and social media for many years, including most recently as major contributors in uncovering the Cambridge Analytica data mining scandal.

ShareRoot have appointed Dr Dehaye, a PhD in mathematics from Stanford, and Mr Groetenbriel, an MBA graduate from IMD Business School, as advisors to support the Company as it continues to develop its privacy and data protection platforms as well as the rollout of MediaConsent.

ShareRoot's CEO Mr Noah Abelson-Gertler stated "Having Paul and Jerome working with us gives us a strong advantage and deep understanding and appreciation for the issues that are arising in social and digital media marketing breaches and personal data mining, enabling us to directly target resolutions for consumers and companies alike. ShareRoot is a first mover in the industry, and Paul and Jerome have demonstrated their deep knowledge and understanding of a digital marketing landscape that is wrought with questions".

Dr Paul-Olivier Dehaye has a considerable profile in the area of privacy and personal information mining and protection across social media, recently testifying on the Cambridge Analytica/Facebook data mining situation, alongside whistleblower Chris Wylie, to the UK parliament on the case (<https://parliamentlive.tv/Event/Index/28e9cccd-face-47c4-92b3-7f2626cd818e>).

Dr Dehaye has become one of the leading experts in the world on social media personal data and its use and abuse, referenced by industries and companies worldwide, including newspapers like the Guardian and the New York Times.

Growing concerns around personal data and privacy arising from uncertainty of access and rights of use have increased the responsibilities on companies to more effectively control stored personal data.

ShareRoot's CEO's second presentation at TechKnow invest is today in Melbourne (Grand Hyatt Hotel at 2:45pm).

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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