

ShareRoot

ASX Announcement

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ShareRoot's MediaConsent platform is positioned to solve the GDPR for global businesses

- The GDPR goes into effect today in the EU
- Every organisation that conducts business across borders must be GDPR compliant
- MediaConsent is a solution to help companies be GDPR compliant
- MediaConsent is an early leader in a new global era of data privacy and ownership

As the General Data Protection Regulation (GDPR) goes into effect today, ShareRoot Limited (ASX: SRO) ('ShareRoot' or 'the Company') is pleased to advise that the rollout and launch of its MediaConsent platform is on schedule. MediaConsent is ShareRoot's solution for companies aiming to be GDPR compliant with their digital marketing efforts and to allow consumers to control how they're being tracked and marketed to online by organisations across the globe.

Companies throughout the world could face fines of up to 4% of their global annual revenue if they are found to be non-compliant with the GDPR. MediaConsent's technology ensures GDPR compliance by giving consumers the power and control over what data points companies collect and store on them (such as: birthdate, address, name, location, likes on Facebook etc) while protecting organisations against costly fines and penalties.

ShareRoot's public profile and interest in MediaConsent has seen a dramatic lift in recent weeks as awareness of data and privacy concerns around the world escalates, following frequent news reports of data leaks, hacks, unauthorised and unethical use and theft.

ShareRoot's CEO Noah Abelson-Gertler has been highly sought after for comment as data breaches and privacy scandals continue to make news headlines and his recent comments and interviews can be seen/read on Sky News Australia, The Australian, News.com.au, My Future Tech Podcast, Finder, Lifehacker, Security Brief, IT Brief, The Financial Review and more.

The Company will be updating the market over the coming weeks, months and quarters based on the targeted launch goals listed below:

- End of Q4 - Launch of MediaConsent's Beta program including to global advisors
- Q1 - Launch of MediaConsent's Pilot program
- Middle of Q2 - Launch of MediaConsent's Commercial Rollout of the platform

Both the Beta and Pilot programs are focused on bringing aboard quality businesses and organisations who are interested in solutions to comply with the GDPR. Furthermore, the Beta and Pilot companies, including our advisors, will be dedicated to using all features and functionalities of the MediaConsent platform in order to give feedback and recommendations that will ensure that the platform solves all of the issues and concerns of multinational businesses as they strive to comply with the new crippling legislations being put in place throughout the world.

ShareRoot anticipates a full commercial launch of MediaConsent commencing later this year with related revenues soon after. This will build on the growing existing revenue and ongoing growth within the other ShareRoot businesses.

ShareRoot will continue to provide shareholders and the market with regular Company updates as it expands into the increasingly important position of providing customers and people protection of their data and content across media and digital marketing technologies.

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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