

ShareRoot

ASX Announcement

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The ShareRoot Group launches brand focused Beta of MediaConsent with two strategic partners with reach to multiple brands

- The Group chooses two agencies to be initial Beta testers of the MediaConsent platform
- Advice from ShareRoot's Advisory Board enables MediaConsent to specialize and be applied to two leading marketing niches
- Zig Marketing and Ludomade offer exposure for MediaConsent to over 5 leading multinational brands
- The first two Beta participants will maximize MediaConsent's marketing industry reach through the focus on influencer marketing and mobile gaming
- Zig Marketing and Ludomade aim to become industry first internationally compliant platforms in their respective industries (mobile gaming and influencer marketing) through their integration of MediaConsent

ShareRoot is pleased to announce that it has now launched the company/client facing Beta program with two initial Beta agencies.

The Group has chosen to launch the company facing Beta program with an award-winning national agency specializing in interactive content and influencer marketing (Zig Marketing), and a prominent game/app development agency (Ludomade), both of which boast industry leading brands as clients.

The advice and suggestions from The ShareRoot Group's Advisory Board during the advisory board phase of MediaConsent's Beta program, enabled significant applicability expansions of the MediaConsent platform. Under the guidance of the Advisory Board, MediaConsent features are being "widgetized" which allows lightweight features of MediaConsent to be applied to different marketing arenas and niches. The expanded brand/client reach of both Ludomade and Zig are accessible to MediaConsent due to this advisory advice, as MediaConsent will plug into their existing client workflows.

Zig Marketing is an award-winning national agency with expertise in Interactive Content Marketing, Influencer Marketing, and KPI Driven Digital Media. Zig's participation in the Beta program of MediaConsent will help drive value for The Group in further refinement of the MediaConsent platform from the perspective of Influencer Marketing and campaign effectiveness.

Zig's clients include United Healthcare (NYSE:UNH), Chili's (Brinker International, NYSE:EAT), and Hoover (HKG:0669).

"Regulations such as GDPR and technology like ad blockers are making it more difficult for brands to meaningfully engage with prospective customers," said Howard Zoss, President of Zig Marketing. "MediaConsent can help our clients overcome these hurdles by gaining opt-in consent for Influencer, Social and KPI driven marketing ."

Zig develops Interactive Content that informs and educates people 20-times better than static content. Through Influencer Marketing, the agency generates believable, word-of-mouth content and campaigns that gets more shoppers to make purchases. Using KPI-driven digital media, the agency is able to achieve more influence for less cost.

The other MediaConsent Beta participant is leading boutique game and app development firm Ludomade (<http://www.ludomade.com/>) based out of Los Angeles that has clients including major Hollywood studios and television networks. Through partnership discussions between Ludomade and The ShareRoot Group it quickly became apparent to The Group's leadership that not only was there a huge opportunity in the +\$100B (USD) international mobile gaming and app development market to be the first GDPR and international legislation compliant offering, additionally The Group would be able to attain consistent feedback for the MediaConsent platform from a host of the leading entertainment brands simultaneously through Ludomade's participation in the Beta program.

ShareRoot's CEO Noah Abelson-Gertler commented "The two participating agencies are the ideal partners for MediaConsent's Beta program, as their industry expertise and focus open the potential for early mover advantage in both mobile gaming and influencer marketing, in addition to the fact that the client list we will have testing MediaConsent is top notch."

Abelson-Gertler added "furthermore it is important to mention that the insight from our board of advisors to enable MediaConsent to specialize in individual industries, and additionally to plug

into the existing work flows, is what has enabled the MediaConsent platform to be flexible enough to focus on and apply to both the influencer and gaming space.”

The Company looks forward to providing updates on the Beta program in addition to future progress into MediaConsent’s pilot program and then commercial launch in FY Q2/Q3.

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About ShareRoot

The ShareRoot Group is becoming a major presence in the marketing data and privacy protection ecosystem. The expanding global awareness around consumer data and privacy issues makes ShareRoot’s platforms essential in this \$14Bn market. ShareRoot has three platforms: ShareRoot’s Legal Rights Management UGC platform protecting against unauthorised use of people’s social and digital content, with clients including Johnson & Johnson, McDonald’s, and Costco; the profitable social media marketing agency 'The Social Science' that provides client services and account management layer behind the Group’s technology properties. Thirdly, ShareRoot is launching the new MediaConsent platform which is the first platform to give consumers/citizens control of their data and privacy through a preference and consent management dashboard. ShareRoot’s global business is ideally positioned at the right time to solve the issues faced by consumers and companies in data and privacy in digital marketing.

For more information about ShareRoot’s award winning platform and why it can truly help "Harness the Visual Power of Your Consumers" please visit www.shareroot.co