

# ShareRoot

## ASX Announcement

16 November 2018

## ShareRoot Completes Successful Raise and Strategic Acquisition of Game Agency Ludomade

- The acquisition of Ludomade positions ShareRoot and its MediaConsent platform to be an early mover in the +\$100B (USD) international mobile gaming and app industry
- Ludomade's client list includes Warner Brothers, Sony Pictures, Starz, USA Networks, and many other leading entertainment brands
- MediaConsent's consumer data and privacy protection will be sold into Ludomade's clients due to the need for MediaConsent's technology in the Game and App industry
- Ludomade's previous 12 months revenue of \$2.1m (USD) and profit above \$640k (USD)

### Highlights

ShareRoot Limited (ASX: SRO) ('ShareRoot' or 'the Company') is pleased to announce it has successfully completed a placement to professional and sophisticated investors to raise \$780,000 through the issue of 260,333,331 ordinary shares at a price of AUD\$0.003 each (133,595,438 issued in accordance with ASXLR 7.1A and 126,737,893 in accordance with ASXLR 7.1) with 1 attaching option for each share subscribed at an exercise price of AUD\$0.008 and five year expiry. Demand for the placement was in excess of the amount that the Company sought to raise and the unlisted options will be subject to shareholder approval at the company's next shareholders meeting. Sanlam Private Wealth Pty Ltd acted as the lead manager on the placement.

The successful completion of the funding round will allow ShareRoot to expand its presence in the rapidly growing field of legally-compliant digital marketing and privacy protection with the acquisition of Ludomade (<http://www.ludomade.com>), an award-winning game development agency based in Los Angeles with numerous high profile clients across the games, toys, and entertainment industries.

ShareRoot's CEO Noah Abelson-Gertler said: "Completing the funding and acquisition of Ludomade establishes ShareRoot as an incumbent technology partner to the world's leading entertainment brands whilst adding MediaConsent's legal and compliance capability for those brands games and applications. Ludomade is a top tier agency with growth capabilities in both its current app development business in addition to the added solution of providing consumer data and privacy protection. In addition, the Ludomade acquisition helps drive the Company's continued revenue growth. The Company will continue growing revenues and gaining market share in the data privacy and entertainment space as well as benefiting from the combined business synergies."

The acquisition of Ludomade adds an additional revenue stream to ShareRoot as well as expansion into the entertainment and game and app development industries with an increasing need for data and consumer privacy solutions. Ludomade and ShareRoot have been collaborating over the past three months creating a smooth integration of the Ludomade business into ShareRoot. Ludomade's direct experience with global entertainment brands offers new insight into the growing needs for data and

privacy compliant apps to reach their fans and will continue to aid in the rollout of the MediaConsent platform towards increasing market share in the months to come.

Upfront consideration for the acquisition is \$500,000 (USD). There are two additional performance-based tranches of \$500,000 USD, the first based on revenue and the second based on profit margin. Both performance tranches will be earned over a 3-year period as a performance incentive for Ludomade's Founder, who will continue to serve the Company. The Company notes that these terms are within the terms of the Purchase Agreement.

Ludomade's CEO Matt Griswold said "We have spent years developing Ludomade's unique specialty and earning the trust of our incredible clients. We're now very excited to build upon that experience going forward as part of the ShareRoot Group, where new resources can take our capabilities to the next level and new solutions can solve the increasing privacy demands of our clients around the world. Working with the Shareroot team, it's clear that we share a passion for developing solutions that begin with putting the consumer at the center of the experience."

The successful raise and acquisition of Ludomade positions ShareRoot to become a leader in the protection of consumer data and privacy through compliant digital marketing communication campaigns. Adding Ludomade is a massive step forward not only in long term revenue growth, but also a large presence within the game and app development industry. The ShareRoot Group continues to broaden its '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](mailto: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](http://www.shareroot.co)

**About Ludomade**

Based in Los Angeles, and established four years ago, operating with three full time employees and a team of contractors Ludomade is an award-winning creative agency which helps global brands and entertainment franchises to reach and engage through play. The The company's unique expertise in branded game

development – spanning across apps, connected toys, HTML5 games, and out-of-home experiences – has earned broad recognition and millions of hours of engagement from fans around the world. For Generation-Z, the largest consumer market of the next decade, 'play' is both their first language and their primary entertainment, and Ludomade is well-positioned to help its clients find new ways to engage and communicate on those terms.