



ASX / Media Release
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ShareRoot plan to divest its Ludomade business to focus on digital health

Highlights:

- **Ludomade non-core to ShareRoot future in digital health**
- **Investor webinar set for July 11th at 12.30pm with company update**

ShareRoot Limited (ASX:SRO or “Company”) today announced that the Company plans to divest the Ludomade business. The recent review and restructure of ShareRoot’s operations concluded as one of the recommendations that:

“Although the Ludomade brand and core team are highly experienced recognised leaders in the development of gaming and promotional apps for the entertainment and consumer goods sectors, this is considered non-core to ShareRoot’s future strategic direction and should therefore be divested to eliminate distraction and consumption of resources.”

Ludomade was acquired by ShareRoot in November 2018. ShareRoot is in discussion with a number of potential interested parties. ShareRoot will provide shareholders with updates on the progress with Ludomade as the divestment process advances.

“The catalyst in driving the decision to divest Ludomade is in the clear misalignment of Ludomade’s expertise and client focus with ShareRoot’s future in the digital healthcare sector,” said Michelle Gallaher CEO ShareRoot. “Maintaining Ludomade in the ShareRoot group would undoubtedly be a distraction as resources are required to manage the LA-based group and there is no opportunity to leverage their existing client base as they are not in the health or wellness sector.”

The company also announced today that it will host the first of a series of regular shareholder and investor webinars on the 11th July at 12.30pm, with ShareRoot CEO Michelle Gallaher presenting the path forward for the company.

ShareRoot is currently undertaking a Rights Issue and this webinar will enable shareholders to hear the company’s story, forward strategy and the goals that mark the pathway to becoming a significant presence in the rapidly expanding global digital health sector.

ShareRoot intends to hold quarterly shareholder webinars into the future and all webinars will be recorded.

About Ludomade

<http://www.ludomade.com/>

Ludomade is a company that specializes in game development for the entertainment and consumer goods sector with extensive client outreach and deep industry networks. The Los Angeles-based

¹ Subject to certain assumptions about costs and revenue being achieved in the Company’s business plan.

company develops promotional and marketing apps for clients, with some major client names in Hollywood including: Warner Brothers, Sony Pictures, Starz and USA Networks. Ludomade currently has a number of active tenders proposed and is a trusted and approved supplier within a number of organisations. In 2018 Ludomade generated over USD\$1M in project revenue.

Shareholder webinar

ShareRoot will hold a shareholder webinar on Thursday the 11th of July at 12.30pm. ShareRoot CEO Michelle Gallaher will provide shareholders an update on the company ahead of the closing of the company's current Rights Issue.

To register for the webinar, follow the link provided.

<https://ShareRoot.webinarninja.com/live-webinars/121109/register>

ShareRoot will provide quarterly webinar updates to shareholders moving forward.

About ShareRoot

Under the stewardship of a new Chief Executive, Michelle Gallaher, ShareRoot is positioning itself as a major player in the global digital healthcare sector by harnessing the potential of real-world data and evidence gathered from social media to guide the development of novel therapeutics and lead improvements to clinical practice.

Established in 2013, and listed on the Australian Stock Exchange in late 2015, ShareRoot relocated from the United States to Australia in 2019 with the change in leadership, re-aligning the strategy to focus on health and life sciences.

ShareRoot technologies, consulting and content creation teams use social media, artificial intelligence and machine learning to support and accelerate the advancement of technologies for life and good health.

ShareRoot's goal is to utilise the vast social media networks, patient-generated content and platforms, combined with artificial intelligence, machine learning and emerging digital tools to support deeper insight and more meaningful interactions for patients, carers and healthcare providers. Our vision is to make healthcare more personal.