ShareRoot's new AI-powered digital health insights platform, Opyl™, makes its debut with three new clients

Highlights:

- **Opyl™ opens a new revenue stream and client base for ShareRoot**
- **Pre-launch promotion of Opyl™ attracts strong health industry interest**
- **Opyl™ unlocks the value of untapped social media data to support better health marketing communication and medical research opportunities**

ShareRoot Limited (ASX:SRO or "Company") announced that the Company has signed the first client contracts to access a new platform of artificial intelligence technologies and human know-how developed and trialed over the past three months.

The platform, trademarked as Opyl™, was developed by new ShareRoot CEO, Michelle Gallaher and ShareRoot board member Damon Rasheed.

"This is exactly the deep real world analytical solution I wanted when I worked in healthcare and research marketing roles in the past," said Michelle Gallaher, ShareRoot CEO. "All of the three new clients are new to us, with Opyl™ delivering exceptional shared value, successfully expanding our client base."

"The more we use Opyl™ as a customized data-driven analytical approach to solving marketing and patient or healthcare provider engagement problems, the more we are realizing the value of the insights and outcomes we can deliver."

For medical technology developers, healthcare providers and biopharma innovators, social media opens up a whole new paradigm of real world data that reveals a window into the real lived experience of patients and physicians. Coupled with new generation artificial intelligence and machine learning tools the ability to predict, analyse and confirm is unparalleled in creating new medical research opportunities and changing the way market intelligence and patient engagement is framed and delivered.

Opyl™ can utilize any consented data sources, patient generated data or clinical data. The approach ShareRoot is taking with the new clients using Opyl™ is specifically to access publicly available social media data to offer real world insights into how to better present and communicate new health technologies or wellness behaviors supporting greater compliance, understanding and adoption.

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

Social listening is a key benefit of Opyl™ is in being able to observe and understand the way people respond or think about a healthcare issue, offering insight into unmet needs, knowledge deficits and an opportunity for technology developers to design products based on evidence of use or misuse.

The launch of Opyl™ opens a new significant revenue stream for the company. Opyl™ contracts are constructed on a value-based pricing model rather than a time and materials model. Value-based pricing is a concept that reflects the real value of the outcome or impact to the client's business, relative to their business size and scope.

Opyl™ is expected to open research and collaboration opportunities with academia, offering ShareRoot the ability to access a wider grants environment and the ability to continue to develop skills and technology infrastructure.

The core revenue for ShareRoot at this time is largely comprised of retainer contracts with The Social Science along with additional specialty project work undertaken by the Melbourne-based team.

Initially the Company aims to offer Opyl™ as specialty projects, but aims to create an opportunity to offer Opyl™ and a web-enabled client interface as an ongoing retainer service model, providing both near term and extended revenues. ShareRoot will also look to build on these initial contracts to expand its technologies and services in digital healthcare.

Opyl™ is powered by the unique convergence of digital and data-centric technologies. Some of the technologies employed by Opyl™ include licensed-in digital tools, custom designed algorithms artificial intelligence and machine learning to access data, create meaningful groups within the data and then search and analyse the data for significant patterns. The convergence and application of carefully selected technologies is essential to Opyl's success. The reliability, robustness and repeatability of the technologies we use in the platform are paramount.

Opyl™ relies upon a critical human component to turn data and analysis into actionable insights. The core ShareRoot team of experienced healthcare marketers and digital communication strategists and designers are key in being able to unpack the client problem that needs to be solved and then at the end of the data process, to draw down the recommendations into actionable results. Opyl™ is only as powerful as the combination of quality skills and advanced technologies applied to solve a problem.

The global healthcare industry is becoming increasingly interested in the real lived experience of patients and self reported outcomes on social media. Patients are far more likely to report adverse events and progress during recovery from injury or illness to social media than they are to their

consulting physician. What patients search for can provide a valuable and personal insight into their perceptions, attitudes, level of engagement, behaviors and sentiment that if known by physicians, medical researchers and technology innovators might directly impact the development of a new drug or device, change the clinical approach, support compliance or improve adoption and correct use which in turn means better health or a better experience for the patient or carer.

About Opyl™ – Opyl™ benefits

Understanding audiences
- Access to patient reported outcomes – deeper understanding of real lived experience of patients and carers
- Deep insight into key audiences, their behaviours, beliefs, opinions and barriers to adoption and compliance
- Identification of circles of influence
- Access to patient groups to support clinical trial recruitment
- Evidence for observational and behavioural studies

Improving return on investment in marketing communication, education and KOL's
- Identification of key opinion leaders and social media influencers amongst healthcare providers and patient advocates
- Improved deployment of marketing/ sales/ medical liaison resources
- Identification of perceptual barriers or accelerators of new technologies
- Ability to test and predict the success or failure of creative content and key messages amongst target audiences
- Predict the success of marketing or education campaigns amongst healthcare provide
- Providing strategic direction into content creation and social media platforms most likely to succeed
- Objective measurement of success or failure of marketing communication campaigns

Real world evidence driving innovation and new product development
- Identification of new product development opportunities
- Identification of off-label use leading to label extensions

Adding value to partnering and improving commercialisation outcomes
- Creating additional data asset confirming patient need or audience insight in support of biopharma/ medtech partnering negotiations
- Mitigating risk of market access and adoption failure for biopharma / medtech partners

- Cost saving on sales and marketing expenditure with targeted and ranked market access strategies

Shareholder webinar

ShareRoot will hold a shareholder webinar on <u>Thursday the 11th of July at 12.30pm (AEST)</u>. 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

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 is in the process of relocating 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.

Data sovereignty, compliance and respect are central to our values. ShareRoot will only access publicly available data from any source or will negotiate access based on a fair terms principle. ShareRoot's goal remains focused on enabling and contributing to a compliant environment in which the individuals rights and privacy are respected and that emerging technologies create platforms for individuals to contribute their data based on their preferences.

ShareRoot's goal is to ultilise the vast social media networks, publicly available patient-generated content, and consented data sources, 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.