ShareRoot

ANNUAL GENERAL MEETING 2019

Wednesday 27th November 2019,
10.00am. Engine House, St Kilda, Victoria.

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Our mission is to create value
by accessing and aggregating
social and clinical data, with consent,
to improve health and wellness,
and to advance life science technologies

GOALS

1. Reposition ShareRoot to engage, contribute and generate value within the emerging global digital health market.

2. Create a unique point of difference in developing novel AI technologies and translation methodologies with the capability to access patient/physician reported outcomes and perceptions on social media and integrate structured and unstructured data sets.

3. Commercialise and scale technologies and services generating exponential value and advantage for clients and stakeholders.

4. Work within and contribute to an informed and ethical industry framework.

COMPANY YEAR IN REVIEW

Ludomade

MediaConsent

- New board appointed Feb 2019
- Strategic & technology review
- Divestment of Ludomade commences
- Retain MediaConsent Clinical (AUS)
- Integration of services
- Staff costs reduced by 45% (US)
- Administration costs reduced by 45%

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Rank'd

the social science.

Opyl

- New CEO appointed
- Relocate SRO HQ in Melbourne, Australia
- Pivot to digital health
- Successful rights issue (July) raising $1.2m
- Collaborate to scale and access AI/ data tech
- Rebuild tech pipeline (4 candidates)
- Pilot Opyl MVP (April - May)
- Scale Opyl MVP - 5 pilot projects (Apr - Jan)
- Widget to pilot with clients
- Rank'd pre MVP
- MediaConsent Clinical MOU remain active
- Operational efficiency agenda continues

Opyl

- Facebook & Twitter Marketing Partner secured
- Opyl pilot clients begin to generate revenue
- Launch social media study recruitment service
- Commence development of clinical trial predictor tool
- Commence search for global services partner
- Rebrand to Opyl Limited (ASX:OPL)
- Growing revenue base from expanded client services
- Revenue forecast remains on track

Review (Feb - Apr 2019) | Reinforce Mar - Jun 2019) | Reinvest Jun - Dec 2019

COMPANY OVERVIEW

Services

Digital marketing, digital experience, content creation and social media management

Revenue derived from retainer, project and training streams
Client base is predominantly STEMM sector focussed
93% of current revenue
Services marketed globally eligible for EDMG
New service: clinical trial recruitment via Facebook - $40k additional revenue

Solutions

Deep insights and analysis of structured and unstructured data using AI tech and novel methodologies

Revenue derived from projects - sector with greatest potential for near term scale and revenue
Client base exclusively health and wellness
7% of current revenue
Cross sell from Services clients
Market leadership position - point of difference is access to social media data via Facebook/ Twitter

Technologies

Platform tech that can sort, rank, interpret, predict and integrate health or scientific data

Revenue derived from subscription/ license model with additional revenue potiental from data optimization
Target market is in health care and research sector
R&D expenditure eligible for refundable 43.5% tax incentive
Collaboration dependent
Potential for commercial partner or acquisition

PROGRESS REPORT - AGM 2019 UPDATE

Opyl

Completed May 2019 | 5 projects Apr - Dec | January 2020 | Feb - May 2020

Opyl is the priority technology development due to its revenue potential, speed to market, resource requirements and link to service delivery and additional revenue potential within the ShareRoot Group.

5 Pilot Projects generating early stage revenue. Two projects completed over 6 monthstrialling technology and methodologies. Pilots projects expected to be completed by May 2020. Full launch June 2020.

Rank'd

In progress

Rank'd remains active and in the technology pipeline but at the earliest stage of the development pipeline following an evaluation based on priority, resource allocation/ availability and revenue potential.

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Completed Feb 2019 | 2 projects Mar - Jul

Continued development of Widget was suspended, though client services continued following a change to the API status with Instagram. ThisUS-based program is currently being evaluated but unlikely to progress at this stage. Up until July, Widget was generating early revenue and managed by the US ShareRoot team in Denver.

MediaConsent

Ongoing | Scheduled to recommence development in Feb 2020

US development of MediaConsent was suspended pending a strategic review in February 2019.
Development of MediaConsent Clinical, located in Australia and commenced in Oct 2018, has continued with MOU partners.
A number of new technology collaborators have been identified and the company is now in advanced discussions with one potential collaborator.

MVP	Client Trial	Pre Launch	Market Launch	Scale

DEEP DATA INSIGHTS

Opyl™

- New set of AI tools and proprietary analytics processes and methodologies
- Access to real world data and patient reported content / outcomes
- Point of difference is access to social media data to identify and understand patient insights
- Biopharma and medtech markets with capacity to pay value-based pricing
- The Social Science client base provides ready market access to clients
- Insights and strategy from Opal drives additional content creation services
- Revenue positive –but requires further investment to develop and market

Milestones:

- 5 beta clients with projects valued at a total of approximately AUD$90K - pilot price point
- 2 pilot projects completed
- Twitter and Facebook marketing partner status confirmed
- 3rd and 4th project due to commence Nov & 5th in Dec.
- Pilot phase due for completion Feb
- Full market launch scheduled for June 2020
- Will commence recruiting business development / sales support early 2020
- Beta clients and projects selected based on testing technology and methodologies
- Need to improve operational efficiencies to deliver projects faster and codifying methodologies to achieve scale

MEDICAL DATA RIGHTS & ACCESS PLATFORM

- Only focussed on Medical and clinical applications of the platform
- Aggregation of patient data – clinical, personal, public
- Free for consumers/ patients to use
- Consumer controlled data access – ethical and consent-based
- Consumers can donate data to medical research
- Compliant access to real word data and real world evidence (PRO)
- Potential drug discovery and research platform
- Collaborating with 3 leading Australian healthcare/ trial organisations
- Research ethics, ownership and consent requirements increasing
- Revenue derived from researchers who pay to access
- A key offering in a clinical trial/ study suite of services and technologies

Milestones:

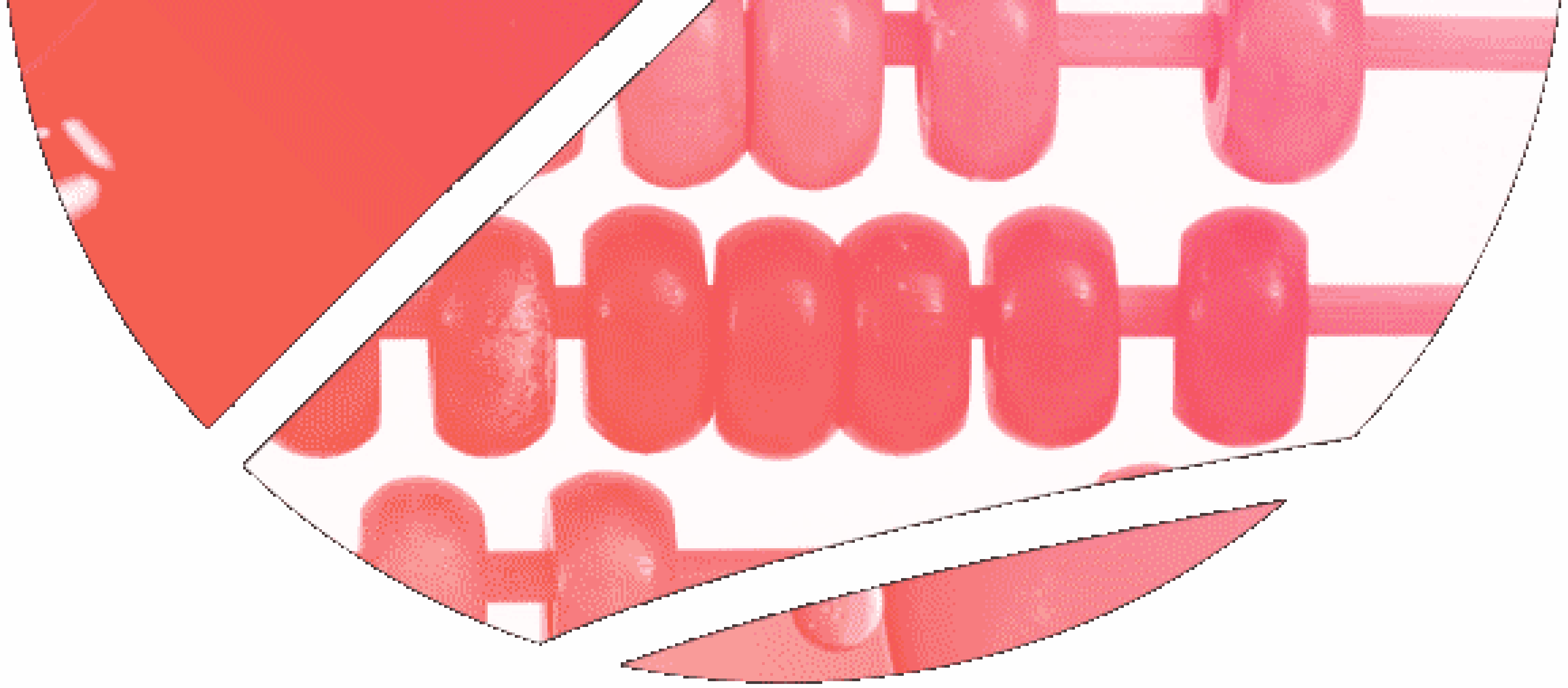
- 3 MOU's signed with major collaborators for MediaConsent Clinical
- Search undertaken for Australian technology collaborator - advancing discusisons with one potential collaborator
- Expendature on MediaConsent US has ceased, significantly reducing R&D spend

HEALTH & SCIENCE RESEARCH APP

- An app that ranks academic papers, announcements and content based on search terms
- Research tool that saves time and delivers better ROE
- Only read high value by sorting into a ranked order of importance
- HCP’s, students, or scientists can stay up to date with new therapies and papers
- Invaluable research tools for PhD and Masters STEMM students
- Subscription fee business model
- Real value is in the data and platform, not the product
- Advertising and survey potential
- MVP developed but requires further user testing and refinement of functionality
- Bulk sales via Universities, hospitals and medical research institutes

Milestones:

- Collaborators identified and use case/ technology plan in development
- Will require significant investment in market launch, advertising and direct management to drive sales and service



FINANCIAL OVERVIEW

Revenue - Growth

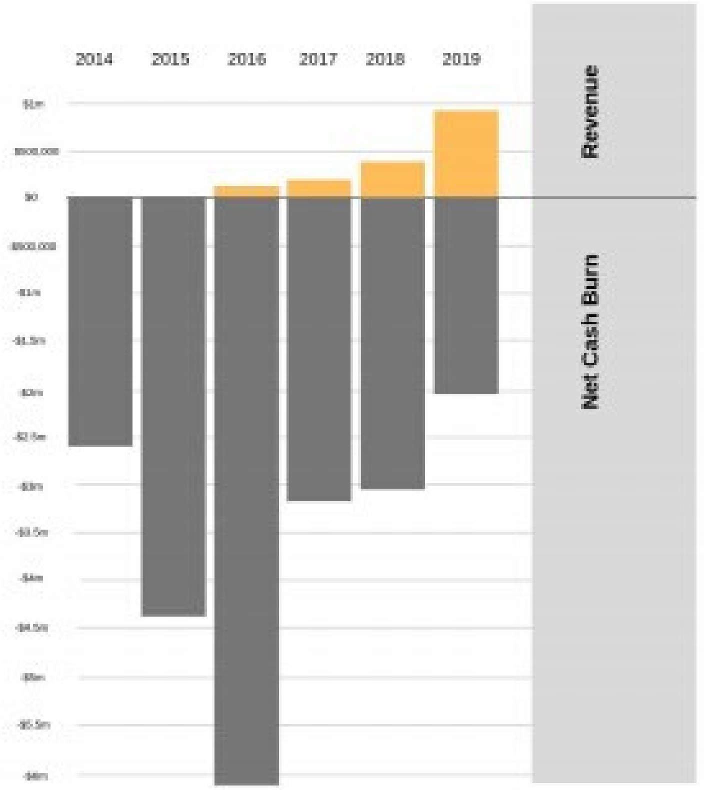
167% increase in revenue in 2018
90% increase in revenue 2019
Partner services for global scale

Expenditure - conserve to optimise

45% decrease in 2019

Future investment

Reinvest in Opyl services capacity and marketing/ sales support
Invest in development of Clinical Trial Predictor Tool (Market launch May/ Jun 2020)
Invest in development of Rank'd to MVP, client pilot



Projection

Cash flow positive within 12-18 months
Opyl Services expected to be a key driver of sustainable revenues long term
Additrional revenues derived from clinical trial recruitment to provide near term cash flow
R&D tax and EDMG refund ($200k)

Opyl