



ASX Announcement

14 January 2016

ShareRoot Lists on ASX Appoints Vice-President of Partnerships

User-generated content (UGC) marketing platform company ShareRoot Limited (ASX: SRO, "ShareRoot") will commence trading on the Australian Securities Exchange (ASX) today after it successfully raised \$5m as part of the reverse takeover (RTO) of Monto Minerals.

The issue of 100 million new shares at \$0.05 per share was raised at an indicative market capitalization of \$15.5 million.

Based in Silicon Valley, ShareRoot has developed a software as a service (SaaS) platform that enables brands and digital agencies to easily find and source content created by the everyday consumer from popular social media platforms such as Instagram, Facebook and Twitter.

This content, known as User Generated Content (UGC), is extremely valuable to brands as studies have shown that UGC generates much higher engagement when leveraged appropriately with 65% of all users seek out UGC to learn more about a brand's product or service before making a purchase.

ShareRoot's proprietary, legally secure process allows for brands to obtain the legal rights to these images as well as display them in customizable galleries that can feature on any webpage.

The ShareRoot platform has existing high-end clients such as the University of California (UCLA), Coleman Camping, Costco, StubHub (owned by eBay) and a group of Texan McDonalds outlets all utilizing the platform. ShareRoot currently has more than 30 paying clients, and an additional 50 in the pipeline that are currently using the platform with a view to convert into paying clients.

The rate of users providing authorization for their content to be utilized by brands has been remarkably high with UCLA achieving 78% and other brands, on average, over 50%.

ShareRoot firmly believes the future of marketing lies in the vast untapped potential of the ever-growing social media world.

"We are extremely excited to list on the ASX, as it marks a critical milestone in the Company's development and provides a platform to expand the existing client base and add more product features," said ShareRoot CEO Noah Abelson.

Appointment of Vice President of Partnerships

ShareRoot is also pleased to advise it has appointed Ashley Wellington-Fahey as Vice President of Partnerships.

Ms Wellington-Fahey joins the ShareRoot leadership team with over eight years of experience in the advertising industry handling business development, sponsorships, partnerships and relationship management.

Ms Wellington-Fahey has previously worked in advertising sales and partnerships at top online publishers such as Pandora Internet Radio and The Weather Channel where she developed partnerships with major brands such as Google, Netflix, Disney Parks and Recreation, Chevron, Nordstrom, and more.

Ms Wellington-Fahey has also built business relationships at an in-image advertising platform, Luminate, which was acquired by Yahoo! for an undisclosed sum. Ms Wellington-Fahey helped leverage brands from within the retail, fashion, entertainment, and CPG spaces by displaying in-image ads on over 15,000 publishers sites, serving over 300 million monthly unique views.

"The appointment of someone with as much partnership experience as Ashley, not to mention her invaluable connections with major players in Silicon Valley, is a major coup for ShareRoot," said ShareRoot CEO Noah Abelson.

"As our sales team continues to grow and expand, the wealth of knowledge that Ashley possesses will not only help ShareRoot foster partnership deals, but will provide invaluable mentorship to the rest of the sales team. Ashley's drive and determination will fit seamlessly into the culture we have developed at ShareRoot."

For more information, please contact:

Noah Abelson
Co-Founder and CEO
noah@shareroot.co

Simon Hinsley
Investor & Media Relations
simon@nwrcommunications.com.au
+ 61 401 809 653

About ShareRoot

Based in Silicon Valley, ShareRoot offers a software as a service (SaaS) platform that enables brands and digital agencies to easily find and source user generated content (UGC). ShareRoot's proprietary, legally secure process allows brands to obtain the legal rights to these images as well as display them in customizable galleries that can feature on any webpage. 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.