



ASX Announcement

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SHAREROOT LAUNCHES ON THE HOOTSUITE APP DIRECTORY

Highlights

- ShareRoot has successfully launched on the Hootsuite App Directory
- Hootsuite is one of the world's largest platforms for managing social media, bringing together social networks and integrating hundreds of business applications
- Substantially enhances the ShareRoot platform and user experience by providing management and scheduling
- App integration with Hootsuite is a significant step forward in ShareRoot's strategy to provide a powerful user friendly UGC platform to marketers across the globe

Leading user-generated content (UGC) marketing platform company, ShareRoot Limited (ASX:SRO or ShareRoot) is pleased to announce it has successfully integrated its UGC platform App on Hootsuite and launched the App on the Hootsuite's App Directory.

Hootsuite is the world's largest platform for managing social media, used by more than 13 million people around the globe and trusted by more than 800 of the Fortune 1000. In addition to native dashboard integration with Twitter, Facebook, LinkedIn, Google+, Instagram and YouTube, Hootsuite offers the Hootsuite App Directory - the leading app marketplace for social media management and support - to provide users with more than 200 business integrations and applications, including MailChimp, Reddit and now ShareRoot.

The integration of the ShareRoot App with Hootsuite substantially extends the reach of the Company's offering, making it available to Hootsuite's vast customer base. Driven by multiple customer feature requests, ShareRoot App integration with Hootsuite offers an enhanced user experience by providing a management and scheduling tool to clients. In addition, Hootsuite's functionality makes the ShareRoot platform more user-friendly and accessible, combining social media tools in one interface. Posts found through Hootsuite can now be bookmarked and later requested through the ShareRoot platform.

The Hootsuite App integration is a significant step forward in ShareRoot's strategy to provide a powerful user-friendly UGC platform to marketers across the globe. The Company expects it will further enhance customer loyalty as well as increase sales and customer engagement.

Commenting on the launch of ShareRoot on the Hootsuite App Directory, ShareRoot Co-Founder and CEO Noah Abelson said:

“ShareRoot’s App integration into Hootsuite delivers a significant enhancement to ShareRoot’s platform offering and gives us access to Hootsuite’s large and active user base. We expect this to help drive a substantial increase in customer adoption to the Company’s platform.”

Commenting on the integration of ShareRoot into Hootsuite, Kevin Zellmer, VP of Corporate and Business Development at Hootsuite commented:

“ShareRoot enhances the way brands relate to and connect with the consumers they sell to and we are pleased to welcome ShareRoot to the Hootsuite ecosystem. ShareRoot has an innovative offering, making it easy for customers to find and secure User Generated Content from across social media.”

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About ShareRoot

Based in Silicon Valley, ShareRoot is positioned to become a major player within the marketing ecosystem, that is growing at record pace, with a market size above \$600 billion.

Currently ShareRoot offers a Software as a Service (SaaS) platform that works with brands and digital agencies to easily find and legally source user generated content (UGC).

ShareRoot’s proprietary, legally secure process is the first of its kind, but this platform is just the beginning for ShareRoot, as it rapidly progresses towards revolutionising the way that brands relate to and connect with the consumers they sell to.

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.