

ASX Announcement
8 August 2016

SIX NEW CLIENTS TO KICK OFF Q3

Highlights

- ShareRoot's sales team is continuing its strong client growth momentum, with six new clients signing to the ShareRoot platform
- Signifies further continued SaaS sales revenue uplift in the months ahead and provides customer validation for ShareRoot's offering
- Clients are the San Diego Symphony, Oscilloscope Films, Stubhub, a US beauty agency, iiiPoints Music Festival and Now We Collide Media Agency
- Sales team delivering outstanding results, far ahead of schedule contributing to strong sales pipeline revenue

Leading user-generated content (UGC) marketing platform company, ShareRoot Limited (ASX: SRO, "ShareRoot" or the "Company") is pleased to announce the rapid progress that its sales team is making building its client base.

ShareRoot's sales team has delivered immediate success in Q3CY16 and continues its rapid client growth momentum, closing a number of further contracts. These client wins will deliver further SaaS sales revenue uplift in the months ahead and provide further customer validation of ShareRoot's innovative UGC offering.

The clients include:

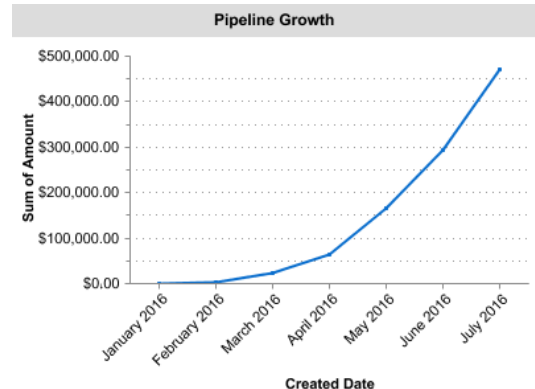
- **San Diego Symphony:** Has signed on to ShareRoot's Standard Package, and includes white label period to not only increase engagement but also to play a role in driving an increase in sales and revenue. The Symphony will use the platform to engage with younger audiences and raise awareness about youth-focused shows. It will be streamlining its UGC content search process to facilitate increased posting to social media through ShareRoot's Hootsuite integration.
- **Oscilloscope Films:** Oscilloscope Films is a foreign, independent documentary film company in the US and has also signed on to ShareRoot's Standard Package, with a white label period. The organisation will use ShareRoot's platform to obtain more content for social media and to assist with the movies they are promoting.
- **Stubhub:** Existing customer Stubhub has renewed its subscription package and is testing the Advanced Tier offering, significantly increasing its monthly spend with ShareRoot. Stubhub is a marketplace for tickets to sports events, concerts, theatres and other live entertainment events.
- **US Beauty Agency:** A US based beauty marketing agency is piloting ShareRoot's Advanced Tier to help them win new business. The agency expects to pitch ShareRoot's offering to 3 other beauty brands in their portfolio.
- **iiiPoints Music Festival:** Has signed on to ShareRoot's Standard Package, with a white label and Experiential Gallery for their upcoming music festival taking place in Florida, USA. They

will be utilising ShareRoot's platform to engage with their target demographic, spread awareness about the festival in the lead up to the event, and then share the experiences on stage via television screen installations at the festival itself.

- **Now We Collide Media Agency:** As announced on 2 August 2016, Now We Collide has signed on to ShareRoot's AdvancedRoot Package for a major motion film and will include a voting mechanic where the general public will be able to view, interact with, and vote on their favourite content. With a large volume of activity expected, this will be a real testament to the power of UGC to engage audiences in a very cost effective way.

These new client wins demonstrate a faster than expected delivery of results from ShareRoot's sales team, indicating that brands and customers favourably view ShareRoot's UGC offering. The sales team has also built an strong pipeline of prospective clients, which has been steadily increasing in recent months.

Right: ShareRoot's Sales Pipeline Growth



ShareRoot Co-Founder and CEO Noah Abelson said:

"These client wins further build our client base and subscription revenue stream, demonstrating the initial success of our sales team, which is delivering ahead of schedule. Moreover, it shows that customers are seeing the value in UGC marketing, a sector that ShareRoot is quickly emerging as a market leader in.

"This is an exciting time in ShareRoot's journey and we look forward to continuing to sign further clients in the months ahead."

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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.