

ASX Announcement
5 October 2016

SUCCESSFUL UNIVERSAL PICTURES COMPETITION METRICS

Highlights

- Powered by ShareRoot's unique technology solution, Universal Pictures International Australia mounted a successful campaign for the blockbuster movie The Secret Life of Pets in conjunction with leading creative content agency, Now We Collide
- During the two-week live campaign approximately 60,000 users visited The Secret Life of Pets experiential gallery, developed by ShareRoot
- The UGC campaign generated over 6,200 Instagram posts with the hashtag #secretlifeofmypet
- This significant level of user engagement demonstrates the attractive value proposition that ShareRoot's platform has for brands

Leading user-generated content (UGC) marketing platform company, ShareRoot Limited (ASX:SRO, "ShareRoot" or the "Company") is pleased to announce the substantial user engagement statistics, following the completion of its innovative UGC campaign for the Universal Pictures movie, The Secret Life of Pets.

ShareRoot powered the UGC campaign for the movie in conjunction with leading Australian creative content agency, Now We Collide.

Australians were able to view and upload photos and videos of their pets via the mechanics of ShareRoot's **Advanced Tier** functionality. ShareRoot also released voting mechanics for the competition, which allowed users to vote for their favourite entry.

The campaign was live between 23 August and 4 September 2016 and ShareRoot's platform was able to generate approximately 60,000 unique user visits to its Secret life of Pets gallery. Each of the top 5 finalists in the competition received over 2,500 votes between them, demonstrating a high degree of user engagement with the platform.

The Company's UGC campaign was also able to generate over 6,200 Instagram posts with the hashtag #secretlifeofmypet. In addition to the hashtag posts, there were over 9,600 upload entries of videos and photos. This campaign marked ShareRoot's first entry into the Australian entertainment space and gave the Company strong visibility among Australian audiences.

The winning entry can be viewed by following the link: <http://secretlifeofmypet.com.au/>.

The high level of user engagement generated utilising ShareRoot's platform demonstrates the attractive value proposition that ShareRoot offers brands. ShareRoot expects to power similar campaigns in the near future on the back of the success of the Universal Pictures campaign.

ShareRoot Co-Founder and CEO Noah Abelson said:

"Our campaign with The Secret Life of Pets movie was a tremendous success. This was our first UGC competition and also represented our first entry into the Australian entertainment space. The campaign demonstrated the value that our platform has for brands, and we look forward to powering further campaigns in the future."

Ends

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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.