



ASX Announcement
22 March 2018

Renewed UGC contracts continue to drive sales growth

Highlights:

- **Four UGC contracts renewed, including with prominent US institution UCLA and world-renowned warehouse chain Costco – two of ShareRoot’s oldest clients**
- **Leading vinyl wall graphics manufacturer Fathead and a retail location client of travel and hotel marketing agency Verb also renew contracts**
- **Renewals further validate SRO’s industry-leading products and drive further sales growth**
- **ShareRoot aiming to become the first blockchain-powered UGC licensing platform – entrenching SRO as a leading protector of data and privacy**

ShareRoot Limited (ASX: SRO) (‘ShareRoot’ or ‘the Company’) is pleased to advise that it’s sales pipeline continues to strengthen, with the Company securing four contract renewals.

Contract renewals have been secured from the University of California, Los Angeles (UCLA), leading US wholesale chain Costco, a retail location client of travel and hotel marketing agency Verb, and vinyl wall graphics manufacturer Fathead.

A major thought leader when it comes to technology and empowering students to create amazing content, UCLA has included the new Influencer Acquisition and Management Solution into their renewal in addition to updating their Facebook cover photo with a ShareRoot UGC collage seen at <https://www.facebook.com/uclabruins>.

ShareRoot’s new Influencer Acquisition and Management Solution is a new feature to our UGC platform that was developed this quarter as part of our strategy to roll out new features to continue to increase revenue while simultaneously further empowering both companies and consumers. The influencer solution specifically allows consumers to sign up to become influencers for brands they like any time they receive a UGC request from the brand. The Company expects additional customers to sign up to receive this feature in the coming quarter.

Costco has chosen to continue with the acquisition solution utilised over the past three years, with a renewal for a further 12 months, while Fathead renewed its acquisition and licensing subscription for a further 12 months, as it continues to use a custom landing page integration for acquiring content.

The renewal of Verb's retail location client for a further 12 months will include advanced social searching and website integrated social walls.

The renewals are meaningful to the Company as they provide further validation of SRO's industry-leading products and ongoing sales activity and growth. There are no material conditions that are required to be satisfied for the renewals to be legally binding.

Furthermore, following the appointment of DigitalX Limited (ASX:DCC) (Digital X) as Blockchain Advisor (see ASX Announcement dated 5 March 2018), ShareRoot is aiming to become the first blockchain-powered UGC licensing platform. The Company anticipates this will further set SRO apart as a protector of data and privacy in a digital marketing world that is becoming increasingly strict on behalf of consumers.

ShareRoot Chief Executive Officer Noah Abelson said: "As a Company, securing these renewals is a testament to our ability of rolling out new features to the market and demonstrates our capability to service and retain long-term clients.

"Furthermore, these contracts continue to drive growth within the Company, while we are focused on innovation through our new platform initiatives in rolling out MediaConsent, new UGC features such as the Influencer Solution, and our aim to become the first blockchain-powered UGC licensing platform.

"We see this as further enhancing our product offerings to ensure our sales pipeline remains in a strong and robust position quarter on quarter and we will keep shareholders updated with further developments."

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About ShareRoot:

ShareRoot Limited (ASX: SRO) ('ShareRoot' or 'the Company') is established in the rapidly growing field of User Generated Content (UGC) marketing, providing businesses such as Costco and McDonald's franchisees a platform to search, legally acquire, organize and measure the effectiveness of user generated marketing campaigns.

UGC or Social Network Advertising is forecast to grow into a US\$17 billion per year marketing sector with an 18% compound annual growth rate through to 2019.

ShareRoot works with companies via a platform provided on a monthly charge basis, solving problems of finding suitable social media content, ensuring legal compliance such as privacy regulations, assisting with Customer Identity Management (CIM), and helping to build and monitor the success of marketing campaigns.

About ShareRoot's UGC platform:

ShareRoot's cloud-based UGC solution allows clients to easily search for relevant user-generated content across a range of social media services, request and obtain legal permission for the full legal rights to use this content, then helps them to effectively utilise these materials as part of their marketing campaigns.

The strong legal protections built into ShareRoot's UGC platform allows clients to avoid the legal disputes and intellectual property issues that companies are encountering at a growing rate when sharing user-generated content as part of their marketing efforts, while also supporting the efforts of artists and original content creators.