



ASX Announcement
10 January 2018

Results of Rights Issue and expectations for growth in Calendar 2018

- Closing Rights Issue raises \$0.7M with significant interest in the shortfall
- 2018 to be growth year for ShareRoot with increasing sales driven by expansion of the UGC and MediaConsent data privacy platforms, and unlocking the potential of The Social Science business

ShareRoot Limited (ASX: SRO) ('ShareRoot' or 'the Company') is pleased to confirm that it closed its Rights Issue on Friday 5 January with an initial \$0.7M raised. 143,723,344 new fully paid ordinary shares have been allotted under the non-renounceable rights issue of three (3) new shares for every five (5) shares held at an issue price of \$0.005 per new share (New shares).

New shares issued in the Rights Issue will be allotted on 12 January 2018.

There is a shortfall of 257,063,712 ordinary shares following the Rights Issue but with significant interest in the shortfall from strategic investors, the Company's lead manager, Sanlam Private Wealth, will manage the shortfall and the Company expects to provide the market with updates on the placement of the shortfall over the coming weeks.

The completion of the raising provides ShareRoot with sufficient financial flexibility to pursue three key growth objectives in calendar 2018:

- Increasing the number of strategic partnerships and growing the use of ShareRoot's UGC platform. As witnessed in the second half of 2017, user numbers increased by over 210,000 since the June quarter, reaching 393,701 users by early December 2017 - a ~116% increase. Further rapid user growth is anticipated.
- The roll-out of 'MediaConsent', expanding ShareRoot's UGC platform into the multi-billion dollar Customer Identity Management (CIM) market. MediaConsent will provide protection to both individuals and companies and will enable companies to operate without concerns of litigation across all digital marketing channels, and importantly, provides consumers with control over their personal and private information that gets accessed by companies for marketing purposes.
- The acquisition of The Social Science (TSS). TSS is a profitable revenue-generating social media and digital marketing agency that is highly complementary and builds on ShareRoot's existing client offerings across social and digital marketing segments.

With these three core activities underway, the company anticipates an immediate increase in company revenue in 2018.

The three platforms within ShareRoot (UGC, MediaConsent and TSS) now positions ShareRoot as an end-to-end social and digital media content company with the ability to create, harness and protect brands across all digital marketing channels.

“2018 will be a transformational year for ShareRoot as the Company generates significant revenue growth, expands our UGC platform, and broadens our offerings to customers and consumers across the social and digital media sectors. This year, we will establish ShareRoot as a company with extensive social and digital media expertise”, said ShareRoot’s CEO Noah Abelson.

To find out more on **MediaConsent** please watch the webinar on the new technology and its potential can be found at: <https://youtu.be/ydOulyuhj9k>

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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 2019¹.

ShareRoot works with companies via a platform provided on a monthly charge basis, solving the 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 TSS

The Social Science is a technology focused social and digital media marketing and content creation company. The company specializes in content across technology industries such as life sciences and healthcare. TSS was co-founded by Michelle Gallaher who was recently awarded Victorian Business Woman of the Year and Victorian Entrepreneur of the Year at the recent 2017 Telstra Business Women’s Awards.

¹ Statista, 2016