

# ShareRoot

## ASX Announcement

28 August 2017

## ShareRoot completes strategic placement

### Highlights

- **Raises ~\$300,000 through the placement of ~43 million shares at AUD\$0.007 cents each**
- **Placement to a small group of strategic investors under existing placement capacity**
- **Gives ShareRoot additional financial flexibility to fund new UGC platform features and increase client penetration and user numbers**
- **Further strengthens ShareRoot's financial position**

**ShareRoot Limited (ASX: SRO) (ShareRoot or the Company)** is pleased to announce it has completed a placement to strategic investors under the Company's existing placement capacity to raise ~\$300,000 through the issue of 43,978,020 shares at AUD\$0.007 each. Sanlam Private Wealth Pty Ltd acted as the lead manager on the placement. Settlement is expected to occur on Friday, 1 September 2017.

The placement further strengthens ShareRoot's financial position, with the capital to be used to fund previously announced sales and strategic development initiatives designed to drive sales and revenue growth from ShareRoot's user-generated content (UGC) SaaS platform.

ShareRoot is currently scaling up its sales efforts under the guidance of recently appointed Chief Revenue Officer Scott Sorochak, with the company recently launching a sales push into Europe through a partnership with leading sales services provider Sales Force Europe (SFE).

Another key focus will be the development of a range of innovative new features for ShareRoot's unique cloud-based legal rights management (LRM) UGC platform. As previously announced in July 2017, these new product innovations are being led by Jason Weaver, the company's acting Chief Product Officer.

Mr Weaver is a successful social media marketing entrepreneur who grew social media marketing company Shoutlet to more than 130 team members before it was acquired by Spreadfast – a US based social media marketing software company.

The Company expects that these new product innovations will start to contribute to sales and revenue growth in the coming quarter and will be further rolled out progressively through 2017 and early 2018.

ShareRoot's Chief Executive Officer Noah Abelson said: "We want to thank our strategic investors for their strong vote of confidence in our global growth strategy, which is backed by our unique ability to protect brands, agencies, and publishers in their marketing efforts.

"The successful completion of this placement clearly illustrates the strong confidence among new and existing investors in ShareRoot's expert leadership team, our prospects for growing our sales and revenue base, as well as the market potential of the groundbreaking new features we're adding to our UGC platform."

Progress on new campaigns, partnerships and other strategic corporate initiatives will continue to be reported progressively.

**For more information, please contact:**

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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](http://www.shareroot.co)

**About UGC**

User-generated content (UGC) has emerged as a 'must have' marketing strategy for companies and brands. Industry data shows that visitors spend 90% more time on websites that include UGC galleries. Additionally, social campaigns that incorporate UGC see a 50% lift in engagement, ads with UGC content generate 5-times greater click-through rates, UGC drives a 73% increase in email click-through rates, and increases conversions by 10% when included in the online purchase path.