



**ASX Announcement**

18 October 2018

## ShareRoot launches the MediaConsent Pilot program with partner agency Social Media Energy

- US based Social Media Energy (SME) to partner in launch of MediaConsent pilot program
- SME will be piloting MediaConsent for three of its clients in the medical marijuana industry in addition to a major league sports team and another brand in the sports apparel/retail industry
- SME was chosen as the partner to launch the pilot program due to its:
  - Client list of industry leaders in entertainment, sports, housing, medical, and more
  - Interest in helping brands build influencer networks off of social media platforms
- The Pilot program will involve MediaConsent feature use and active feedback with the goal of continuing to optimize the MediaConsent platform and features while targeting its future commercial launch
- Additional updates regarding the Pilot program will be forthcoming

ShareRoot is pleased to announce that it has now launched the company/client facing Pilot program with a partner agency piloting five brands. The Group has chosen to launch the company facing Pilot program with a Denver based agency Social Media Energy, that offers full scale social media management for clients in a variety of industries.

Social Media Energy intends to pilot MediaConsent for three of its medical marijuana clients in addition to a major league sports team and another brand in the sports apparel/retail industry, who are interested in being compliant in their influencer marketing initiatives. Social Media Energy will be utilizing MediaConsent's consent and preference management technology in order to enable its client's to grow its own internal influencer network.

ShareRoot's CEO Noah Abelson-Gertler stated, "We are proud to be announcing the launch of the MediaConsent Pilot program alongside Social Media Energy. Their clients have expressed the commonly heard need to be legally compliant in their digital marketing efforts, and specifically in their pursuit of building a network of influencers to call their own. MediaConsent's legally compliant consent and preference functionality is the first technology on the market which will enable Social Media Energy's clients to achieve their goals."

Social Media Energy's clients are challenged to securely and legally connect and leverage their consumers without being dependent on Facebook and the other social media giants. MediaConsent's technology provides the solution as the technology will enable Social Media Energy's clients to invite, enlist, and legally engage a growing influencer network that is specific to their brand and their brand alone.

Social Media Energy's Chief Operating Officer Lauren Choumas commented, "Our clients and our team alike couldn't be more excited to be chosen as the partner to launch MediaConsent's Pilot program. Our clients all share the need to establish their own audience which is not under threat by the social media platforms and the policy changes they often make. MediaConsent offers our clients the ability to build their own internal influencer network, and ensures that they are legally compliant and don't need to be worried about the potential of millions of dollars in fines. Our client's goal is to bring as many consumers/influencers onto MediaConsent as they can."

The ShareRoot Group will continue to update the market on additional developments with the MediaConsent Pilot program.

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**About ShareRoot**

The ShareRoot Group is becoming a major presence in the marketing data and privacy protection ecosystem. The expanding global awareness around consumer data and privacy issues makes ShareRoot's platforms essential in this \$14Bn market. ShareRoot has three platforms: ShareRoot's Legal Rights Management UGC platform protecting against unauthorised use of people's social and digital content, with clients including Johnson & Johnson, McDonald's, and Costco; the profitable social media marketing agency 'The Social Science' that provides client services and account management layer behind the Group's technology properties. Thirdly, ShareRoot is launching the new MediaConsent platform which is the first platform to give consumers/citizens control of their data and privacy through a preference and consent management dashboard. ShareRoot's global

business is ideally positioned at the right time to solve the issues faced by consumers and companies in data and privacy in digital marketing.

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)