



ASX Announcement
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ShareRoot Signs Multiple ConAgra Foods Brands to Source User Generated Content

User-generated content (UGC) marketing platform company ShareRoot Ltd (ASX: SRO, "ShareRoot") is pleased to announce it has signed its largest packaged goods client, ConAgra Foods (NYSE:CAG/market cap: USD\$17B), encompassing brands Reddi-Wip and Manwich.

ConAgra Foods brands Reddi-Wip and Manwich, will use ShareRoot's software as a service (SaaS) platform to easily find and source UGC associated with their products.

ShareRoot's proprietary, legally secure process will allow Reddi-Wip and Manwich to obtain the legal rights to images associated with their products and utilize these images in their content marketing plans.

ConAgra Foods is one of the United States' largest suppliers of packaged goods with a balanced portfolio that includes brands such as Reddi-Wip, Manwich, and many others that are found in 99% of United States households. ConAgra Foods had net sales of over US\$17 billion in 2014.

Reddi-wip is a whipped cream topping that comes in a variety of flavours and are immensely popular in the US.

Manwich is the brand name of a canned sloppy joe sauce, introduced in 1969. The can contains seasoned tomato sauce that is added to cooked ground beef. Featuring in US popular culture, Manwich is marketed as a quick and easy one-pan meal for the whole family. Manwich's slogan is, "A sandwich is a sandwich, but a Manwich is a meal."

Signing brands such as Reddi-Wip and Manwich provides ShareRoot with another large industry opportunity for which UGC is a perfect fit. These brands within the packaged food vertical benefit from ShareRoot's platform due to consumers posting an immense volume of social media content that features these iconic food brands.

Commenting on the significance of signing ConAgra Foods, ShareRoot CEO Noah Abelson said:

"We are extremely pleased to be helping ConAgra Foods brands Reddi-Wip and Manwich source and manage user generated content."

"Everyday images are posted on social media displaying food that users have cooked and want to show off and these images contain ingredients such as Reddi-Wip and Manwich. We look

forward to seeing these brands utilize many of these fantastic images in their marketing efforts."

"We believe that these two brands will lead the way in showing that the packaged goods industry can thrive and boost not only their marketing efforts with user generated content but also build deeper relationships with their loyal customers and importantly new consumers."

About ConAgra Foods

ConAgra Foods, Inc., (NYSE:CAG/market cap: USD\$17B) is one of North America's largest packaged food companies with branded and private label food found in 99 percent of America's households, as well as a strong commercial foods business serving restaurants and foodservice operations globally. Additionally, ConAgra Foods supplies frozen potato and sweet potato products as well as other vegetable, spice, and bakery products to commercial and foodservice customers.

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About ShareRoot

Based in Silicon Valley, ShareRoot offers a software as a service (SaaS) platform that works with brands and digital agencies to easily find and source user generated content (UGC). ShareRoot's proprietary, legally secure process allows for brands to obtain the legal rights to these images as well as display them in customizable galleries that can feature on any webpage. 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.