ShareRoot

ASX Announcement
30 May 2016

US Online Car Sales Giant Signs Up to ShareRoot's Advanced Tier

Highlights

- Major US online car sales website, Autotrader has signed up to the ShareRoot UGC platform in ShareRoot's largest deal to date
- Autotrader has selected ShareRoot's Advanced Tier SaaS subscription package to assist with customer engagement both online and at live events
- Under the 12-month contract, Autotrader will pay a monthly subscription fee
- Major client win continues ShareRoot's recent record customer growth and further validates the company's technology and offering

Leading user-generated content (UGC) marketing platform company, ShareRoot Limited (ASX:SRO, "ShareRoot" or the "Company") is pleased to announce it has signed Autotrader Inc., which operates the major US online car sales platform Autotrader.com, to the Company's UGC platform offering.

Autotrader is a leading US online marketplace for car shoppers and sellers that has annual revenues of approximately US$1BN. Autotrader is owned by the global conglomerate, Cox Enterprises, which owns a substantial number of automotive exchange businesses and media companies.

Autotrader aggregates millions of new, used and certified second-hand cars from thousands of dealers and private sellers, allowing users to buy or sell their vehicles on one online platform.

Autotrader has selected the Company's Advanced Tier offering and through the platform, Autotrader will be able to increase its customer engagement on all social media platforms and will also have access to ShareRoot's UGC Galleries for event driven marketing. Autotrader is a proud sponsor of the NBA, Turner Sports, ABC's Dancing with the Stars, Penske, Nascar, and other leading international brands which will maximise the reach of ShareRoot's UGC galleries.

As a 12-month SaaS subscription package, Autotrader will pay a monthly fee to ShareRoot for its Advanced Tier UGC platform.

This major client win provides further strong validation of ShareRoot's technology and offering. Additionally, it continues the Company's record recent customer growth of 20% reported in the last quarter, positioning the Company to become a leader in the UGC marketplace.

ShareRoot Co-Founder and CEO Noah Abelson said:

"We are very pleased to welcome Autotrader to the ShareRoot platform. As a major US online car sales platform, Autotrader.com has a similar profile to that enjoyed by CarSales.com.au in Australia. It allows millions of users to buy or sell their vehicles on its online platform, making user generated content central to their business. ShareRoot's looks forward to assisting Autotrader increase its engagement with its users through our UCG platform, both online, and at one of their many sponsorship events."

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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.