



ASX Announcement

1 March 2017

ShareRoot UGC Campaign Numbers Hit 110

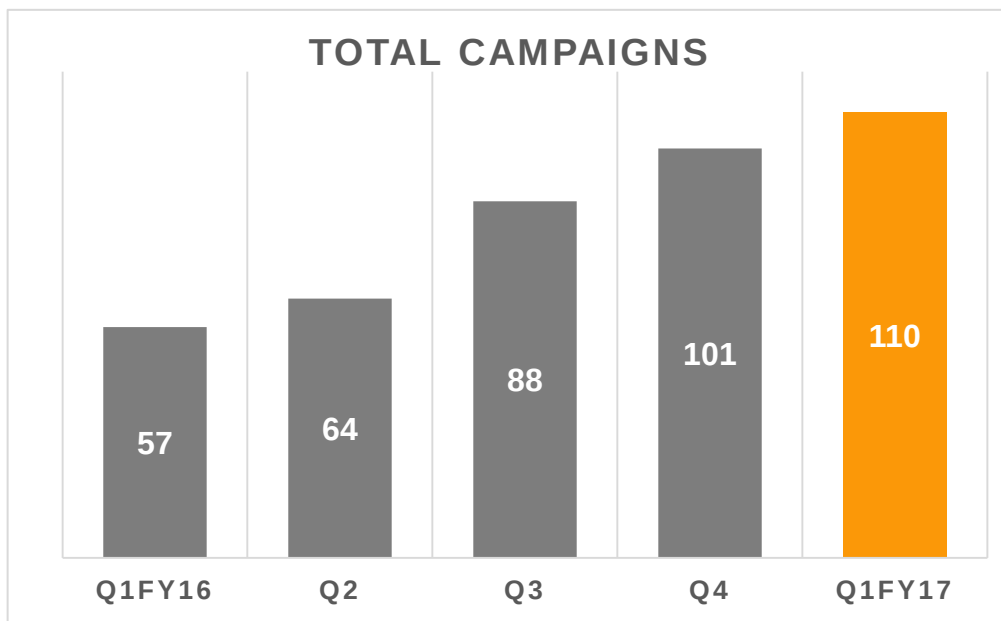
Highlights

- Total campaigns reach 110 during Q1 FY2017 – growth to continue in current quarter
- Impressive year-on-year growth rate – up 93% from Q1 FY2016
- Average Campaign Value has increased by 104% during the period driven by growing customer uptake of UGC and increasing user numbers
- UGC take up and adoption growing strongly with SRO's tendering pipeline strengthening

ShareRoot Limited (ASX: SRO) (ShareRoot or the Company) is pleased to report a significant year-on-year and quarter-on-quarter increase in the number of campaigns for its unique user-generated content (UGC) marketing platform during the first quarter of FY2017, continuing a strong growth trajectory.

ShareRoot's total number of campaigns, a key metric for the Company as it scales up its customer base, reached 110 during Q1 FY2017, up from 57 in Q1 FY2016, a 93% increase. Growth has occurred in five consecutive quarters with this trajectory set to continue (see chart below on growth in campaign numbers below).

As well, the average campaign value has increased by more than 104% over the same period which reflects growth in UGC acceptance by customers and increasing user numbers.



ShareRoot is currently on track to deliver even higher total campaign numbers in the second quarter of FY2017 with new campaigns now being booked and executed.

The figures reported reflect the fact that ShareRoot's UGC platform has become an invaluable tool for a rapidly expanding community of business managers and marketing professionals.

The Company's unique cloud-based UGC platform allows customers to easily search for relevant user-generated media content across a range of social media platforms, request and obtain legal permission for the full rights to use this content, and then helps them to effectively use these photos and videos as part of their marketing campaigns.

The strong legal protections built into ShareRoot's UGC platform, a key competitive advantage, allows businesses and marketers to avoid the legal disputes and intellectual property issues that companies can encounter when sharing user-generated content as part of their marketing efforts, while also supporting the efforts of artists and original content creators.

Management commentary

ShareRoot's Chief Executive Officer Noah Abelson said: "ShareRoot's continued growth in total campaigns is yet again further marketplace validation of our unique SaaS-based UGC platform, and it is now rapidly scaling.

"The growth in campaign numbers and average value also highlights a clear demand for our UGC platform. Increasingly, businesses and marketers are realising the mounting risks involved in intellectual property litigation from sharing user-generated media content as part of marketing campaigns. The legally super-secure search and request function in our UGC platform mitigates those risks, while also rewarding the hard work of content creators and artists.

"We would like to thank all the subscribers who have joined us so far, and anticipate our growth trajectory to continue into the future."

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

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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