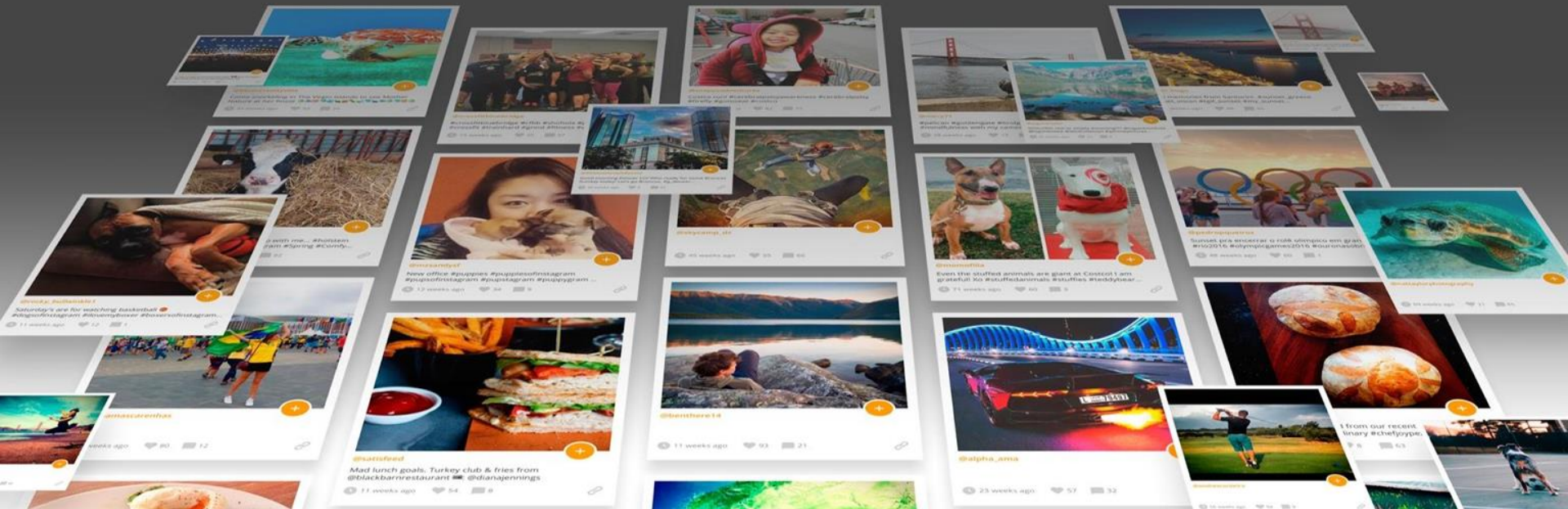




Legally Sourced User Generated Content

ShareRoot (ASX:SRO)



ShareRoot's platform:

The world's first real-time Legal Rights Management (**LRM**) marketing platform that allows global publishers and brands to legally acquire and distribute User Generated Content (**UGC**) from the Internet

ShareRoot at a glance

ShareRoot empowers brands and consumers by enabling the user-generated content we see in advertising and marketing campaigns

- Client base includes McDonald's, Johnson & Johnson, Costco, UCLA, eBay and Coleman Camping:
 - UGC now a 'must have' marketing strategy for companies and brands
 - More than 65% of the market is untapped
- Cost effective Software-as-a-Service (SaaS) Platform:
 - Reduces marketing and advertising costs for brands
 - Increases search traffic, time on site, repeat visits, and sales
 - Protects brands from legal risks of using UGC
- Uniquely positioned in the global Social Media Marketing space, which is growing at a record pace
- Additional legal protection features for brands and corporates, to be rolled out in the near future, which will substantially increase revenue
- Experienced Board and Management team

Recent achievements

- Monthly Recurring Revenue (MRR) increased 200%, while operational expenses were cut by 70%
- Secured top-tier customers including Johnson & Johnson, Singapore Tourism Board, and Universal Pictures
- Average contract value up 100% year-on-year
- Achieved rapid 100% quarter-on-quarter user growth
- Universal Pictures Campaign nominated for 'Campaign of the Year'
- Client renewal and retention rates boosted across the customer base
- Strengthened the Board and Management Team:
 - **Lee Rodne** - Successful track record growing SMEs to global corporations, recently appointed as Non-executive Director
 - **Scott Soroachak** - Ex-Senior VP of Sales for LiveFrye, where he accelerated sales growth ahead of an acquisition by Adobe, recently appointed Chief Revenue Officer
 - **Jason Weaver** - Founded and grew Shoutlet, which was acquired by Spreadfast, appointed Chief Product Officer

UGC is the future of digital marketing

Ads with UGC

Ads with UGC earn **4x** more click-throughs than ads without
Shopify

Steep decline

Steep decline in profitability of traditional advertising

UGC

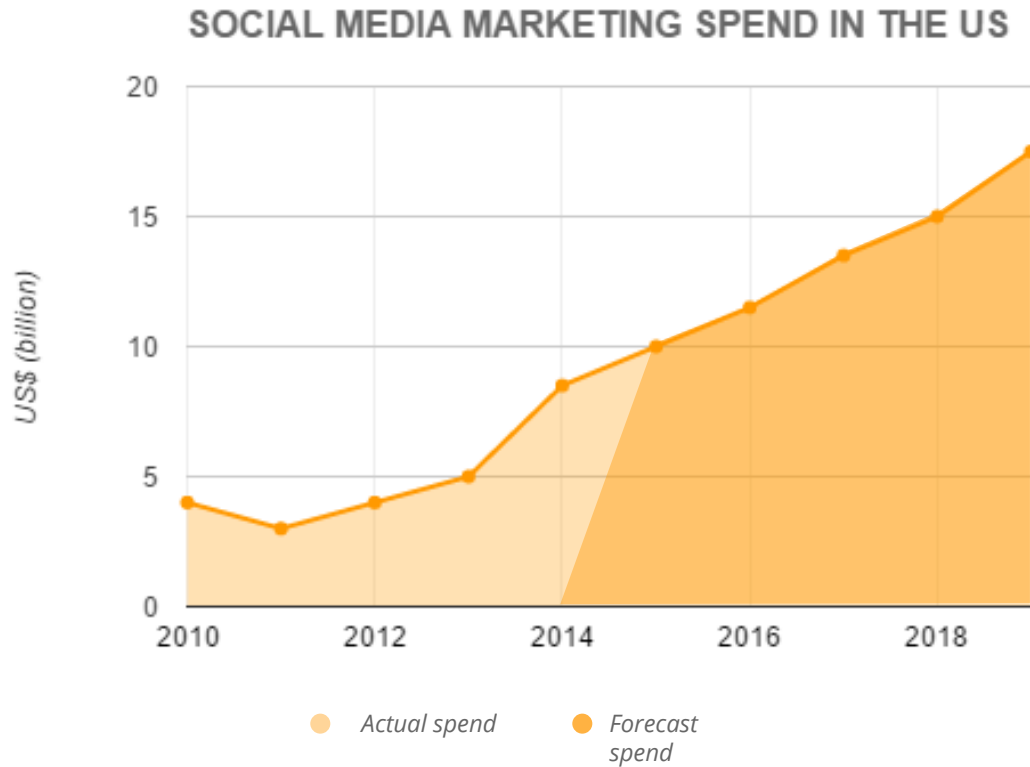
93%

of consumers find UGC to be helpful when making a purchasing decision

80%

Of all online content is user generated.

UGC is the future of digital marketing



Content created by consumers in various forms, particularly social media posts, as well as forums, reviews and blog posts

The problem: UGC-related lawsuits

Millions of dollars lost on content related lawsuits



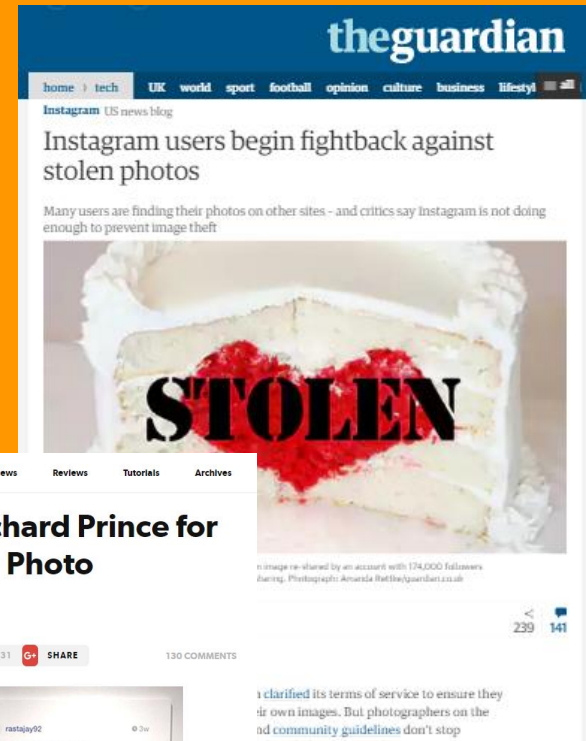
URBAN OUTFITTERS

BuzzFeed



Who's Next?

High-profile litigation cases



ShareRoot provides safety and legality

POINT OF DIFFERENCE

LEGAL OWNERSHIP

ShareRoot's solution allows brands to easily acquire the legal rights to content from consumer posts on Twitter, Instagram and Facebook

Brands can reach out to users and request the rights to use their content, for example photos

Once consent is given, a contract is signed

ShareRoot helps corporates avoid facing litigation around the unapproved use of an image in marketing initiatives



**CONSUMER
APPROVAL RATING -
LEGALLY SECURING
RIGHTS TO CONTENT**

SIGNIFICANT TIME AND COST SAVINGS FOR MARKETERS

Time saving
for licensing
process

**2-3
HOURS
PER
PHOTO**

Time saving for
photo approval
process

**12
DAYS
PER
PHOTO**

Cost saving
per designer
modification

\$40

Creating lifetime customers



- Launch of their All-day Breakfast using ShareRoot-powered UGC was so effective in Texas that it expanded into a national and then international campaign
<http://www.moroch.com/work/mcdonalds-all-day-breakfast/>



- *The Secret Life Of Pets* was Australia's second highest grossing animated film in Australia, behind *Finding Dory*
- The effect of SRO's technology is extended to how many sequels they can create, how many drinks and snacks purchased in theatres, how much paraphernalia is purchased online and in person, and how many people buy tickets because friends or family get them to see the film

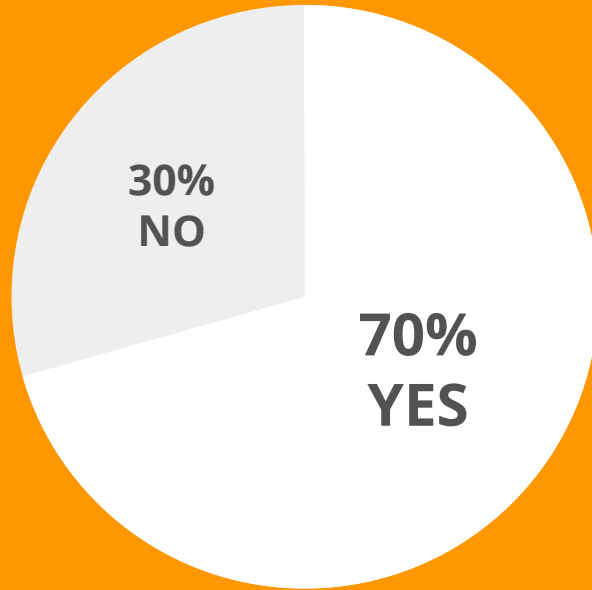


- Increased UCLA Instagram following by 400%
- Increased engagements by around 92%
- 277% increase in spend for the Standard package – expanded scope to include trials of both Facebook and microsite UGC galleries

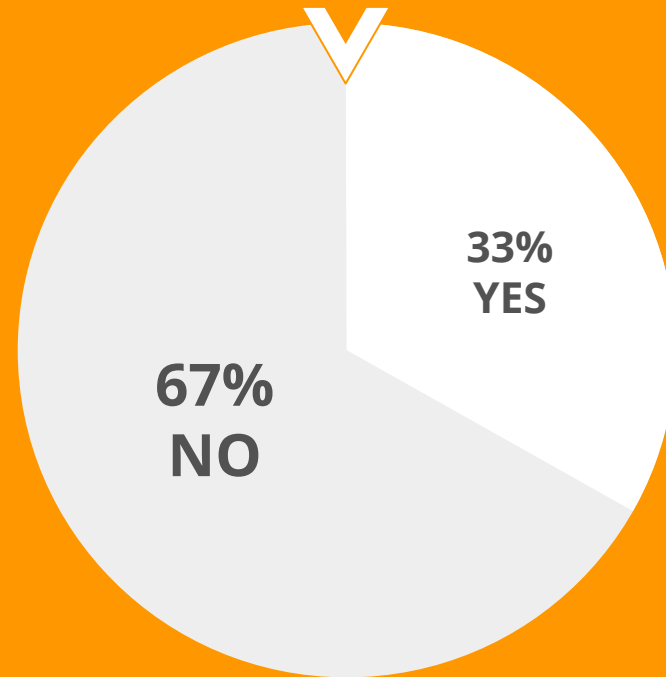


- Reduced time spent by marketing team on acquiring user generated content by 8x

Companies that have a digital governance team



Companies that have tools to mitigate digital risk



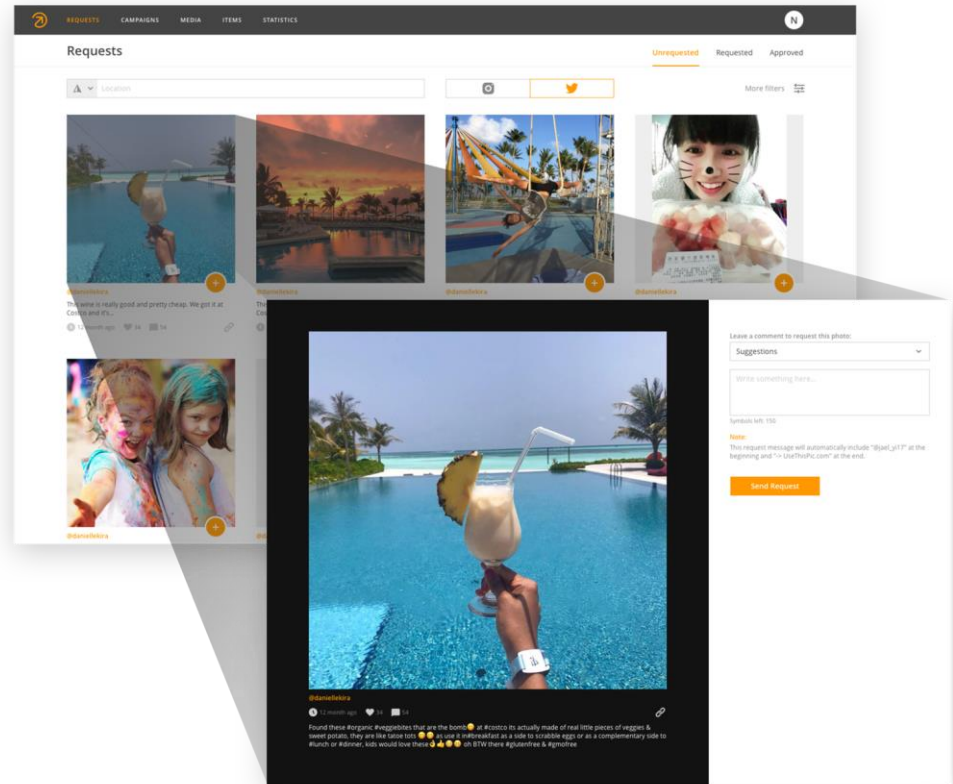
67% of companies without a digital governance represent SRO's addressable market

Platform functions: Search and request

EXCLUSIVE SEARCH CAPABILITIES

Accessible, quality images and videos on Instagram and Twitter by using proprietary search capabilities, including hashtag + hashtag, username, geolocation, media type, engagements, blacklisting of usernames and hashtags.

Additional features including 'place' searches and saved searches to be rolled out near term.



REQUEST AND DOWNLOAD

Quickly request any media via predefined message template or personalised message.

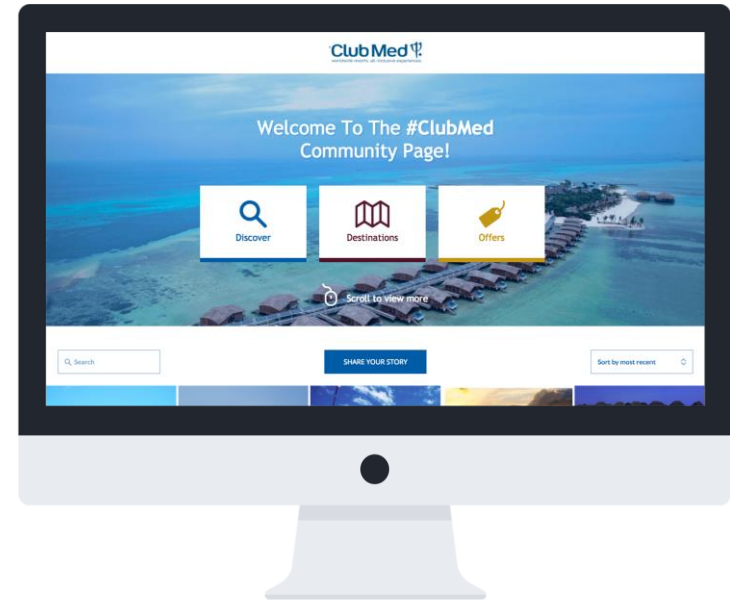
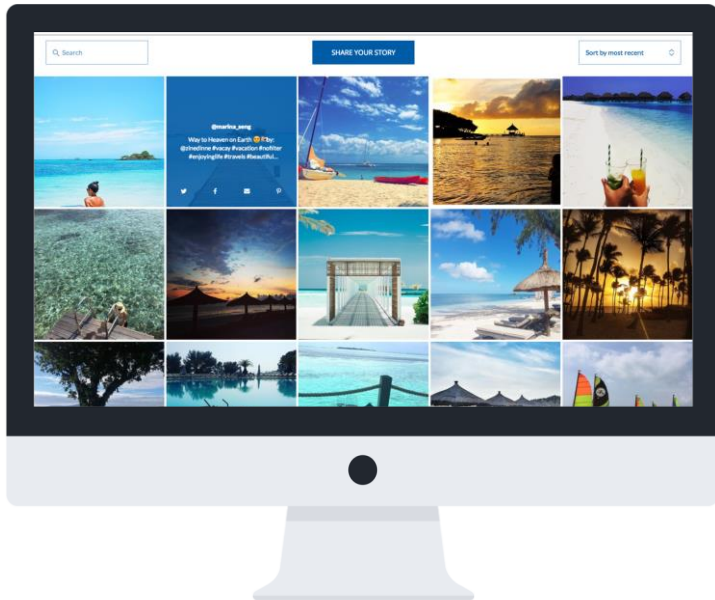
SRO connects to various APIs, such as Hootsuite, to make your new database of fully licensed content automatically available within current workflow and/or for different teams.

Platform functions: Engage and amplify

SOCIAL WALLS

Configure an interactive gallery of owned and broadcasted UCG in minutes. Embed into web pages, blogs, Facebook tabs or stand-alone microsites.

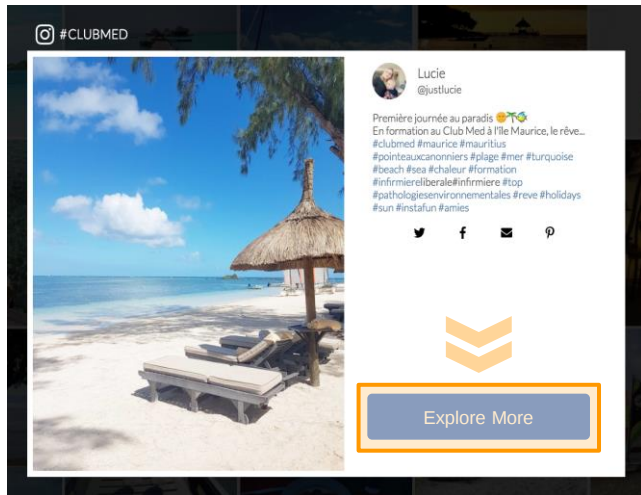
Choose from various layouts, styles and customise call-to-action capabilities.



BRANDED COMMUNITY PAGE

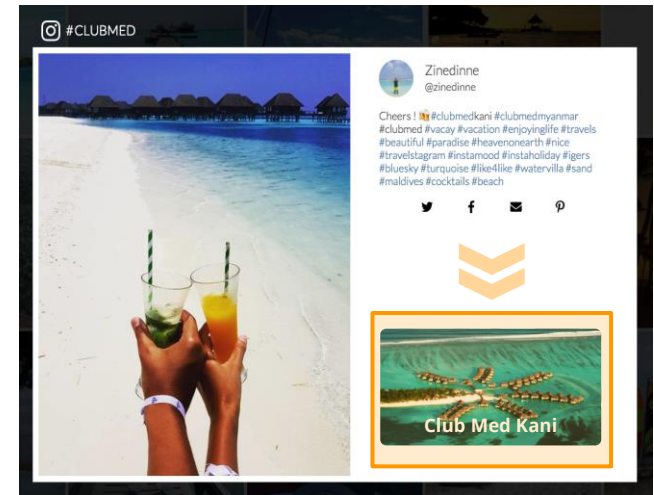
Community page is fully branded with optional interactive elements that can be updated, customised and moderated in real-time from our platform. Drastically reduces maintenance bandwidth demand from clients internal teams.

Platform functions: Convert and retain



CONVERT WITH STATIC CTA AND CUSTOM TILES

Use CTA prompts in the Community Page banner and static call-to-action on individual UGC to navigate users to the main digital property, social pages and beyond.

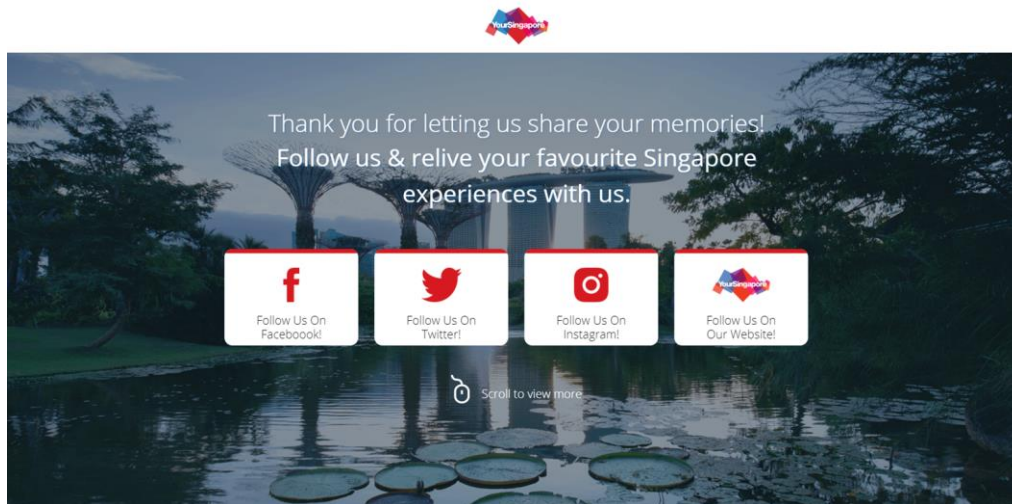


CONVERT WITH DYNAMIC CTA

Pull destination descriptions into your social wall galleries and make them shop-able.

Large destination inventories can be pulled into system via easy script activating destinations for mapping immediately.

Allow people to find the resort that caught their eye in one click, rather than making them search for it with Static CTAs.



Milestones for the next 12 months

- Increase referenceable customer base and Users
- New product features focused on further legal protections for brands and corporates to be rolled out through the end of 2017 in upcoming pilot programs
- Further monetisation of customer base and users through increasing Average Contract Values (ACVs)
- Expansion of geographic footprint into Europe
- Partnerships with social media platforms, complementary technologies, and agencies
- Continuing revenue growth
- Pilot studies with key brands on industry metrics including decreased legal exposure, reduction in marketing costs, and market penetration to be rolled out in 2017

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