



## ASX Announcement

7 August 2017

# ShareRoot launches European sales push in partnership with Sales Force Europe (SFE)

## Highlights

- Major sales drive for ShareRoot's cutting-edge UGC platform in the European market
- Partnership with SFE to sidestep costs and delays traditionally associated with establishing a European sales office
- SFE has a proven track record in the UGC space, having grown the international sales at LiveFyre substantially in non U.S. territories
- Significant upside sales growth potential

**ShareRoot Limited (ASX: SRO) (ShareRoot or the Company)** is pleased to announce it has signed sales services provider Sales Force Europe (SFE) to help launch the European sales effort for the Company's world-leading cloud-based user generated content (UGC) legal rights management (LRM) platform.

A leader in the sales and marketing support industry, SFE has already helped more than 200 fast-growing technology companies scale their sales and revenue in the US\$16 trillion<sup>1</sup> European market by providing senior sales and channel professionals with strong local knowledge, contacts, and technical expertise.

By appointing SFE, ShareRoot gains access to a highly skilled and motivated sales team across Europe, without incurring the significant delays, complexities, overheads or regulatory barriers traditionally associated with establishing an international sales and marketing office in the European Union.

The initiative has been spearheaded by ShareRoot's recently-appointed Chief Revenue Officer Scott Soroachak, who used SFE at his previous role as SVP Global Sales and Client Services at ShareRoot competitor Livefyre to successfully and dramatically grow international sales. Livefyre was acquired by leading global technology giant Adobe following the subsequent sales growth period.

Soroachak commented: "SFE have a phenomenal track record in the UGC sector, as demonstrated by the dramatic growth in LiveFyre's international sales and revenue. The arrangement allows us to rapidly develop additional scale around growing international revenues in a financially prudent manner and we expect a significantly expanded sales pipeline and revenue growth emerging from this arrangement."

ShareRoot's world-leading software-as-a-service UGC solution is gaining significant traction in the market by allowing clients to easily search for relevant user-generated content across a range of social media services, then request and obtain legal permission for the full legal rights to use this content. The platform also helps brands and companies to effectively utilise these materials as part of their marketing campaigns.

SFE's Gavin Page, who heads the European operational teams, said "ShareRoot brings an exciting dynamic to the UGC market – supporting all the functional requirements needed by brands and publishers today to bring dynamic content to their digital properties but with the security that their use of that content can now be guaranteed secure from the risks associated with use without permission."

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

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

**For more information, please contact:**

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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](http://www.shareroot.co)

**About Sales Force Europe**

Sales Force Europe (SFE) helps high-tech companies to launch, develop and expand their sales internationally. SFE provides on-demand sales teams to accelerate time-to-market and minimize risk for companies seeking to expand sales throughout Europe. Successful companies including Livefyre, Streetline, and RingCentral have tapped Sales Force Europe to quickly and profitably expand their businesses abroad. SFE works in 28 countries and 14 native languages throughout Europe and can be contracted on a part-time or full-time basis. SFE's 75+ on-demand sales professionals represent companies abroad using their local market knowledge and sales contacts to grow revenues quickly. <http://www.salesforceeurope.com>.

**About UGC**

User-generated content (UGC) has emerged as a 'must have' marketing strategy for companies and brands. Industry data shows that visitors spend 90% more time on websites that include UGC galleries. Additionally, social campaigns that incorporate UGC see a 50% lift in engagement, ads with UGC content generate 5-times greater click-through rates, UGC drives a 73% increase in email click-through rates, and increases conversions by 10% when included in the online purchase path.

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<sup>i</sup> <http://data.worldbank.org/region/european-union>