



ASX Announcement

14 September 2017

ShareRoot secures two-year contract following UGC feature upgrades

Highlights

- **Revenue generating 27-month contract, with no cancellation options, signed with high-profile US-based travel and lifestyle company**
- **Validates ShareRoot's strategy of driving sales and revenue growth by providing clients with significant new value-adding features to the UGC platform**
- **Strengthening position in the US tourism and travel market**
- **Pleasing progress on new feature rollout for the UGC platform ahead of a full commercial launch in late 2017**

ShareRoot Limited (ASX: SRO) (ShareRoot or the Company) is delighted to report it has signed a two-year contract with a prominent US-based travel and lifestyle company (the Client).

The 27-month contract, which does not contain any early termination clauses, follows a successful nine-month trial by the Client of ShareRoot's unique cloud-based legal rights management (LRM) platform for user-generated marketing content (UGC).

The deal more than doubles the Client's monthly recurring revenue (MRR) over the previous trial arrangement, with the subscription expanding to include email campaigns, digital media walls, and self-serve contesting.

ShareRoot Chief Revenue Officer Mr. Scott Soroachak, said: "This 27-month contract is a major win for the Company and highlights our strengthening position in the travel and lifestyle sector."

"ShareRoot secured this contract as a direct result of the client-focused upgrades that are being implemented to our industry-leading UGC platform, providing clear validation of our previously announced growth strategy."

"We are strengthening our sales pipeline and continuing to make strong progress towards the full commercial launch of our new UGC platform features later this year, and we have the marketing and technical expertise in place to successfully deliver on our strategy."

The Client adds to a growing number of businesses and brands in the US tourism industry embracing ShareRoot's industry leading UGC technology, with the sector emerging as a major industry vertical for the Company.

The agreement provides clear validation for ShareRoot's previously announced strategy of progressively rolling out new features for its UGC platform, with the development programme being overseen by ShareRoot's Chief Product Officer Jason Weaver.

ShareRoot has made strong progress in its initial roll out of new UGC features to select customers throughout September. This 'soft launch' is helping to provide technical and market intelligence that will benefit the full commercial launch in the fourth quarter of 2017, with additional features to be introduced in early 2018.

Alongside the UGC development work, ShareRoot is working to extend its sales opportunity pipeline ahead of the full commercial launch in late 2017.

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

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.