



ASX Announcement
3 October 2017

ShareRoot signs UGC contract with global partner agency

Highlights

- **Revenue-generating three-month pilot contract secured through partnership with the MMGY Global Marketing Agency**
- **MMGY is the largest integrated travel marketing organisation in the world**
- **The deal highlights ShareRoot's strengthening sales pipeline, particularly in the US lifestyle, tourism, travel and hospitality market**

ShareRoot Limited (ASX: SRO) (ShareRoot or the Company) is pleased to report it has secured an additional contract through its partnership with leading marketing agency MMGY Global.

MMGY Global is a leading marketing agency in the tourism, hospitality and entertainment sector with clients including American Express, Lufthansa, the NBA Cleveland Cavaliers and New York Stock Exchange (NYSE) listed hotel chains.

The revenue-generating contract is for an initial three-month pilot trial of ShareRoot's unique cloud-based legal rights management (LRM) platform for user-generated content (UGC) within MMGY's hotel clients that manage hotel portfolios of over 1,000 properties and revenues of more than US \$140m per annum.

ShareRoot Chief Revenue Officer Mr. Scott Soroachak, said: "This pilot contract is indicative of our strengthening sales pipeline and the recent success in our travel and hospitality vertical and is further validation for SRO's ongoing strategy of adding new features to the UGC platform to drive sales and revenue growth this financial year."

ShareRoot's partnership with MMGY Global has now resulted in three different client contracts.

Mr. Soroachak further stated "This revenue-generating contract is for an initial three-month trial of our UGC platform with the potential for a longer-term deal starting in 2018. The securing of this contract further increases the relevance and effectiveness of ShareRoot's UGC platform for the tourism and hospitality sector. MMGY Global is a leading agency in the tourism and hospitality sector and we look forward to continuing to expand our partnership with them and their global clients into 2018".

This contract also provides additional validation for ShareRoot's previously announced strategy of attracting additional clients by progressively rolling out advanced new features for the UGC platform to selected customers, ahead of full commercial launch in the fourth quarter of 2017.

UGC is continuing to emerge as a must-have tool for businesses, brands and marketers across a range of industry verticals, with interest particularly strong in the US lifestyles, tourism, travel and hospitality sectors.

ShareRoot's strategy is successfully leveraging this growing awareness of the benefits of UGC to strengthen the Company's sales opportunity pipeline, which is feeding through into new revenue accretive sales contracts.

Progress on upcoming full commercial launch of the UGC platform, 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.