



ASX Announcement
15 February 2018

Contract with the world's largest system of privately held campgrounds and additional renewals drive growth

Highlights:

- **Agreement secured with Kampgrounds of America for use of SRO's UGC platform**
- **Two contract renewals with leading brands secured through agency partners**
- **Additional validation of SRO's ability to service large, market leading clients**
- **Sales pipeline continues to strengthen - additional contracts expected near term**

ShareRoot Limited (ASX: SRO) ('ShareRoot' or 'the Company') is pleased to advise that it has secured a contract with the world's largest system of privately held campgrounds, Kampgrounds of America ("KOA") as well as signed two contract extensions with leading brands through the Company's agency partnerships.

The 12 month agreement signed with KOA will provide them with access to ShareRoot's user-generated content platform ("UGC") and display widget subscription services.

Established in 1962, Kampgrounds Of America is the world's largest system of privately held campgrounds and boasts almost 500 locations across US and Canada.

The Company is also pleased to advise that it has secured two contract renewals with established brands through agency partners. The brands, both market leaders in their sectors, will extend for a period of 12 months with contract features to focus on the core functionality and unique community building aspects of SRO's Legal Rights Management UGC platform.

These developments build on the Company's recent momentum of contract wins and renewals, which is most recently highlighted through the agreement with the prominent North American bakery franchise Nothing Bundt Cakes. The Company has also further added to its revenue base following a subscription renewal and upsell with long time customer and the world's largest ticket marketplace, StubHub.

ShareRoot Chief Executive Officer Noah Abelson said: "Securing this agreement with Kampgrounds of America, as well as two additional contract renewals with flagship US brand names provides continued validation of our product offering and the ShareRoot Group's ongoing ability to service blue chip clients.

"As demonstrated through this contract, our agreement with Nothing Bundt Cakes and the recent renewal and subscription enhancement of StubHub, 2018 is showing continued growth for the Company and we're continuing to explore ways to broaden our UGC platform and service offering to customers and consumers to ensure our sales pipeline continues to strengthen.

For more information, please contact:

Noah Abelson

Co-Founder and CEO

E: investors@shareroot.co

For investor and media inquiries contact: Ben Jarvis, Six Degrees Investor Relations: +61 (0) 413 150 448

About ShareRoot:

ShareRoot Limited (ASX: SRO) ('ShareRoot' or 'the Company') is established in the rapidly growing field of User Generated Content (UGC) marketing, providing businesses such as Costco and McDonald's franchisees a platform to search, legally acquire, organize and measure the effectiveness of user generated marketing campaigns.

UGC or Social Network Advertising is forecast to grow into a US\$17 billion per year marketing sector with an 18% compound annual growth rate through to 2019.

ShareRoot works with companies via a platform provided on a monthly charge basis, solving problems of finding suitable social media content, ensuring legal compliance such as privacy regulations, assisting with Customer Identity Management (CIM), and helping to build and monitor the success of marketing campaigns.

About ShareRoot's UGC platform:

ShareRoot's cloud-based UGC solution allows clients to easily search for relevant user-generated content across a range of social media services, request and obtain legal permission for the full legal rights to use this content, then helps them to effectively utilise these materials as part of their marketing campaigns.

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