ShareRoot

ASX Announcement
26 June 2018

ShareRoot has strong end to financial year

- Integration of TSS completed – showing strong growth in current quarter
- MediaConsent Beta rolling out with the initiation of European GDPR laws
- SRO's platforms are primed for growth in the coming year

Highlights

ShareRoot Limited (ASX: SRO) ('ShareRoot' or 'the Company') is pleased to announce that it has completed the integration of social medical specialist agency The Social Science (TSS) and is rolling out its MediaConsent Beta platform to its strategic Advisory Board on time. The Company will close the current financial year in a confident position and these platform and service assets will drive a stronger 2018/19 financial year as it progresses with its strategic initiatives.

ShareRoot completed its acquisition of TSS on 9 April 2018 and the management team have been focused on its integration into the SRO Group and implementing initial efficiencies and a foundation for growth in the current quarter. The Company is pleased to report that TSS has flourished ahead of schedule and has doubled its number of client retainer accounts since the acquisition.

TSS' capabilities and services complement the existing SRO business and include providing compliant data and social management services, content creation, thought leadership, advisory services on compliant data, social engagement, and privacy practices.

TSS' Managing Director Michelle Gallaher stated: "the team has focused on integrating into the ShareRoot business rapidly so that we could move into the business acceleration stage before the end of the financial year. It's really satisfying to see the fruits of this considerable effort in doubling our customer base in the initial quarter and beginning work with some of Australia's most recognised companies. We look forward to building on this initial success into the new financial year as well as playing a key role in launching MediaConsent to the Australian market."

MediaConsent is ShareRoot's new platform that allows companies to be compliant with new digital privacy regulations that are being implemented globally and to allow consumers and individuals to control how they're being tracked and marketed to online by organisations across the globe.

ShareRoot has now initiated the launch of MediaConsent's Beta solution by releasing it to its international advisory board made up of subject matter experts with global privacy and marketing experience.

As announced on 25 May 2018, the company's launch strategy timelines include:

- End of Q4 - launch of MediaConsent's Beta program to advisors
- Q1 - launch of MediaConsent's Pilot program
- Q2 - launch of MediaConsent's commercial rollout

The initial Beta launch to global advisors is dedicated to using all features and functionalities of the platform and providing their expert feedback and recommendations to our development and marketing teams ahead of releasing to Beta and pilot customers over the coming quarters. This will ensure that the platform is positioned to solve all of the issues and concerns of multinational businesses as they strive to comply with new data privacy and identity management regulations being put in place throughout the world and putting control back into the hands of consumers on how they're being tracked and marketed to.

"2018 has continued to be a transformational period for the ShareRoot Group as we continue to build our combined services in the rapidly growing field of legally compliant digital marketing solutions and data and privacy protection. The TSS acquisition was a key strategic acquisition in this process and their integration into the Group is well ahead of schedule as we prepare to commercially roll out MediaConsent in the first half of next year and build multiple revenue streams for the Company", stated ShareRoot CEO Mr Noah Abelson-Gertler.

The MediaConsent platform launch coincides with the introduction of the European Global Data Protection Regulation (GDPR) that went into effect on 25 May 2018. Companies throughout the world could face fines of up to 4% of their global annual revenue if they are found to be non-compliant with the GDPR. MediaConsent's solution enables GDPR compliance by giving consumers the control over what data points companies collect and store on them such as birthdate, address, name, location, etc.

ShareRoot's CEO Mr Abelson-Gertler has worked towards building and securing an influential media presence as the GDPR becomes enforceable. The Company and Mr Abelson-Gertler have been featured heavily across media formats as global issues around customer data privacy breaches have continued to increase over the quarter. ShareRoot is focused on continuing to build its identification as a specialist across compliant and ethical social and digital media platforms and services, protecting people's information and privacy whilst achieving marketing and engagement objectives for clients.

"The ShareRoot team has built the platforms for strong revenue growth into the next financial year. I am very proud of the ShareRoot team including the new members for all the work they have undertaken over the last few months. We all feel that the company is moving strongly forward into the next financial year" stated Mr Abelson-Gertler.

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<u>About ShareRoot</u>

Based in Silicon Valley, ShareRoot is positioned to become a major player in the marketing data and privacy protection ecosystem. The expanding global awareness around consumer data and privacy issues makes ShareRoot's efforts and platforms more timely than ever. ShareRoot's Legal Rights Management UGC platform was the first product the company created, with clients including Johnson&Johnson, McDonald's, and Costco. The company is currently in the process of launching their new MediaConsent platform which is the first platform to give consumers/citizens control of their data and privacy through a preference dashboard. The company also plans to integrate blockchain technology in order to further secure and guarantee the protection of data on its platforms and privacy of the consumers interacting with those platforms. For more information about ShareRoot please visit www.shareroot.co