



ASX Announcement
19 November 2018

ShareRoot adds three international brands to MediaConsent's Pilot program passing the halfway mark

- Three additional international brands to be part of MediaConsent's Pilot program as interest in the platform continues to grow, bringing the total number of pilot brands above half of MediaConsent's Pilot goal
- The three additional pilot brands will be utilizing a variety of MediaConsent's features to identify the perfect fit for their respective brand while giving the Group additional product feedback
- Each of the pilot brands is avoiding the potential of millions of dollars in legal costs by using MediaConsent to remain compliant under the new consumer data and privacy laws
- Of the three new pilot brands, two are existing ShareRoot clients, while the third is a new brand from an existing agency partner
- With the three additional pilots, MediaConsent extends its industry reach to include the media and retail industries

ShareRoot Limited (ASX: SRO) ('ShareRoot' or 'the Company') is pleased to announce that it has added three additional brands to its Pilot program around MediaConsent as brand and partner interest in piloting MediaConsent continues to grow. All three brands will be utilizing MediaConsent's features to build legally compliant networks of consumers and fans for content generation and for setting data, communication, and consent preferences.

ShareRoot's CEO stated, "With these additional Pilot brands, MediaConsent establishes its relevance in two new industries: media and retail, while also garnering interest from two of ShareRoot's existing clients. Like all international brands with websites and an online presence throughout the world, MediaConsent's three new pilots need to ensure that their consumer engagement practices are compliant. ShareRoot is excited to have these three brands as a part of our Pilot program and we look forward to ensuring that MediaConsent gathers the needed consents and preferences from the fans of our three new pilots."

The three participating brands are from the retail, media and CPG industries. The first is a US based sports nutrition supplements company which was brought on by an existing agency partner. The second brand is an existing client and an American multinational corporation which operates a chain of membership-only warehouse clubs and has expanded its use of ShareRoot's products with the addition of an international region. The third brand is an existing client and entertainment company that operates by identifying shareable or otherwise

compelling user-generated videos and then licensing the videos for third-party use and/or featuring the videos in its own productions.

ShareRoot's Chief Product Officer, Jason Weaver, stated, "Our MediaConsent platform gives companies the piece of mind when it comes to privacy and permission settings with their online audience. We are thrilled to have proven our technology's viability with these additional pilot customers and look forward to assisting additional companies with our technology so they can feel secure about their content and data."

The Company looks forward to providing updates on the Pilot program in addition to future progress into MediaConsent's commercial launch in 2019.

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About ShareRoot

The ShareRoot Group is becoming a major presence in the marketing data and privacy protection ecosystem. The expanding global awareness around consumer data and privacy issues makes ShareRoot's platforms essential in this \$14Bn market. ShareRoot has three platforms: ShareRoot's Legal Rights Management UGC platform protecting against unauthorised use of people's social and digital content, with clients including Johnson & Johnson, Singapore Tourism Board, and Costco; the profitable social media marketing agency 'The Social Science' that provides client services and account management layer behind the Group's technology properties; thirdly, ShareRoot is launching the new MediaConsent platform which is the first platform to give consumers/citizens control of their data and privacy through a preference and consent management dashboard. ShareRoot's global business is ideally positioned at the right time to solve the issues faced by consumers and companies in data and privacy in digital marketing. For more information about ShareRoot please visit www.shareroot.co