

ShareRoot

ASX Announcement

5 March 2018

DigitalX Appointed as Blockchain Advisor

Highlights:

- **DigitalX (ASX:DCC) to provide Blockchain expertise to the Board and Management**
- **DCC to advise how Blockchain based systems can enhance SRO's proprietary User Generated Content platform**
- **Blockchain solutions to add another layer of legal protection for SRO customers**
- **SRO to potentially incorporate 'Smart Contracting' and content trading to further enhancing platform offering**

ShareRoot Limited (ASX: SRO) ('ShareRoot' or 'the Company') is pleased to advise that it has appointed leading blockchain and digital advisory company, DigitalX Limited (ASX:DCC) ("**DigitalX**") as the Company's Blockchain advisor.

DigitalX is a Blockchain technology consultancy company with offices in Perth and New York. It provides ICO advisory services, Blockchain consulting services and Blockchain related software development services to deliver innovative products to global markets.

The Company has engaged DigitalX with the aim of introducing a suitable, high quality Blockchain solution that can be incorporated into ShareRoot's proprietary User Generated Content platform, which will track and facilitate the ownership and sale of UGC. The introduction of Blockchain technology has the potential to add an additional layer of legal protection to SRO's UGC platform further protecting customers using the platform. DigitalX will also provide additional Blockchain consulting services to SRO's Board and Management.

ShareRoot Chief Executive Officer, Noah Abelson-Gertler said: "DigitalX is Australia's leading provider of Blockchain consulting services and products and we are excited to have engaged them to work on this project.

"Blockchain technology has the potential to significantly increase the security and safety of our proprietary UGC platform and we look forward to exploring ways to further reduce legal risks for our customers."

DigitalX CEO and Managing Director, Leigh Travers said: "DigitalX is pleased to provide Blockchain consulting services and explore potential solutions that will best suit SRO's business. Blockchain could allow for ShareRoot's UGC platform to be further enhanced with more secure and effective methods of proving the ownership and legal rights of the content through 'smart contracts'.

“ShareRoot could also consider the possibility of trading content through a trustless distributed ledger protocol. Blockchain also has the ability to track contents original creation point, greater enhancing the proof of ownership and property rights.”

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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 McDonalds 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.

About DigitalX:

DigitalX is a Blockchain technology Company with offices in Perth and New York. DigitalX provides Blockchain consulting services, ICO advisory services and software development. Partners can use DigitalX’s technology expertise to deliver innovative products to global markets.