

# ShareRoot

## ASX Announcement

1 February 2019

## Update on Changes to ShareRoot Board

ShareRoot Limited (ASX: SRO) ('ShareRoot' or 'the Company') today announced that, as a result of the shareholders failing to pass the resolution in relation to the consolidation of capital at the Company's General Meeting held on 30 January 2019. Mr Lee Rodne and Mr Peter McLennan have decided to step down as directors of the Board.

Mr Damon Rasheed and Mr Harvey Kaplan have appointed as Non-Executive Directors of ShareRoot with immediate effect.

In addition, Mr Noah Abelson-Gertler has resigned as the CEO of the Company's wholly-owned subsidiary, ShareRoot Inc, and as a Director of ShareRoot Limited with effect from 1 March 2019. A third director will be appointed to the Board prior to this date. A search for a new CEO will commence immediately and an announcement made to the market as soon as practicable.

### Mr Damon Rasheed

Damon has had more than 20 years' experience in the tech sector, including founding several successful start-ups. He is the founder of the Rate Detective Group, one of Australia's largest financial comparison websites. He is also the co-founder of Advantage Data, a leading machine learning and AI consultancy business. His most recent venture is Aurum Data which has built a propriety AI model to value data and discover commercialisation strategies for data sets. He has sat on the boards of several private technology companies both in Australia and overseas.

Mr Rasheed's former roles include CEO of iBus Media Limited, one of the world's largest online media companies and as an economist assessing mergers at the Australian Competition and Consumer Commission (ACCC). Mr Rasheed holds a Masters Degree in Commerce (Hons) and a Degree in Economics (Hons) majoring in statistics.

### Mr Harvey Kaplan

Mr Kaplan is a qualified lawyer and holds a Bachelor of laws from the University of Western Australia. Mr Kaplan's past experience includes working as a corporate solicitor for both Phillips Fox and Mallesons Stephen Jacques. Mr Kaplan spent 15 years at Macquarie Bank as an Associate Director in the Private Wealth Division. In this role he has assisted in numerous corporate transactions involving listed companies. Mr Kaplan is Managing Director of Cove Capital, a boutique corporate finance and strategic advisory firm with offices in Melbourne, New York and Shanghai. Mr Kaplan is also Non-Executive Director of Strategic Energy resources (ASX: SER).

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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 peoples social and digital content, with clients including Johnson & Johnson, McDonald's, 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.

ShareRoot recently acquired Ludomade, a gaming and app development company which will add gaming development applications to the Company.

### **About TSS**

The Social Science is a technology focused social and digital media marketing and content creation company. The company specializes in content across technology industries such as life sciences and healthcare. The Company was founded in 2009.