ShareRoot

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ASX:SRO

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Share Root

Creating value by accessing untapped social media data, with consent, to advance technologies for life

Company Overview – Centres of Value

ShareRoot

- ➢ Strategy firmly focussed in global digital and data revolution in healthcare
- ➢ New leadership team – deep experience in health, data and digital
- ➢ Technology pipeline realigned - 4 lead digital health product candidates
- ➢ Accessing artificial intelligence and machine learning to deliver health insights

- ➢ Recent restructure accelerated revenue generating capabilities and capacity
- ➢ Significantly reduced cash burn - conserving and leveraging cash
- ➢ Looking to leverage IP into financially beneficial partnerships and collaborations
- ➢ Collaborating with research partners securing access to grants and tax incentives

ShareRoot Leadership

Leadership in healthcare, digital and data technologies

Michelle Gallaher
CEO

Dr Julian Chick
Chairman

Damon Rasheed
NED

Marat Basyrov
NED

BAppSc. Grad Dip Bus. MBA   BSc. PhD.   BEc (Hons). MComm (Hons)   BBus. CPA

Data is the new healthcare currency

Healthcare data will experience a compound annual growth rate (CAGR) of 21+% through 2025*

USD$84Bn
valuation

The explosion in health data is due to two key sources:

➢ **Wearables and smart devices**
➢ **Social media**

Stanford Medicine Healthcare Trends 2017 Report

Real World Data Sources

ShareRoot

Social media

Observational cohort studies

BioMarkers / genomics data

Wearables / digital health apps

Electronic Patient Health Records

Mortality data

Patient & population surveys

Pharmacy data

Disease registries

Claims data

Hospital data

Clinical Trial data

Digital health market outlook

ShareRoot

Dec 2018, FDA created a framework to evaluate Real World Evidence (RWE)

RWE - "data regarding the usage, or the potential benefits and risks, of a drug derived from sources other than traditional clinical trials"*
21st Century Cures Act, Dec 2016

Real world data is data relating to a patient health status and / or delivery of healthcare routinely collected from a variety of sources

– including social media, apps and wearables, generated by the patient or carer

*Framework for FDA's Real-World Evidence Program. FDA Dec 2018

"*The interest in RWE is increasing as resources for funding healthcare become more limited, but advances in the technology offer great promise to reduce inefficiencies and support innovation.*"

Dr James Harnett,
Senior Director of Real World Data and Analytics,
Pfizer

"*Social media data allows companies to generate disease markers earlier*"

Dr Emma Sutcliffe,
Consultant Director, Patient Engagement
Grunenthal

"*Popular social media platforms offer new opportunities for learning from patient experiences*"

Stephanie Mason,
Snr Director HEOR Excellence,
Novartis

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Technology Pipeline

Opal – Deep data insights

- New set of AI tools and proprietary analytics processes
- Access to real world data and patient reported content / outcomes
- Access to social media data to identify and understand patient insights
- Biopharma and medtech markets with capacity to pay value-based pricing
- The Social Science client base provides ready market access to clients
- Insights and strategy from Opal drives additional content creation services
- MVP proven with key clients in immunotherapies and chronic pain market
- Revenue positive –but requires further investment to develop and market

Opal

Rank'd – health & science research app

- Ranks academic papers, announcements and content based on search terms
- Research tool that saves time and delivers better ROE
- Only read high value by sorting into a ranked order of importance
- HCP's can stay up to date with new therapies and papers
- Invaluable research tools for PhD and Masters STEMM students
- Subscription fee business model
- Real value is in the data and platform, not the product
- Advertising and survey potential
- MVP developed but requires further user testing and refinement of functionality
- Bulk sales via Universities, hospitals and medical research institutes

Widget – Social media sales accelerator

- Disrupting influencer marketing approach on Instagram & Facebook
- Influencer gets paid only on commission
- UGC drives sales via Instagram
- Ethical and compliant with GDPR
- Creates UGC gallery and deep content pipeline
- Direct results from influencer campaigns
- Customer preferences are and insights revealed
- ROI and ROE are measurable and repeatable
- Lower risk that current influencer marketing model
- Revenue positive – proven MVP
- Requires significant marketing / sales campaign support & brand development

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MediaConsent Medical – data rights & access platform

MediaConsent

- Free for consumers to use
- Aggregation of patient data – clinical, personal, public
- Consumer control data access – ethical and consent-based
- Consumers can donate data to medical research
- Compliant access to real word data and real world evidence
- New drug discovery and research platform
- Collaborating with 3 leading Australian healthcare organisations
- First mover in the $1bn+ health data protection and access sector
- Research ethics, ownership and consent requirements increasing
- Revenue derived from researchers who pay to access

125 YEARS ST VINCENT'S HOSPITAL MELBOURNE   Cancer Trials Australia   neuroscience trials australia

Technology Pipeline

	MVP	Client trial	Pre-launch	Market launch	Scale
Opal					
Widget					
Rank'd					
Media Consent Medical					

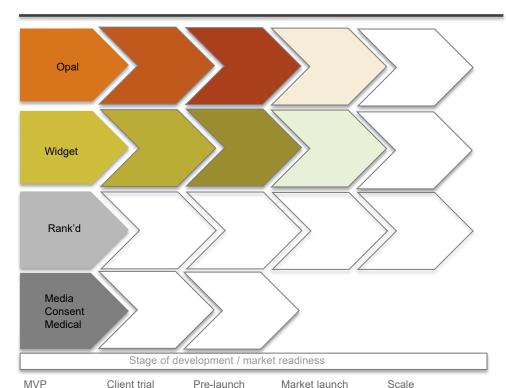Stage of development / market readiness

Both 'the widget' and Opal are revenue positive at Beta test stage with active clients

'the widget' and Opal market access and launch plans are yet to be fully developed 'the widget" is also awaiting brand development treatment

Revenue Streams

Financial Overview

Revenue
Rapid growth
90% increase in 2019
167% increase in 2018

Cash burn
Conservative approach
40% decrease in 2019

Employees
Reduction of staff numbers by 40%
Client services staff based in Melbourne,
Denver and Los Angeles

The Social Science acquired April 2018
Ludomade acquired 2018

Earnings / loss per financial year for the consolidated entity for five years to (est) 30 June 2019..
2014 and 2015 operating as Monto Minerals. Ref: SRO Annual Report 2018,

Revenue streams

Insights	Client Solutions	Technologies

Revenue derived from:

- **Client projects** quoted based on a value based pricing model

- **Research Industry Partner** – Industry linkage grants & service provision to academics

Client acquisition strategies:

- **Opinion leadership** published and presented on new methodologies and tools (AI & ML) being applied to product development and market access

- **Sharing strategies** – NPS, word-of-mouth, social media (paid & organic)

Revenue derived from:

- **Retainer clients,** delivering monthly social media management and content creation services
- **Project clients**, addressing a specific objective around content, community or analysis
- **Training clients**, delivering social media skills development
- **Crisis & issues management**, supporting clients in the event of an issue or crisis

Client acquisition strategies

- **Opinion leadership** published and presented
- **Social media marketing campaigns** – LinkedIn, Facebook and Twitter
- **University & Govt approved supplier status** – tenders & grants

Revenue derived from:

- **Widget** – cross sold into existing clients via client solutions. Launch will include (paid & earned) social media marketing campaign targeting agencies. Revenue model includes a percentage of sales and/ or monthly retainer

- **Rank'd** – freemium/ tiered access model to attract user base, focus on adoption. Targeting universities and corporates to an enterprise package**.** Launch will include targeted social media marketing (paid & earned) campaign

- **MediaConsent Medical** – enterprise pricing based on a value based pricing model for researchers and corporates

  Client acquisition strategies:
  Targeted marketing campaigns (paid & earned) plus opinion leadership attraction approach

Sales & revenue pipeline

Insights

Customised audience insights – accessing and analysing real world data and real world evidence
Proprietary coded process approach to problem identification and solution development using design thinking principles
Value-based pricing model
Beta test successful in medicinal cannabis project - FOC
Beta test in cell therapies project due to commence in late June and will generate revenue

Client solutions

Expanded capabilities, access to new SEO & SEM tools and strategy and management skills
Opening up internship opportunities to grow talent pipeline
Integrating Melbourne and US client services team to deliver wider services and access US and Australian market
Opal insights drives content creation services and community management strategies

Technologies

Introduction of Rank'd – MVP stage
Introduction of Widget – yet to be branded. In Beta phase with clients generating revenue
MediaConsent Medical – beta phase with partners FOC. Seeking partnership investment

Our **clients**

A representative sample of ShareRoot client list
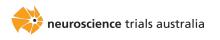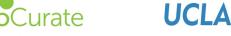
the social science.

- Acquired (April 2018) a social media marketing and content creation agency with a focus on compliant social media campaigns and management in the STEMM sector.
- Cash flow positive
- Retainer contracts 60% of revenue plus projects & training
- High value client base in biopharma, medtech and health services
- Brand equity in market as leaders and innovators
- Opinion leadership in digital health critical for market access strategy
- Critical know-how in delivery of Opal – digital insights
- Highly skilled workforce of health content creators and marketing strategists
- Significant opportunity for cross selling proprietary technologies

Blue Sky: Ready market access route for new technologies & market leadership
Significant revenue growth potential with scale – technologies and skills

- ➢ ShareRoot has maintained a sales and service team in Denver since 2015
- ➢ The 2PTE team members deliver revenue-generating services to clients
- ➢ Dual development role with "widget" and beta test clients

- ➢ Cash flow neutral, expected to be cash flow positive within 2019 calendar year
- ➢ 10% retainer contracts, majority project contracts
- ➢ Significant opportunity for cross selling proprietary technologies

Blue Sky: Sales growth potential and committed, highly skilled workforce with corporate knowledge and deep client relationships. This group will become an important US market access point for new technologies and services

ShareRoot Value Proposition

➢ Skilled leadership in health and digital transformation

➢ Restructured pathway to profitability and market stewardship

➢ Focus on the $84Bn growing global digital healthcare industry

➢ Technology pipeline increased from 1 to 4 candidates

➢ Optimising digital and data using artificial intelligence and machine learning

➢ Revenue growth set to accelerate

Michelle Gallaher
Chief Executive Officer

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