

ShareRoot

ASX:SRO

Investor webinar

Wednesday 30th October 2019

1.30 AEST

www.shareroot.com



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Value proposition

Creating value by accessing and analysing untapped real world data, with consent, to understand the real lived experience of patients managing disorders, illness and injury.

The unique insights our novel AI-enabled technologies and methodologies deliver shape and influence the way in which healthcare delivery and the development of new lifescience technologies can be improved, validated and progressed.

Every data point is a personal story.



Company overview - update

- Strategy focussed on delivering data insights and digital services to global health market
- AI and novel methodologies applied to aggregate and investigate data
- Growing revenue base from expansion of new services - new clients
- Collaborating and partnering for revenue growth and scale
- Technology pipeline progressing as planned
- Facebook and Twitter marketing partner status achieved
- Revenue remains on forecast - up 37% on previous quarter
- Staff costs reduced by 45% as a result of restructure
- Administration costs further reduced by 45%
- Final stage of company restructure - name change



Leadership team

HQ: Melbourne, Australia
Satellite Office: Denver, USA

Employees 6 FTE
4 PTE



Michelle Gallaher
CEO
B.AppSci, Grad Dip Bus. MBA



Dr Julian Chick
Chairman
BSc. PhD.

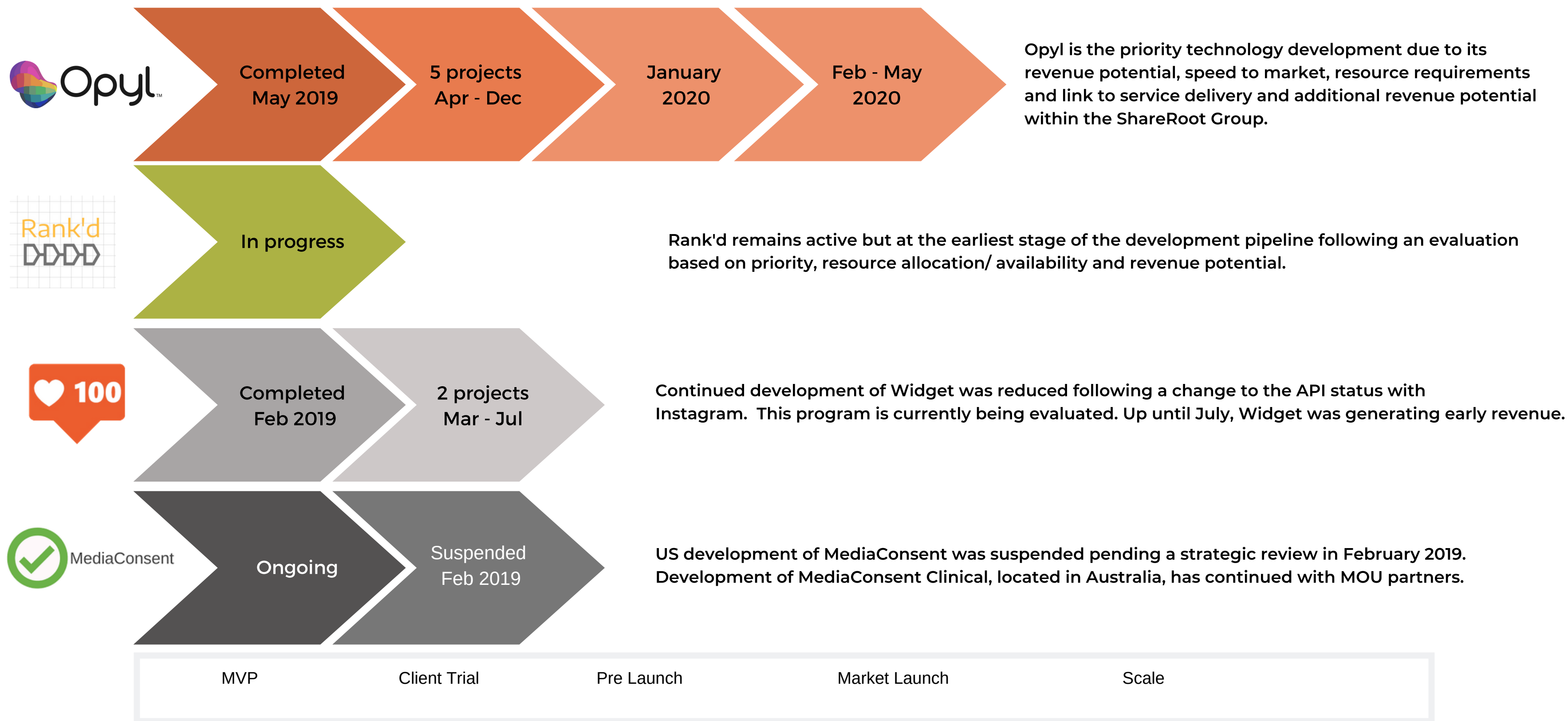


Marat Brayrov
NED
BBus. CPA Grad Dip Bus.



Damon Rasheed
NED
BSc. MC-Econ

Progress Report - update



Progress Report - update



Milestones

- 5 beta clients with projects valued at a total of approximately AUD\$90K - pilot price point
- 2 pilot projects complete
- Twitter and Facebook marketing partner status confirmed
- 3rd and 4th project due to commence Nov & 5th in Dec
- Pilot phase due for completion Feb 2020
- Full market launch scheduled for Feb 2020
- Recruiting business development / sales support
- Beta clients and projects selected based on testing technology and methodologies

Challenges

- Improve efficiencies to deliver projects faster
- Codifying methodologies to achieve scale
- Identify optimal clients and problems aligned to the Opyl solution
- Business development/sales support to achieve marketing and sales projections









Progress Report - update







Identifying projects and clients best suited to Opyl

- Healthcare or wellness
- Global issue
- Market access challenge
- Sentiment / behaviour change challenge
- Sales / adoption support
- Identifying digital influencers

The influencers of #Retinoblastoma

	World EyeCancer Hope @wechope	100
	CRRAB @rb_research	97
	Alexx 🇨🇦 @ChildLifeAlexx	92
	Paediatric Oncology @WorldSIOP	91
	Prosthetics Advancement Lab @prostheticslab	84
	Sandra staffieri @SandraStaffieri	60
	SallyTest Peds Ctr @sallytestcentre	60
	POINTE @CancerPOINTE	35
	Morgan Livingstone @ChildLifeMorgan	25

Latest Tweets

-  **@SuzieSiegel** 3 hours ago
RT @Rndubois: Bone and Soft Tissue Sarcoma Risk After #Retinoblastoma: <https://t.co/igfj51iWiD>
-  **@JPOSJournal** 6 hours ago
#OnlineOnly #Ultrasonography helps in distinguishing vitreous recurrence of #retinoblastoma from asteroid #hyalosis in a 37-year-old man <https://t.co/Ni766FRXCj> <https://t.co/JYPxVEn5SE>
-  **@Rndubois** 9 hours ago
Bone and Soft Tissue Sarcoma Risk After #Retinoblastoma: <https://t.co/igfj51iWiD>
-  **@wechope** 10 hours ago
Parents and survivors talk daily via #SocialMedia, sharing details of their personal #retinoblastoma journey. It's human nature to compare notes, But we must remember we are all individuals, many variables shaping our unique experience of #EyeCancer. <https://t.co/fzKoh26pRc>

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Progress Report - update



Codifying the methodology and tool selection - Project plan

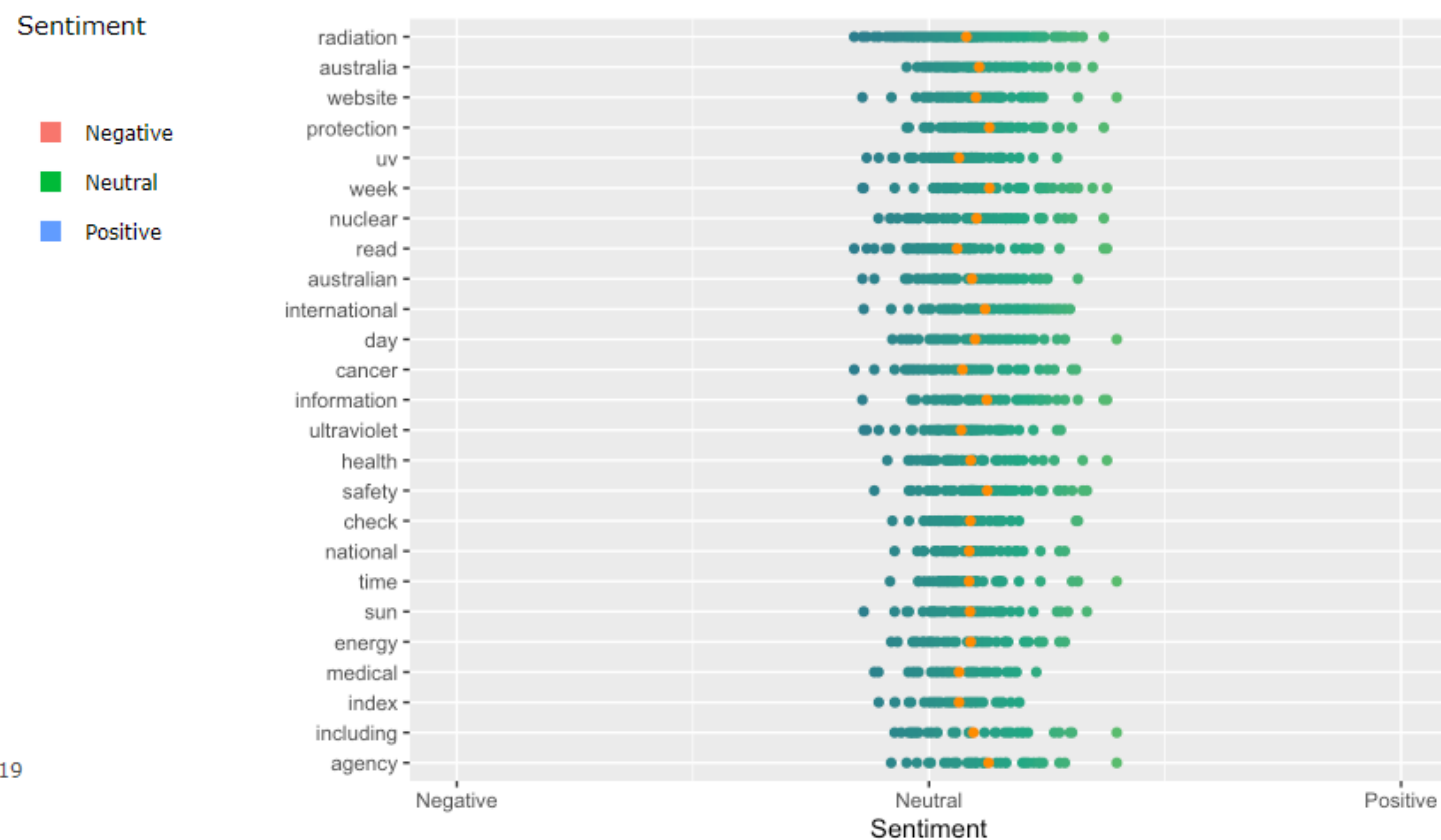
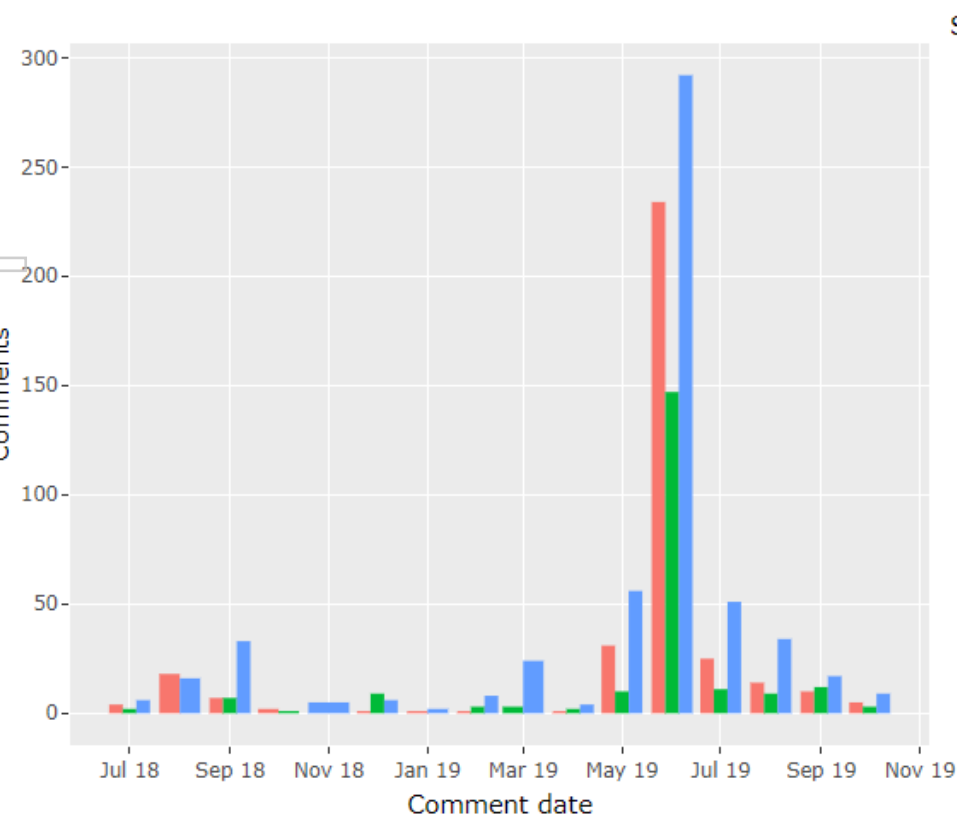
Stage 1 - Understand the problem and identify key elements for investigation and analysis

Stage 2 - Identify AI and data tools appropriate

Stage 3 - Interrogate the data and apply analysis

Stage 4 - Translate into actionable insights

Stage 5 - Provide content/ monitoring services



Word	Number of posts	% of posts	% positive	% neutral	% negative	Positive-Negative ratio
radiation	186	1.6	78.0	0.0	22.0	3.5x
australia	79	0.7	92.4	1.3	6.3	14.7x
website	69	0.6	89.9	1.4	8.7	10.3x
protection	67	0.6	94.0	0.0	6.0	15.7x
uv	61	0.5	83.6	0.0	16.4	5.1x
week	61	0.5	93.4	0.0	6.6	14.2x
nuclear	60	0.5	76.7	0.0	23.3	3.3x
read	58	0.5	65.5	0.0	34.5	1.9x
australian	57	0.5	84.2	1.8	14.0	6x
international	57	0.5	89.5	0.0	10.5	8.5x
day	54	0.5	90.7	0.0	9.3	9.8x
cancer	52	0.5	76.9	0.0	23.1	3.3x
information	52	0.5	90.4	0.0	9.6	9.4x
ultraviolet	52	0.5	82.7	0.0	17.3	4.8x
health	51	0.4	84.3	2.0	13.7	6.2x
safety	51	0.4	88.2	0.0	11.8	7.5x
check	49	0.4	91.8	0.0	8.2	11.2x
national	49	0.4	89.8	0.0	10.2	8.8x
time	49	0.4	89.8	2.0	8.2	11x
sun	47	0.4	89.4	0.0	10.6	8.4x
energy	44	0.4	75.0	2.3	22.7	3.3x

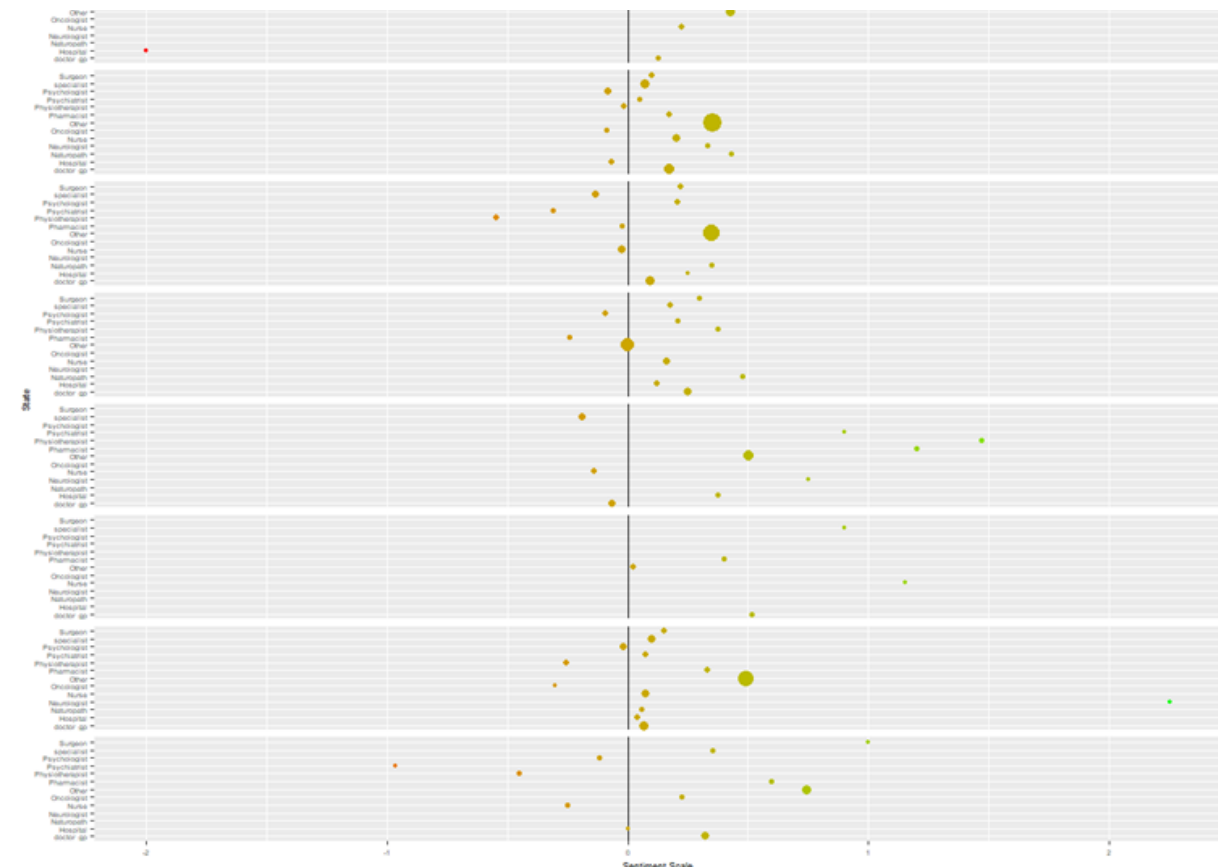
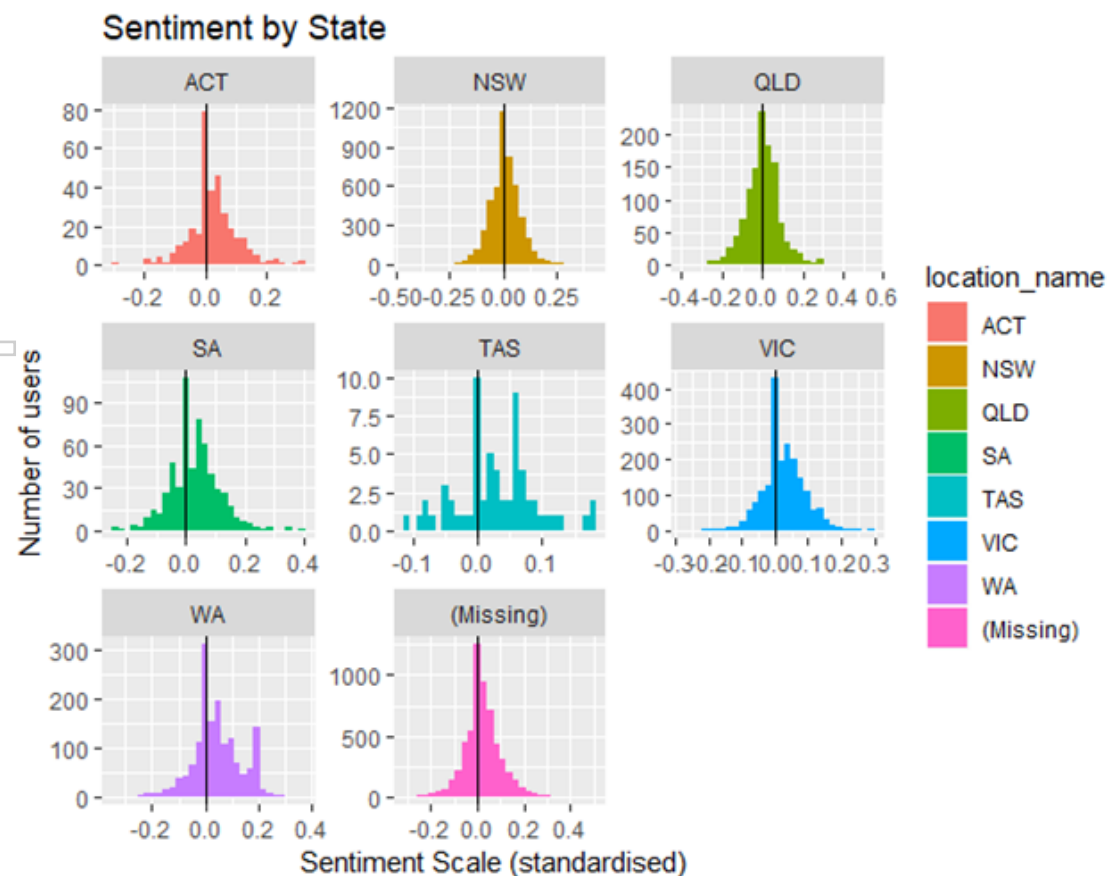
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Progress Report - update



Problem analysis is critical in being able to unpack the issue to be investigated - Problem statements

- A core problem usually has a number of key elements, each one an individual problem statement
- Suite of technologies and methodologies - selecting the best solution and then translating that is our IP
- Creating the right data set can be trial and error
- Analysis and translation is where the value is realised for the client



(New Audience) 25K - 30K monthly active people

People on Facebook Country: Australia

Demographics Page Likes Location Activity

Top Cities Top Countries Top Languages

Cities	Selected Audience	Compare
Perth, Western Australia, Australia	1%	+400%
Newcastle, New South Wales, Australia	2%	+82%
Sunshine Coast, Queensland, Australia	1%	+67%
Perth, Western Australia, Australia	6%	+50%
Vollongong, New South Wales, Australia	1%	+43%
Hobart, Tasmania, Australia	1%	+11%
Adelaide, South Australia, Australia	2%	+5%
Gold Coast, Queensland, Australia	1%	+0%
Brisbane City, Queensland, Australia	3%	-3%
Sydney, New South Wales, Australia	13%	-10%
Melbourne, Victoria, Australia	6%	-35%
Brisbane, Queensland, Australia	1%	-50%

See Top 10

Sources of revenue



DIGITAL COMMUNICATION & MARKETING STRATEGY

Current service offering provided by The Social Science team. Includes digital communication strategy, recruitment to clinical trials using social media and content creation



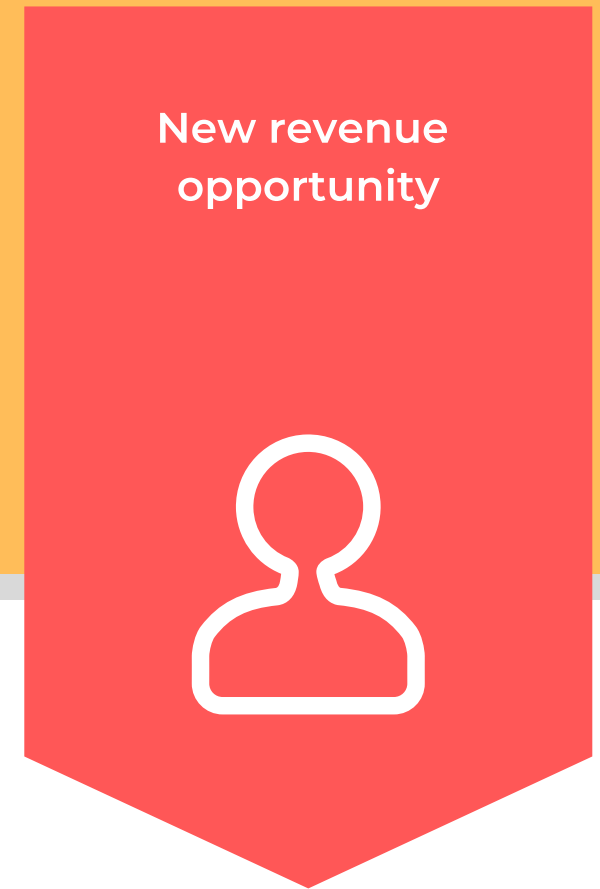
INSIGHT - OPYL

Using social media data and AI technologies, clients gain access to customer/user insights that deliver results to drive new product development, market access and improve engagement and experience strategies



TECHNOLOGY PIPELINE

ShareRoot is actively building a technology pipeline centred around the use of AI to identify, aggregate and interrogate health data



New revenue opportunity

CLINICAL TRIAL RECRUITMENT VIA SOCIAL

A new major offering is a social media clinical trial recruitment service. This service has evolved over the past six months generating ~AUD\$40k. Major marketing campaign kicks off Nov 1

New revenue



Clinical Trial Recruitment Optimisation

- Trial recruitment is inefficient and ready for digital disruption
- Social media advertising expenditure growing
- Social media is cheaper, more efficient and targeted
- Social media can also play a role in retention and engagement
- Machine learning can be applied to identify populations
- Machine learning could also be applied to predict outcomes
- Campaign launch at AusBiotech Oct/Nov 2019
- Pilot with 3 clients delivering ~AUD\$40k in additional revenue
- Identified technology project partner - CDA in place



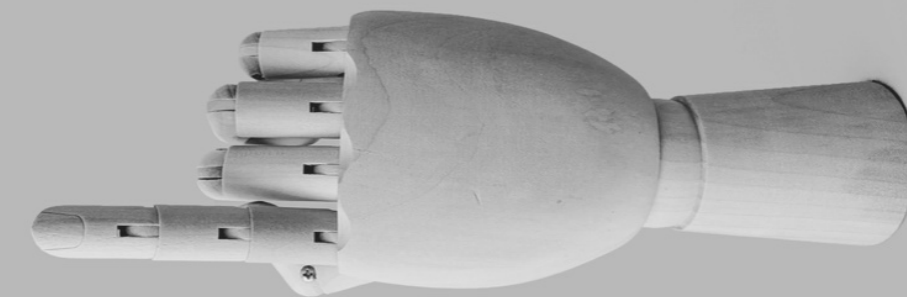
MONASH
University

MONASH
NUTRITION
DIETETICS AND
FOOD



Financial update

- Revenue remains on forecast
- Revenue up 37% on previous quarter
- Staff costs reduced by 45% as a result of restructure
- Administration costs further reduced by 45%
- Successful rights issue in July 2019
- R&D tax incentive / EDMG application underway
- New revenue opportunity opened - recruitment optimisation
- Repaid loan to Antanas Guoga
- Consolidation of capital 100:1



\$SRO to \$OPL

Why re-brand?

- Brands have value in building equity & trust
- We need a marketable platform relevant to industry segment & offering
- Identified misalignment in translation of 'ShareRoot' in Australia
- Opyl tested positive within target market
- Opyl has relevance in global markets
- Currently competition between SRO sub brands - confusion with clients
- Marketing of new services and technologies scheduled to launch with new branding early 2020

Upon changing to Opyl, all of the sub brands within the ShareRoot Group of Companies will be eliminated

This is the final stage in the transformation of the business



**AGM 27th November 2019
10am AEST**

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105 Wellington Street
St Kilda**