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ANNUAL
GENERAL
MEETING
2019

Wednesday 27th November 2019,
10.00am. Engine House, St Kilda, Victoria.

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Our mission is to create value by accessing and aggregating social and clinical data, with consent, to improve health and wellness, and to advance life science technologies



1. **Reposition ShareRoot** to engage, contribute and generate value within the emerging global digital health market.
2. **Create a unique point of difference in developing novel AI technologies and translation methodologies** with the capability to access patient/physician reported outcomes and perceptions on social media and integrate structured and unstructured data sets.
3. **Commercialise and scale technologies and services** generating exponential value and advantage for clients and stakeholders.
4. Work within and contribute to an informed and **ethical industry framework**.

GOALS



COMPANY YEAR IN REVIEW



MediaConsent

- New board appointed Feb 2019
- Strategic & technology review
- Divestment of Ludomade commences
- Retain MediaConsent Clinical (AUS)
- Integration of services
- Staff costs reduced by 45% (US)
- Administration costs reduced by 45%



- New CEO appointed
- Relocate SRO HQ in Melbourne, Australia
- Pivot to digital health
- Successful rights issue (July) raising \$1.2m
- Collaborate to scale and access AI/ data tech
- Rebuild tech pipeline (4 candidates)
- Pilot Opyl MVP (April - May)
- Scale Opyl MVP - 5 pilot projects (Apr - Jan)
- Widget to pilot with clients
- Rank'd pre MVP
- MediaConsent Clinical MOU remain active
- Operational efficiency agenda continues



- Facebook & Twitter Marketing Partner secured
- Opyl pilot clients begin to generate revenue
- Launch social media study recruitment service
- Commence development of clinical trial predictor tool
- Commence search for global services partner
- Rebrand to Opyl Limited (ASX:OPL)
- Growing revenue base from expanded client services
- Revenue forecast remains on track

Review (Feb - Apr 2019)

Reinforce (Mar - Jun 2019)

Reinvest (Jun - Dec 2019)

COMPANY OVERVIEW

Services

Digital marketing, digital experience, content creation and social media management

Revenue derived from retainer, project and training streams

Client base is predominantly STEMM sector focussed

93% of current revenue

Services marketed globally eligible for EDMG

New service: clinical trial recruitment via Facebook - \$40k additional revenue



Solutions

Deep insights and analysis of structured and unstructured data using AI tech and novel methodologies

Revenue derived from projects - sector with greatest potential for near term scale and revenue

Client base exclusively health and wellness

7% of current revenue

Cross sell from Services clients

Market leadership position - point of difference is access to social media data via Facebook/ Twitter



Technologies

Platform tech that can sort, rank, interpret, predict and integrate health or scientific data

Revenue derived from subscription/ license model with additional revenue potential from data optimization

Target market is in health care and research sector

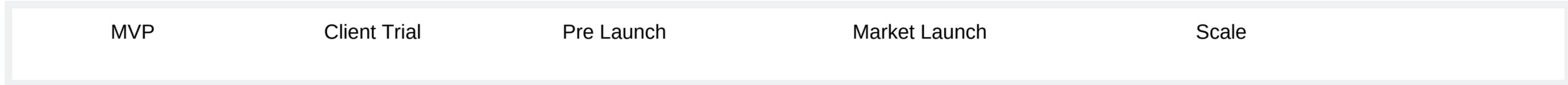
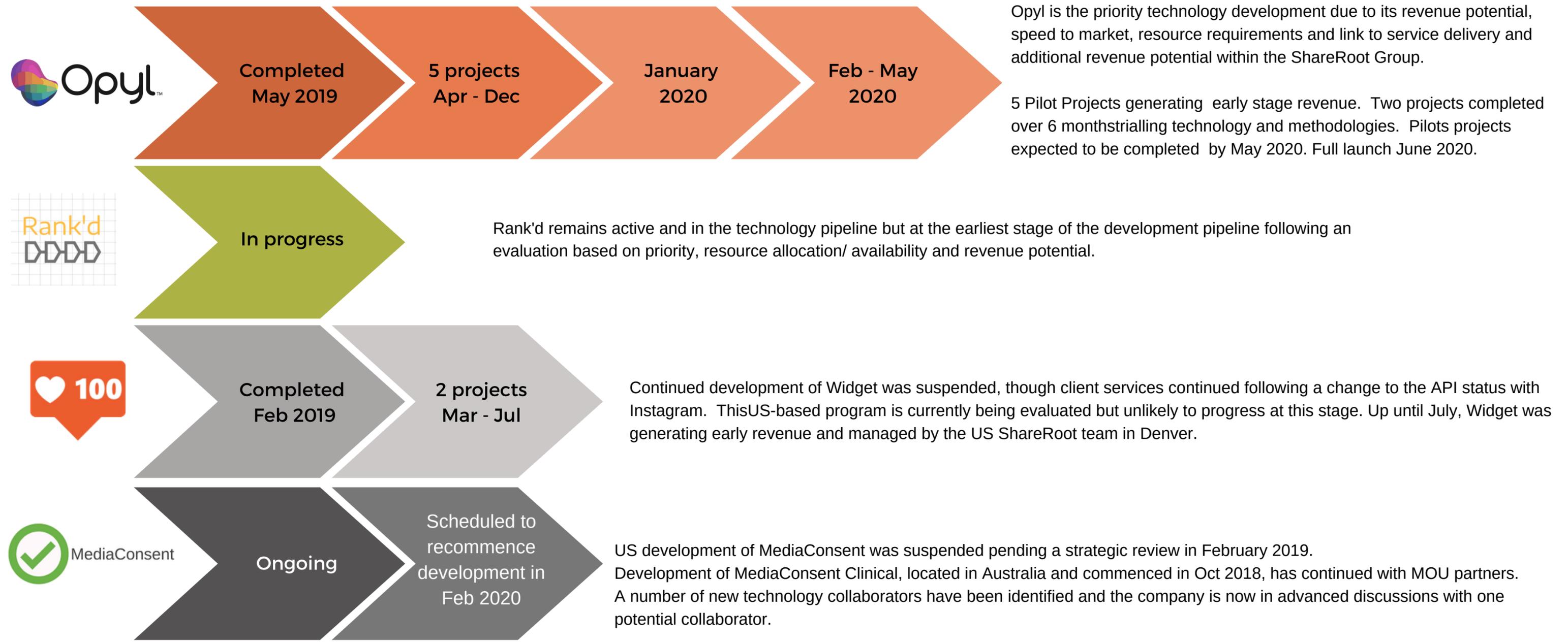
R&D expenditure eligible for refundable 43.5% tax incentive

Collaboration dependent

Potential for commercial partner or acquisition



PROGRESS REPORT - AGM 2019 UPDATE





DEEP DATA INSIGHTS

- New set of AI tools and proprietary analytics processes and methodologies
- Access to real world data and patient reported content / outcomes
- Point of difference is 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
- Revenue positive –but requires further investment to develop and market

Milestones:

- 5 beta clients with projects valued at a total of approximately AUD\$90K - pilot price point
- 2 pilot projects completed
- Twitter and Facebook marketing partner status confirmed
- 3rd and 4th project due to commence Nov & 5th in Dec.
- Pilot phase due for completion Feb
- Full market launch scheduled for June 2020
- Will commence recruiting business development / sales support early 2020
- Beta clients and projects selected based on testing technology and methodologies
- Need to improve operational efficiencies to deliver projects faster and codifying methodologies to achieve scale

MEDICAL DATA RIGHTS & ACCESS PLATFORM



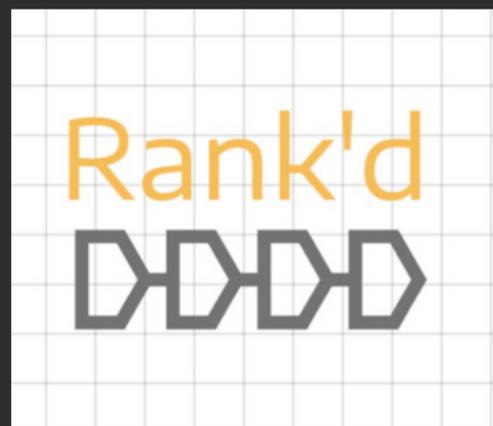
- Only focussed on Medical and clinical applications of the platform
- Aggregation of patient data – clinical, personal, public
- Free for consumers/ patients to use
- Consumer controlled data access – ethical and consent-based
- Consumers can donate data to medical research
- Compliant access to real word data and real world evidence (PRO)
- Potential drug discovery and research platform
- Collaborating with 3 leading Australian healthcare/ trial organisations
- Research ethics, ownership and consent requirements increasing
- Revenue derived from researchers who pay to access
- A key offering in a clinical trial/ study suite of services and technologies

Milestones:

- 3 MOU's signed with major collaborators for MediaConsent Clinical
- Search undertaken for Australian technology collaborator - advancing discusisons with one potential collaborator
- Expendature on MediaConsent US has ceased, significantly reducing R&D spend



HEALTH & SCIENCE RESEARCH APP



- An app that 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, students, or scientists 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

Milestones:

- Collaborators identified and use case/ technology plan in development
- Will require significant investment in market launch, advertising and direct management to drive sales and service

FINANCIAL OVERVIEW

Revenue - Growth

167% increase in revenue in 2018
90% increase in revenue 2019
Partner services for global scale

Expenditure - conserve to optimise

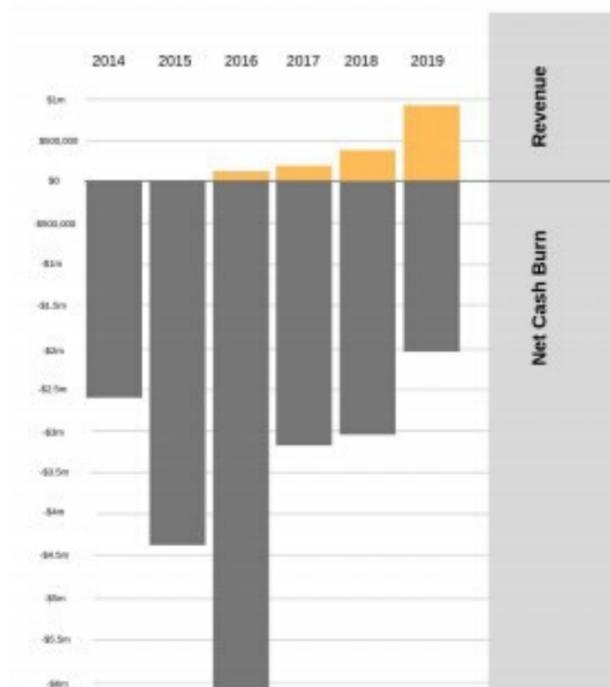
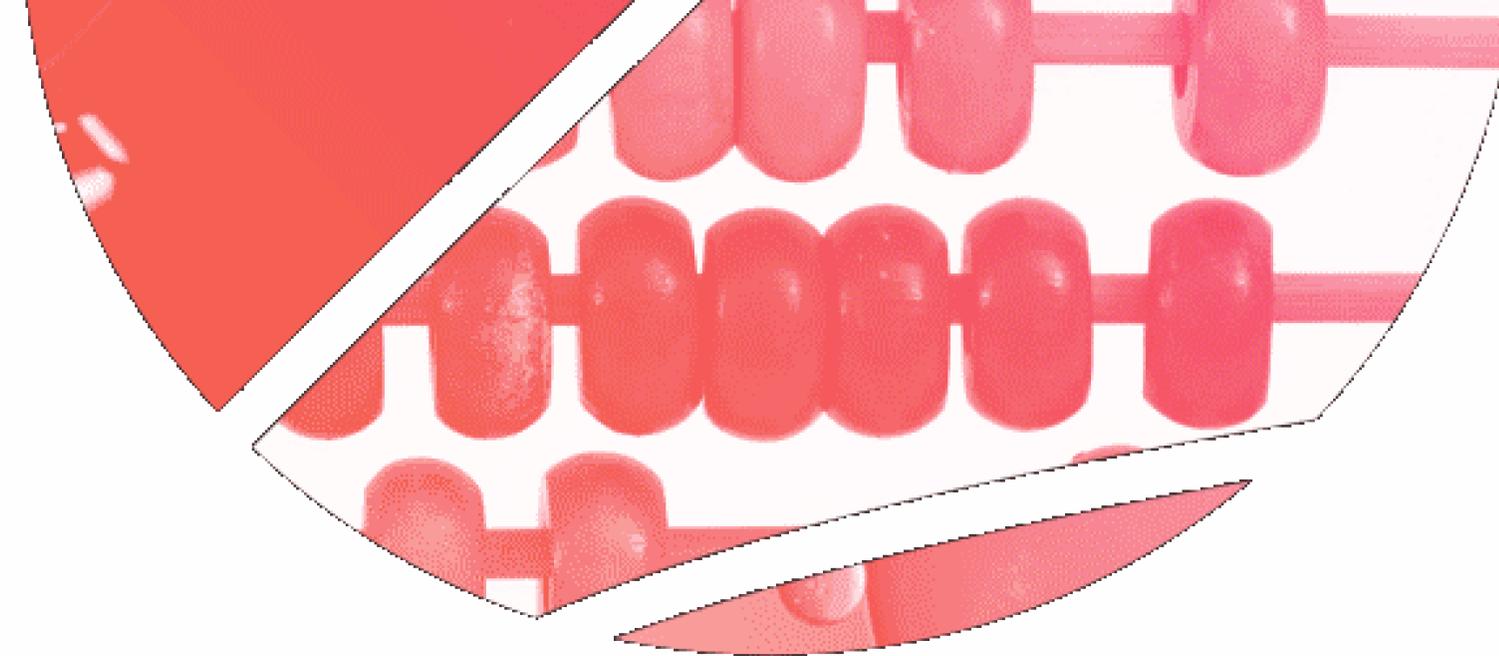
45% decrease in 2019

Future investment

Reinvest in Opyl services capacity and marketing/ sales support
Invest in development of Clinical Trial Predictor Tool (Market launch May/ Jun 2020)
Invest in development of Rank'd to MVP, client pilot

Projection

Cash flow positive within 12-18 months
Opyl Services expected to be a key driver of sustainable revenues long term
Additional revenues derived from clinical trial recruitment to provide near term cash flow
R&D tax and EDMG refund (\$200k)



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