

# ShareRoot

## ASX Announcement

9 January 2019

## ShareRoot collaborates to apply MediaConsent to support cancer research

- Cancer Trials Australia is the third collaborator to be announced in the MediaConsent medical project led by The Social Science (TSS).
- The collaboration will apply the MediaConsent platform in a cancer clinical trial setting via Cancer Trials Australia (CTA), with the view to supporting greater engagement and understanding of patients who are participating in clinical trials.
- CTA is the largest cancer trials network in the Southern hemisphere. CTA is a not-for-profit, member-based organisation located in the Victorian Comprehensive Cancer Centre, consisting of 24 clinical site Members and 3 research institutes, across 4 Australian states.
- MediaConsent Medical project kicks off with all MOU collaborators on 1 February 2019 in Melbourne, to determine how clinicians, researchers, healthcare administrators, digital health developers, patients and carers want to access, aggregate, analyse and control health data.

ShareRoot Limited (ASX: SRO) ('ShareRoot' or 'the Company') is pleased to announce a third collaboration participant in the application of MediaConsent to medical research and healthcare settings with Cancer Trials Australia (CTA) joining the project.

The MediaConsent Medical project now has three health or medical research related collaborators – St Vincent's Hospital, Melbourne, Neuroscience Trials Australia, and CTA, each a world-class major research and/or clinical provider in Australia.

"The value of data in medical research is only growing as we find better ways to access and use data," said Michelle Gallaher, MD of The Social Science and leader of the MediaConsent Medical project. "I'm really pleased to see MediaConsent applied to accelerating medical research and opening new ways for patients and carers to contribute to research by donating their data."

"We recognise the changing interest and value placed on real world data and real world evidence by both global regulators and the biopharma industry in shaping new treatments and products", said Kurt Lackovic, CEO of CTA. "A platform like this could really democratise and transform clinical trials, enabling so many more people to participate in research, particularly from remote and regional areas or migrant populations that find it typically difficult to participate in clinical trials."

The collaboration will apply ShareRoot's MediaConsent platform as a tool that offers clinical researchers access to a variety of consented real world data and evidence, in one platform. The benefit of the MediaConsent platform in a healthcare setting may deliver:

- All data accessed via a single consent platform that puts the patient in control.
- No data is held within MediaConsent posing a significantly reduced data security risk.
- Ability to use data from patient's social media to understand a patient's lived experienced with an illness, condition or injury.
- A rich, vertically integrated diverse dataset that may offer new insight into causal relationships, attitudes, behaviours and outcomes.
- Compliant platform with new and emerging legislation and regulation regarding data ownership, data security and data privacy as well as existing codes of conduct, regulation and legislation that all healthcare providers and developers must adhere to.

Data that may be able to be integrated into the MediaConsent Medical platform may be derived from a number of sources which the patient would give consent for researchers and clinicians to use including data from: social media and the internet, digital health wearables, private and public health records and statistics.

The core of the MediaConsent platform puts patients in control of their data at all times via a dynamic rights management and consent interface. This ensures clinical researchers are compliant with various data privacy and data ownership legislation and regulations that are coming into force around the world.

The shared goal with the MediaConsent clinical collaboration is to demonstrate how ShareRoot's technology protects patient data and privacy whilst supporting the advancement of clinical research within a secure and compliant platform that ethically draws data from multiple sources including wearables and social media.

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**About Cancer Trials Australia**

Since formation in 1993, CTA has supported the administration of over 1,300 oncology clinical trials conducted within Australian hospitals, which have recruited in excess of 8,000 cancer patients. CTA aims to be the best partner for clinical trials by creating a communication portal for trial feasibilities, offering a

full range of clinical trial start-up and post-approval services, providing access to a clinical trial management system as well as financial management of all types of clinical trials.

### **About The Social Science**

The Social Science (TSS) is a specialist STEM digital marketing agency based in Melbourne, Australia. TSS was acquired by ShareRoot in April 2018. Michelle Gallaher is the Managing Director of TSS and a recognised leader in the Australian biotechnology and life sciences sector.

### **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 people's social and digital content, with clients including Johnson & Johnson, Singapore Tourism Board, 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. For more information about ShareRoot please visit [www.shareroot.co](http://www.shareroot.co)

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