

# ShareRoot Ltd

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## ShareRoot to turn focus on opportunity in healthcare sector

ShareRoot Ltd (ASX:SRO) will focus on delivering digital, data and artificial intelligence (AI) technologies and services in the global healthcare sector.

The company's recently appointed CEO Michelle Gallaher said: "The past few weeks have been spent researching, designing and trialling a number of new technology and service concepts to address the high value biopharma and healthcare market.

"There is virtually no healthcare, diagnostic or biopharma organisation in the world that is not gearing up to incorporate AI, digital and data.

"This is a very exciting time as the global sector is developing at an extremely rapid pace and because of the leadership position of The Social Science (TSS), our knowledge of the life sciences and health markets and our digital platforms we are very well placed to compete.

READ: ShareRoot appoints Michelle Gallaher CEO, new business plan to be released

TSS is a specialist social media marketing agency co-founded by Gallaher that was acquired by ShareRoot in April 2018.

Optimising revenue-generating areas of business

A key near-term priority for the company has been to optimise the revenue generating areas of the business, improve operational efficiencies and consolidate resources to conserve cash.

The outcome of the past month has been a reduction in overall running costs, more efficient company operations, redefined focus and a strategic direction for the company in the growing digital healthcare industry.

Gallaher added: "At this point in time every dollar counts and we have to ensure we employ every cent toward generating revenue or generating value - no exceptions."

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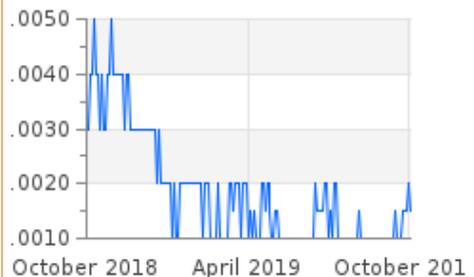
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**Price:** 0.0015

**Market Cap:** \$4.42 m

### 1 Year Share Price Graph



### Share Information

**Code:** SRO

**Listing:** ASX

**52 week High Low**  
0.005 0.001

**Sector:** Tech

**Website:** [www.shareroot.co](http://www.shareroot.co)

### Company Synopsis:

*ShareRoot Limited (ASX:SRO) is focussed on user generated content licensing, data protection & social media management.*

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