



adcorp

Friday 22 July 2016

Adcorp Investment in Shootsta

Adcorp Australia announced today that it made an investment in the video start-up business Shootsta to complement and strengthen its existing service offerings.

Shootsta is a Sydney-based company that empowers companies to create their own professional videos. Using a Shootsta kit that includes a camera and all the necessary accessories for a quality production, clients can create their content, upload it to the Shootsta cloud-based video hub and within 24 hours a professionally-edited video will be delivered.

Adcorp CEO David Morrison stated "Shootsta is an exciting concept that bridges the gap between DIY video and traditional production companies. Online video content is growing at a very rapid rate and companies now need to provide regular and interesting content to their stakeholders to drive engagement with their digital platforms. Shootsta now makes that task easy and affordable."

Shootsta co-founder and CEO Mike Pritchett said "We are delighted to have Adcorp recognise the potential of our business through their investment and believe the Shootsta offering will be particularly relevant to their clients across the employment, property, corporate and government sector. This investment now allows us to strategically expand our sales and marketing focus to grow the company."

The transaction sees Adcorp take a 15% investment in Shootsta for approximately \$1million in a mix of cash and in-kind services. Adcorp will also take a seat on the Shootsta Board.

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