



ASX RELEASE

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FANTASY SPORTS GLOBAL TO PROVIDE SPORTSHERO WITH A NEW MONETISATION PROGRAM

HIGHLIGHTS

- **New partnership integrates Fantasy Sports games on SportsHero's platform**
 - **Fantasy Sports to pay SportsHero for tagged visitors**
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The world's leading sports prediction app, SportsHero, is delighted to announce that it has formed a strategic partnership with Fantasy Sports Global Limited (**Fantasy Sports**) – an Australian company that has developed a market leading technology/platform to provide, on a global basis, daily fantasy sports.

Under the three year deal, Fantasy Sports will pay SportsHero up to A\$3.00 per tagged visitor that uses the Fantasy Sports website and enters a Fantasy Sports challenge/competition.

Commissions payable by Fantasy Sports to SportsHero for each tagged visitor are based on the visitor's country of origin and are as determined below:

- Australia - A\$3.00
- United Kingdom – A\$3.00
- United States – A\$3.00
- India – A\$0.50
- All other jurisdictions – A\$0.10

Pursuant to the partnership, SportsHero users can play Fantasy Sports games on our app/arcade and SportsHero receives a one-off commission for directing the user to the Fantasy Sports game. This enables SportsHero to fully activate our cricket ambassador Ian Chappell along with our cricket partner Spartan to aggressively promote the PlayUp game on the SportsHero App. This will be done by way of a tailored campaign focusing on the upcoming summer of cricket offering high value unique prizes sponsored by Spartan.

The strategic partnership is expected to deliver long term mutual benefits and at virtually no additional cost to SportsHero.

The partnership is for an initial for 3 year term and will be activated prior to the upcoming high velocity Big Bash League (cricket) in Australia.

SportsHero's CEO **Tom Lapping** said: *"We are delighted and very excited about this new partnership which adds a new monetisation model to our business. Through our partners, we now have access to a very large combined community of over 700m people globally and are keen to test this monetisation model."*

SportsHero Limited

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SportsHero

"A partnership like this really helps validate SportsHero's ongoing mission of building programs that help our partners monetise their communities through fun and engaging sports gamification."

Fantasy Sports CEO **Daniel Simic** said: "We are very pleased and extremely proud to partner with SportsHero. We began discussions several months ago and SportsHero's goal of having a combined community reach of 1 billion people (Project 1 billion) remains on track."

"SportsHero has A grade distribution partnerships, especially in our core territories, Asia and Australia. With SportsHero's prediction gaming and social reach, combined with Fantasy Sports' world class fantasy sports platform - imminent and quick growth for both entities is a surety. Exciting times lay ahead of us and we can't wait for the Big Bash to start."

ABOUT SPORTSHERO LIMITED

SportsHero Limited listed on the Australian Securities Exchange (ASX code: SHO) on 15 February 2017 and is the owner of the world's leading sports prediction, gamification and marketing app.

The Company has the high level strategic aim of capitalising on the potential of a notional amalgamated community of over 1 billion people by combining the communities of its Affiliates (social platforms, B2B and B2C brands and professional sports teams) to create a robust user-base of sports fans who come together to play sports games, consume content and interact with ambassadors and personalities.

Affiliates and ambassadors

Spartan Sporting Goods – whose ambassadors include Sachin Tendulkar, MS Dhoni, Chris Gale and Michael Clarke who collectively have over 90 million social followers

YuuZoo Corporation – community size of over 100 million football fans

Minute Media (90min) – community size of over 500 million with 60 million unique monthly users

Ian Chappell – SportsHero's cricket ambassador

ABOUT FANTASY SPORTS GLOBAL LIMITED

Fantasy Sports Global Limited's signature product is 'PlayUp', a real-time sports driven social platform offering a unique non-wagering fantasy sports and media placement solution. Fantasy Sports established business model, with Free to Play and Pay to Play revenue streams, is currently operational in Australia and India, with expansion plans into the USA, UK and China, with strong growth potential throughout the social gaming industry.

Michael Higginson
Chairman

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