ASX RELEASE

10 April 2018

IPL and Indian Market Entry Strategy Update

- Tom Lapping and Ian Chappell to hold a press conference in Mumbai to launch SportsHero's Indian campaign
- SportsHero launches its' entry into the world's biggest cricket market by offering Indian Premier League (**IPL**) prediction competitions
- SportsHero to host VIP lunches with cricket royalty Ian Chappell, Ravi Shastri and Sunil Gavaskar
- Tom Lapping and Ian Chappell to host VIP lunches in Singapore following the Indian launch

SportsHero executives will be travelling to Mumbai to announce the Company's market entry strategy to key members of India's business, sports and entertainment communities. Whilst SportsHero and IPL are not in a formal association, SportsHero is covering the IPL as part of its sports prediction app.

The Company will also be holding a major press conference on Friday 13 April 2018 (on the eve of the Mumbai Indians v Delhi Daredevils IPL blockbuster) to share our 'India story' with the country's largest media platforms.

"We are timing our entry into India to coincide with the start of the 2018 Indian Premier League season" said **Tom Lapping,** SportsHero's CEO**.**

"Cricket in India is practically a religion and we are beyond excited about making the trip to Mumbai to share our story" Tom Lapping continued.

Tom Lapping will be joined by SportsHero's Cricket Ambassador and cricketing legend **Ian Chappell** on the Indian trip.

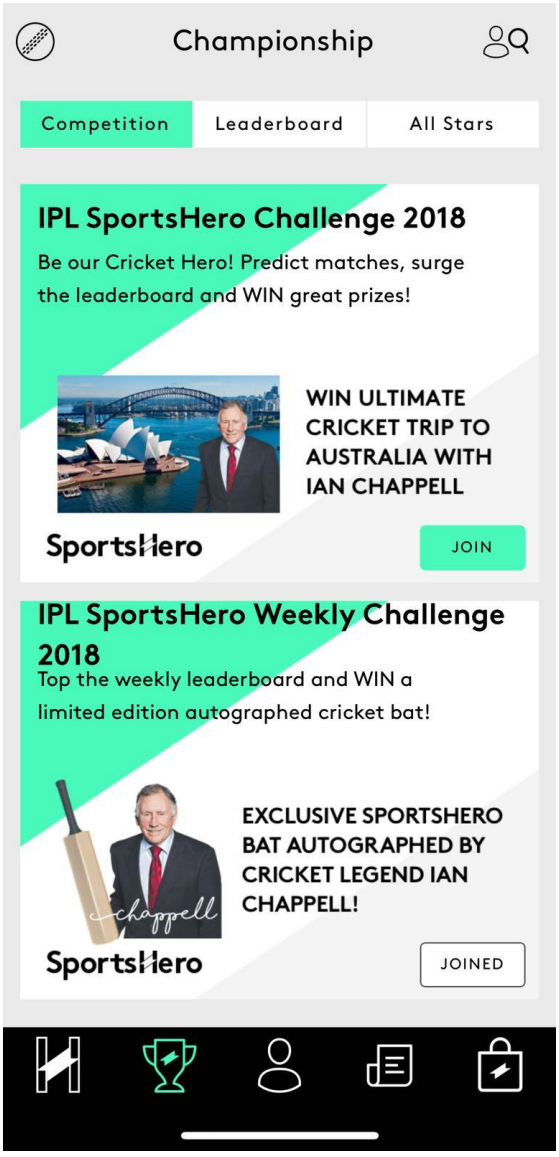
"I've been involved in cricket for most of my life and the SportsHero platform that has been created for cricket fans will be a major talking point for years" said Ian Chappell.

"It brings together skill, gamification and most importantly, it's good fun for fans with a passion for the sport of cricket" he continued.

Prizes for SportsHero's 2018 IPL Challenge

SportsHero will be running competitions for the 2018 IPL season, which will offer the following prizes:

- Tournament Champion: All expenses paid trip (flight and accommodation) to Sydney, Australia to hang out with cricket legend Ian Chappell
- Weekly Champions: Cricket bats signed by cricket legend Ian Chappell



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Itinerary for Indian trip

Thursday 12 April	Ian Chappell's VIP lunch with special guest Ravi Shastri*
Friday 13 April	'India story' press conference at an iconic and exclusive Indian cricket club
Friday 13 April	Ian Chappell's VIP lunch with special guest Sunil Gavaskar*
Saturday 14 April	Ian Chappell's SportsHero TV interview, during the Mumbai v Delhi game

*Invited guests for the VIP lunches in Mumbai include leading business identities, high profile sports identities, Bollywood celebrities and institutional investors.

Itinerary for Singapore trip

Tom Lapping and Ian Chappell will be returning via Singapore for the following engagements:

Monday 16 April	Ian Chappell's VIP lunch*
Monday 16 April	Ian Chappell and Tom Lapping's press meetings and interviews
Tuesday 17 April	Ian Chappell's VIP lunch*

*Invited guests for the VIP lunches in Singapore consists of leading business identities, representatives from B2B and B2C brands, high net worth individuals and institutional investors.

Michael Higginson
Company Secretary

ABOUT SPORTSHERO

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.

ABOUT THE INDIAN PREMIER LEAGUE

The 2018 season of the Indian Premier League, also known as IPL 11, is the eleventh season of the IPL, a professional Twenty20 cricket league established by the Board of Control for Cricket in India in 2007. The tournament is run on a home and away basis, concluding with a round of playoffs and then a final.

The season consists of 60 matches, covered by Star Sports who won the global media rights at ₹16,347.5 crore ($2.55 billion) for five years starting from 2018. In India, the tournament will be broadcast on Star Network channels in six languages (English, Hindi, Tamil, Telugu, Kannada and Bengali).

Cricket is the most popular sport in India and is considered a national pastime.