ASX RELEASE

5 September 2018

LAUNCH OF VERSION 3, LALIGA HERO OF THE MONTH AND CORPORATE ROADSHOW

SportsHero Limited (**SportsHero,** or the **Company**), one of the world's first social networks dedicated to sports prediction, is very excited to announced that Version 3 of the Company's app is now available for Android phones at Google Pay and for IOS phones at Apple's App Store.

Version 3 highlights include:

1. A complete redesign of the User Interface with an open breathable modern design that will adapt and scale well when new modules are introduced. This will support the rapid on-boarding of new sports and commercial partner integration.

2. A redesigned competitions User Experience with highly visual In App promo modules placed within the Football Matches Feed to drive competition entry and with a much more visually engaging competitions overview page, which includes large format imagery and partner brand graphics.

3. An upgrade of the core platform to support the:

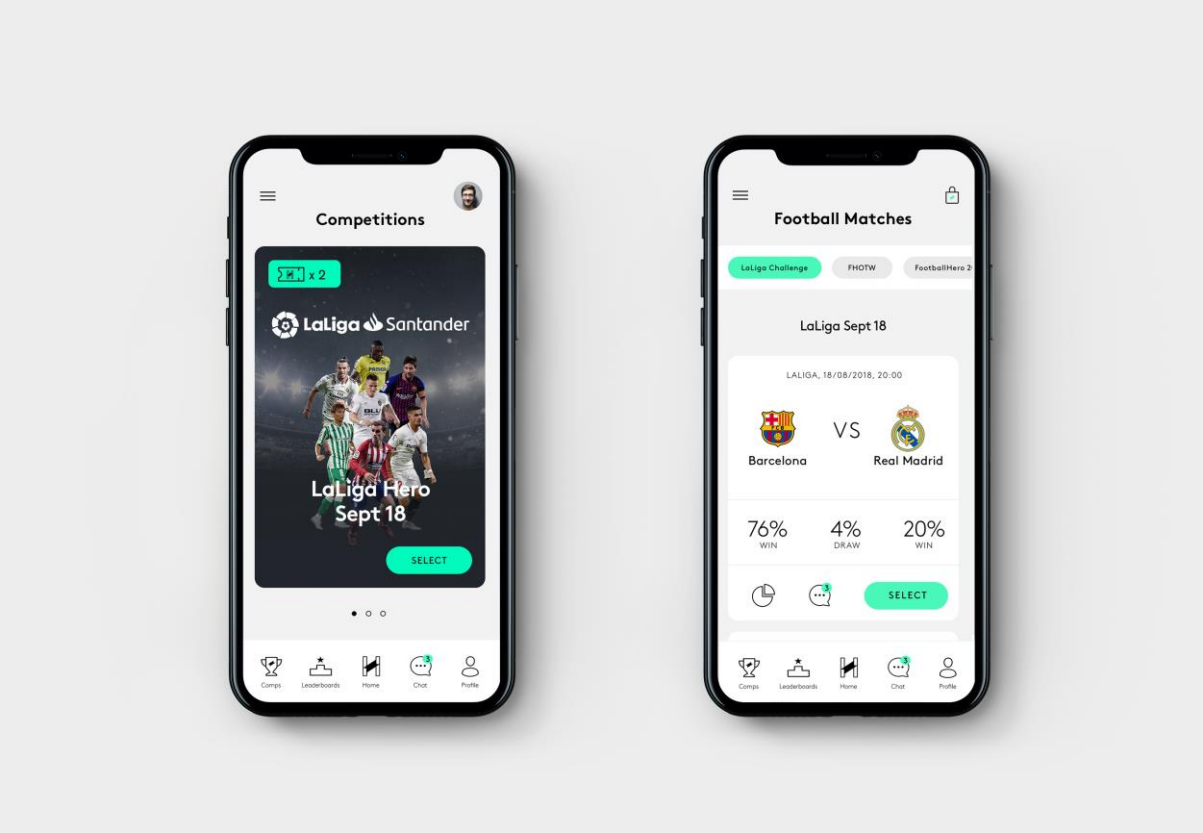
    - introduction of a new sports, such as cycling, AFL or rugby
    - management of multiple territory versions for local market customisation, which was achieved with our localised Indonesian version
    - integration of commercial partnerships with brands.

LaLiga Hero of the Month

Following the Company's announcement on 23 August 2018 of the formation of a partnership with Spain's top football division, LaLiga, SportsHero is also very pleased to confirm that the first official "LaLiga Hero of the Month" competition commenced in Indonesia on 1 September 2018.

The Company is very excited about the launch of the new Indonesian LaLiga competition and we eagerly await the reporting of ticket sales and revenue.

As the "LaLiga Hero of the Month" competition is only available to Indonesian users, we have reproduced below examples of the competition screens.



LaLiga Hero of the Month competition screens

Corporate Roadshow

The Company further advises that its CEO (Mr Tom Lapping) and Chief Digital Officer (Mr Chris Flintoft) have today embarked on a 3 week corporate roadshow. The roadshow commences in Singapore and will travel to Sydney, Melbourne and will conclude in Hong Kong.

A copy of the roadshow's flyer, entitled "The SportsHero Story" is reproduced below.

Michael Higginson
Company Secretary

The SportsHero Story

SportsHero Limited (ASX code: SHO) listed on the Australian Securities Exchange in February 2017 at an IPO price of AU $0.05.

SportsHero is an innovative technology company that has built a social sports prediction platform connecting sports fans globally to showcase their skills in predicting outcomes of the game they love. It has created a vibrant digital marketplace within which fans can connect with other fans, brands, consume content and interact with ambassadors and personalities involved in the sport they are passionate about.

SportsHero is a data driven game that offers fans the chance to compete against family, friends and colleagues and for the opportunity to win money-can't-buy-prizes and experiences by picking outcomes in their chosen sport. The robust platform works on real time odds, challenging expert predictors on not just the final result, but also predictions of winning margins and many other related player metrics.

Sport franchisees and sponsors globally are seeking new ways to connect with and expand their fan bases into new geographic markets and increasingly technology driven market segments. The SportsHero platform allows both teams and sponsors to more effectively engage with their global fans who are increasingly active in their virtual communities when compared to their traditional localised supporters. The financial rewards for teams, media and new and existing sponsors into the rapidly expanding ecommerce and gaming industries is exponential.

Concept Recognition

After many months of detailed discussions, LaLiga - the men's top professional football division in Spain that represents, among others, Barcelona, Real Madrid and Atletico Madrid – chose SportsHero as their exclusive regional partner in Indonesia. This is a significant development for SportsHero for two reasons: Firstly, LaLiga is one of the biggest and most powerful sporting organisations in the world and they have chosen the SportsHero platform as their exclusive digital outreach and development concept for Indonesia, which is one of the most rapidly growing youth football demographics in the world; and secondly, Indonesia is the first of many markets SportsHero plans to enter with a proprietary and localised product offering.

Case Study: Indonesian Roll-Out

Following the appointment of Hong Kong based Mr Tony Wee as SportsHero's Corporate Advisor in December 2017, the Company announced a partnership with Walletku, an e-wallet mobile payment platform that enables SportsHero to connect its platform to over 20,000 merchants throughout Indonesia. These merchants provide SportsHero with immediate reach and access to tens of millions of passionate football fans in Indonesia – a country that has the biggest football market by fan base size in South East Asia.

Working with Walletku and utilising their network of merchants enables SportsHero to sell tickets so that users can easily enter into our competitions via Walletku's e-wallet mobile payment app. Walletku's merchant network facilitates ticket purchases for the millions of Indonesians that are unbanked and/or without a credit card. The recent World Cup Campaign clearly demonstrated proof of concept, as we were able to monetise and generate over 160,000 tickets sales, which equates to AUD $160,000 in revenue over the 4-week competition.

The recently announced LaLiga partnership is a huge breakthrough for the Company. SportsHero will be given full LaLiga IP rights and support and LaLiga will actively promote our world first LaLiga prediction competition through their established social media and digital channels. The deal offers SportsHero access to exclusive money-can't-buy-prizes, merchandise and experiences to offer the Indonesian fans which includes VIP Box tickets to the El Clasico, FC Barcelona versus Real Madrid, one of the biggest football matches in the year with a global audience of over 400million. Our first LaLiga competition was launched on 1 September 2018.

The Opportunity

Currently we cater for the world's largest sport, being soccer, and cricket. Our goal is to launch cycling by the end of 2018.

SportsHero has refined its team, its technology and its vision. We have built a localised network in Indonesia and are seeking to develop and replicate this model in other jurisdictions. We are fully committed and have partnered with one of football's biggest sporting franchises. **Join us! Game on!**



SportsHero Limited
ABN 98 123 423 987
Principal and Registered Office: 29 Brookside Place, Lota, Queensland 4179
Tel/Fax: +61 7 3901 0751