ASX RELEASE

4 July 2019

Early exercise of 13.47 million options

Highlights

- **Option holders to exercise 13,470,000 options, each exercisable at $0.05 and expiring 31 August 2019, raising $673,500 in working capital**
- **A further 53,993,094 options, each exercisable at $0.05 and expiring 31 August 2019, remain on issue**
- **The exercise of options results in no further expansion of the Company's current fully diluted capital structure**

SportsHero Limited ("**SportsHero**", the "**Company**") (**ASX: SHO**) is pleased to announce that the early exercise, by options holders, of 13,470,000 options each exercisable at $0.05 and expiring 31 August 2019.

As a result of the early exercise of the options, the Company receives $673,500 in working capital.

The funds raised will be applied towards the further development of the 'white label' platform, 'Kita Garuda', developed for the Indonesian football association ("PSSI").
The exercise of options results in no further expansion of the Company's current fully diluted capital structure.

SportsHero CEO Tom Lapping Commented: "Following the very recent launch of PSSI's 'Kita Garuda' mobile app and the commencement of marketing and promotional activities by PSSI, the Company is very pleased that option holders are electing to exercise their options early. Over the coming months, we are aiming to achieve strong results with the 'Kita Garuda' mobile app, hence it is very pleasing to have option holders exercising their unlisted options well ahead of the 31 August 2019 expiry date."

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About SportsHero

SportsHero Limited (ASX: SHO) has developed an Australian intelligent, engaging sports prediction platform, designed to provide a dynamic immersive social experience, coupled with both monetary and other prizes. SportsHero has executed an exclusive multi-revenue stream digital partnership agreement with the Football Association of Indonesia ("PSSI"), with over 80 Million PSSI fans targeted for connection on a newly developed digital platform offering a broad range of revenue streams and powered by SportsHero. The Company also has a partnership with one of the world's most popular sporting leagues, Spain's LaLiga, as the exclusive Indonesian partner in the sports prediction category.

About the Football Association of Indonesia (PSSI)

The Football Association of Indonesia is one of the world's largest sports federations, boasting an engaged fan base of 80 million fans, over 4 leagues and 128 teams. PSSI is 100% owned and controlled by the Indonesian Government and committed to elevating and improving the football experience in Indonesia by offering a state-of-the-art digital platform to unite the loyal and passionate fans in one community, with the aim of consuming the sport in a respectful and aspirational spirit.

Piala Indonesia Cup

The current Piala Indonesian Cup culminates in June 2019 with the Big 8 Piala Cup playoffs, which is Indonesia's most watched football competition. In that regard, in May 2019, PSSI commenced an aggressive marketing campaign to engage its members with both the Big 8 Piala Cup and the launch of PSSI's platform and apps, which are powered by SportsHero.

Football in Indonesia

There are more than 700 languages spoken in Indonesia, however, the country is unified by the common language of football. Football is undoubtedly the most popular sport in Indonesia in terms of annual attendance, participation and revenue. It is played at all levels, with Piala Indonesia and Liga 1 being the most popular domestic leagues. PSSI is also developing both youth and women's football programs and is targeting participation in the 2024 Olympics and co-hosting the 2034 football World Cup.

Throughout the 2019/20 Piala Cup season, PSSI will host up to 1,200 matches, with an estimated average game attendance of between 20,000 to 30,000 fans from an estimated total supporter base of over 120 million Indonesians.

What makes football fans in Indonesia unique, in comparison to their neighbouring countries, is their high level of loyal support for both their National Team and their domestic football leagues. Unlike their regional neighbours, the level of local support exceeds the level of support for the world's two most followed leagues, being the English Premier league and Spain's LaLiga. Indonesia also boasts an impressive supporter base demographic, which is represented by 85% males between 17-34 years of age.

Mobile, Social & Internet Penetration in Indonesia

Indonesia has a population of 265 million people. According to Hootsuite's Digital in a 2018 report, 45% of the population are active mobile social users. That's a staggering 120 million individual users.