



ASX RELEASE

28 April 2020

E-Store site upgraded

SportsHero Limited ("**SportsHero**", or the "**Company**") (**ASX: SHO**) and the Football Association of Indonesia ("**PSSI**") are pleased to announce completion of the planned upgrades to the Kita Garuda apps e-store site.

As a consequence of the continued suspension of all of Indonesia's football fixtures, resulting from the COVID-19 pandemic, the joint venture partners have agreed to proactively commence sourcing an extensive range of sporting and related products to populate the e-store to promote and market to PSSI's 80 million football fans.

The commencement of this e-commerce strategy is aimed at fast tracking our ability to generate revenue from a more dynamic e-store during a period when revenue from other sources, such as competition revenue, match ticketing and gamification related ticket sales, is simply not currently possible.

SportsHero's CEO Tom Lapping said: "The e-commerce sector is growing rapidly in emerging markets and our e-commerce strategy will broaden the service profile of our platform to take advantage of the upside that this growth sector can deliver especially at time when people are forced to shop online."

"By working with PSSI, our distribution and media partners and utilising some of Indonesia's biggest football personalities, we will be looking to offer Indonesian football fans the opportunity to purchase a range of new, innovative and exciting products."

Background

On 25 March 2019, the Company entered into an initial Partnership Agreement with PSSI, one of the world's largest sports federations, boasting an engaged fan base of 80 million fans, over 4 leagues and 128 teams. In June 2019, the 'Kita Garuda' mobile application went live on both Apple's App Store and Google Play. Subsequently, as announced on 1 August 2019, PSSI entered into an Expanded Partnership Agreement, significantly extending the term and expanding the scope of the 'Kita Garuda' white label mobile application.

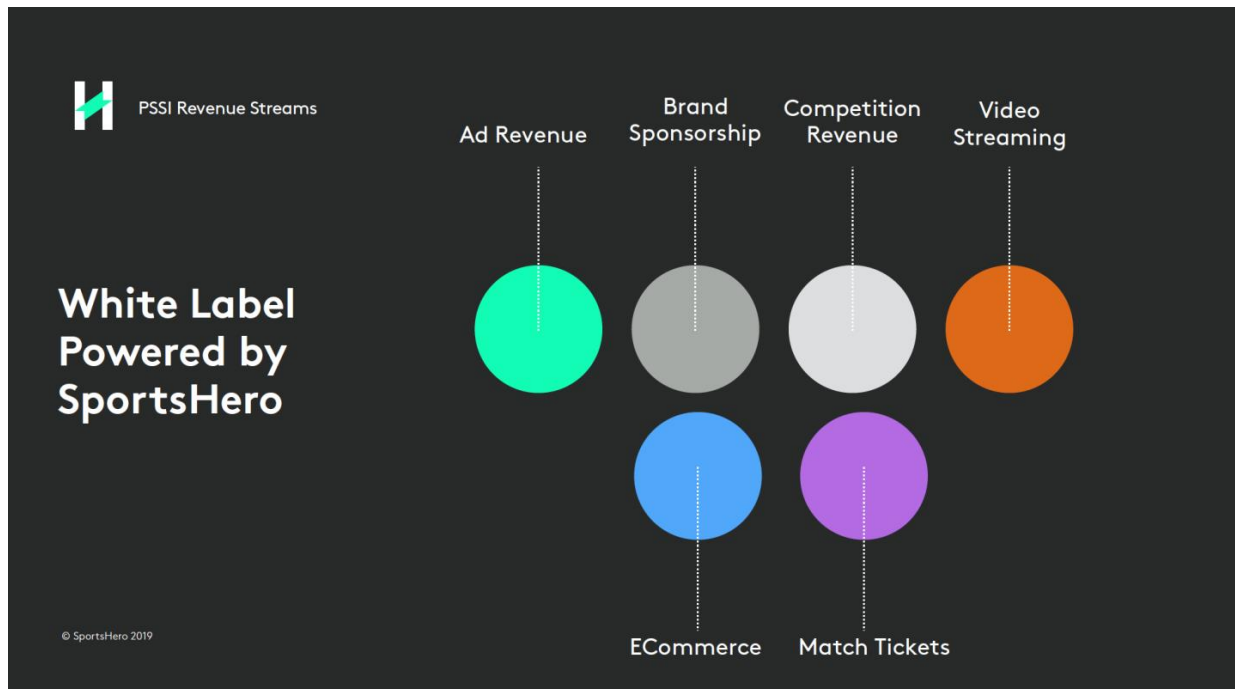
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SportsHero

The partnership with PSSI has the potential to deliver significant revenues for SportsHero across a range of sources.



The 'Kita Garuda' mobile application has the potential to deliver significant revenues to SportsHero through a multi-tiered monetisation strategy.

Partnership Overview

Indonesia represents the largest 'digital' community in the Association of South East Asian Nations, with 130 million social media users, 177 million mobile users and 120 million mobile social users. The partnership between SportsHero and PSSI has been established with a goal of transforming the 80 million Indonesian football fans into engaged consumers of digital content.

In accordance with the Partnership Agreement, SportsHero has been appointed by PSSI as its **exclusive** provider and partner to build its first official platform, including apps that will incorporate SportsHero's gamified sports prediction platform, a ticketing platform, live streaming, social media, merchandise/e-commerce, game highlights and player access.

The Kita Garuda mobile application is a bespoke PSSI branded platform, built and powered by SportsHero and represents SportsHero's first 'white-label' collaboration.

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Throughout the term, PSSI will exclusively provide rich content, including access to video footage of games, events and features of the Indonesian national teams and its players.

In addition, PSSI intends to use the app, built by SportsHero, to stream live and recorded matches to their estimated 80 million fan base in Indonesia – thereby meaningfully expanding the potential advertising and sponsorship revenue base through a wider audience and an extended app user engagement time.

The parties further intend that users will be offered the right to subscribe to exclusive access to premium content, such as international match video highlights, live streaming of games and featured video stories and education.

Authorised for release by the Board

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