7 July 2020

SPORTSHERO LAUNCHES FIRST FULLY LOCALISED INDONESIAN PLATFORM COVERING INTERNATIONAL FOOTBALL

HIGHLIGHTS

- **SportsHero's localised Indonesian app is branded 'Olahbola' and launched to coincide with the resumption of major football leagues, including the English Premier League and Spain's La Liga.**

- **Olahbola will be SportsHero's first locally branded and fully localised football app covering international football for the Indonesian market.**

- **Olahbola will showcase Dugout's interactive video content, being the first time SportsHero has been able to utilise Dugout's international football content.**

SportsHero Limited (ASX: SHO) (**SportsHero** or **Company**) is pleased to announce the official Indonesian launch of the Company's locally branded and fully localised international football app, **Olahbola** ('Olahbola' being the collective chant of Indonesian football crowds).

The Indonesian version of SportsHero's platform is dedicated to international football and caters to the millions of fanatical Indonesian football fans who follow and support international football leagues, such as Spain's La Liga.

The launch is timed to coincide with the resumption of the major international football leagues, including the English Premier League and La Liga.

Olahbola will showcase Dugout's unparalleled video content. This being the first time SportsHero has been able to utilise Dugout's international football content since the Company's partnership with Dugout was announced in early May. Dugout is a unique media company co-owned by 10 of the world's biggest football clubs that attracts approximately 40 million video views per month in Indonesia.

Additionally, and as detailed in the Company's announcements of 5 and 6 May 2020, Dugout has guaranteed that an Olahbola promotional video clip will be viewed in Indonesia 750,000 times per month. The Olahbola promotional video is available on the Company's website (asx.sportshero.live/).

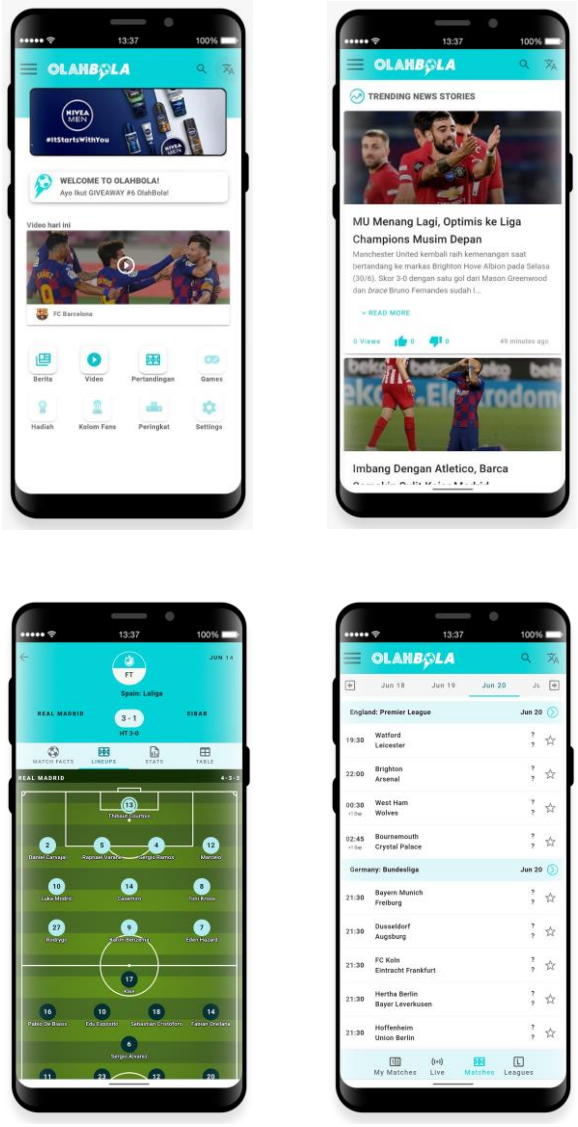
The Olahbola app will provide dynamic video content from the biggest and most popular football leagues, providing a platform for advertisers and, in turn, revenue opportunities for the Company.

The launch of Olahbola will provide the significant number of football fans in Indonesia with the opportunity to predict outcomes, compete with other users on leaderboards and win prizes, including 'money can't buy' experiences, merchandise and entertainment products.

Tom Lapping, Chief Executive Officer of SportsHero, said: "Throughout the COVID-19 pandemic we have been diligently working to enhance our platform and to coincide the Olahbola launch with the resumption of major international football leagues."

"Olahbola presents SportsHero with a huge opportunity to connect with the millions of passionate football fans in Indonesia and to foster a dedicated group of Indonesian football followers through content engagement and gamification."

The Bahasa language Olahbola web app is available at 'olahbola.com'. Screenshots from the mobile app are shown below.



Authorised for release by the Board

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