

SportsHero

INVESTOR PRESENTATION DECK

JULY 2021



SPORTSHERO HAS ACHIEVED RAPID USER GROWTH AND ESTABLISHED NEW KEY PARTNERSHIPS. SPORTSHERO'S GOAL IS TO ACCELERATE AND CAPITALISE ON OUR USER GROWTH TO BECOME ONE OF ASIA'S MOST DYNAMIC AND ENGAGING SPORTING COMMUNITIES.

SPORTSHERO
AT A GLANCE

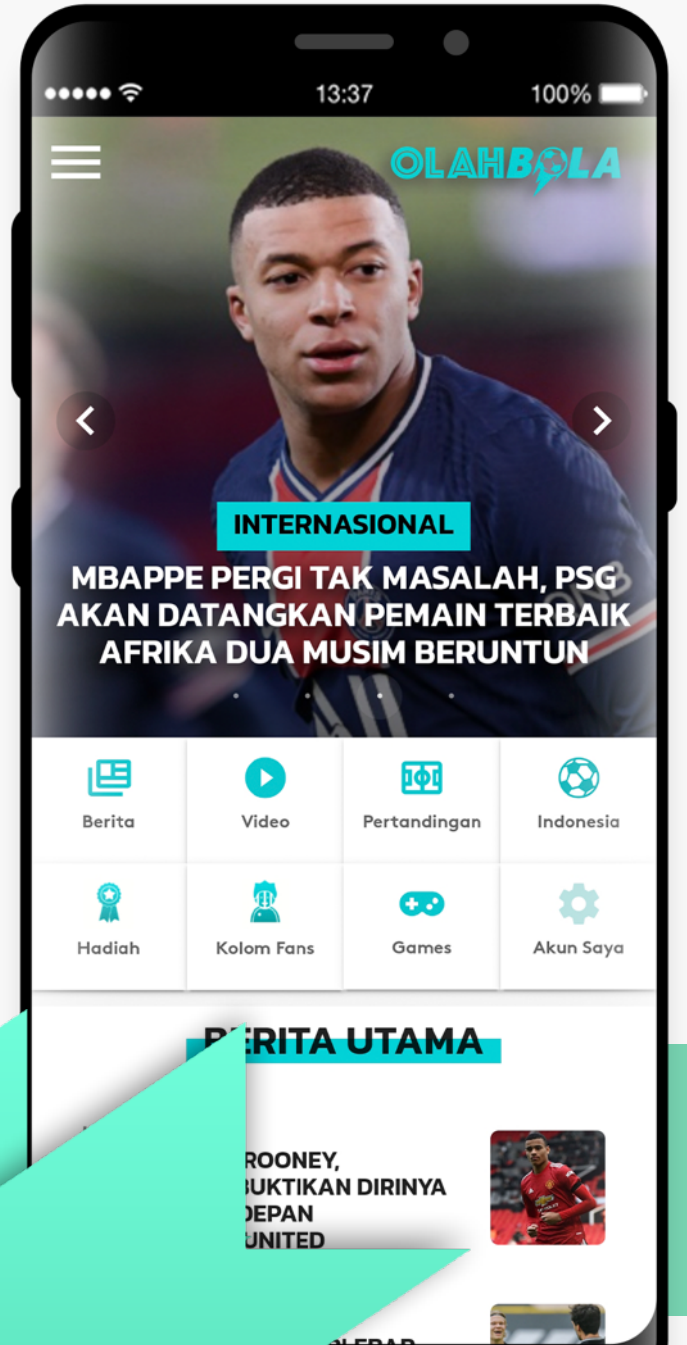
CORPORATE SNAPSHOT

Code	ASX : SHO
Share Price	$0.021 (as of 30 June 2021)
Market Cap	$9.97M (as of 30 June 2021)
Shares On Issue	474,968,643
Listed Options	97,750,000
Unlisted Options	39,000,000
Total Shareholders	1,749
Other Convertible Securities	16,000,000 performance rights
Top 10	CEO is Top 10 shareholder

BOARD OF DIRECTORS

Chairman & Non Executive Director	John Dougall
CEO & Executive Director	Tom Lapping
Non Executive Director & Company Secretary	Michael Higginson

SportsHero



ABOUT SPORTSHERO

- SportsHero is on track to build one of the largest communities of sporting fans in Asia
- $9 million invested in commercially proven proprietary technology and platform
- Platform is scaleable to cater for multiple markets and multiple sports globally
- Substantial user number growth – over 4.5 million and growing rapidly
- On target to reach 10 million users within the next 12 months
- New key partnerships established to enhance user experience and engagement

TRACTION SO FAR

4.7 MILLION UNIQUE USERS

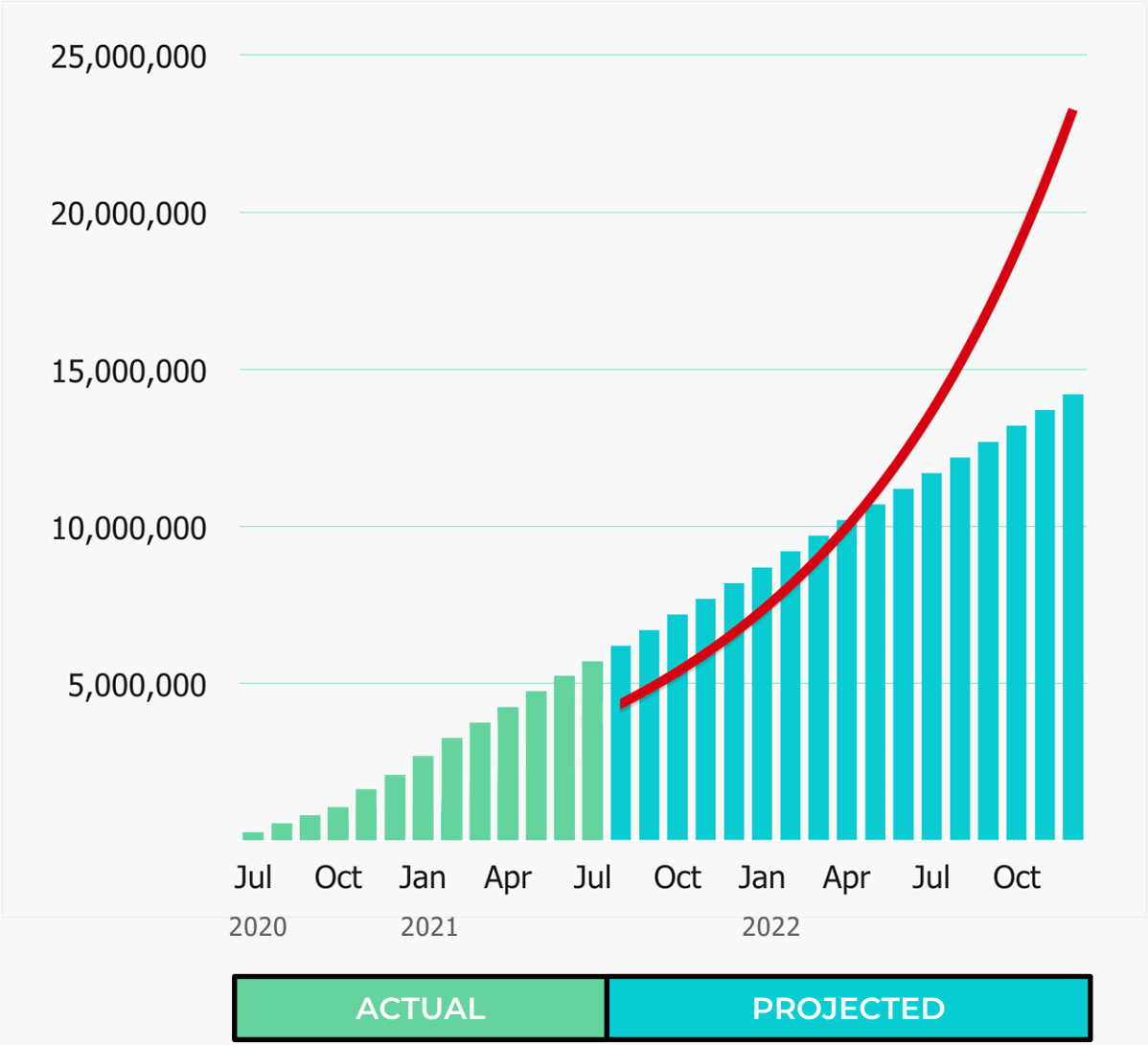
User Growth

SportsHero's OlahBola platform has experienced significant new unique user growth on a month-on-month basis since its launch in July 2020.

Targeted growth as a result of new partnerships

Projected growth based on historical growth rates

Actual historical growth



TRACTION SO FAR

NEW PARTNERSHIPS

MOLA TV



Largest pay TV sports provider in Indonesia.

Partnership provides OlahBola users with direct access to exclusive game highlights from the biggest football leagues in the world.

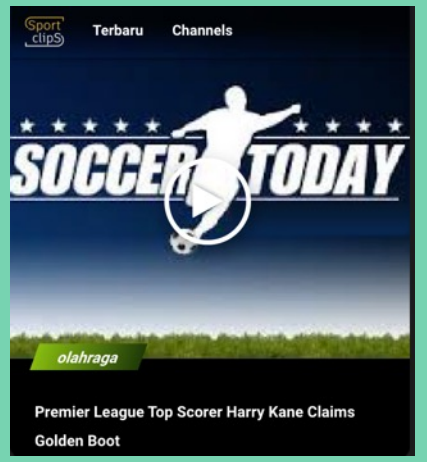
ICON ESPORTS



Owner of the most successful esports club in Australia.

Opportunity for millions of young football fans to engage in esports on one platform.

SPORTCLIPS x INDOSAT



Indosat, Indonesia's second largest Telco, will promote and market SportsHero's OlahBola channel to their 60 million plus subscribers.

ELLEVATE



Ellevate is an Indonesian first that creates the opportunity for millions of young and aspiring Indonesian footballers to directly connect with leading national and international football talent scouts and agents.

OUR GROWTH DRIVERS

4.7 MILLION USERS

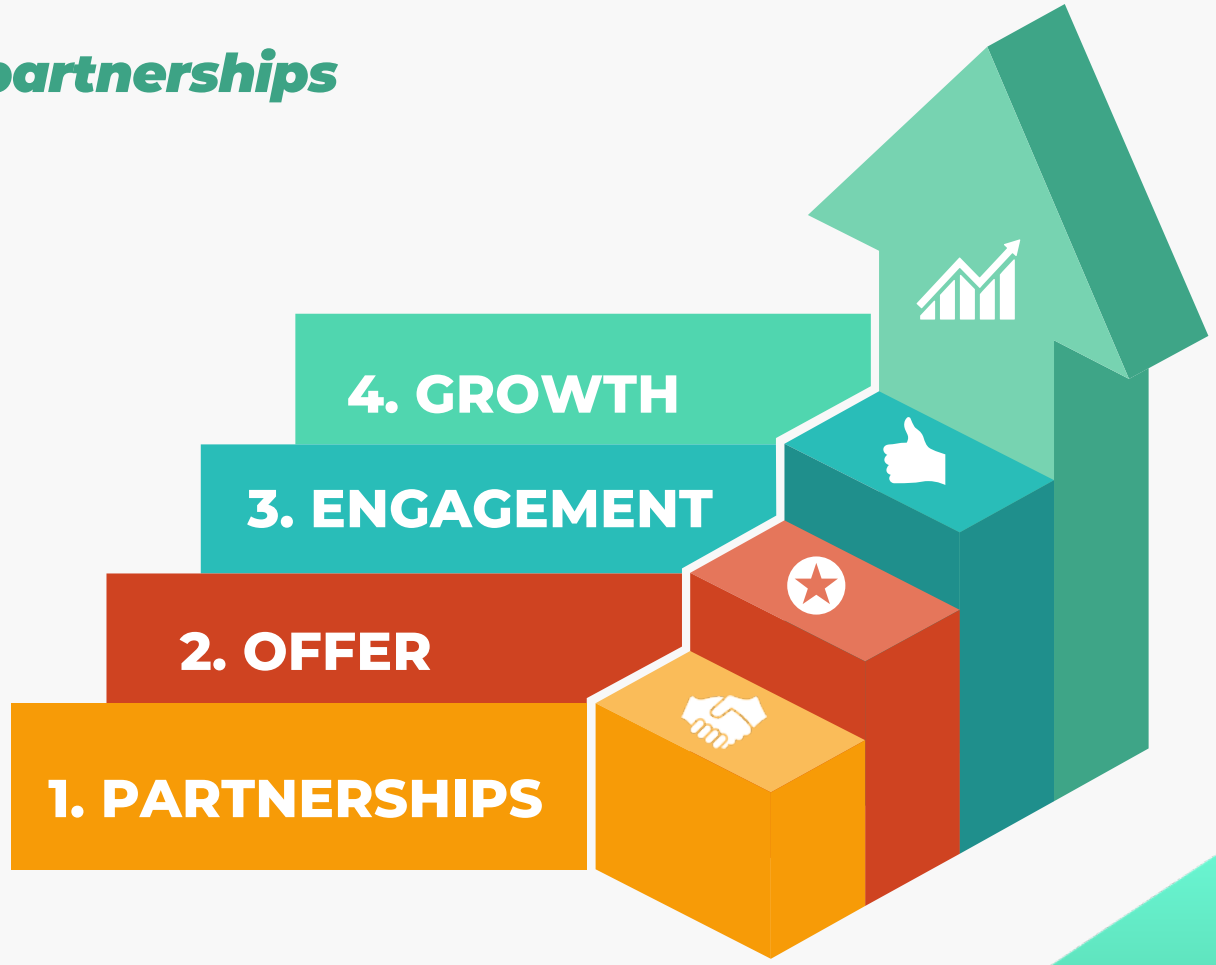
Compound user growth through new partnerships

1. Partnerships
Partnership deals enhance SportsHero's OlahBola web app and delivers new and engaging content, products and services.

2. Offer
Our secured partnerships offer unique products that expand SportsHero's target market, whilst attracting a growing number of new and active users.

3. Engagement
Higher engagement on our OlahBola's platform and our social media assets ensures high user retention.

4. Growth
Active user engagement across SportsHero's social media assets directly stimulates and enhances user growth.





SPORTSHERO'S 12 MONTH STRATEGY

SportsHero is positioning itself to become one of Asia's largest sporting communities.

10 MILLION USERS ✦ ***LARGEST MARKETPLACE*** ✦ ***ACCELERATE GROWTH***

Reach critical mass and scale with 10 million users within 12 months

Leverage the best and largest corporate partners in the industry to add value to our users

Drive interactions and transactions between our users and partners, creating significant revenue opportunities



HUGE ADDRESSABLE MARKET

SportsHero is targeting 10% of the Indonesian market within the next 12 months.

PSSI

Over 80 million passionate football fans

Exclusive partnership with PSSI, Football Federation of Indonesia which has an engaged fan base of over 80 million fans, over 4 leagues and 128 teams

MOLA TV

125 million Indonesians watch Premier League matches every week*

Exclusive partnership with MolaTV who own the Indonesian broadcasting rights to all English Premier League, Bundesliga, Dutch League, UEFA EURO 2020 final tournament, all Indonesian National Team matches, European Qualifiers 2020-22. MolaTV provides exclusive match highlights on SportsHero's OlahBola app.

SPORTCLIPS

Over 60 million subscribers on Indosat

OlahBola to provide the only localised Indonesian content for Sportclips, which is to be marketed to Indosat's subscribers. Indosat is Indonesia's second largest telco.

*https://ydigital.asia/news-detail/european-soccer-giants-battle-for-digital-dominance-in-asia

WHAT'S NEXT

- Target 10 million users within 12 months
- SportsHero building one of the biggest sports communities in Asia
- Sign more strategic partners to drive more users to our platforms
- In 2021, launching a paid subscription service with partners including MolaTV, Esports, SportClips and Ellevate
- Launch into new markets, including Thailand and Vietnam, both with football as their number one sport with huge active and passionate fan bases



APPENDIX

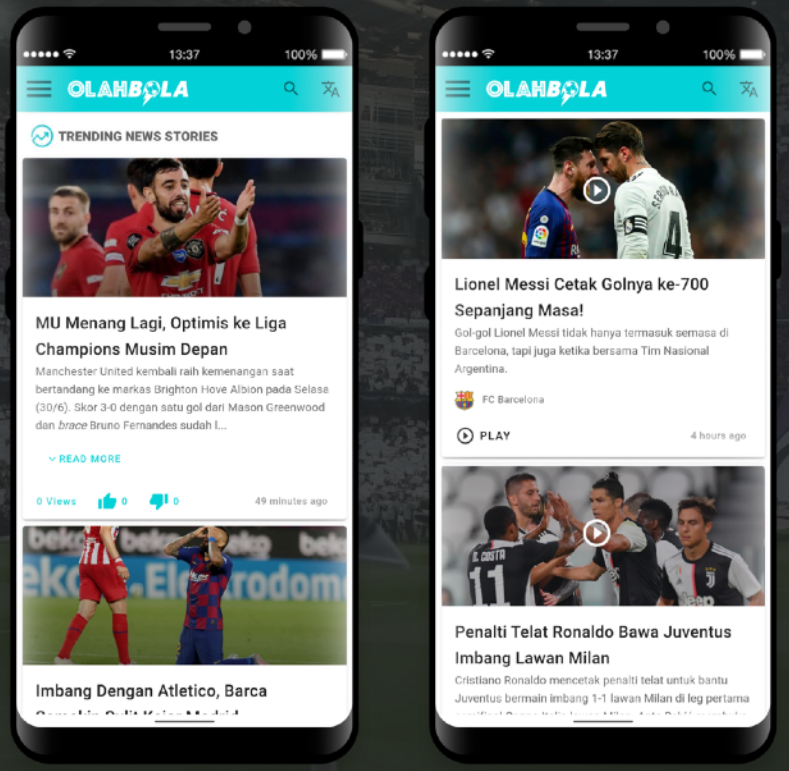
- APPENDIX 1: TECHNOLOGY
- APPENDIX 2 : WEB APP FEATURES
- APPENDIX 3 : ABOUT MOLATV
- APPENDIX 4 : ABOUT ICON ESPORTS
- APPENDIX 5 : ABOUT SPORTCLIPS
- APPENDIX 6 : ABOUT ELLEVATE FOOTBALL
- APPENDIX 7 : DISCLAIMER



TECHNOLOGY

PROPRIETARY TECHNOLOGY

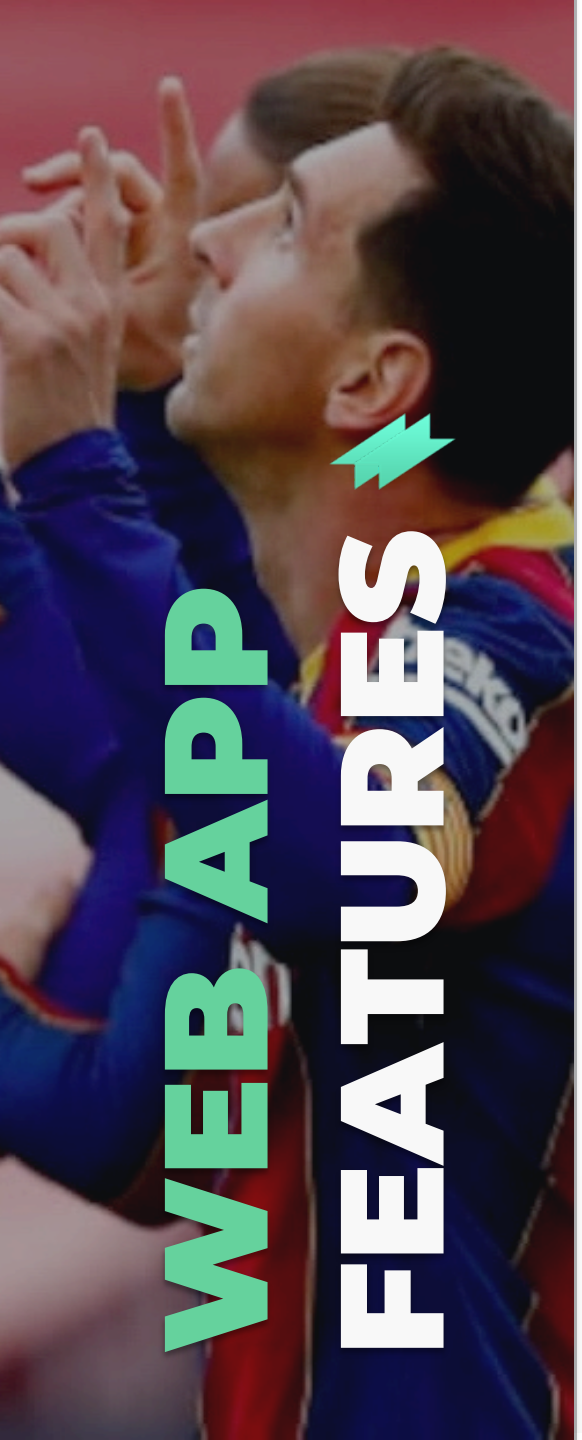
SCALEABLE



HIGHLY SKILLED AND EXPERIENCED TECH TEAM

CLOUD-BASED PLATFORM

The SportsHero platform can deliver both mobile and browser apps with rich functionality to enhance fan engagement through news articles, video content and hyper-personalised video searches, match predictions, live streaming, e-commerce & ticketing



WEB APP FEATURES

Banner Carousel

Banner carousel that is linked to pre-determined articles, videos or external sites as requested by advertisers

News

Daily news updates and articles written by in-house OlahBola writers

Videos

Extensive library of exclusive videos from the world's biggest clubs

Prize Centre

Browse through exclusive offers from partners and OlahBola's giveaway and game prizes



Profile Check-In

User logs in or registers to access certain features on the platform

Match Centre

Live updates on matches from local and international leagues and tournaments

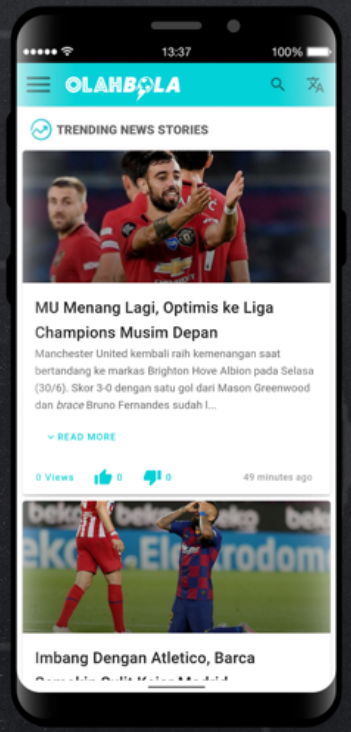
Games

Engaging activities to entertain fans whilst providing them the opportunity to win exclusive prizes

Fan Zone

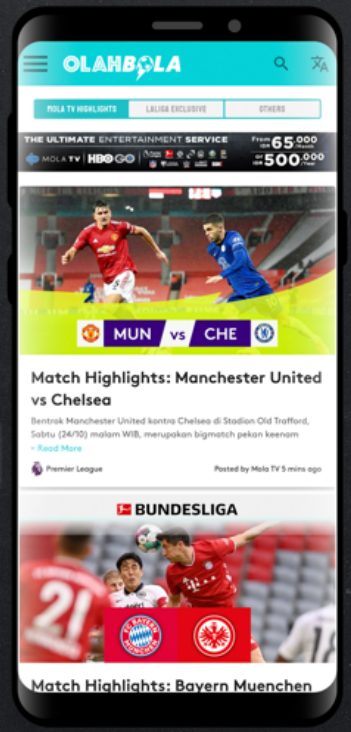
Allows for fans to engage with other users through voting systems, open forums, fan-generated articles and more

WEB APP FEATURES



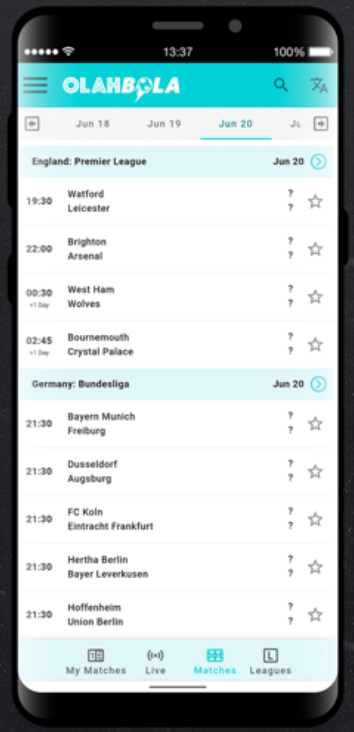
NEWS

Articles updated daily by the OlahBola residential writers



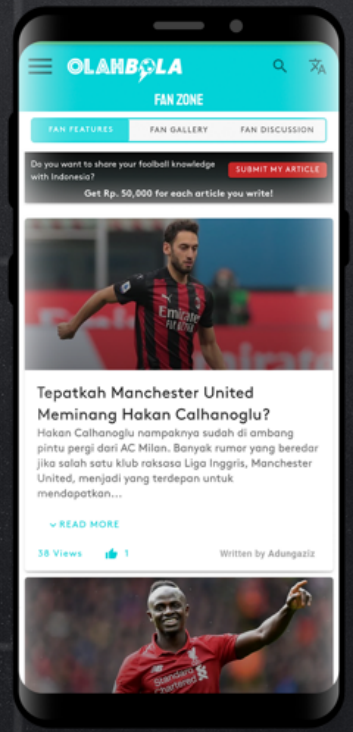
VIDEOS

Exclusive highlights and videos from the world's biggest football competitions



MATCH CENTRE

Instant updates on matches across local and International matches



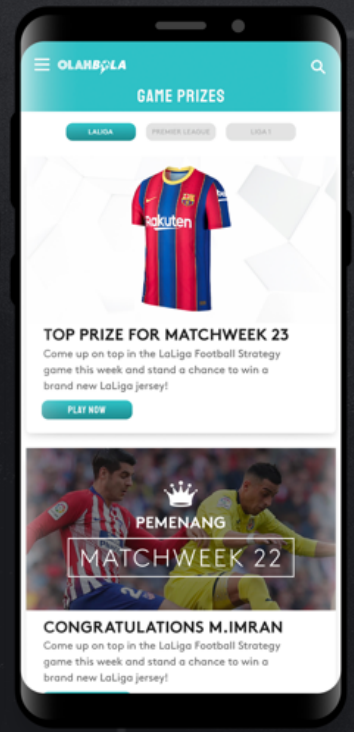
FAN ZONE

Platform for fans to engage with one another on OlahBola



GAME CENTRE

Engaging football games where users can win exclusive prizes



PRIZE CENTRE

Users can browse through partner discounts and game prizes on OlahBola

MOLA TV

- Official broadcaster in Indonesia of the English Premier League (EPL), UEFA Euro 2020 final tournament, German Football League (Bundesliga), Dutch league, the 2022 FIFA World Cup in Qatar, European Qualifiers 2020-22.

- Official license holder for PSSI (Football Association in Indonesia) match broadcasting rights to produce and broadcast in Indonesia all Indonesian National Team matches, both the first and junior teams (including Garuda Select), the League 3 national finals, the Elite Pro Academy, the Soeratin Cup and the Women's League 1.

- MolaTV is the leading multiplatform cable television, IPTV and video on-demand channel in Indonesia established with the aim of making its services more accessible and affordable to Indonesia, especially in relation to sport.

MOLA TV



PARTNERS

PARTNERS

Sportclips

- Exclusive subscriber agreement with Indosat Ooredoo, Indonesia's second largest Telco.
- Indosat Ooredoo (IDX:ISAT) has over 60 million paid subscribers, offering wireless services for mobile phones and broadband internet lines.
- As stated in Indosat's Investor Memorandum 19 February 2021, consolidated revenue of IDR 27,925.7 billion (~A$2.5b) was recorded for FY2020.

SPORTCLIPS



PARTNERS

- Icon Esports owns the Chiefs Esports Club which is Australia's leading esports brand and the largest in Oceania.

- Since acquiring The Chiefs Esports Club in 2019, Icon generates revenue by running marketing campaigns for global brands such as Intel, Red Bull, Marvel, Singtel (Optus) and L'Oreal.

- Icon and The Chiefs connect brands to their audience through a network of influencers and pro esport teams.

ICON ESPORTS



ELLEVATE

- A world leading football talent scouting app that allows aspiring amateur footballers to showcase their skills to scouts from leading football clubs worldwide.

- Young footballers can track their progress, upload their highlights and improve their chances of getting scouted on one platform.

- Clubs and team managers can use the Ellevate dashboard to compare player and team statistics.

- Masterclass program includes world class training sessions, insight and drills lead by professional football players and UEFA qualified coaches.

ELLEVATE



PARTNERS

DISCLAIMER

IMPORTANT NOTICE & DISCLAIMER

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The documents provided contain statements related to our future business and financial performance and future events or developments involving the Company that may constitute forward-looking statements. These statements may be identified by words such as "expects," "looks forward to," "anticipates," "intends," "plans," "believes," "seeks," "estimates," "will," "project" or words of similar meaning. We may also make forward-looking statements in other reports, in presentations, in material delivered to shareholders and in press releases. In addition, Company representatives may from time to time make oral forward-looking statements. Such statements are based on the current expectations and certain assumptions of the Company's management, and are, therefore, subject to certain risks and uncertainties. A variety of factors, many of which are beyond the Company's control, affect the Company's operations, performance, business strategy and results and could cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements or anticipated on the basis of historical trends. Due to rounding, numbers presented throughout this and other documents may not add up precisely to the totals provided and percentages may not precisely reflect the absolute figures. The documents provided in this presentation include supplemental financial measures that are or may be non-GAAP financial measures.

CONTACT

SportsHero Limited is listed on the Australian Securities Exchange (ASX code: SHO) and is the owner of the world-renowned sports prediction, gamification and marketing platform.

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