



20 October 2020

OVER 1,000,000 NEW UNIQUE USERS FIRST COMMERCIAL BRAND COLLABORATION WITH NIVEA AND TOKOPEDIA

HIGHLIGHTS

- 1,016,226 new unique users generated on SportsHero's fully localised Indonesian app 'Olahbola' since launch on 7 July 2020
- First commercial brand collaboration on the Olahbola platform - demonstrates Olahbola's growing appeal to advertising brand partners
- Collaboration with Germany's Nivea (who are also the global sponsor of Spain's Real Madrid football club) and Tokopedia, Indonesia's largest e-commerce platform
- Rapidly growing user base further enhances our value proposition to advertising brand partners – revenue generation expected this financial half year

OLAHBOLA – The Indonesian football app for fanatical fans

SportsHero (ASX: SHO) (**SportsHero** or **Company**), one of the world's first social networks dedicated to sports prediction, is excited to announce that the Company's Indonesian locally branded and fully localised international football app '**Olahbola**' has today achieved **1,016,226 new unique users**. These users being generated since the official Indonesian launch of Olahbola on 7 July 2020.

The Company also announces the first commercial brand collaboration utilising the Olahbola platform. German based multinational Nivea (who are also the global sponsor of Spain's Real Madrid football club – the reigning La Liga champions and one of the biggest football clubs in the world) are sponsoring an initial one month exclusive promotion to Olahbola users. This initial exclusive promotion enables Olahbola users to win vouchers to purchase Nivea Men products to the value of A\$5,000. Winning vouchers entitle the holders to redeem Nivea Men products on Tokopedia. Tokopedia is Indonesia's largest e-commerce platform and is backed by Japan's SoftBank Group and Chinese e-commerce giant Alibaba Group Holding Ltd.

SportsHero's CEO, Tom Lapping said: "Achieving over 1,000,000 Olahbola users and commencing initial collaborations with Nivea and Tokopedia are significant milestones in SportsHero's progress."

"Surpassing 1 million unique users will catapult our value proposition to advertising brand partners and clearly demonstrates the marketability, appeal and potential of our fully localised Indonesian platform."

"In addition, the launching of our first commercial collaboration on Olahbola with high profile partners Nivea and Tokopedia is a tremendous endorsement of our platform and signals Olahbola's future potential. With this decisive progress, we are on track to generate revenue this financial half year."

SportsHero Limited

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SportsHero



Olahbola is the Indonesian local market version of SportsHero's platform that was designed and developed in house and delivered to a planned timetable. The app caters to the millions of fanatical Indonesian football fans who follow and support international football leagues, such as the English Premier League and Spain's La Liga.

The app, which is dedicated to international football, will leverage SportsHero's exclusive and valuable La Liga partnership rights and assets over the 2020/21 football season in conjunction with Dugout's unparalleled premium content covering these leagues.

Appendix 2A

As per the Appendix 2A of today's date, SportsHero advises of the following:

- the raising of \$68,933 pursuant to the issue of 3,100,933 fully paid ordinary shares at an issue price of \$0.0223 per share to Mint Capital Advisors (**Mint**). Such securities being issued in accordance with the terms and conditions of the definitive Standby Placement Agreement with Mint (refer ASX announcement dated 10 September 2020); and
- the issue of 2,000,000 fully paid ordinary share following the conversion of 2,000,000 Class B Performance Rights issued to the Company's Indonesian Director of Operations, Mr Rob Davies (refer ASX announcement dated 26 August 2020). The performance hurdle for conversion of the 2,000,000 Class B Performance Rights being the generation, on or before 31 August 2021, of 1,000,000 new unique users.

The Company confirms that all shares were issued in accordance with ASX Listing Rule 7.1 and that no related party participated in either issue.

For further information, please refer to the Appendix 2A of today's date.

Authorised for release by the Board

Michael Higginson
Director/Company Secretary

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