



SportsHero

**Technology, Associations & Assets In Place
Revenue Generation Commencing 2H CY2020**

Investor Presentation | October 2020



Tom Lapping

Chief Executive Officer

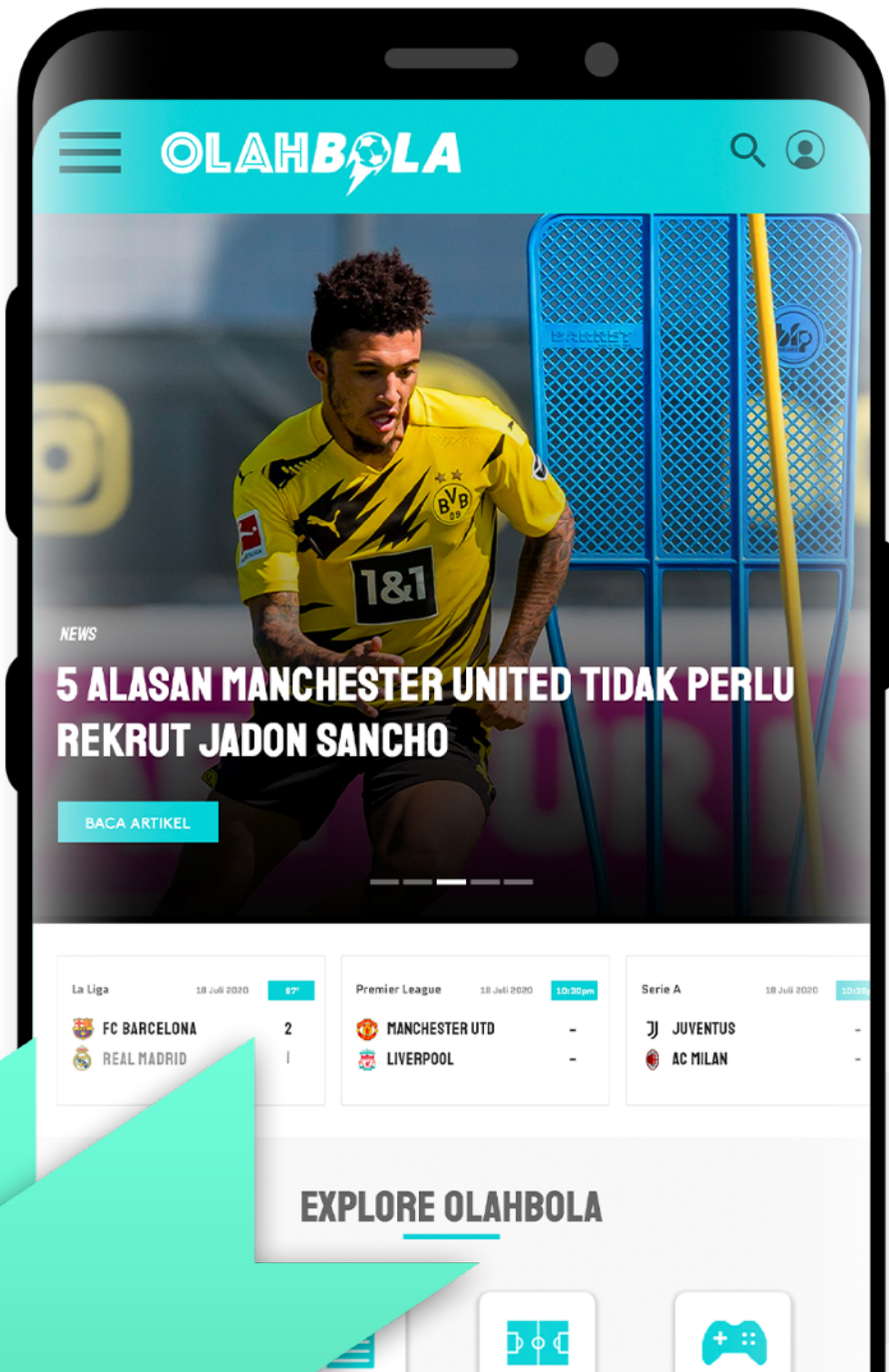
MESSAGE FROM THE CEO

SportsHero's vision is to attract sports fans through a dynamic, engaging and immersive platform connecting global brands and advertisers wanting exposure and marketing reach to this target audience.

Our strategy is to build a large user base of active sports fans using our premium technologies and official association with the sports governing bodies.

We have developed a sports prediction platform with rich functionality to enhance fan engagement, establishing a deeper understanding of the fan behaviour and sharing this intel with brand partners.

Our value proposition is to provide in-depth understanding of the sports fan, enabling brand partners to accurately target and drive sales. After 3 years of investing and building for growth, we now have the technology, official associations and assets in place to generate revenue and quickly scale from there on.



ABOUT SPORTSHERO

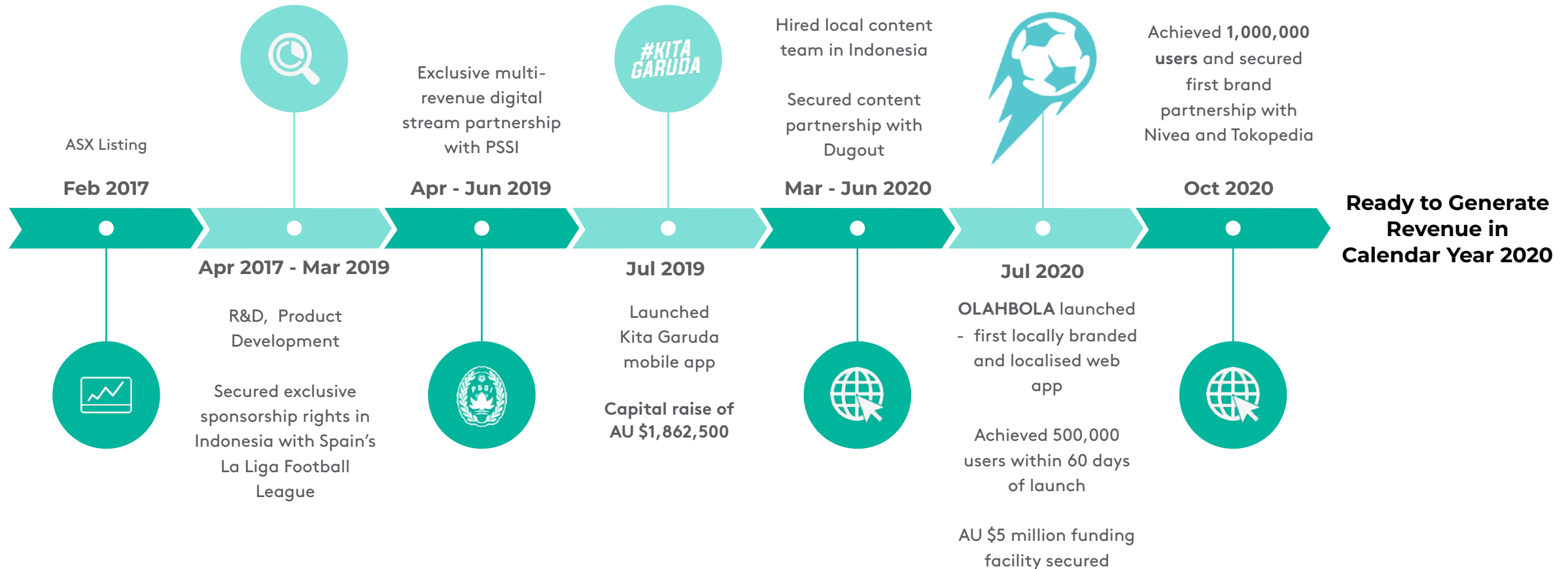
SportsHero is a sports prediction platform giving fans an opportunity to analyse data coupled with their intuitive knowledge of the game to predict on multiple outcomes.

- AUD 9 million invested in R&D, product development and marketing fully expensed and with no interest bearing debt
- Exclusive multi-year partnership with the Indonesian Football Federation (PSSI)
- Exclusive sponsorship rights in Indonesia with LaLiga, Spain's Top Football League
- White-label mobile app and web-browser versions have global potential by being able to support other sports
- Stellar results for OlahBola, first fully localised app in Indonesia, achieving over 1,000,000 users within 3 months of launch
- Generate revenue in 2H CY2020 as user base grows

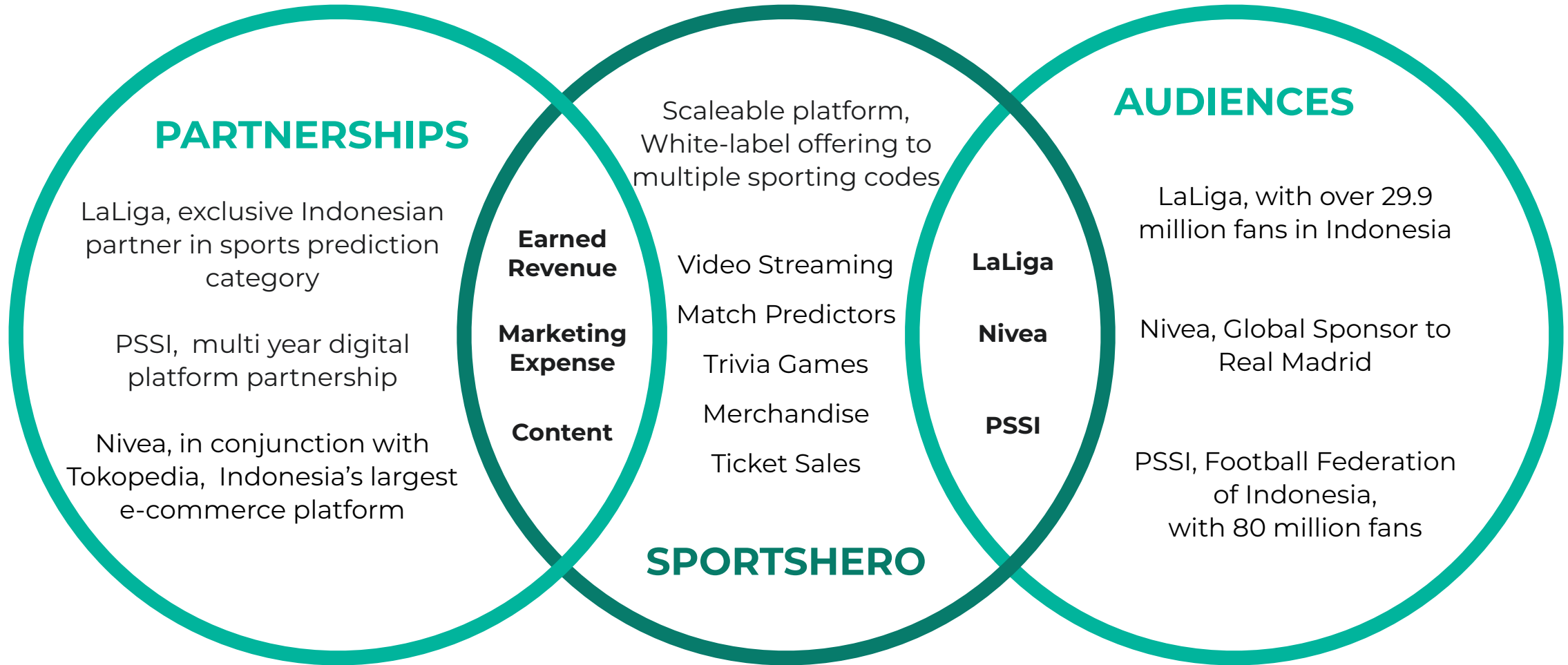




THE JOURNEY TO HERE



BUSINESS MODEL





ADDRESSABLE MARKET



Indonesia

273.5 million
people

Football #1 Sport in Indonesia



**Over 100 million
passionate
football fans**

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

LaLiga has over 29.9 million dedicated fans in Indonesia



**Indonesia has
over 185 million
internet users**

68% of Indonesia's population is connected to the internet

(Source: Statista as of Oct 14 2020)



**70% are
smartphone
users**

Approximately 70% of Indonesia's population are smartphone users in 2020, with Android users comprising 93.22% of the market

SPORTSHERO PLAYBOOK



TECHNOLOGY

Develop a platform that can deliver both mobile and browser apps with rich functionality

EXCLUSIVE DEALS

Secure partnerships with official sporting associations and media groups with access to large audiences

BUILD AUDIENCE

Customise the app for official sporting associations and media group and embed our platform onto their ecosystem

ENHANCE CONTENT

Partner with agencies such as Dugout to offer premium content to enhance user engagement on our platform

BRAND PARTNERSHIPS

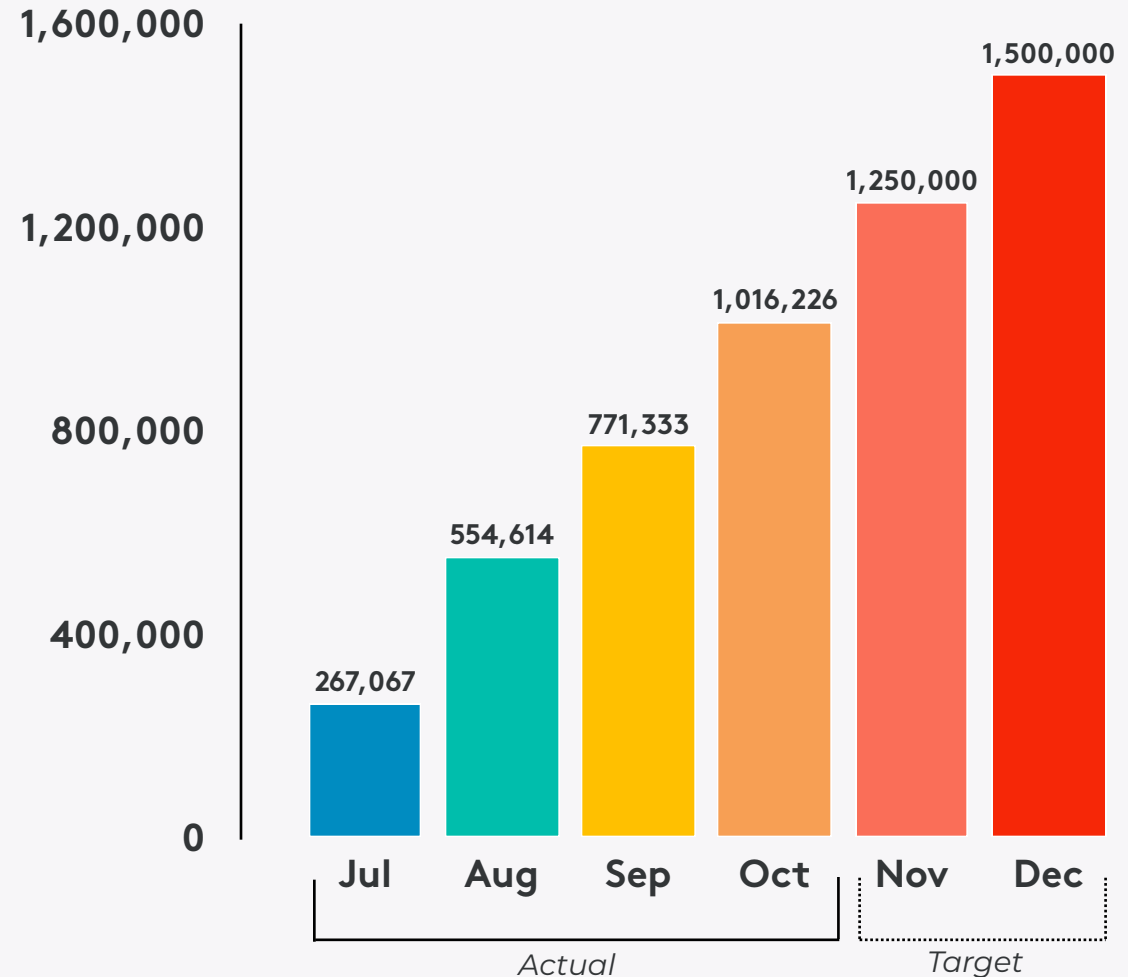
Deliver in-depth analysis and understanding of our sports fans to advertisers and sponsors

REVENUE GENERATION TO BEGIN 2H CY2020

USER GROWTH

**OLAHBOLA HAS GENERATED
A TOTAL OF 1,016,226 USERS*
SINCE ITS LAUNCH ON 7 JULY**

- Achieved 554,614 users on 26 August
- Achieved 771,333 users on 21 September
- Achieved 1,016,226 users on 20 October
- Target to hit 1.5 million users by 31 December



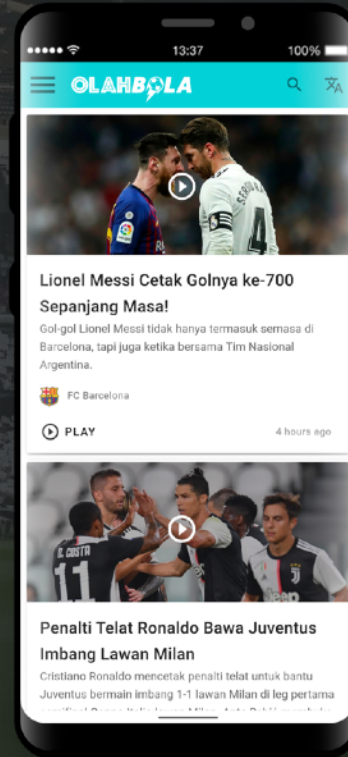
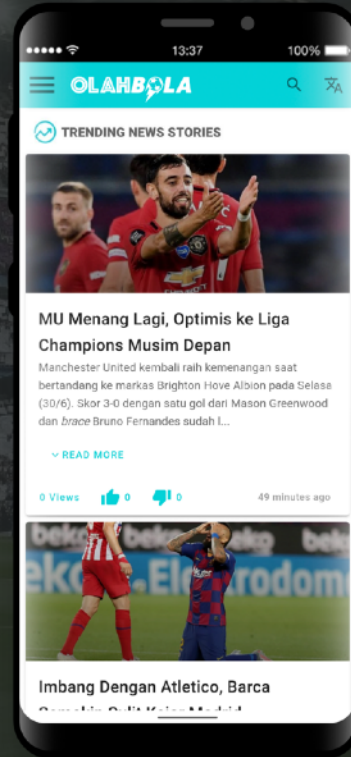


TECHNOLOGY



PROPRIETARY TECHNOLOGY

SCALABLE



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

SITE FEATURES

OLAHBOLA

Banner Carousel

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

News

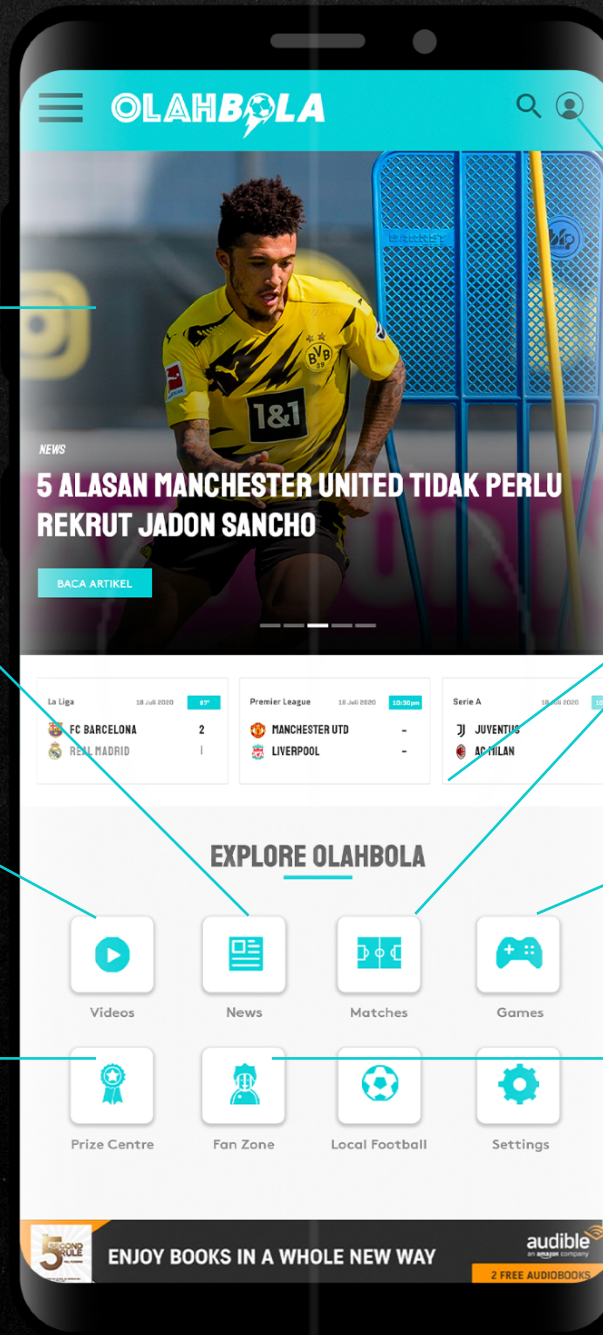
Daily news updates and articles written by residential OlahBola writers

Videos

Extensive library of exclusive videos from 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

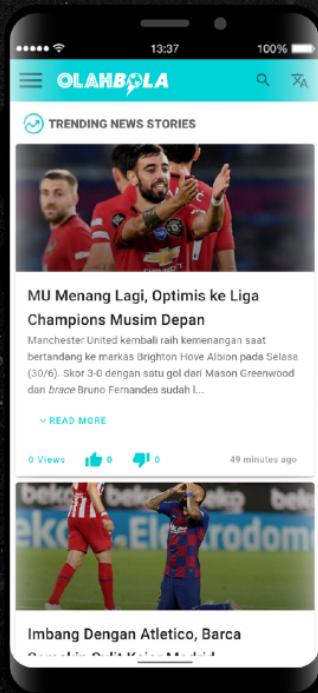
Fan Zone *(Coming Soon)*

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

SITE FEATURES

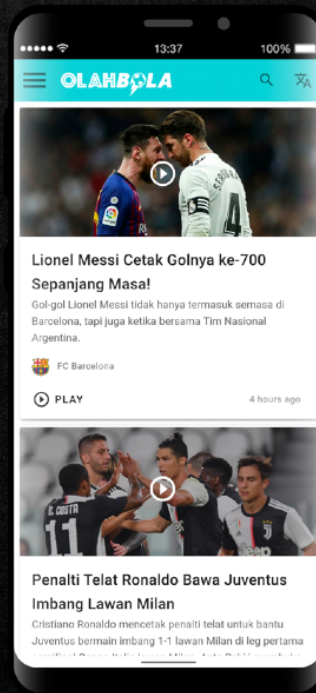
OLAHBOLA

Coming soon



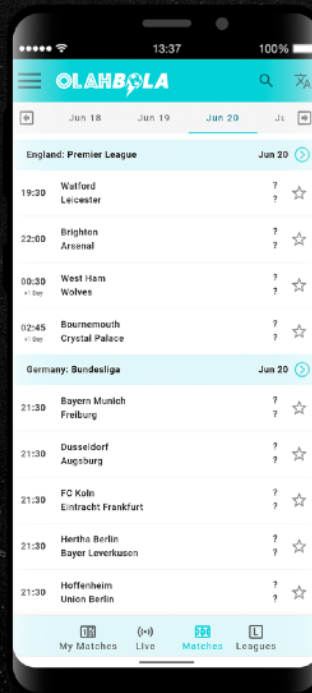
NEWS

Articles updated daily by the OlahBola residential writers



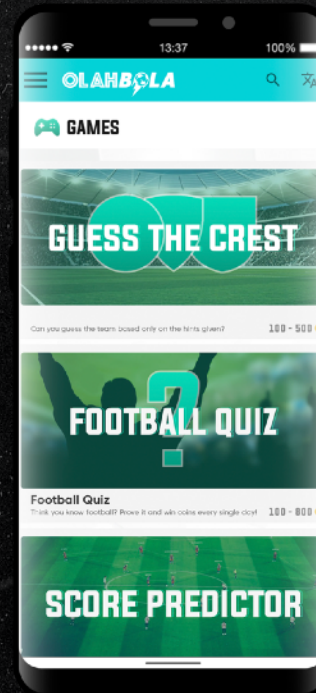
VIDEOS

Exclusive videos from the world's biggest clubs in conjunction with Dugout



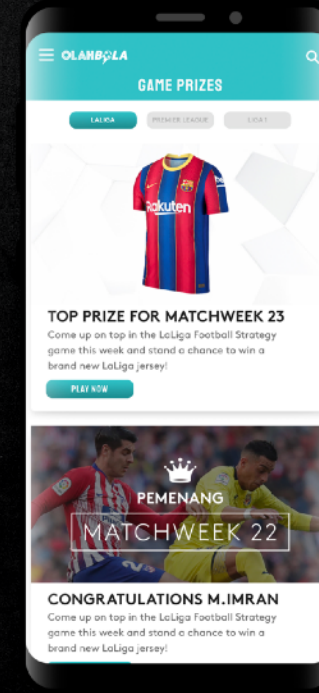
MATCH CENTRE

Instant updates on matches across local and International matches



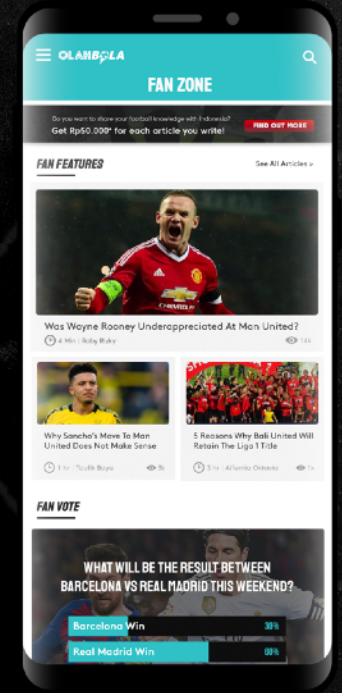
GAME CENTRE

Engaging football games where users can win exclusive prizes



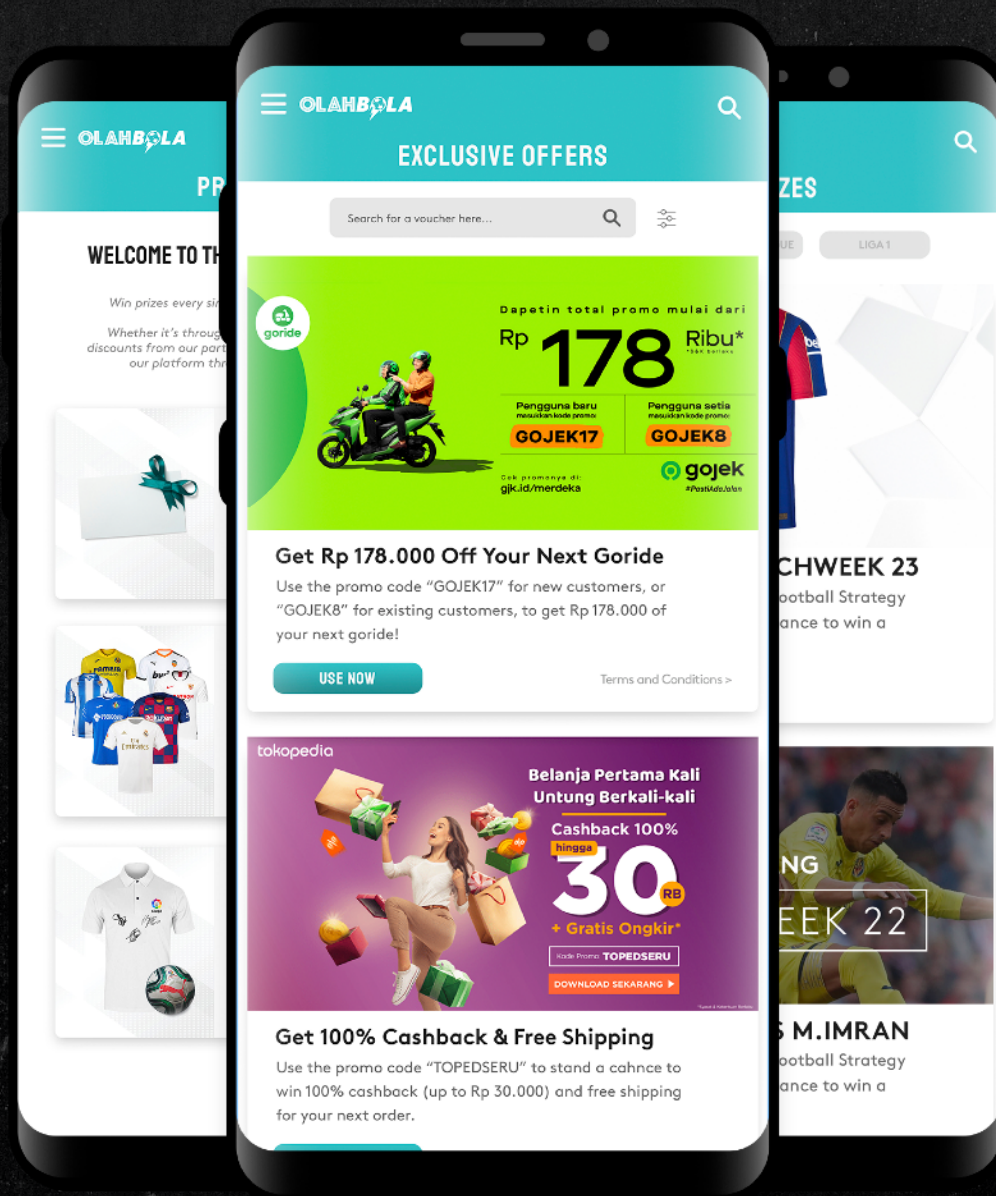
PRIZE CENTRE

Users can browse through partner discounts and game prizes on OlahBola



FAN ZONE

Platform for fans to engage with one another on OlahBola



PRIZE CENTRE

The Prize Centre is broken down to three categories:

1. Exclusive Offers

This is an exclusive section for partners and advertisers to promote their products and services. OlahBola will also be able to generate revenue from these advertisers with rates dependant on how high they want to be placed on the list.

2. Game Prizes

Inform fans of the prizes available to be won through games every week.

3. Other Prizes

Inform fans of prizes available from OlahBola campaigns.

EXCLUSIVE DEALS

1

LaLiga

As exclusive regional partner to LaLiga, SportsHero has exclusive rights in Indonesia to use LaLiga's intellectual property on its platforms. Users will be given an opportunity to win in-app prizes, including VIP LaLiga experiences in Spain, private stadium tours, access to private training sessions and signed LaLiga merchandise.



2

PSSI

SportsHero has entered into a 3 years + 3 years + 3 years partnership to be the official app to PSSI covering domestic football and the prized National Team offering fans rich user journey delivering news and video content, live-streaming, live match centre, eStore and exclusive prizes to their passionate 80 million fans.



3

Linus

SportsHero has the rights to use Linus' cloud-based video assembly technology in its app in what has been hailed a "world first" for every football fan, giving each fan their own "hyper-personalised football channel".



BUILD AN AUDIENCE



PARTNERSHIP DEALS

⚡ Nivea and Tokopedia

Access to customers of Nivea, Global Sponsor to Real Madrid and Tokopedia, Indonesia's largest e-commerce platform

⚡ LaLiga and PSSI

Exclusive partnership with LaLiga and PSSI in Indonesia with a combined fan base in excess of 100 million



TARGET AUDIENCE

- ⚡ Fans aged 18-35 years
- ⚡ Passionate followers of Indonesian and Spanish football
- ⚡ Middle income demographics
- ⚡ High interest in content and prediction games
- ⚡ No obvious competitive offering



TRADING UPDATE

As of end Q1 FY2020/21



- ⚡ SportsHero's fully localised Indonesian app 'OlahBola', generates over 1 million new unique users in less than 4 months
- ⚡ Rapidly growing user base further enhances our value proposition to advertising brand partners
- ⚡ First commercial brand collaboration on the OlahBola platform with Germany's Nivea (who are also the global sponsor of Spain's Real Madrid club) and Tokopedia, Indonesia's largest e-commerce platform
- ⚡ All technology, assets, partnerships and people in place to generate revenue by 2H CY2020

KEY EXECUTION PRIORITIES

| | | |
|--|----------------|---|
| ⚡ Hired a local content specialist team in Indonesia | March 2020 | ✓ |
| ⚡ Transition to establish a local tech team in Indonesia with local user insight | April 2020 | ✓ |
| ⚡ Secure premium content through world-class agencies such Dugout & 90min | May 2020 | ✓ |
| ⚡ Launched OlahBola, first fully localised Indonesian platform | July 2020 | ✓ |
| ⚡ Target 500,000 users - <i>Achieved 554,614 in August (ASX Announcement 26/8)</i> | September 2020 | ✓ |
| ⚡ Establish a wholly owned local entity in Indonesia <i>(ASX Announcement 21/9)</i> | November 2020 | ✓ |
| ⚡ Target 1,000,000 users - <i>Achieved 1,016,226 in October (ASX Announcement 20/10)</i> | November 2020 | ✓ |
| ⚡ Introduce Fan Zone, a platform for fans to engage with one another on OlahBola | November 2020 | |
| ⚡ Generate revenue | December 2020 | |

CONCLUSION








An immersive sports prediction platform that provides an enjoyable social experience for sports fans.

- ⚡ All technology, assets, partnerships and people are in place to generate revenue
- ⚡ Focus for 1H CY2021 will be on marketing and revenue generation
- ⚡ Strengthening Indonesian presence with local operating entity and specialised resources and key personnel
- ⚡ Future tech builds will be minimal and only to refine and enhance existing platform
- ⚡ Expected to turn cash flow positive end of CY2021 as user base grows



APPENDIX



-  **Appendix 1** | Corporate Snapshot
-  **Appendix 2** | Meet the Board
-  **Appendix 3** | Meet the Team
-  **Appendix 4** | PSSI Partnership
-  **Appendix 5** | About La Liga
-  **Appendix 6** | About Linus Technology
-  **Appendix 7** | About Dugout
-  **Appendix 8** | Disclaimer





CORPORATE SNAPSHOT



Shares on issue

341.3m

Market Cap

\$10.2m

Unlisted Options

21m



Total Shareholders

1,096

Top 20

58%

CEO is a Top 10 shareholder



MyHero Limited 17.6%

MyHero Shareholders Include:



IPV Capital
盈富泰克

SAMSUNG VENTURES

KPCB

KLEINER
PERKINS
CAUFIELD
BYERS

300 Convertible Notes (Face value AU \$1,000 per note)
2m Performance Rights

MEET THE BOARD



John Dougall

Chairman & Non-Executive Director

Mr Dougall has worked at a Chief Executive and board level in a number of technology companies based in Melbourne, New York, Sydney, London and San Francisco. He has served as Managing Director of four ASX listed companies successfully exporting Australian technology to China, India, Indonesia, The Philippines, Vietnam and Latin America.



Tom Lapping

CEO & Director

Mr Lapping is highly experienced across the securities and media sectors and, since 2016, has played an integral role within SportsHero and was a key member of the team during the transition of the business from a Singaporean unlisted entity to an ASX listed public company in February 2017.



Michael Higginson

Company Secretary & Non-Executive Director

Mr Higginson is a professional director and company secretary with extensive experience in public company administration, ASX Listing Rules, the Corporations Act, capital raising, corporate governance, financial reporting and due diligence.

MEET THE TEAM



Tom Lapping

Chief Executive Officer
Tom has been an integral part of several high-growth, dynamic businesses across securities, media, property and consumer service sectors and was named “40 Under 40” entrepreneurs to watch.



Adele Sim

Chief Operating Officer
With over 20 years experience, Adele is a well-seasoned corporate executive with extensive experience servicing large scale and early stage companies in execution roles.



Rob Davies

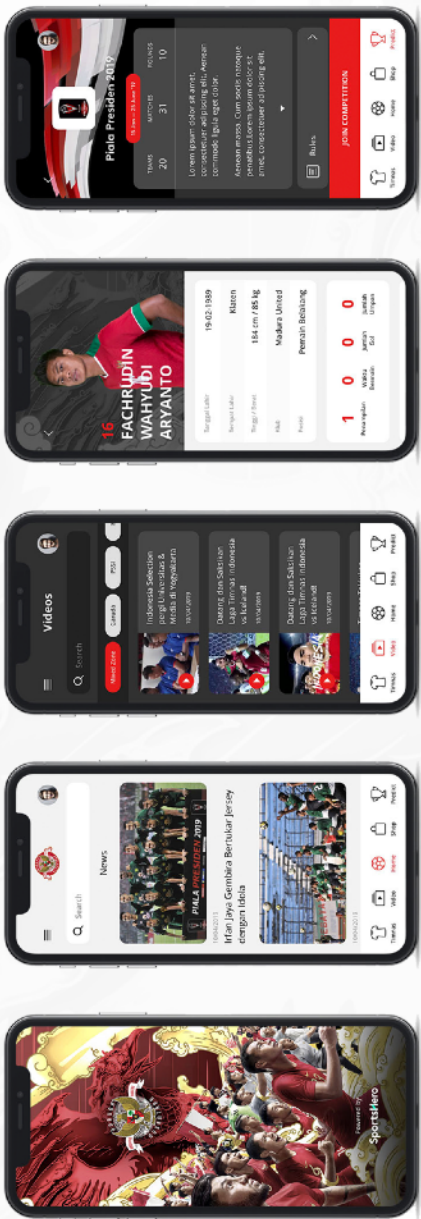
Director of Operations, Indonesia
With over 25 years experience in Indonesia specialising in the technology and football Rob is a key advisor on youth development programs in tandem with taking Indonesian football digital.

Haikel Aziz
Head Of Marketing
Haikel Is a marketing specialist in digital, social media and content marketing with extensive experience and knowledge in the technology and sports industry.



Alfernia Oktavia
Country Manager, Indonesia
Nia is a self-directed and driven country manager with comprehensive accomplishments in public and media relations, and structuring innovative partnership campaigns in Indonesia.





PSSI PARTNERSHIP



The Kita Garuda white label mobile app developed for PSSI provides Indonesian Football fans with video steaming, lives scores, sports prediction competitions, merchandise store and more.

Exclusive Partnership

Exclusive partnership with PSSI, one of the largest sports federations in the world, boasting an engaged fan base of 80 million fans, over 4 leagues and 128 teams.



Extended Term

SportsHero and PSSI have entered into a 3 + 3 + 3 year partnership agreement, providing the opportunity to further develop and enhance functionalities of the ‘Kita Garuda’ mobile application.



Exclusive Content

Exclusive video content for all 2018/19 Piala Cup matches to be available through the Kita Garuda mobile app, thereby increasing user engagement.



Hyper-Personalisation

The rights to use the Linus technology in the ‘Kita Garuda’ mobile application, which has the potential to significantly increase user engagement and viewer numbers..



Marketing Costs

PSSI is responsible for all costs associated with marketing the Kita Garuda app, and SportsHero advises on strategy and execution.



Multi-tiered Monetisation Strategy

Advertisements, video streaming, brand sponsorship, ticket sales, e-commerce, merchandise and competitions. The introducing party the revenue source will receive 70%, less all applicable taxes and deductions (the other party will receive 30%).



ABOUT LA LIGA



Founded in 1984, La Liga has an average attendance of 26,933 for league matches in the 2018–19 season. This is the third-highest of any professional association football league in the world, behind the Bundesliga and the English Premier League.



- LaLiga has over 29.9 million Indonesian fans, 3.4 million Facebook followers and a broadcast Indonesian audience of 59 million people.
- LaLiga has developed a reputation for innovation and has decided to align with SportsHero, an equally innovative partner in Indonesia which is one of the league’s key strategic markets in Asia Pacific.
- The partnership provides a host of money-can’t-buy prizes being made available for SportsHero users, including VIP tickets to watch LaLiga games in Spain with a private stadium tour, access to team training sessions, as well as a host of other branded and signed LaLiga merchandise.
- LaLiga has also agreed to promote SportsHero on its official Facebook page geo-targeted to its 3.4 million active followers in Indonesia across an agreed number of posts per season and via editorial on the LaLiga website. Additionally, SportsHero has secured full partnership support and rights to LaLiga’s intellectual property.



ABOUT LINIUS



Linius Technologies Limited (ASX: LNU) transforms cumbersome, static video files into dynamic virtual files that can be easily manipulated on-the-fly, delivering an enhanced, custom experience for content creators, distributors and consumers.



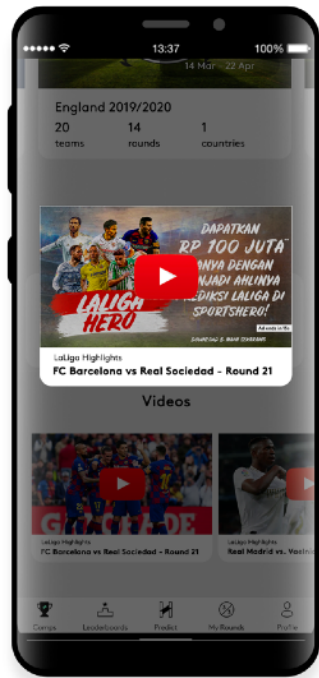
- Headquartered in Melbourne, Linius Technology has a market cap of \$34.59 million with 1.5 billion shares on issue.
- As of 30 June 2020, Linius reported total assets of A\$4.7 million.
- The current strategy is to sell pre-roll advertisement space on the videos assembled by users at a rate of US\$4.50 cpm
- SportsHero is currently developing a plan to offer users this feature as a subscription by 2021.

Information provided www.asx.com.au as at 23 Oct 2020

ABOUT DUGOUT



Dugout was co-founded by 10 of the biggest football clubs in the world. Since Dugout's launch in 2016, the company has evolved and is now proudly in partnership with 82 clubs, 4 leagues and 3 federations worldwide.



- Dugout works with football clubs, leagues and federations to help repackage, distribute and monetize their video content.
- Dugout's football-only ecosystem provides global football fans with the opportunity to share in the experiences, both past and present, that shape the footballing world.
- A clubs' content is monetised through the running of pre-roll and mid-roll adverts against their video content across the Dugout network.
- Dugout's unique access to the clubs, coupled with its core capabilities in digital football content production, position Dugout as a one-stop solution for brands to produce brand-safe, fan-focused branded and bespoke content.



DISCLAIMER



IMPORTANT NOTICE & DISCLAIMER

This presentation has been prepared by the management of SportsHero Limited (the 'Company') in connection with meetings with private and institutional investors, and not as specific advice to any particular party or person. The information is based on publicly available information, internally developed data and other sources. Where any opinion is expressed in this presentation, it is based on the assumptions and limitations mentioned herein and is an expression of present opinion only. No warranties or representations can be made as to the origin, validity, accuracy, completeness, currency or reliability of the information.

The Company disclaims and excludes all liability (to the extent permitted by law) for losses, claims, damages, demands, costs and expenses of whatever nature arising in any way out of or in connection with the information, its accuracy, completeness or by reason of reliance by any person on any of it.

FORWARD LOOKING STATEMENTS

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 sport prediction, gamification and marketing platform.

Tom Lapping

CEO

+65 91849135

tom@sportshero.live

Michael Brown

Pegasus Advisory

+61 (0) 400 24 80 80

mbrown@pegasusadvisory.com.au

