



ASX RELEASE

11 November 2020

SportsHero signs revenue sharing partnership with MolaTV, Indonesia's exclusive licensed broadcaster of the English Premier League and Germany's Bundesliga

Highlights

- New 3 year deal with MolaTV - expected to significantly increase SportsHero's user engagement, user numbers and value proposition to advertisers to accelerate revenue growth
- MolaTV is the leading multiplatform cable television, IPTV and video on-demand-over-the-top channel in Indonesia
- MolaTV is the official broadcaster in Indonesia of the English Premier League and the Indonesian National Team games until 2022, with an option to renew
- MolaTV will provide to SportsHero broadcast game highlights of the English Premier League (**EPL**), German Football League (**Bundesliga**), UEFA Nations League and all other international football leagues that MolaTV are the official licensed broadcasters
- MolaTV are aggressively pursuing Indonesian football rights for other major leagues throughout the world and SportsHero's agreement extends to include those leagues
- SportsHero will host a dedicated page for MolaTV on OlahBola, SportsHero's dedicated app for Indonesian sports fans, where game highlights will be showcased as they are produced
- MolaTV will pay SportsHero 10% of all MolaTV subscription revenues generated from SportsHero's OlahBola app

Significance of the deal

The MolaTV deal, which commences in November 2020, enables SportsHero to deliver the world's most sought after and dynamic football content, which can only be produced by a licensed broadcaster, that will complement and transform SportsHero's OlahBola platform.

The MolaTV partnership opens a completely new revenue stream for OlahBola. Capitalising on OlahBola's rapid user growth, we are offering our users a direct value-add and our partners an effective digital referral platform.

Quote from CEO Tom Lapping

"Being able to provide broadcast game highlights of the world's most watched football games and leagues to our Indonesian OlahBola users is certainly going to significantly increase user engagement, user numbers and correspondingly will attract advertisers and accelerate revenue growth."

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SportsHero

"Securing a content deal of this magnitude with Indonesia's premier sporting IPTV, cable television and video network is a major and unparalleled coup for the Company."

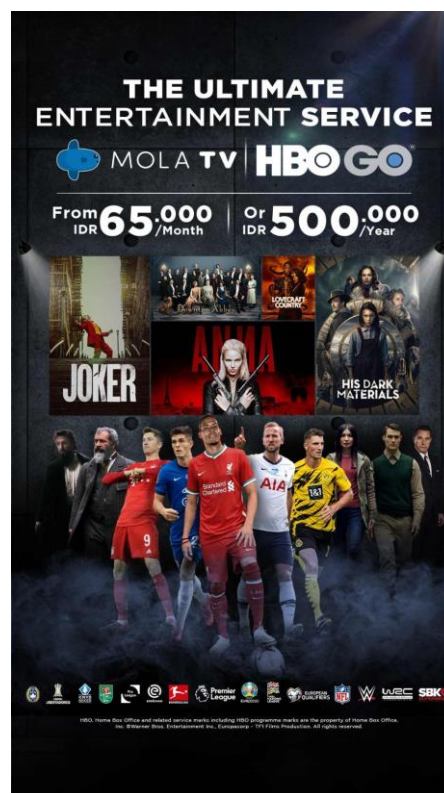
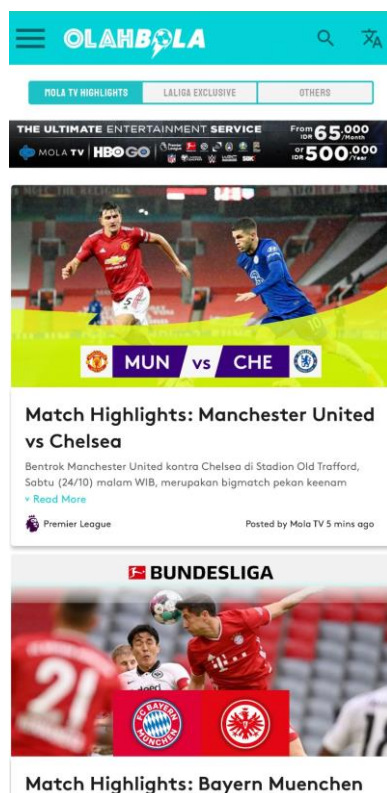
Deal overview

Throughout the 3 year term and subject to MolaTV retaining the broadcast rights, MolaTV will provide SportsHero with broadcast game highlights of the English Premier League (EPL), the German Football League (Bundesliga), the Dutch Football League (Eredivisie), Carabao Cup Football (formerly the English League Cup), Copa Libertadores Football (an annual international South American premier club competition) and any other leagues for which, during the 3 year term, MolaTV are the licensed broadcaster. In that regard, MolaTV are aggressively pursuing football rights for other major leagues throughout the world and SportsHero's agreement extends to include those leagues.

SportsHero will produce a minimum of 25 written articles per week related to the game highlights hosted on a dedicated page for MolaTV on OlahBola. In addition, SportsHero has the right to edit videos as needed as long as the video highlights display the OlahBola logo on the front and back bumper and a call-to-action to drive MolaTV subscriptions.

In accordance with the partnership, MolaTV will pay SportsHero 10% of all MolaTV subscription revenues generated from SportsHero's OlahBola app.

No other consideration will be paid by SportsHero for the MolaTV content that will be broadcast on OlahBola.



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Who is MolaTV?

Mola TV is a multiplatform cable television, IPTV and video on-demand-over-the-top channel in Indonesia owned and operated by Polytron, a company within the Djarum Group. The group has many business interests among them, BCA bank and Polytron Electronics and is owned by the most successful family owned company in Indonesia. The family being rated as Asia's 4th richest by Bloomberg in 2019 with a wealth of over US\$32 billion.

Currently, MolaTV holds the exclusive broadcast rights for the English Premier League for Indonesia and is the license holder for the broadcast rights of the UEFA Euro 2020 final tournament. Mola TV will broadcast in Indonesia all games under the Mola Sports brand, offered as a dedicated English Premier League channel and its own on-demand OTT platform. MolaTV was established with the aim of making its services more accessible and affordable to more people in Indonesia, especially in relation to sport.

In 2019, MolaTV signed a 3-year agreement to become the official license holder for PSSI's (the Football Association of 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.

Furthermore, MolaTV has acquired the Indonesian broadcasting rights of the following tournaments:

- the 2022 FIFA World Cup in Qatar;
- the UEFA Champions League 2020–21; and
- European Qualifiers 2020-22.

MolaTV is headquartered in Jakarta and has studios in both England and Jakarta.

MolaTV offers a variety of other quality shows, including:

- MOLA SPORTS - live streaming of more than 70 matches every week, such as English Premier League, Bundesliga, Eredivisie, EURO, NFL, World Cup qualifiers, UEFA Nation League, badminton events, mixed martial arts, car rallies and more
- MOLA MOVIES - featured Hollywood movies and Prime Time series
- MOLA KIDS - educational edutainment, animated cartoons and animal shows
- MOLA LIVING - inspiration for housing, culinary, travel, talk shows and TV shows produced by KREASI MOLA original
- HBO GO - blockbuster movies and HBO original series

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About SportsHero

SportsHero's strategy is to build a large user base of active sports fans utilising our premium technologies and official associations with the sport's governing bodies. We will then monetise these strategic assets with recurring revenue generated from complementary advertising income, brand sponsorship, subscriptions, competition revenue, video streaming, e-commerce and match and gamification ticket sales.

SportsHero has developed an intelligent, engaging sports prediction platform, designed to provide a dynamic immersive social experience, coupled with both monetary and other prizes.

It has an exclusive digital partnership with PSSI as well as with Spain's LaLiga, one of the world's most popular sporting leagues.

Having developed a white label digital solution, SportsHero is now able to offer that digital solution across multiple sports to sporting groups and other partners globally.

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