



20 November 2020

## **SIGNIFICANT MILESTONE ACHIEVED - OVER 1.25 MILLION NEW UNIQUE USERS AND MOLATV INTEGRATION AHEAD OF SCHEDULE**

### **HIGHLIGHTS**

- **1,299,874 new unique users generated on SportsHero's fully localised Indonesian app 'OlahBola' – ahead of target**
- **Dedicated MolaTV page, with banner ads and video highlights, launched on OlahBola**
- **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**
- **Fan Zone feature, showcasing fan curated content designed to enhance user engagement, completed ahead of schedule**
- **Rapidly growing user base further enhances our value proposition to advertising brand partners – revenue generation expected to commence within the next 6 weeks**

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 **1,299,874 new unique users**. These users have been generated since the official Indonesian launch of OlahBola on 7 July 2020.

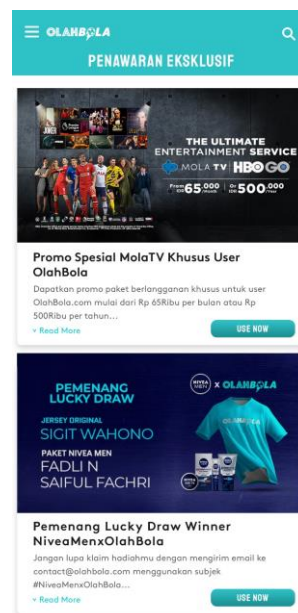
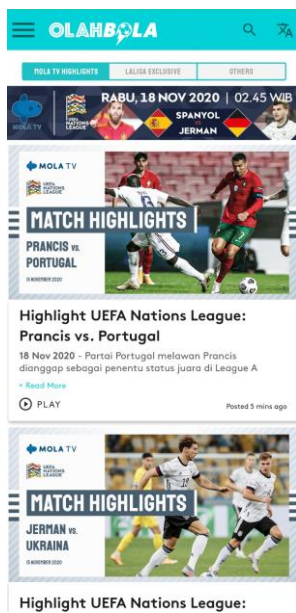
The Company is also very pleased to announce that since the Company's exciting MolaTV partnership announcement on 11 November 2020, SportsHero has delivered the following substantive results on OlahBola:

- Developed and launched a dedicated MolaTV page with banner ads, video highlights and editorial content designed and produced in-house.
- MolaTV subscription offer showcased in "Exclusive Offers" page with a link for referral tracking.
- Social media marketing and promotion launched on OlahBola's social channels.
- Fan zone completed, enabling fans to submit articles, upload favourite club photos and creative memes.

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# SportsHero



**SportsHero's CEO, Tom Lapping said:** "Surpassing 1.25 million unique users ahead of schedule is an amazing achievement. A significant milestone for SportsHero and a credit to our entire team."

"The marketability, appeal and potential of our OlahBola platform is rapidly increasing. Add to this the decisive and significant progress made since securing our content partnership with Indonesia's premier sporting cable television and video network MolaTV puts us firmly on track to commence generating revenues within the next 6 weeks."

## Fan Zone

The Fan Zone feature on OlahBola is designed to enhance user engagement and interaction wherein fans are invited to collaborate by producing their own curated content.

- **Fan Features**

Fans can now make their knowledge work for them by submitting their original written work to SportsHero. The author of each article selected by our content team and featured on OlahBola will be rewarded with either a cash or merchandise prize.

- **Fan Gallery**

Users will also be rewarded for their submission when their uploaded personal fan photos or creative memes are featured in the "Fan of the Month" or "Meme Gallery".

- **Fan Forums**

Users will be encouraged to cast their votes and express their opinions through OlahBola's fan vote features. Fan forums are designed to encourage a healthy

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exchange of ideas, thoughts and opinions on the world of football among Indonesian's passionate fans.

## Local Team Expansion

As a consequence of OlahBola's rapid growth, SportsHero has recruited a new Indonesian based designer and is actively looking to engage two additional Indonesian based content producers and establish a business development team within the next 4-6 weeks.

## OlahBola – The Indonesian football app for fanatical fans

OlahBola is the Indonesian local market version of SportsHero's platform that 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. OlahBola will leverage SportsHero's exclusive and valuable La Liga partnership rights and assets over the 2020/21 football season in conjunction with MolaTV's unparalleled premium content covering these leagues.

## 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 4<sup>th</sup> 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.

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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

## **Authorised for release by the Board**

Michael Higginson  
Director/Company Secretary