



1 December 2020

**RECORD USER GROWTH - OVER 250,000 NEW UNIQUE USERS
GENERATED IN ONLY 10 DAYS
&
APPOINTMENT OF INDONESIAN DIRECTOR OF SALES & BUSINESS
DEVELOPMENT**

HIGHLIGHTS

- **254,685 new unique users generated on OlahBola in only 10 days**
- **1,554,559 new unique user achieved, one month ahead of schedule, since OlahBola's launch on 7 July 2020**
- **New Indonesian Director of Sales and Business Development appointed to commercialise user base**
- **Local Indonesia team expanded**
- **SportsHero is now poised to commence selling advertising space and sponsorships and commence generating revenue**

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 generated **record user growth with 254,685 new unique users joining the platform in the last 10 days**. This record user growth means that OlahBola has now generated, one month ahead of schedule, **1,554,559** new unique users since its official Indonesian launch on 7 July 2020.

Our user base enables us to attract and engage with international and local brand partners to generate advertising and sponsorship revenues on the platform. We have a clear go to market plan and an attractive value proposition with the OlahBola platform allowing brands to target the highly sought after demographic of 18-35 year old males. The sales pipeline is beginning to build and we expect first commercial revenues to be recognised this month.

Appointment of Indonesian Director of Sales & Business Development

To drive the accelerated revenue strategy, SportsHero is also very pleased to announce the appointment of Ms Ika Novi as the Company's Indonesian Director of Sales and Business Development.

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Ms Novi is Indonesian and has in excess of 10 years experience with positions held with Bank DKI Indonesia and Rob's Jobs, a job postings platform that she built from zero to 25,000 companies, 150,000 users and 30,000 job postings in less than 18 months. Ms Novi has existing and close relationships with most departments of the current Indonesian government and has a strong network of A-list Indonesian companies. She is an MBA graduate, a motivated self-starter, and has a passion for excellence and a focus on delivering results.

Local Team Expansion

In addition to the engagement of Ms Novi, SportsHero is also pleased to announce the engagement of three new Indonesian based content specialists. One of the content specialists will be the dedicated content producer for the MolaTV page to publish video highlights and write the related articles. The other two content specialists will focus on producing written daily content for the app and deliver social media marketing videos to promote OlahBola throughout Indonesia.

SportsHero's CEO, Tom Lapping said: *"Surpassing 1.5 million unique users, one month ahead of schedule, has exceeded my expectations. This very significant milestone substantially enhances SportsHero's value proposition and puts us firmly on track to commence generating advertising revenues."*

"I welcome Ms Novi to our small but growing team and thank all current team members for their innovation, expertise, commitment and devotion to the Company and its global sports prediction objectives."

Authorised for release by the Board

Michael Higginson
Director/Company Secretary