



2 February 2021

2,701,472 new unique OlahBola users generated following record monthly user growth

Highlights

- **record monthly user growth, with 586,296 new unique OlahBola users generated in January**
- **2,701,472 new unique users generated – ahead of target**

SportsHero (ASX: SHO) (**SportsHero** or **Company**), is very pleased to be able to announce that the Company's Indonesian locally branded and fully localised international football app '**OlahBola**' has achieved **2,701,472 new unique users**. These users being generated since the official Indonesian launch of OlahBola on 7 July 2020.

SportsHero's CEO, Tom Lapping said: "The surpassing of 2.7 million unique users is another very significant milestone. Our rapidly growing user base is attracting international and local brand partners and our sales pipeline is building."

"We have a clear go to market strategy and a very attractive value proposition with the OlahBola platform allowing brands to target the highly sought after demographic of 18-35 year old Indonesian males."

Social media

Social media marketing and promotions launched on OlahBola's social media channels have also generated some exceptional results, including the following:

Tiktok: account commenced on 1 December 2020

- Tiktok followers tripled in January (to in excess of 80,000 followers), surpassing popular football accounts such as Persija Jakarta (the largest football club in Indonesia) and Bola.com (one of the largest football media companies in Indonesia)
- an OlahBola created and produced video post (released yesterday) generated over 2 million Tiktok views in less than 24 hours
- Engagement rate on Tiktok is at 32.31%, which is twice the average industry standard*
- Persija Jakarta's engagement rate is 10.37%*
- Bola.com's engagement rate is 7.31%*

These very impressive Tiktok social media results clearly demonstrating that Olahbola is a brand that is producing engaging and relevant content for a rapidly increasing user base.

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Instagram

- followers grew by 76.4% in January to in excess of 11,500
- January engagement rate on Instagram is 52% - sporting industry average is 2.33%**
- the engagement rate of Persija Jakarta is 2.33% and Bola.com is 1.45%**
- OlahBola's engagement rate improvement is a direct result of our premium MolaTV content strategy

Given the prominence of social media in Indonesia, with in excess of 50% of the population connected, OlahBola's digital social media strategy provides direct access (for minimal cost) to the substantial Indonesian football community demographic. In turn, our rapidly increasing user numbers, coupled with our higher than average engagement rates provide considerable incentive for potential OlahBola advertisers and sponsors.

Authorised for release by the Board

Michael Higginson
Director/Company Secretary

* Source: influencermarketinghub.com/tiktok-money-calculator/

** Source: www.digitalmarketingcommunity.com/indicators/instagram-engagement-rate/