



ASX RELEASE

17 February 2021

SPORTSHERO SIGNS EXCLUSIVE INDONESIAN PARTNERSHIP WITH ICON ESPORTS, OWNER OF AUSTRALIA'S LEADING ESPORTS BRAND THE "CHIEFS ESPORTS CLUB"

Highlights

- ✓ New 3 year partnership with ICON Esports Pty Ltd (**ICON**), the owner of The Chiefs Esports Club which is Australia's leading esports brand and the largest in Oceania
- ✓ SportsHero and ICON will jointly operate and co brand an esports focused prediction network on SportsHero's Indonesian OlahBola platform
- ✓ The OlahBola esports focused product will enrich OlahBola and drive new revenue streams. ICON has client partnerships with Intel, Red Bull, Marvel, Singtel (OPTUS) and L'Oréal
- ✓ All revenue generated and operating costs incurred from the OlahBola esports activities are to be shared equally
- ✓ SportsHero to promote the OlahBola esports product to Indonesian football clubs and their tens of millions of active supporters
- ✓ The esports prediction network may include periodic Indonesian esports tournaments, media coverage for esports and coaching and scouting services
- ✓ Option to extend the partnership for a further 3 year term

Significance of the deal

ICON is the parent company of the largest esports organisation in the Oceania region. ICON generates revenue by running marketing campaigns for global brands such as Intel, Red Bull, Marvel, Singtel (OPTUS) and L'Oréal. These brands follow The Chiefs Esports Club into specific events and competitions where they get access to a large and highly engaged fan base.

In accordance with a binding Terms Sheet, SportsHero and ICON will jointly operate and co-brand on the SportsHero's Olahbola platform an esports focused prediction network throughout Indonesia.

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SportsHero

As announced on 2 February 2021, SportsHero has over 2.7M users and the partnership with ICON provides an opportunity to further monetise our OlahBola app platform with new brand partners and advertisers alike.

SportsHero's CEO Tom Lapping said:

"We are delighted to partner with ICON and The Chiefs Esports Club, which is recognised as one of the pre-eminent esports organisations."

"ICON's functionality is a strong and complementary fit with our highly successful OlahBola app. The additional functionality enabling us to engage esports fans and new brand partners to drive new income streams."

"We have a highly engaged audience of over 2.7 million and the partnership with ICON and The Chiefs Esports Club will allow us bring more value to our users and expand our revenue pipeline."

Partnership overview

In accordance with a binding Terms Sheet, the parties have agreed to the following:

- (a) An exclusive 3 year partnership in Indonesia under the OlahBola brand with the launch date is scheduled for this financial year;
- (b) ICON and SportsHero will jointly operate and co-brand an esports focused prediction network in Indonesia that may include periodic Indonesian esports tournaments, media coverage for esports and coaching and scouting services;
- (c) ICON and SportsHero will deliver advertising and sponsorship opportunities and share equally all Indonesian esports revenues and operating costs;
- (d) SportsHero and ICON will be jointly responsible for the following activities:
 - identification and engagement with sponsors/corporate partners;
 - collaborate on the design and development of the web app and public facing product;
 - identification and engagement with influencers, marketing agencies or other marketing opportunities to promote the offering;
- (e) ICON will be responsible for the content, professional participants, project management and the recruitment of influencers and support staff;
- (f) SportsHero will be responsible for engaging local Indonesian media groups and local Indonesian football personalities to drive promotion; and
- (g) SportsHero will engage the web app developers to produce the customer facing product and provide the relevant technology to produce the web

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app and the engagement of an appropriate payment platform to facilitate revenue collection.

Authorised for release by the Board

Michael Higginson
Company Secretary

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, ecommerce 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.

About ICON & The Chiefs

ICON Esports has been at the forefront of shaping the commercial landscape of the Oceanic esports and gaming market through brand driven marketing campaigns and partnerships to its gaming & esports audience.

Since ICON acquired The Chiefs Esports Club in 2019, the club has gone from strength to strength, executing comprehensive marketing campaigns for global brands across its wide range of digital channels and media assets while also undertaking large live brand activations.

ICON & The Chiefs connect brands to their audience through a network of influencers and pro esports teams.

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