



18 February 2021

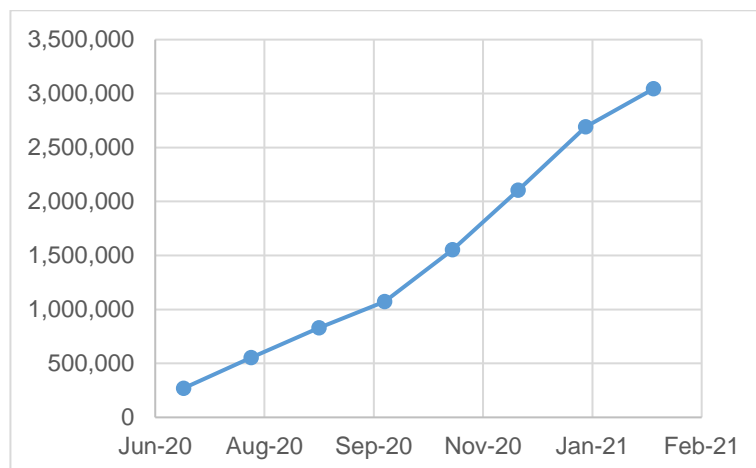
Significant milestone achieved – over 3 million new unique OlahBola users generated

Highlights

- **3,043,955 new unique users generated**
- **Users growing at a 31% month on month compound growth rate***
- **Growth is attracting more international and local brands into our sales pipeline**

SportsHero (ASX: SHO) (**SportsHero** or **Company**), is very pleased to announce that the Company's Indonesian locally branded and fully localised international football app 'OlahBola' has now achieved **3,043,955 new unique users**. This represents a significant milestone for the OlahBola app, which was officially launched in Indonesian on 7 July 2020.

SportsHero's CEO, Tom Lapping said: "The total Indonesian addressable market is around 100 million. We have now surpassed 3 million new unique users, well ahead of schedule and growing at a **compound** rate of 31% month on month."



Having added 342,483 new users since our last market update on 2 February 2021, SportsHero is increasingly attracting the attention of international and local brand partners which is leading to a growing sales pipeline.

With a total addressable market size of around 100 million, SportsHero expects user growth rates to remain high.

Authorised for release by the Board

Michael Higginson
Director/Company Secretary

* The month on month compound growth rate is the month-over-month average user growth rate for the period commencing 7 July 2020 (being the OlahBola launch date) and ending 17 February 2021.

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