



**ASX RELEASE**

22 February 2021

## **SportsHero signs an exclusive partnership with Footie Group Limited, owner of Ellevate Football, a world leading football talent scouting platform**

### **Highlights**

- ✓ New 3 year partnership with Ellevate Football that includes the launch of a new subscription revenue product to be promoted to the 3 million users of SportsHero's 100% owned Indonesian football app, **OlahBola**
- ✓ SportsHero to market the Ellevate Football partnership to Indonesian football clubs and their tens of millions of active supporters to drive revenue and new users to OlahBola
- ✓ Ellevate Football is a world leading football talent scouting app that allows aspiring amateur footballers to showcase their skills to scouts from leading football clubs worldwide

### **Significance of the deal**

Since commencing in 2017, Ellevate Football has developed into a world leading football talent scouting platform. Parents of aspiring young footballers subscribe to the Ellevate Football platform to showcase their child's talent directly to the scouts engaged by professional football clubs worldwide.

In accordance with a binding Terms Sheet, SportsHero will have exclusive access to Ellevate Football's technology and intellectual property for use in the Indonesian market.

SportsHero will incorporate Ellevate Football's functionality into its rapidly growing OlahBola app. Once pricing is finalised, a recurring subscription revenue product for parents of talented young junior footballers will be launched to provide those players and their parents with access to Ellevate Football's exclusive scouting and football development programmes. Additionally, the new Ellevate Football offer is expected to appeal to new brand partners and advertisers targeting this younger Indonesian demographic.

Ellevate Football and SportsHero will share equally all subscription revenue, advertising and sponsorship revenue generated from the 3 year partnership. The parties have further agreed to include an option to extend the partnership for a further 3 year term.

### **SportsHero's CEO Tom Lapping said:**

"We are delighted to partner with Ellevate Football to bring their world class talent scouting platform to the large football passionate Indonesian market. Ellevate Football's functionality is a strong and complementary fit with our highly successful OlahBola app."

"The new Ellevate Football offer will allow OlahBola to introduce a unique and valuable opportunity for the substantial number of young up-and-coming Indonesian football players to be discovered."

**SportsHero Limited**

ABN 98 123 423 987

Principal and Registered Office: 36 Prestwick Drive, Twin Waters, Queensland 4564

**Tel/Fax: +61 7 5457 0557**

# SportsHero

"We are also excited by the potential revenue opportunity of a recurring subscription revenue product that will be marketed to OlahBola's growing user base of over 3 million and the potential introduction of new brand partners and advertisers who are targeting this young Indonesian demographic."

"SportsHero will promote Ellevate Football to the Football Association of Indonesia and will seek to obtain their endorsement, along with other Indonesian football associations."

## Partnership overview

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

- (a) Ellevate Football will operate the app in Indonesia in an exclusive 3 year partnership with SportsHero on the OlahBola platform under the brand name "Ellevate Football";
- (b) Ellevate Football and SportsHero will share equally all Indonesian subscription, advertising and sponsorship revenue generated by the app;
- (c) Ellevate Football will provide all software and support for the app;
- (d) Ellevate Football will be responsible for all areas in relation to the app's content and professional participants;
- (e) SportsHero shall make recommendations and introductions of Indonesian personalities, talent scouts and marketing entities;
- (f) at SportsHero's cost, it will provide assistance in localising the app in Indonesia in such areas as Indonesian translations and integration with Indonesian payment gateways;
- (g) SportsHero will promote the app to the Football Association of Indonesia and seek to obtain their endorsement along with other Indonesian football associations;
- (h) the app is expected to be launched in Indonesia at the end of March 2021; and
- (i) both parties will use reasonable endeavours to introduce and deliver advertising and sponsorship opportunities for the app.

## Authorised for release by the Board

Michael Higginson  
Company Secretary