

SportsHero

ASX RELEASE

23 April 2021

OVER 4 MILLION NEW UNIQUE OLAHBOLA USERS GENERATED & LAUNCH OF ESPORTS SERIES

Highlights

- ✓ Over 4 million new unique OlahBola users generated
- ✓ The first tournament of the OlahBola Esports Series launches today, in Indonesia, on schedule
- ✓ OlahBola Esports Series comprises 6 tournaments, across 3 titles and will run until 17 June 2021

SportsHero (**ASX:SHO**) (**SportsHero** or the **Company**) is very pleased to announce that the Company's Indonesian locally branded and fully localised football app 'OlahBola' has now achieved 4,093,057 new unique users. This represents another significant milestone for the OlahBola app, which was officially launched in Indonesia on 7 July 2020.

SportsHero's CEO Tom Lapping said: "We continue to be very pleased with the continued rapid user growth on our OlahBola platform."

"The response to our first Esports practice match was exciting and significantly exceeded our expectations. We now eagerly look forward to today's launch of our first ever Esports Series. Being able to expand and enrich our OlahBola offering to our existing Indonesian demographic certainly enhances OlahBola's potential and marketability."

OlahBola Esports Series update

On 17 February 2021, SportsHero announced a 3 year partnership with ICON Esports whereby the parties will jointly operate and co brand on SportsHero's OlahBola platform an Esports focused prediction network throughout Indonesia.



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As announced on 25 March 2021, the OlahBola Esports Series kicked off with a practice match on 8 April 2021, with all tournaments running until 17 June 2021.

The Series requires all participants to have a valid OlahBola account.

The initial 1st tournament "practice match", which targeted only 64 teams and 320 players, was played by some 128 teams and 838 players.

The programme for the 1st of six OlahBola Esports Series tournaments is:

- Day 1 Qualifier - 23 April
- Day 2 Qualifier – 24 April
- Semi Final – 30 April
- Grand Final – 1 May

Both Semi Finals and Finals will be streamed live on OlahBola.

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.