



## ASX RELEASE

6 May 2021

# **SportsHero signs revenue sharing partnership with UK based Sportclips Limited, who have an exclusive subscriber agreement with Indosat Ooredoo (Indonesia's second largest Telco with 60+ million paid subscribers)**

## Highlights

- Sportclips have an exclusive subscriber agreement with Indonesia's second largest Telco, Indosat Ooredoo
- Indosat Ooredoo has over 60 million paid subscribers
- SportsHero signs a **3-year revenue sharing** deal with UK based Sportclips Limited
- SportsHero and Sportclips to equally share subscriber revenue generated from Indonesian Sportclips subscribers on Indosat Ooredoo

## Significance of the deal

The Sportclips partnership opens a completely new subscriber revenue stream for SportsHero as it enables SportsHero to earn a 50% share of Sportclips subscriber revenue generated as a result of their subscriber agreement with Indonesia's second largest Telco, Indosat Ooredoo (**Subscriber Agreement**).

Pursuant to the Subscriber Agreement, Sportclips is entitled to 40% of all subscriber revenue generated.

In consideration for the provision by SportsHero of fully localised Indonesian content, SportsHero is entitled to 50% of Sportclips 40% revenue share received from subscribers on Indosat Ooredoo.

No other consideration is to be paid by SportsHero.

The term of the Sportclips partnership agreement is 3 years.

## Sportclips Video Subscription

The package of video subscription channels offered by Sportclips are:

1. OlahBola - the only local Indonesian content
2. Golf World
3. Sport Confidential
4. Football Review
5. Premier League News
6. The Inside Line

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7. National Icons
8. Soccer Today
9. Deuce Tennis
10. Arena Esports
11. FIBA World Basketball
12. F2 Freestyler

## **Sportclips subscription prices**

Sportclips subscription prices are as follows:

- ✓ 1 day subscription - IDR 1,100 (~A\$0.10)
- ✓ 1 weeks' subscription - IDR 5,500 (~A\$0.50)
- ✓ 1 months' subscription - IDR 16,500 (~A\$1.50)

By way of example, if 1% of Indosat's 60.3m subscribers (ie 603,000 subscribers) subscribed for a 1 month subscription to the 12 video channels offered by Sportclips, then that would equate to SportsHero receiving monthly revenue of ~A\$178,800, calculated as follows:

- $603,000 \times \text{IDR } 16,500 = \text{IDR } 9.495\text{b}$  (~A\$894,000) per month
- Sportclips will earn 40% of ~A\$894,000 = A\$357,600 per month
- SportsHero will earn 50% of Sportclips revenue = A\$178,800 per month

The Directors of SportsHero advise that there is no guarantee that any revenue will be derived by SportsHero from the Sportclips partnership.

## **Quote from Shaun Doyle, CEO, Sportclips Limited**

"Sportclips are delighted to be partnering with SportsHero who will provide us with their exclusive Indonesian content for use in our Indonesian sports based mobile subscription service that is to be marketed through Indosat Ooredoo."

"Indosat Ooredoo have an estimated subscriber base of 60 million customers and is recognised throughout Indonesia as a major mobile network innovator, for both content and services."

"Pursuant to our agreement with Indosat, Sportclips provides Indosat with an exciting Sports based mobile video subscription service which is charged on a daily, weekly or monthly package price. In return, Indosat will market the service directly to their customer base via direct messaging and other digital marketing resources at their disposal."

## **Quote from CEO Tom Lapping**

"Generating revenue from Sportclips subscriptions offered to the 60+ million Indosat Ooredoo subscribers delivers for SportsHero significant revenue sharing potential."

"In the fast-moving world of digital marketing, brands competing for consumer attention need to also deliver relevant content across several platforms in a timely and cost-efficient manner. With OlahBola's continued rapid user growth and our partnership with Sportclips

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that will be promoted to Indosat's 60+ million subscribers, we are confident that we will achieve significant revenue."

## Who is Sportclips?

Sportclips is a UK based company founded by Shaun Doyle, who has worked in the media and sports sector for the last 25 years.

Sportclips are a sports based 'Video on Demand' content provider who have partnered with telecommunications companies and banks across the world to provide content on a revenue share basis. Their up-to-date content covers all major sporting events and is updated on a daily basis via Sportclips numerous portals and channels.

Sportclips' core clients include mobile network operators in Europe, the Middle East, Africa and the Asian Pacific regions.

Pursuant to the Subscriber Agreement, Sportclips offers up-to-date video content to Indosat Ooredoo subscribers across a wide range of sports. Their content includes sports such as European football, motor sport, basketball and surfing.

For more information, please go to [www.sportclips.club](http://www.sportclips.club).

## Who is Indosat Ooredoo?

Indosat Ooredoo (IDX: ISAT), member of the Ooredoo Group, is building Indonesia's leading digital telco, enabling access and greater connectivity for everybody and every business. The company offers wireless services for mobile phones and broadband internet lines. Indosat also provides other services such as international direct dialing, fixed telecommunications and multimedia.

As stated in Indosat's Investor Memorandum dated 19 February 2021, consolidated revenue of IDR 27,925.7 billion (~A\$2.5b) and a total subscriber base of 60.3 million were recorded for FY2020.<sup>1</sup> On 19 April 2021, Indosat Ooredoo became the first cellular operator in Indonesia to run intelligent Radio Access Network (Open RAN) field trials on video grade 4G network.<sup>2</sup>

## Authorised for release by the Board

**Michael Higginson**  
**Company Secretary**

Source:

1. <https://indosatooredoo.com/dataprod/portalcontent/portal/images/products/pdf/637493296032572177.pdf>
2. <https://indosatooredoo.com/portal/en/corppressreleasedetail?id=10004631>

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