SportsHero

ASX RELEASE

11th October 2021

SPORTSHERO DEVELOPING A WORLD FIRST DEDICATED ESPORTS PREDICTION HUB

CREATING A GLOBAL ECOSYSTEM FOR ESPORTS COMMUNITIES, FANS, TEAMS AND TOURNAMENT ORGANISERS TO INTEGRATE, ENGAGE & MONETISE THEIR USERBASES THROUGH PREDICTION AND GAMIFICATION

Highlights

- SportsHero is developing a world first dedicated esports prediction hub that will offer users an unparalleled interactive platform driven by our proprietary esports predictor technology and our prediction tournament intellectual property assets and expertise

- Creating a proprietary ecosystem designed for esports communities globally to plugin, integrate, engage and monetise their developed userbases in partnership with SportsHero on our 100% owned platform

- SportsHero to accelerate user and revenue growth by building a highly adaptive and scalable white labeled tournament solution that is focusing on partnering with large professional and amateur esports fanbases, we will drive engagement and competition within these communities by utilising our artificial intelligence predictor (**Predictor**) and providing players with data driven predictions on their tournament outcomes within their communities

- League of Legends, FIFA, CS:GO and Dota2 to be included in SportsHero's covered game portfolio. SportsHero's esports data library will continue to rapidly grow with these additions, opening up multiple potential revenue streams for Data as a Service offerings

- Australian and global launch date is scheduled for Q1 2022

Further to the Company's announcements dated 21 April 2021 and 9 September 2021, SportsHero is extremely pleased to announce that it is developing a world first proprietary esports prediction tournament platform (**Platform**), providing the Company with direct access to the rapidly expanding global esports market that encompasses hundreds of millions of fans globally[1].

The Company's technology portfolio will include the entire suite of prediction and tournament structures (including points systems, scoring and live leaderboards) covering the largest and most popular esports games, as well as datasets covering these esports games globally. Our portfolio will traverse the entire esports market and will include the following esports game titles and tournaments:

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Professional Ai Predictor
- League of Legends
- FIFA

Amateur Ai Predictor
- League of Legends
- FIFA

Complete Tournament Structures
- League of Legends
- FIFA
- CS:GO
- Dota2

Datasets Owned (game, team and players)
- League of Legends
- FIFA
- CS:GO
- Dota2

Quote from CEO Tom Lapping

"We are building a world first dedicated esports prediction hub that is expected to deliver for our users access and coverage to some of the world's most popular esports games, including League of Legends and FIFA."

"Our global scale Platform has the potential to be a company maker by allowing SportsHero to enter new markets, generate revenue at scale and leverage our existing products, data and market position to our advantage."

Asset portfolio

SportsHero's 100% owned proprietary Platform will include the following:

- comprehensive game, team and player databases for FIFA professional
- proprietary artificial intelligence Predictor for FIFA and League of Legends professional tournaments
- proprietary artificial intelligence Predictor for FIFA and League of Legends amateur tournaments
- inimitable esports prediction tournament platform, encompassing the entire operating structure, covering League of Legends, FIFA, CS:G0 and Dota2
- complete user rankings and interactive leaderboard point system
- innovative technological development to ensure efficient integration with multiple esports communities
- all essential webpages and landing pages, including automated QR code generation for user signup and integration onto the Platform.

The Platform will be engineered so that it can be plugged into multiple user bases, including tournament organisers, teams and esports communities.

Revenue Opportunities

The Platform has been designed to facilitate the generation of significant new revenue opportunities, including licensing, subscription, exclusive streaming and royalties, affiliate gaming revenue with potential customers that operate gaming communities and betting companies, esports and sporting news websites and esports tournament organisers.

Development team

To facilitate the development of SportsHero's innovative and cutting-edge artificial intelligence technology, the Company has engaged artificial intelligence specialist Ai-Driven Pty Limited (Ai-Driven). Ai-Driven is a technology company with offices in Australia and Asia that provide artificial intelligence solutions to small and medium enterprises globally.

The development team is led by Ai-Driven Chief Technical Officer, Mr Henry Tian. Henry is an experienced software engineer who specialises in machine learning and artificial intelligence.

Henry previously held senior development roles with one of the world's largest telco and smartphone manufacturers and is one of the top minds with respect to deep learning applications in Australia. Henry has authored multiple publications in journals worldwide, including articles in the prestigious European Journal of Electrical Engineering & Computer Science.

Agreement with Ai-Driven

Ai-Driven has agreed to take a percentage of their fees in the form of options. SportsHero will grant 3,000,000 options with exercise prices that significantly exceed the Company's current share price. The 3,000,000 options will be issued following completion, on the terms set below:

   (i)   1,000,000 options each exercisable at $0.05 and expiring 31 October 2023;
   (ii)   1,000,000 options each exercisable at $0.10 and expiring 30 November 2023; and
   (iii) 1,000,000 options each exercisable at $0.20 and expiring 31 December 2023.

Authorised for release by the Board

Michael Higginson
Company Secretary

1. Global Esports viewership by viewer type 2022 | Statista