

SportsHero

ASX RELEASE



12th October 2021

WORLD FIRST PROPRIETARY ESPORTS PREDICTION TOURNAMENT PLATFORM

We refer to the Company's ASX announcement dated 11 October 2021, wherein SportsHero advised that it is developing a world first proprietary esports prediction tournament platform (**Platform**) that will provide the Company with direct access to the rapidly expanding global esports market that encompasses hundreds of millions of fans globally.¹

Ai-Driven Pty Ltd - Development agreement

Pursuant to a development agreement with artificial intelligence specialist Ai-Driven Pty Limited (**Ai-Driven**), SportsHero advises as follows:

-  As disclosed in the Company's 11 October 2021 ASX announcement, SportsHero agreed to issue Ai-Driven 3,000,000 options: 1,000,000 \$0.05 options expiring 31 October 2023, 1,000,000 \$0.10 options expiring 30 November 2023 and 1,000,000 \$0.20 options expiring 31 December 2023;
-  In accordance with ASX Listing Rule 7.1, the issue of the aforementioned 3,000,000 options is subject to the receipt of shareholder approval; and
-  SportsHero confirms that the Ai-Driven development agreement concludes on completion of the development work, which is expected to take not more than 16 weeks;

Launch of Platform

Following completion of the development work by Ai-Driven in Q1 2022, SportsHero intends to launch the Platform in Australia and globally.

Esports predictor

As disclosed in the Company's ASX announcement dated 9 September 2021, SportsHero confirms that the Company's proprietary artificial intelligence esports predictor was completed by Ai-Driven ahead of schedule.

Authorised for release by the Board

Michael Higginson
Company Secretary

1. [Global Esports viewership by viewer type 2022 | Statista](#)