



## ASX RELEASE

14 October 2021

### **SportsHero to test launch in Australia its unique esports Prediction Competitions with established Australian esports tournament organiser, EGN Gaming**

#### **Highlights**



**6 month trial AVPL Super League FIFA 2022 partnership with EGN Gaming, whereby SportsHero will operate and co-brand esports prediction competitions for EGN Gaming's Australian registered user base**



**AVPL Super League FIFA 2022 (EGN Gaming's esports title modelled on the English Premier League) prediction competitions set for January 2022 launch**



**Esports are Australia's 2<sup>nd</sup> largest participation sport<sup>1</sup>**



**Revenue generated from AVPL Super League FIFA 2022 prediction competitions to be shared on an 80%/20% SportsHero/EGN basis**

SportsHero Limited (**SportsHero**) is pleased to announce that it has today executed a 6 month partnership agreement with EGN Gaming (**EGN**), whereby SportsHero will co-brand and trial launch esports prediction competitions (**Prediction Competitions**) for EGN's Australian registered user base. These Prediction Competitions will introduce SportsHero's inimitable artificial intelligence FIFA esports predictor.

This initial esports program will serve as a marquee definitive user case that will assist and support SportsHero in scaling our offerings and user growth ambitions prior to engaging with esports tournament organisers globally. Following completion of the trial, we intend to white label the deal structure to multiple esports communities worldwide under mutually beneficial commercial arrangements.

#### **About EGN Gaming**

EGN Gaming was launched in Australia in 2014 as AUSFIFA and delivered a FIFA platform for the local Australian FIFA community. After achieving significant user growth, AUSFIFA rebranded to EGN and built a new improved platform that supported multiple titles for their growing community of over 40,000 active users. In 2021, EGN successfully launched their beta version of the AVPL Super League FIFA, which models the English Premier League. The AVPL Super League FIFA is anticipated to become the crown jewel in EGN's esports tournament aspirations.

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

"We are trial launching our unique and exciting artificial intelligence FIFA esports predictor in Australia with an established Australian esports tournament organiser for what is their largest and most ubiquitous tournaments of the year."

"In so doing, we look forward to facilitating the generation of new revenue opportunities, including affiliate gaming revenue and the introduction of new brand partners and advertisers."

"Our prediction competition strategy is emerging as we initially partner with EGN and their engaged Australian esports community. Following completion of our trial, we will assess and evaluate the experiences of all users in preparedness for the fast-tracking of a global launch."

**Partnership overview**

In accordance with the partnership agreement, the parties have agreed to the following terms:

1. for an initial 6 month term, SportsHero will operate and co-brand Prediction Competitions for EGN's Australian registered user base;
2. revenue generated from Prediction Competitions to be shared on an 80%/20% SportsHero/EGN basis;
3. sponsorship revenue on EGN's website sourced by SportsHero will be shared on an 20%/80% SportsHero/EGN basis;
4. SportsHero will be responsible for the following tasks:
  - identification and engagement with sponsors and corporate partners;
  - collaborating on the design and development of Prediction Competitions and the public facing product; and
  - identification and engagement with influencers, marketing agencies or other marketing opportunities to promote the Prediction Competitions;
5. EGN is responsible for engagement with existing EGN partners and the EGN community;
6. SportsHero will be responsible for:
  - providing relevant Prediction Competition technology, including inter alia artificial intelligence predictors for FIFA amateur tournaments;
  - creating customised Prediction Competitions for EGN's gaming community;
  - integration and implementation of the Prediction Competitions;
  - management of all Australian business requirements; and
  - engagement with the existing SportsHero user base to provide cross promotional marketing between EGN and SportsHero;

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7. EGN will:

- manage the promotion, community engagement, development and integration of all leagues and tournaments including backend and data support;
- operationally support the marketing, promotion and participation of the Prediction Competitions across its community pages, platforms, leagues and tournaments;
- obtain all necessary licences to operate, conduct, host, and use all IP across its leagues and tournaments including but not limited to the Prediction Competitions; and
- build and support with the API connection into the EGN database and share all necessary and relevant EGN data;

8. both parties will use reasonable endeavours to introduce and deliver advertising and sponsorship opportunities for the Prediction Competitions; and

9. a percentage of each party's revenue share would go into co-funding the Prediction Competition prize pools.

Other terms and conditions of the partnership agreement are considered standard for an agreement of this nature.

#### **Authorised for release by the Board**

Michael Higginson  
Company Secretary

1 Digital Australia 2020 Report | IGEA; We Are Social 2021 Digital (AU) Report