



30 November 2021

SPORTSHERO LAUNCHES WORLD LEADING FOOTBALL TALENT SCOUTING APP IN INDONESIA

Highlights

- Indonesian launch of world leading Ellevate Football talent scouting app
- Ellevate Football is a football talent scouting app that allows aspiring amateur footballers to showcase their skills to scouts from leading football clubs worldwide
- Ellevate Football has been integrated with SportsHero's 100% owned and fully localised Indonesian app 'OlahBola'
- Ellevate Football is a subscription revenue product that will be promoted to SportsHero's OlahBola users
- SportsHero will market Ellevate Football to Indonesian football clubs and their tens of millions of active supporters to drive revenue and new users to OlahBola
- OlahBola has generated over 6.2 million new unique users and is on target to reach 10 million users by Q1 FY2022

Ellevate Football partnership

Further to the Company's announcement dated 22 February 2021, SportsHero is delighted to announce the successful Indonesian launch on OlahBola of the world leading football talent scouting app 'Ellevate Football'.

Ellevate Football will be marketed to OlahBola's growing Indonesian user base and is expected to generate recurring subscription revenue and new brand partners and advertisers who are targeting the younger Indonesian demographic.

Parents of aspiring young footballers can subscribe to the Ellevate Football app to showcase their child's talent directly to the scouts engaged by professional football clubs worldwide and improve their skills through the masterclass video tutorials available exclusively on the app.

In accordance with a binding terms sheet, SportsHero has exclusive access to Ellevate Football's technology and intellectual property for use in the Indonesian market.

In accordance with the terms of the partnership, Ellevate Football and SportsHero will share equally all subscription revenue, advertising and sponsorship revenue generated from the 3-year partnership. The parties have further agreed to include an option to extend the partnership for a further 3-year term.

SportsHero's CEO Tom Lapping said:

"With the new Ellevate Football offer, OlahBola will introduce a unique and valuable opportunity for the substantial number of young up-and-coming Indonesian football players to be discovered. Ellevate Football's functionality is a strong and complementary fit with our highly successful OlahBola app."

"We are excited by the potential revenue opportunity of a recurring subscription product that will be marketed to OlahBola's growing user base of over 6 million and the potential introduction of new brand partners and advertisers who are targeting this young Indonesian demographic."

"SportsHero will promote Ellevate Football to the Football Association of Indonesia and will seek to obtain their endorsement, along with other Indonesian football associations."

SportsHero Limited

ABN 98 123 423 987

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Partnership overview

In accordance with a binding Terms Sheet, the parties have agreed the following terms:

- Ellevate Football will operate the app in Indonesia in an exclusive 3-year partnership with SportsHero on the OlahBola app under the brand name "Ellevate Football";
- Ellevate Football and SportsHero will share equally all Indonesian subscription, advertising and sponsorship revenue generated by the app;
- Ellevate Football will provide all software and support for the app;
- Ellevate Football will be responsible for all areas in relation to the app's content and professional participants;
- SportsHero shall make recommendations and introductions of Indonesian personalities, talent scouts and marketing entities;
- SportsHero will promote the app to the Football Association of Indonesia and seek to obtain their endorsement along with other Indonesian football associations; and
- both parties will use reasonable endeavours to introduce and deliver advertising and sponsorship opportunities for the app.

SportsHero's lead generation campaign

SportsHero is pleased to disclose the very encouraging results from its Ellevate Football lead generation campaign that commenced on 22 July 2021.

- the campaign yielded 70,116 visitors;
- 23,700 visitors registered their interest, representing a 34% conversion rate (industry average 5-10%);
- OlahBola's TikTok account generated 197,500 followers, over 5.7 million likes with an 8% engagement rate;
- the top three TikTok posts yielded an average of 3.3 million views; and
- OlahBola's Instagram account generated 32,600 followers, with a 10.77% engagement rate.

OlahBola

On 7 July 2020, SportsHero successfully launched in Indonesia its first locally branded and fully localised football app 'OlahBola'. Despite the fact that domestic football was not played throughout the launch, OlahBola has generated in excess of 6.2 million new unique users.

The Indonesian version of SportsHero's app is dedicated to international football and caters to the millions of fanatical Indonesian football fans who follow and support international football leagues, such as the English Premier League and Spain's La Liga. The OlahBola app provides dynamic video content from these football leagues, providing a platform for advertisers and, in turn, revenue opportunities for the Company.

Authorised for release by the Board

Michael Higginson
Company Secretary

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