



## **ASX RELEASE**

1 December 2021

### **Appointment of Chief Commercial Officer**

➤ **SportsHero secures the services of highly experienced esports professional, Scott Russell**

SportsHero is very pleased to announce the appointment of Mr Scott Russell as Chief Commercial Officer.

In a relatively short period of time, Mr Russell has proactively established himself as a highly regarded esports professional throughout both the entertainment and gaming industries.

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

"SportsHero considers that its esports strategy, driven by its world first artificial intelligence esports predictor and prediction tournaments, will positively resonate with major stakeholders within the gaming, media and esports industries."

"As such, we are delighted to have secured the expertise of a highly experienced professional that possesses a leading understanding of esports ecosystems and is uniquely placed as a result of his substantive involvement within the entertainment and gaming industries."

**Background and experience**

Mr Scott Russell was previously Head of Gaming for Asia Pacific with US based global e-commerce and payment provider, Blackhawk Network wherein he launched dedicated gaming ecommerce channels focused entirely on digital game code distribution in Indonesia, Japan, India, Singapore and Australia.

In 2019, Scott launched his own esports consultancy business in Singapore and quickly established a strong network of contacts and relationships within the esports and gaming industries across Asia.

One of Scott's career highlights was his involvement in the launch of the first professional city based esports league in Australia and the first dedicated esports division in a cinema exhibitor in the world. Scott led the negotiation of a tripartite agreement between Gfinity, HT&E and Hoyts Group, which implemented the conversion of a cinema auditorium into a dedicated esports arena and broadcast studio.

Scott's close involvement with the entertainment, gaming and esports industries includes working alongside top tier game publishers such as Riot Games, Activision Blizzard and Ubisoft, as well as professional Australian esports teams such as the Order, Chiefs and Legacy, whilst also working closely with key media channels such as Twitch, YouTube, and Fandom.

Scott has been directly involved in developing esports programs for major media publishers and has first-hand experience with the interface between media channels, esports organisations and game publishers in delivering bespoke initiatives to engage with gaming audiences.

Outside of being a passionate gamer, Scott has proactively fostered a career in media, entertainment, and gaming and has achieved the following notable career highlights:

- Launched dedicated mobile webstores for PUBG Mobile & Mobile Legends
- Signed distribution partnership with Activision Blizzard for Australia

**SportsHero Limited**

ABN 98 123 423 987

Principal and Registered Office: 36 Prestwick Drive, Twin Waters, Queensland 4564

**Tel/Fax: +61 7 5457 0557**



- Partnered with Fandom to develop Fandom Legends esports concept
- Worked closely with major telecommunications companies to develop a 5G esports concept
- Partnered with Logitech, Alienware and Dare Iced Coffee to deliver integrated content into the Gfinity Elite Series
- Partnered with Activision Blizzard to broadcast Blizzcon live in multiple cinema auditoriums across Australia
- Partnered with Riot Games to broadcast the first Australian cinema viewing parties for League of Legends world championship
- Broadcast the first regular professional esports league program on free to air television in Australia with Rocket League
- Launched the first professional city based esports league in Australia
- Launched a world first dedicated esports division in a cinema network
- Successfully implemented esports viewing parties into Hoyts alternate program schedule
- Managed the media account for Bandai Namco

### **Executive Services Agreement**

Subject to the receipt of shareholder approval and in accordance with the terms and conditions of Scott's Executive Services Agreement, the Company has agreed to issue to Mr Russell the following securities:

- 2,500,000 performance rights to acquire 2,500,000 fully paid ordinary shares (**Performance Rights**); and
- 2,500,000 options to acquire fully paid ordinary shares (**Options**).

The performance hurdle to be achieved in order for the 2,500,000 Performance Rights to be converted into 2,500,000 fully paid ordinary shares is the volume weighted average price for SportsHero shares traded on ASX over 7 consecutive trading days on or before 31 December 2022 exceeding \$0.10 (ten cents).

The Options to be issued will each be exercisable at \$0.05 (five cents) and will expire on 31 December 2023.

All fully paid ordinary shares issued following the conversion of Performance Rights and/or the exercise of Options will be held in voluntary escrow for a period of twelve (12) months from their date of issue.

Other terms and conditions of the Executive Services Agreement are considered standard for an agreement of this nature.

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

Michael Higginson  
Company Secretary