



## ASX RELEASE

15 March 2022

### Appointment of eSports Business Development Specialist

- **eSportsHero Pty Ltd (a wholly owned subsidiary of SportsHero Ltd) secures the services of esports executive and former professional esports gamer, Sam Stevens**

SportsHero Ltd is very pleased to announce the appointment of Mr Sam Stevens as eSportsHero Pty Ltd's (**eSportsHero**) "eSports Business Development Specialist".

#### **eSportsHero's Chief Commercial Officer, Scott Russell said:**

"Having worked with Sam for over 4 years and seeing first-hand the dedication and passion that he showed for the accounts that he managed, I couldn't recommend Sam highly enough for a role with eSportsHero. Furthermore, when you combine his sales, marketing and digital code knowledge and experience with his recent personal and professional dedication to a full-time career in gaming, he is perfectly positioned to be the central point of contact for our tournament operators and social media partners."

"I am excited that we have expanded our team and secured the expertise and energy of Sam to head eSportsHero's Australian business and community development strategies and activities."

#### **Responsibilities**

Sam's key responsibilities are to:

- develop collaborative working relationships with key stakeholders and partners to actively grow and enhance the eSportsHero network and user base;
- actively lead and design eSportsHero's community development across all relevant social media platforms, support in the execution, management and reporting of eSportsHero media and marketing activations;
- implement the eSportsHero's sales and partnership strategies across key market segments to ensure the delivery on projected growth targets; and
- originate and manage business development opportunities and participate as an ongoing stakeholder in the development of eSportsHero's products to ensure their optimisation for monetisation.

#### **Executive Services Agreement**

In accordance with the terms and conditions of Sam's Executive Services Agreement, SportsHero Ltd's Employee Securities Incentive Plan (approved by shareholders on 15 January 2021) and subject to the successful completion by Sam of a 3-month probation period, SportsHero Ltd will issue Sam 500,000 performance rights to acquire 500,000 fully paid ordinary shares (**Performance Rights**). Please refer to SportsHero Ltd's Appendix 3B of today's date.

The milestones to be achieved in order for the 500,000 Performance Rights to be converted into 500,000 fully paid ordinary shares are as follows:

#### **SportsHero Limited**

ABN 98 123 423 987

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- (i) for 200,000 Performance Rights, the securing by eSportsHero of 9 new tournament organiser partners on or before 31 December 2022;
- (ii) for 200,000 Performance Rights, the establishment by eSportsHero of the following audiences/followers on or before 28 February 2023:
  - YouTube: 20,000
  - Twitch: 20,000
  - Facebook: 20,000
  - Reddit: 10,000
  - Discord: 10,000
  - Instagram: 5,000(for the avoidance of doubt, all audience/follower levels for each of the above six platforms must be achieved); and
- (iii) for 100,000 Performance Rights, eSportsHero achieving not less than A\$100,000 EBITDA for the year ended 31 December 2022 and such EBITDA is confirmed by the signed attestation of a registered company auditor.

To the extent that a Performance Right has not been converted into a share as at 31 March 2023, it shall lapse.

All fully paid ordinary shares issued following the conversion of Performance Rights 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