

# SportsHero

ASX RELEASE

27 April 2023

## SportsHero expands to 6 new Asia Pacific markets through an exclusive partnership with TALON Esports



SportsHero and TALON Esports have executed a 3 year intellectual property license in consideration for SportsHero receiving a 50% share of all revenue generated from our App.



TALON Esports will white label, market and scale SportsHero's proprietary esports prediction and tournament management platform (App) in Hong Kong, Macau, Taiwan, the Philippines, Thailand and India.



TALON Esports will promote the App through its partners and to its 20m+ fan base<sup>1</sup> (including players and influencers) by engaging its digital sporting and entertainment network as well as activating its entire suite of social media assets.



SportsHero is well positioned to benefit from the continued rapid revenue growth of the Asia Pacific esports sector.

SportsHero Limited (**SportsHero**) is very pleased to announce the execution of a 3 year legally binding agreement (**Agreement**) with Hong Kong based TALON Esports Limited (CR 2487867) (**TALON**).

With a diverse range of revenue streams including tournament winnings, sponsorship, player transfers, publisher fees, and the sale of merchandise both physical and digital, as well as events and its own creative studio, TALON brings the discipline of traditional sport to competitive gaming. It is particularly known for its PSG TALON team, which plays League of Legends, in partnership with the esports division of legendary French sporting club Paris Saint-Germain.<sup>1</sup>

TALON is Asia Pacific's fastest growing esports brand (with a 20m+ fan base<sup>1</sup>) winning 4 out of the last 5 championships in the PCS<sup>2</sup> (League of Legends). They have qualified for every international tournament since their entry into League of Legends and have continued to build a portfolio across several popular game titles, including League of Legends, Valorant, Dota2, Arena of Valor, Rainbow 6, Tekken 7 and Street Fighter V.<sup>3</sup>

Established in 2017, TALON has successfully grown their fan base in Asia Pacific with 20.2 million fans across all channels including players and influencers. Its partners include the likes of Animoca Brands, PSG, Nike, KFC and Mastercard.

In the last 12 months with 23 TALON owned and managed social channels in 7 different languages across 7 different markets, they have achieved:

- Over 61 million average monthly impressions across all TALON channels;
- Over 10.1 million average monthly views across all TALON live and video content; and
- Over 4,000 pieces of content produced per month across the entire network.<sup>3</sup>

**SportsHero Limited**

ABN 98 123 423 987

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

Tel/Fax: +61 7 5457 0557

# SportsHero

TALON works and develops with the leading Web3 platforms and are keen to leverage EsportsHero's proprietary technology in esports prediction and tournament management to enhance their esports offering to their network and clientele.



Figure 1: TALON's current client portfolio

Pursuant to the Agreement, SportsHero's proprietary esports prediction and tournament management platform (**App**) will be marketed and promoted by TALON in Hong Kong, Macau, Taiwan, the Philippines, Thailand and India (collectively the **Territory**).

The parties have agreed that all revenue generated in the Territory from all sources, including memberships, subscriptions, advertising, sponsorship and ecommerce, will be shared equally after deducting agreed costs and expenses.

Subject to compliance with the ASX Listing Rules, as an incentive for TALON, SportsHero has agreed to grant TALON 10 million free options to acquire fully paid ordinary shares in the share capital of SportsHero as follows:

- 2,500,000 options each exercisable \$0.05 and expiring 3 years from their date of issue;
- 2,500,000 options each exercisable \$0.10 and expiring 3 years from their date of issue;
- and
- 5,000,000 options each exercisable \$0.15 and expiring 3 years from their date of issue.

## **Agreement Term**

The Agreement has a term of 3 years, which will be automatically renewed for a further 3 years, unless terminated by one party giving no less than three months' written notice.

Either party may terminate the Agreement immediately by written notice to the other party:

# SportsHero

- (a) if a party commits a material breach of any of the terms and conditions of the Agreement that, if capable of remedy, continues unremedied for a period of 30 days following written notice of such breach or has committed more than 3 immaterial or minor breaches of the Agreement in any 12 month period;
- (b) if an insolvency event occurs with respect to the other party; or
- (c) if TALON ceases to carry on business.

Without prejudice to any other right or remedy available to it whether under the Agreement or at law, SportsHero may terminate the Agreement by 30 days' written notice where practicable, or as much notice as is practicable in the circumstances:

- (a) if continuing to supply the App would in SportsHero's reasonable opinion be a breach of law or regulation in the Territory;
- (b) if the TALON loses the right to offer the App in the Territory or such activity becomes contrary to law or regulation; or
- (c) if continued association with the TALON would in SportsHero's reasonable opinion bring or potentially bring SportsHero into disrepute.

All other terms and conditions of the Agreement are considered standard for an agreement of this nature.

## **About TALON<sup>1</sup>**

Established in 2017 by Sean Zhang and Jarrod Tham, TALON is a professional esports organisation founded in Hong Kong. The organisation has teams competing in various esports, including League of Legends, VALORANT, Dota 2, Arena of Valor, Rainbow 6, Tekken 7 and Street Fighter V. Operating out of Hong Kong, Taiwan, South Korea, The Philippines and Thailand, TALON is one of the fastest growing digital entertainment platforms in Asia-Pacific. They have diversified revenue streams across esports gaming competitions, sponsorships, lifestyle and digital solutions and content creation and production.

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

**Michael Higginson**  
**Director/Company Secretary**

---

<sup>1</sup> <https://www.tatlerasia.com/gen-t/leadership/talon-esports-sean-zhang-quit-banking-to-go-into-competitive-gaming>

<sup>2</sup> PCS stands for Pacific Championship Series, which is the top level of professional League of Legends in Taiwan, Hong Kong, Macau, Southeast Asia (excluding Vietnam), and Oceania.

<sup>3</sup> Talon Investor presentation - February 2023.

**SportsHero Limited**

ABN 98 123 423 987

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

Tel/Fax: +61 7 5457 0557