SportsHero Limited

ACN 123 423987

WORLDS #1 SOCIAL SPORTS PREDICTION MOBILE APP

predict, interact and compete on all major sports events to become a sports hero!

THE OPPORTUNITY

USERS

- A platform for sports fans to engage on a high frequency basis

- "Replacement therapy" for betting in emerging markets (to solve addiction/blacklist issues)

- Users win prizes on daily/monthly basis
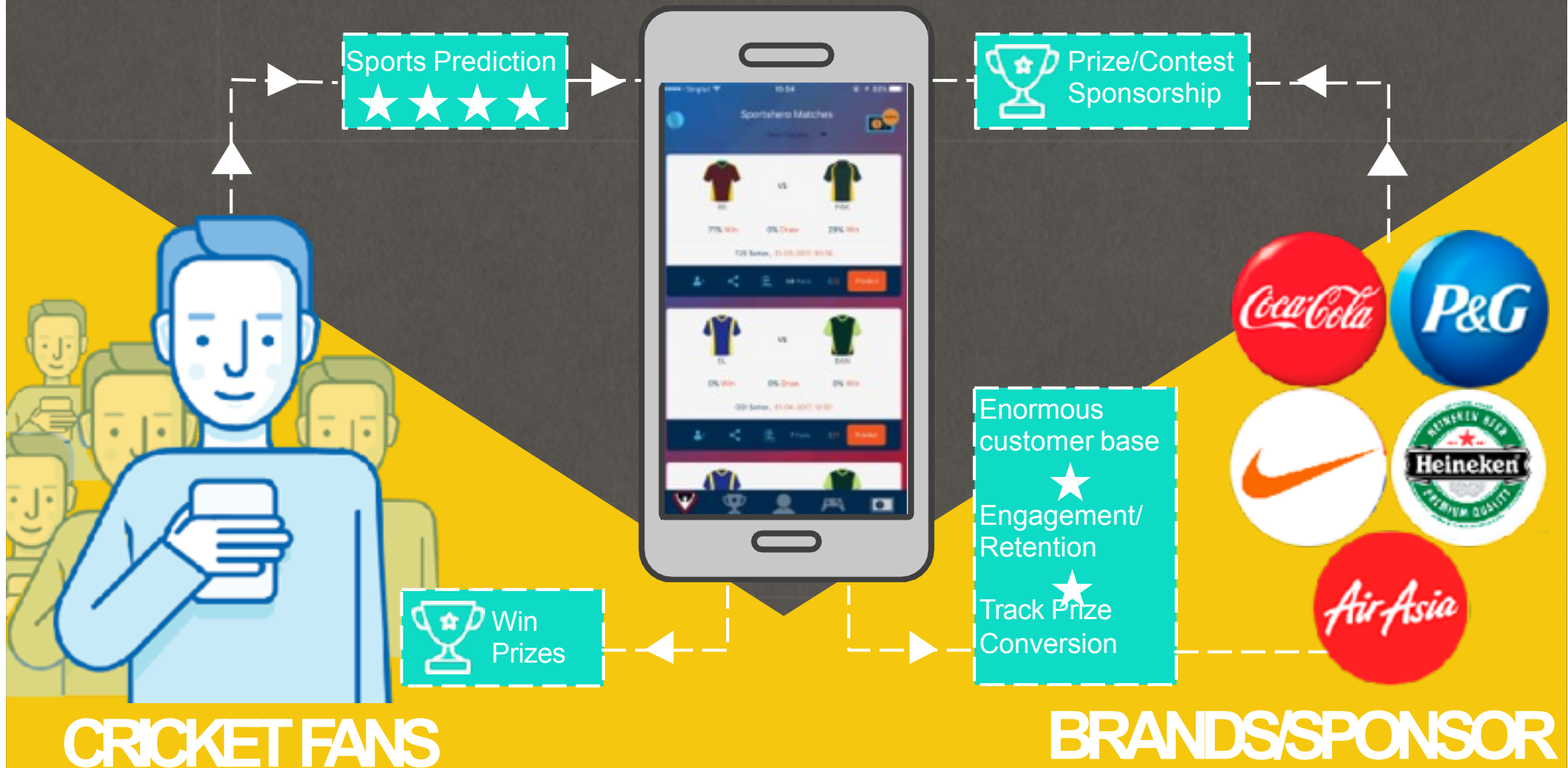
- Access to validated expert tipsters

BRANDS/SPONSORS

- Brands/sponsors seeking ways to engage one of the largest mobile user demographic…the sports fans

- Cost to sponsor multiple sports prohibitive and only accessible by international powerhouse brands

- Local brands/sponsors looking for cost effective platform to reach the enormous fan bases in their target markets

CREATING A POWERHOUSE SPORTS PLATFORM

Connecting the biggest mobile sports demographic with global and local brands

Sports Prediction
★ ★ ★ ★

🏆 Prize/Contest Sponsorship

Enormous customer base
★
Engagement/ Retention
★
Track Prize Conversion

🏆 Win Prizes

CRICKET FANS

BRANDS/SPONSOR

ONLINE SPORTS

HUGE MARKET

1 Global sports betting market worth up to
US$3 trillion!
*United Nations. Apr 2015

2 SportsRadar, a sports data analyst says that worldwide sports betting revenues approx
US$700b 2014

3 US Fantasy Sports Market is **US$70b/yr**

4 FanDuel & DraftKings both valued
over US$1b primarily covering US sports.
Source: fortune.com Aug. 2016

5 Disney invested **US$250m**
into DraftKings
Source: wsj.com Apr 2015

*Brand logos used are for illustration purpose only.

ONLINE SPORTS SECTOR

Bringing sports online, companies dedicated to sports fans includes sports merchandise retail, social platforms, betting platforms, fantasy Sports and online media

ONLINE SPORTS PLATFORM $4.2b
cumulative funding in sector

ONLINE MEDIA $1.9b

News and Live scores
Hapu (2004, $61M)

Video Platforms
Le Sports 2014, $1.358

SOCIAL PLATFORMS $1.1b

Fantasy Sports
Draftkings (2012, $453M)

Social Networks
Sportlobster (2012, $16M)

E-COMMERCE $1b

Retail
Fanatica (1995, ($620M)

Flash Sales
Sportpursuit (2011, $25M)

Marketplace
Goopeople (2009, $1.4M)

STOCK SIMULATION $55M

Real Stock Simulation
Fantex (2012, $51M)

Virtual Stock Simulation
One Season (2007, $3.75M)

BETTING $74M

Betting Platform
William Hill Online (1934, IPO)

News
Covers (1995)

COMPETITIVE LANDSCAPE

Target
Current

Sports Tipping

Fantasy Sports

Online Media

Social Platforms

E-commerce

*Brand logos used are for illustration purpose only.

HOW IT WORKS

SportsHero - a premium tips and contest platform

Social sports tips and competition platform for fans to follow their favourite sports heroes and brands, predict outcomes and win prizes!

Brands / Sponsors

Team / Sports Heroes

SportsHero Platform

P2P Commerce and Engagement

VALIDATION

1 High Frequency Game and Contests drive user engagement.

2 SportsHero platform powers sports fans interaction.

3 P2P commerce platform for premium tips

4 Proven Model : Trade Hero

- 8 Million Users
- High Engagement Rate DAU 100,000 and MAU 500,000
- Social trading app TradeHero Shareholders
- include, Samsung Ventures, IPV Capital, KPCB China, 500 Startups

Source:Google Analytics

TradeHero

CNBC

TRADEHERO: ADDING 400K USERS EVER MONTH IN CHINA

As Seen On

CNBC

BUILDING THE WORLD'S LARGEST SOCIAL SPORTS PREDICTION ECOSYSTEM

SPORTS FANS	SPORTSHERO PLATFORM	BRAND /SPONSORS
Choose Sports	• Multiple Sports • Across Multiple Targets	Ability to brand and sponsor competition by trade market
Predict Game	• Match of the Day • Weekly Competition	Instant prizes linked to competition
Win Tickets	• Virtual Currency • Buy tickets to predict and fallow SportsHero	Customer Data, Demographics Analysis Realtime
Exchange Tickets for prizes	• Offers Users the ability to redeem	Cost Effective Product / Brand owned prizes
Follow Tips and communications	• High user Engagement • User Values added	Engage and own user on long term basis and build brand presence

GROWTH STRATEGY

Cross fertilizing P2P Interaction

High retention and referral rates

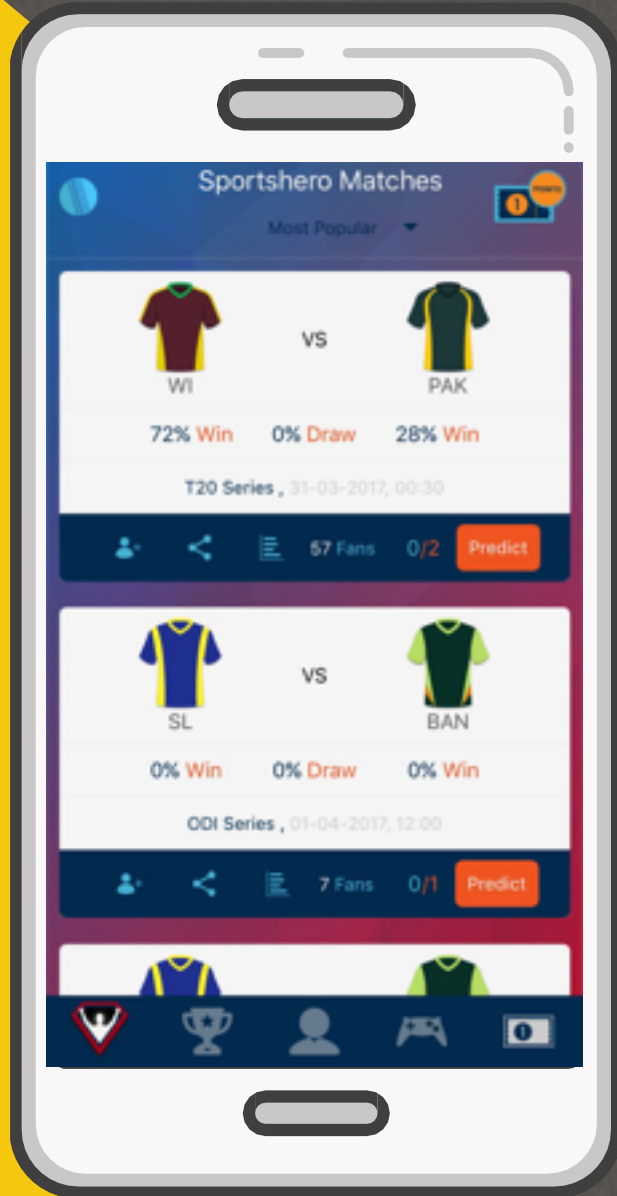Cross fertilizing the brands user platform and SportsHero fan base

Linking fan base with biggest brands

Largest sports fan bases across Asia - Soccer, Cricket, Basketball

PRODUCT FEATURE

1 **PREDICTIONS**
Make and subscribe to other's predictions!

2 **COMPETITIONS**
Join daily competitions and pooled tournaments!

3 **LIVE SCORES**
Live Scores and team stats!

4 **MINI GAMES**
Play Mini Games to win prizes!

Sportshero Matches

Most Popular

VS

WI   PAK

72% Win   0% Draw   28% Win

T20 Series , 31-03-2017, 00:30

57 Fans   0/2   Predict

VS

SL   BAN

0% Win   0% Draw   0% Win

ODI Series , 01-04-2017, 12:00

7 Fans   0/1   Predict

CRICKET

The second most popular sport in the world

2.5 Billion FansGlobally

Source: www.topendports.com

Most Followed Teams on Social Media

- India - 29M Fans
- Bangladesh - 10M
- Pakistan - 6.3M
- South Africa - 4.6M
- England - 3.6M
- Australia - 3.5M
- Sri Lanka - 2.9M

Source: www.crictoday.com

500+ Matches
On Our Platform
in 2017

2017 Upcoming Series

- ICC Champions Trophy
- IPL T20
- Natwest T20 Blast
- ICC Women's World Cup
- Ashes
- Pakistan vs West Indies
- Basil D'Oliveira Trophy
- Wisden Trophy
- ICC World Cricket League Championship
- Ireland Tri-Nation Series

"SportsHero announces Ian Chappell as its first Ambassador for Cricket"

#chappelli

IAN CHAPPELL The Player. The Captain.

Batting and fielding averages

	Mat	Inns	NO	Runs	HS	Ave	BF	SR	100	50	4s	6s	Ct	St
Tests	75	136	10	5345	196	42.42			14	26		15	105	0
ODIs	16	16	2	673	86	48.07	874	77.00	0	8	74	7	5	0
First-class	262	448	41	19680	209	48.35			59	96			312	1
List A	37	35	3	1277	93*	39.90			0	13			20	0

Bowling averages

	Mat	Inns	Balls	Runs	Wkts	BBI	BBM	Ave	Econ	SR	4w	5w	10
Tests	75	60	2873	1316	20	2/21	2/31	65.80	2.74	143.6	0	0	0
ODIs	16	2	42	23	2	2/14	2/14	11.50	3.28	21.0	0	0	0
First-class	262		13143	6614	176	5/29		37.57	3.01	74.6		2	0
List A	37		202	142	5	2/14	2/14	28.40	4.21	40.4	0	0	0

Season	Opponent	Played	Won	Lost	Drawn
1970-1	England (home)	1	0	1	0
1972	England (away)	5	2	2	1
1972–73	Pakistan (home)	3	3	0	0
1972–73	West Indies (away)	5	2	0	3
1973–74	New Zealand (home)	3	2	0	1
1973–74	New Zealand (away)	3	1	1	1
1974–75	England (home)	6	4	1	1
1975	England (away)	4	1	0	3
	Official Tests	30	15	5	10
1971–72	Rest of World XI (home)	5	1	2	2
1977–78	WSC Supertests (home)	5	1	4	0
1978–79	WSC Supertests (home)	4	1	2	1
1979	WSC Supertests (West Indies)	5	1	1	3
	All Matches	49	19	14	16

"The most important objective in my cricket life was to win the respect of the players in my team,"
- Ian Chappell

Full Name: Ian Michael Chappell
Born: Sept. 26, 1943, Unley, Adelaide, South Australia
Teams: Australia, Lancashire, South Australia
Nickname: Chappelli
Playing Role: Top-order batsman
Batting Style: RIght-hand bat
Bowling Style: Leggreak
Fielding Position: First slip
Other: Commentator
Education: Price Alfred College, Adelaide

IAN CHAPPELL

The Statesman. The Pundit. The Innovator

The Statesman

Sport Australia Hall of Fame - 1986
FICA Cricket Hall of Fame - 2000
Australian Cricket Hall of Fame - 2003
ICC Cricket Hall of Fame - 2009

"Chappell will be remembered as much for his bid to improve the players' lot as he will for his run-getting and captaincy"
- Richie Benaud

"The most famous cricketing family in South Australia."
 - Ian McLachan (ex SACA President)

"He was always a step ahead, looking ahead of the game - the hallmark of a good captain. He didn't allow the game to meander along. He made things happen. I place Ian Chappell as a top-notch captain."
- Ray Illingworth

"Approachable, thoughtful and respectful of our jobs." - Mike Coward of News Ltd

The Pundit

The Innovator

Engagement with Fans & Users

- Editorials
- Game Insights
- Cricket & Events - where they are headed
- How to read cricket data
- The rising stars of the game

Providing SportsHero users and cricket fans Insights and Wisdom into the ever changing game

IPL

- 290.1M Live Tweet Impressions in 5 weeks (Apr 9 - May 13.)
- 26M people had 250M Facebook interactions around IPL

IPL 2016

- Total viewers: **361M**
- Opening Ceremony: **46M**
- **54%** increase in reach over opening week
- Final Viewership: **121M**

MUMBAI INDIANS

2016 Brand Value US$78M

- Facebook Likes: **10.6M**
- Twitter Followers: **1.4M**
- Instagram Followers: **659K**
- YouTube Subscribers: **19.6K**

Total Viewership: 1.02 billion impressions, summed across 5 channels over 7 weeks

Source: BARC India

INDIAN PREMIER LEAGUE

Brand value in 2016: US$4.2 Bn

Source: Duff & Phelps - IPL 2016 Brand Value Study

DELHI DAREDEVILS

2016 Brand Value US$34M

- Facebook Likes: **960K**
- Twitter Followers: **688K**
- Instagram Followers: **194K**
- YouTube Subscribers: **5.6K**

Knight Riders

2016 Brand Value US$77M

- Facebook Likes: **14.3M**
- Twitter Followers: **1.6M**
- Instagram Followers: **216K**
- YouTube Subscribers: **44.5K**

ROYAL CHALLENGERS BANGALORE

2016 Brand Value US$67M

- Facebook Likes: **8.5M**
- Twitter Followers: **1.3M**
- Instagram Followers: **608K**
- YouTube Subscribers: **149K**

SUNRISERS

2016 Brand Value US$41M

- Facebook Likes: **4.3M**
- Twitter Followers: **797K**
- Instagram Followers: **105K**
- YouTube Subscribers: **21.4K**

KINGS XI PUNJAB

2016 Brand Value US$31M

- Facebook Likes: **7.7M**
- Twitter Followers: **851K**
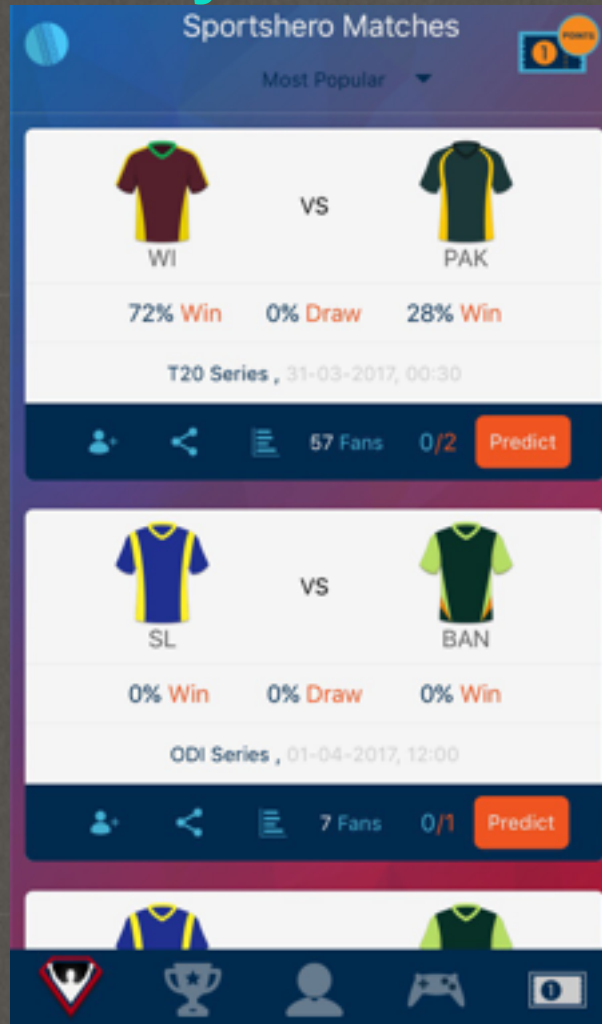- Instagram Followers: **298K**
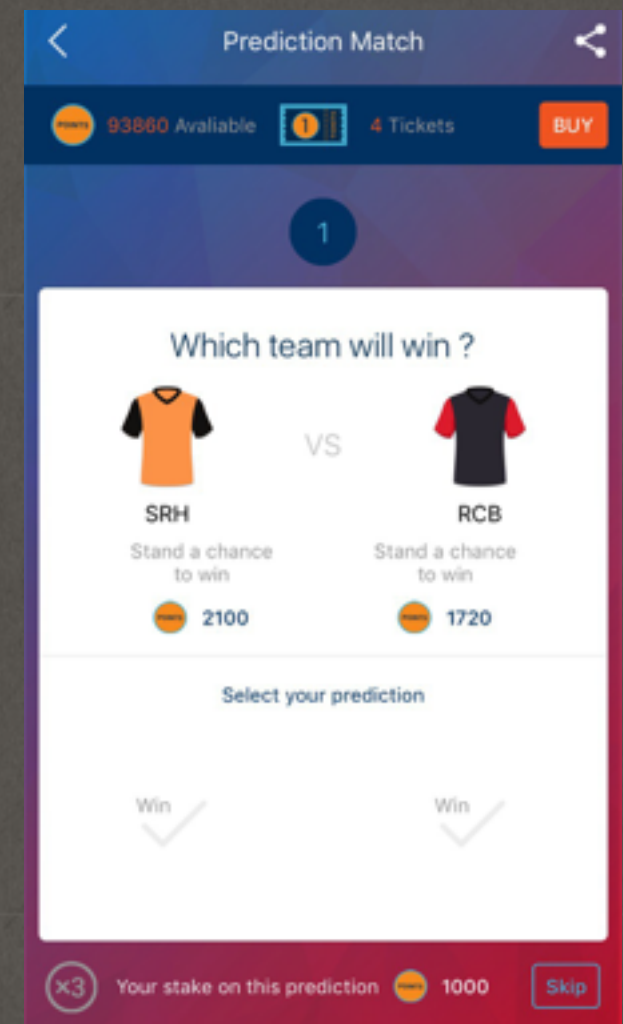- YouTube Subscribers: **33K**

PRODUCT

Multi Sports
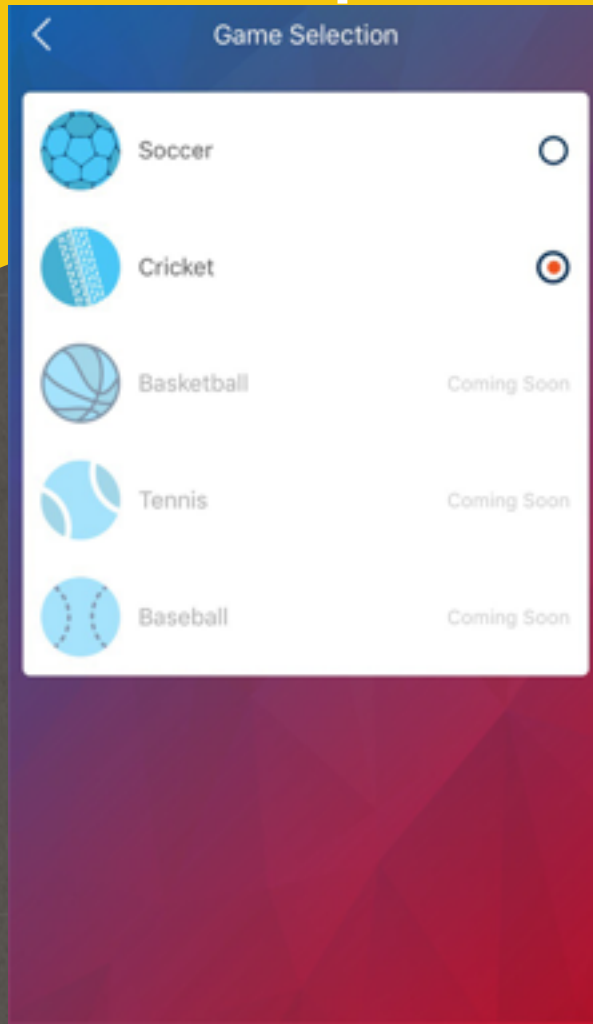
Predict you favorite Sport

Dynamic UI

Analyze detailed Stats to help you decide

Be a Hero
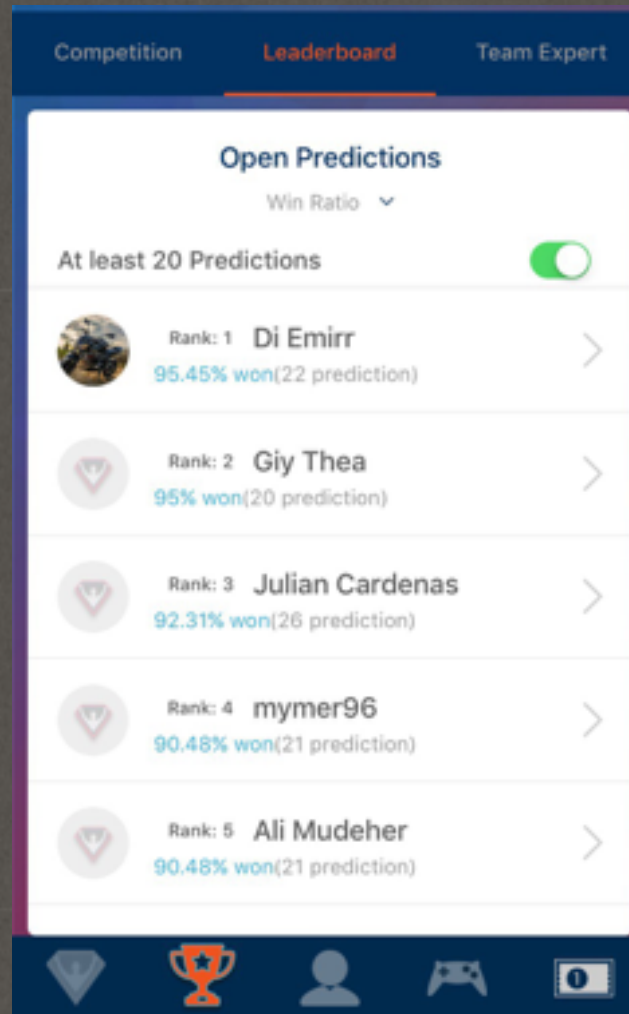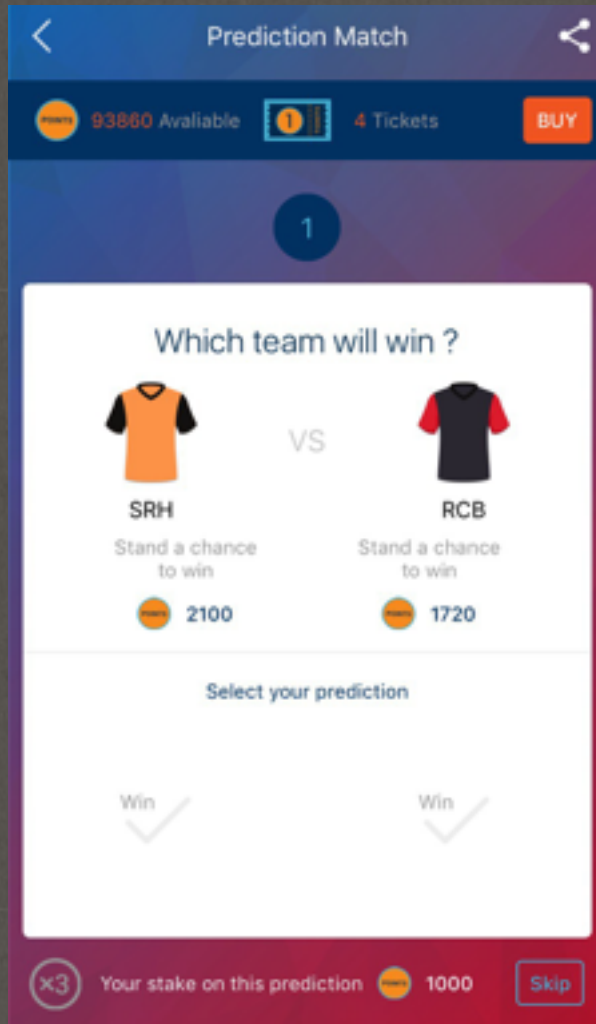

Competition for individual sports

PRODUCT…

Prediction

IPL
Competition

Games

Prediction Match

93860 Avaliable   4 Tickets   **BUY**

1

Which team will win ?

VS

SRH   RCB

Stand a chance to win   Stand a chance to win

2100   1720

Select your prediction

Win   Win

(x3) Your stake on this prediction   1000   Skip

Simple predictions for games

Competition   **Leaderboard**   Team Expert

Open Predictions

Win Ratio ⌄

At least 20 Predictions ⬤

Rank: 1   **Di Emirr**
95.45% won(22 prediction) ›

Rank: 2   **Giy Thea**
95% won(20 prediction) ›

Rank: 3   **Julian Cardenas**
92.31% won(26 prediction) ›

Rank: 4   **mymer96**
90.48% won(21 prediction) ›

Rank: 5   **Ali Mudeher**
90.48% won(21 prediction) ›

Star on the leaderboard

Game Center

Lucky 8   Winners 🏆

Predict random 8 games daily and win $250 worth of bitcoin if you guess all correctly.

History   Play

Match Of The Day   Winners 🏆

Predict a winner and stand a chance to win $ 25 worth of bitcoin.

Play

Minigames

THE TEAM

Dinesh Bhatia | CEO Founder of award winning fintech social trading startup TradeHero & social prediction startup SportsHero

Serial entrepreneur having launched #1 fintech app TradeHero, patents pending, published granted and voted *Fast Company 100 Most Creative People in Business Worldwide 2015*. Self-professed geek and disruptor.
BSc Electrical Engineering / BSc Computer Science Washington University (Alumni Award for pioneering Business Systems)
Masters in Biomedical Engineering Imperial College

Sam Yu | CTO previously Technical Director with Electronic Arts & Principal Engineer TradeHero

Technical creations have reached tens of millions of users across the Web, iOS/ Android devices, and game platforms through a wide variety of languages, standards, open source groups and solution domains.
Huge fan of cross platform solutions with deep knowledge of React Native, Cocos2D-X and Unity

Daud Charles | CMO previously Google and MEC Global Solutions

Senior marketing professional who is passionate about technology and creating bespoke solutions to help brands create enriching experiences for their customers through their marketing efforts.
When he is not analysing big data, Daud is involved in the community, through his non profit foundation, and enjoys traveling and photography.

MEDIA COVERAGE

Singapore's SportsHero raises $2.5m in ASX listing

The ASX is the NASDAQ of Asia: SportsHero CEO

Thursday, 16 Feb 2017 | 10:03 PM ET

Dinesh Bhatia, CEO of SportsHero, explains the social sports platform's decision of listing on the ASX and the way the it works.

▶ WATCH CNBC LIVE TV

THE AUSTRALIAN
FOR THE INFORMED AUSTRALIAN

BREAKING NEWS

SportsHero eyes global sporting industry

NEWSBITES FINANCE | 11:50AM FEBRUARY 15, 2017

SportsHero (ASX:SHO) will list on the ASX on Wednesday, February 15 following the reverse takeover of Nevada Iron (ASX:NVI). This follows the disposal of NVTs Buena Vista iron project, which despite the recent rebound in the iron ore price was seen as challenging in terms of bringing it into production with little capital.

As a result of the reverse takeover SHO will change its focus to a social media company, developing Asia's first real-time fantasy sports app and social prediction platform through the acquisition of the SportsHero enterprise.

The SportsHero business is a social media platform boasting Asia's first real time fantasy sports app and social prediction platform. The app involves the integration and development of FootballHero, which was launched in January 2015 and within six months of launch had accumulated 250,000 users.

FOLLOW US

🐦 Ⓕ

MORE STORIES

Disconnection: Hazelwood leaves the grid

3.45PM CHRISTOPHER TALBOT AND KAITLYN OFFER
The first generator to go online at Hazelwood has also been the last to switch off, as the Victorian power plant leaves the national energy grid.

Turnbull, Shorten to inspect cyclone zone

3.45PM PAUL OSBORNE, AAP SENIOR POLITICAL WRITER
As north Queensland assesses the damage from Cyclone Debbie, Malcolm Turnbull and Bill Shorten will head to the region.