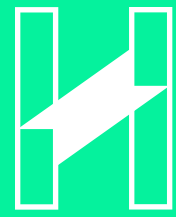


© SportsHero 2017

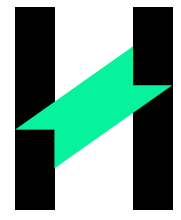
SportsHero

SportsHero V.2.5



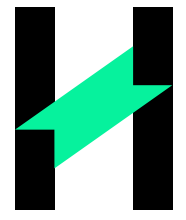
The mission

Monetising communities
through **sports gamification** to
create non-traditional revenue.



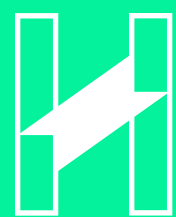
What are we?

**SportsHero is a sports
gamification platform, which
currently boasts a robust
prediction program across
football & cricket.**



What are we?

We aim to bring together millions of sports fans from around the world, through different affiliate communities to participate in the prediction of their favourite football & cricket matches to win great prizes...



The Global Games Market.

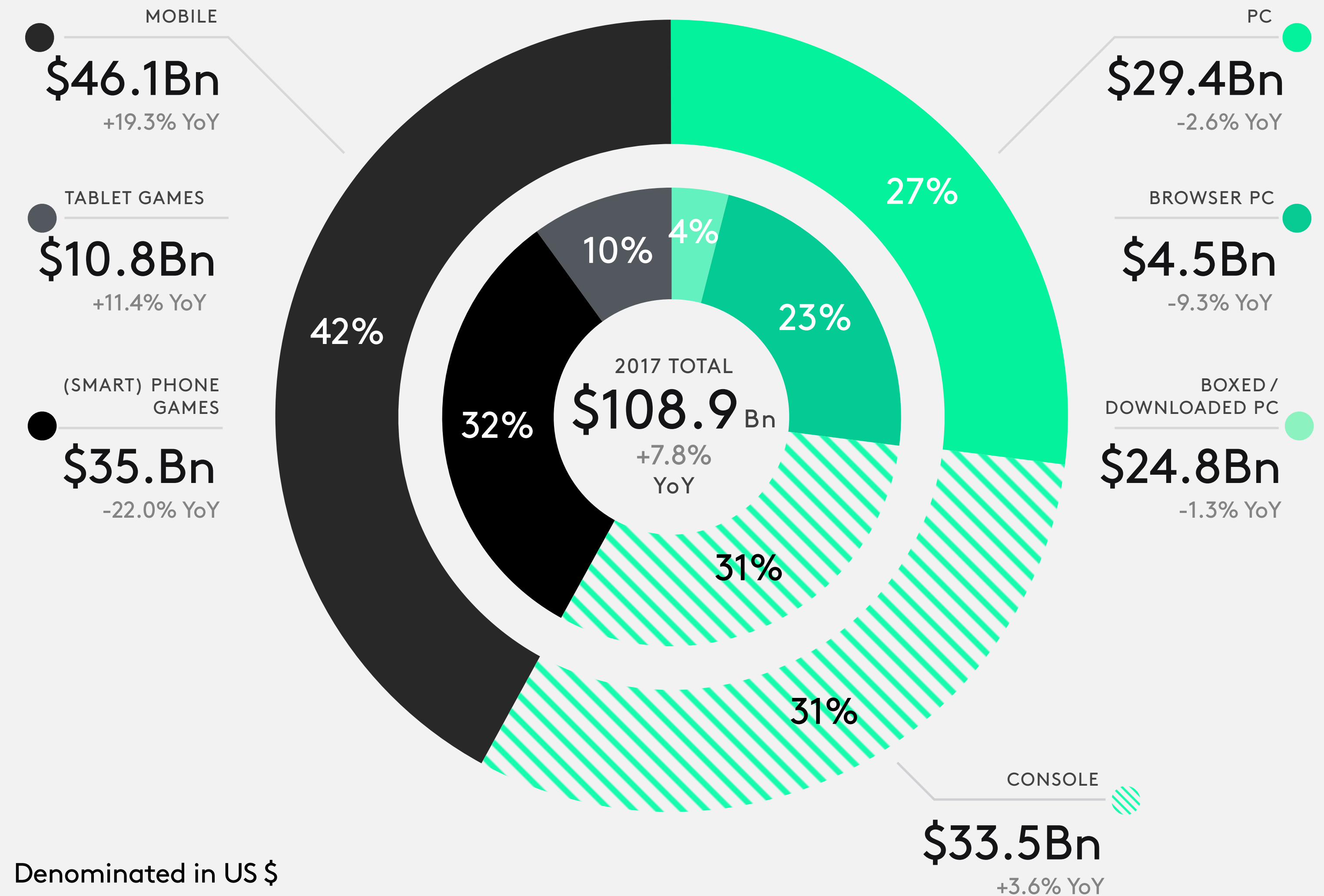


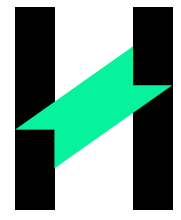
Per device & segment

2017 Projected Global games market

Per device & segment with
year-on-year growth rates

Source: Newzoo – Global Games Market Report





Global games market

2017 Global games market

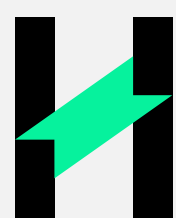
Per device & segment with
year-on-year growth rates

Source: Newzoo – Global Games Market Report

In 2017, mobile games are
projected to generate

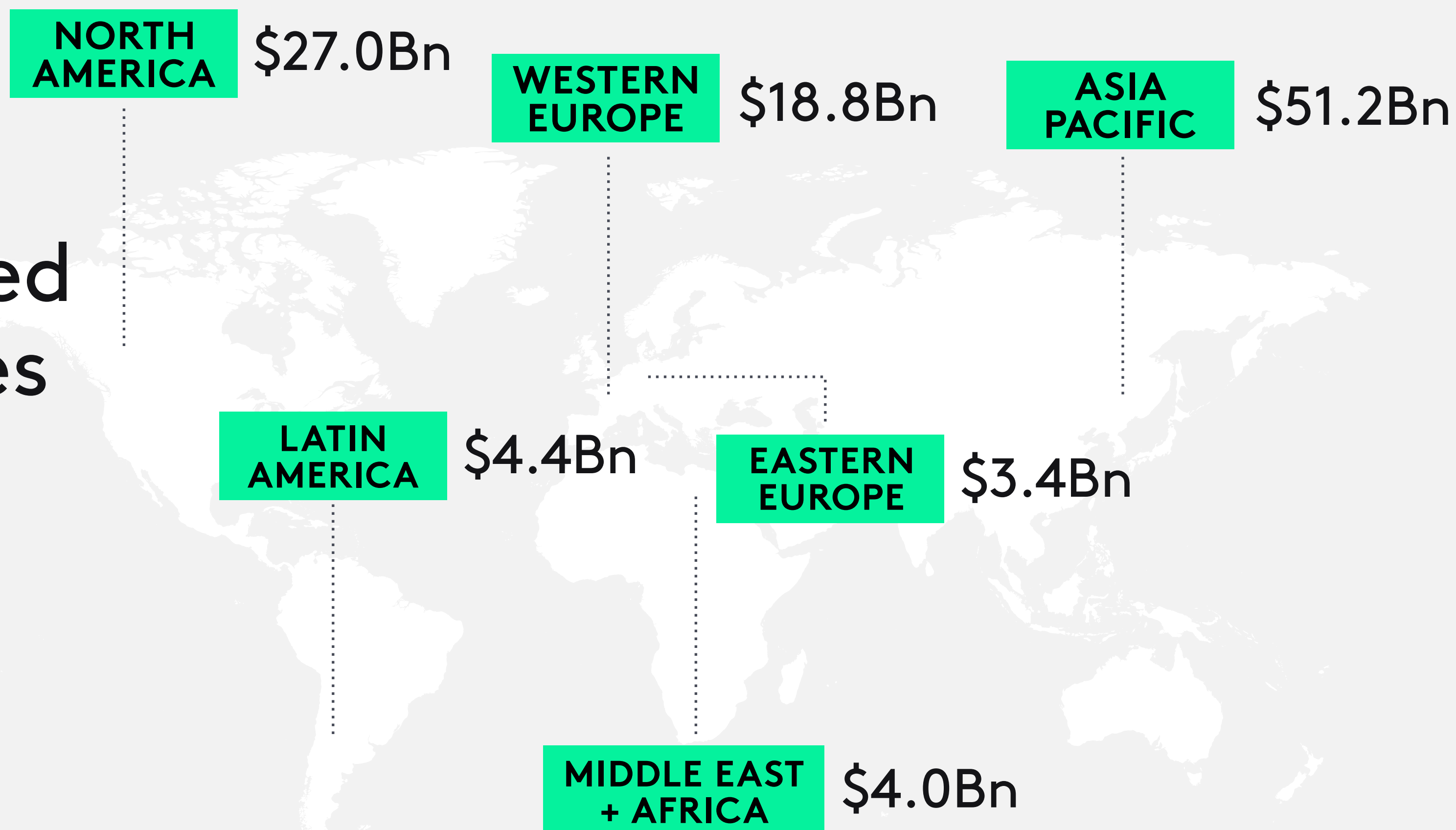
US **\$46.1 Bn** or

42% of the global games
market.



Game revenues

2017 Projected Global games revenues



Source: Newzoo – Global Games Market Report

Denominated in US \$



PROJECT

1 Billion

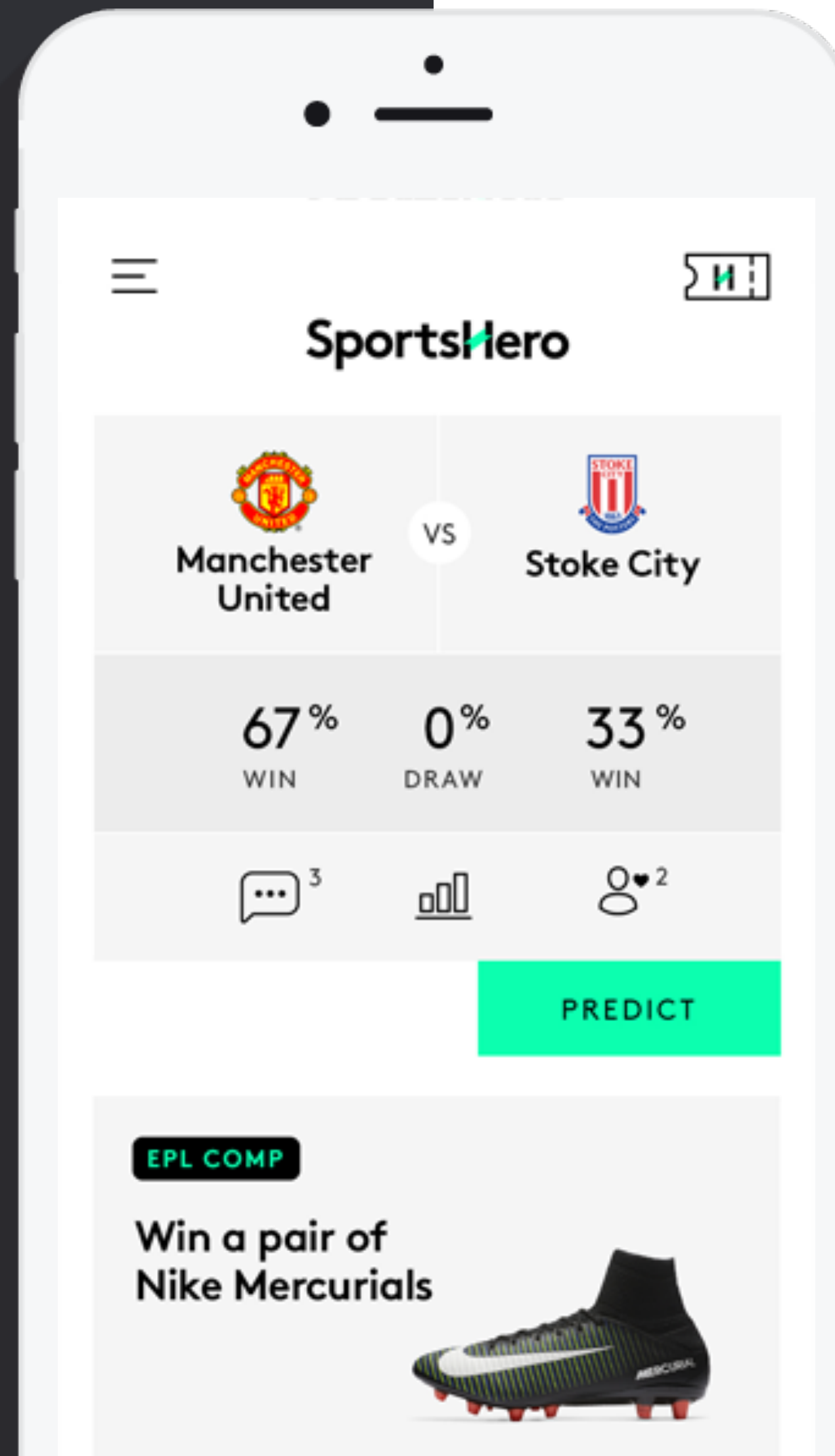
We want to be the first sports prediction app to grow a community size of **1 billion people by December 2017** – we are calling this Project 1 Billion.

Our goal is to partner with hundreds of affiliates to grow our combined community size **beyond 1 billion in 2018**



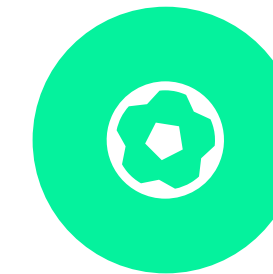
1 Billion Project

How will we monetise 1 Billion People?



Prediction Model

- Brand Sponsored Questions
- User Generated Questions
- Great prizes & e-store redemption



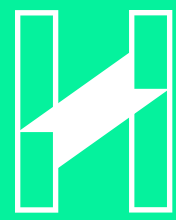
Fantasy Sports

- Across multiple sports/leagues
- Great prizes & e-store redemption

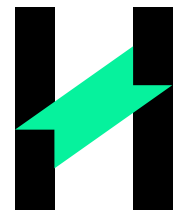


eGaming

- Bespoke gamification across different sports, geos and user demographics
- Great prizes & e-store redemption



What is our offering?



Affiliate marketing

Identifying Affiliates

We live in a world where there are millions of communities of all types, shapes and sizes.

We have classified them into 3 categories and refer to them as 'Affiliates.'

Social Platforms

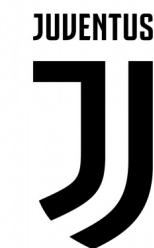


SAMSUNG

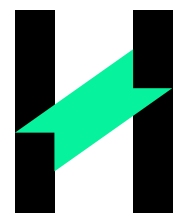


AirAsia

Consumer Brands



Sports Teams



Our offering

For the sports fan

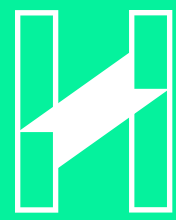
© 2017 SportsHero

Branded Experience + Prizes

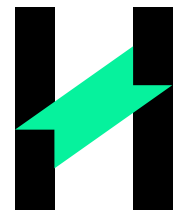
A fun sports gamification platform around football & cricket (and soon other sports like basketball, baseball, AFL etc) that allows users to participate in branded experiences to win great prizes.

Earn prizes from Social Network

An opportunity to host your own competitions – where you can drive participation from your social network – providing you with an opportunity to redeem some great prizes whilst having fun around your favourite sports.



Revenue Generation Models.



Pay to Play(P2P)

Match Prediction Screen

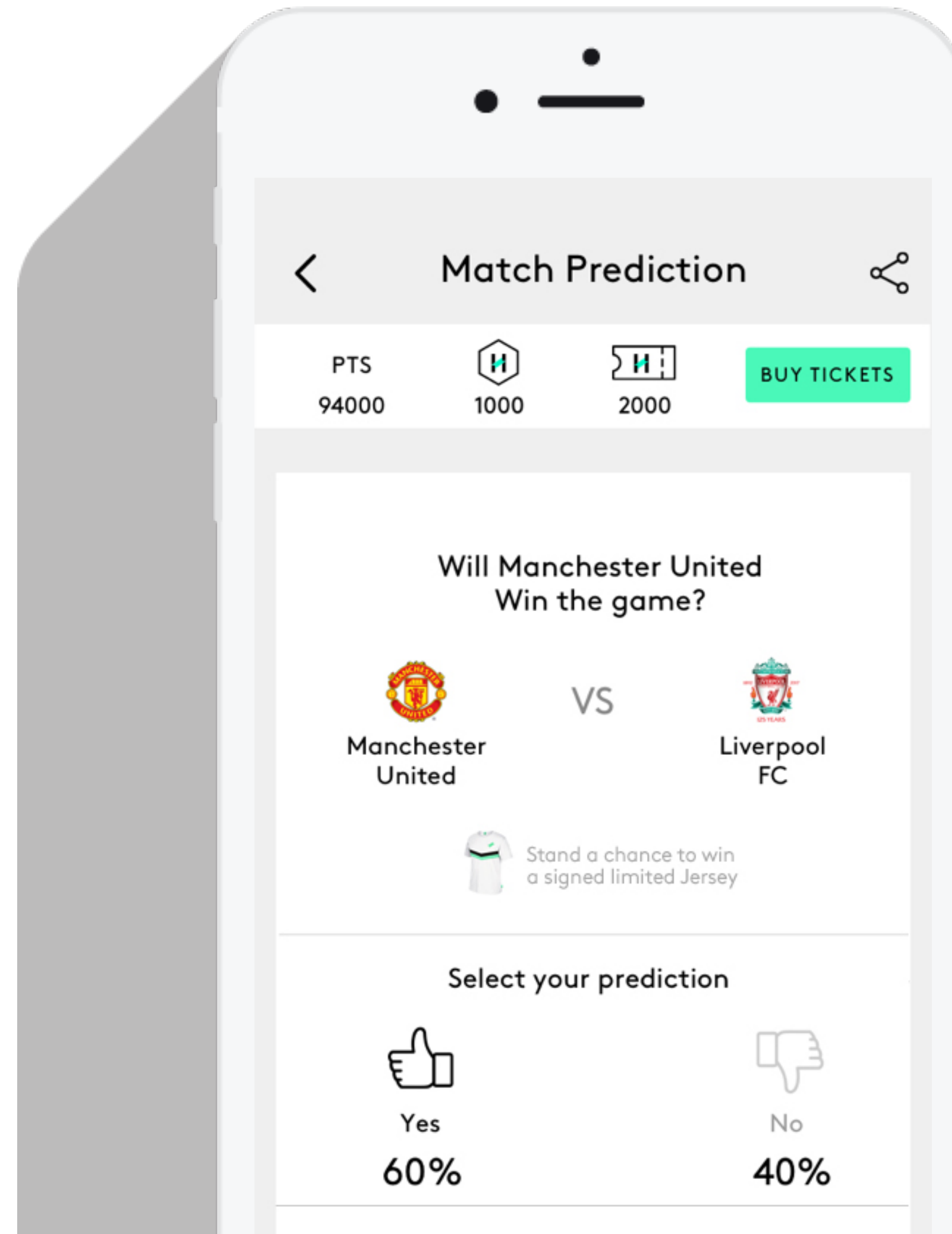
Sports Hero Currency

Pay to Play

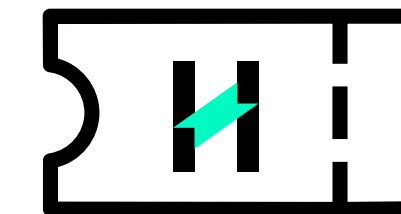
SportsHero Affiliates (social platforms, B2B + B2C brands, professional sports teams) sponsor a series of competitions predicting the outcome of sponsored questions based around a live football or cricket match. Each sponsored question is attached to great prizes which users stand a chance to win.

Those who predict correctly get rewarded with a returned ticket and a SportsHero coin, which they can use to redeem prizes in our eStore.

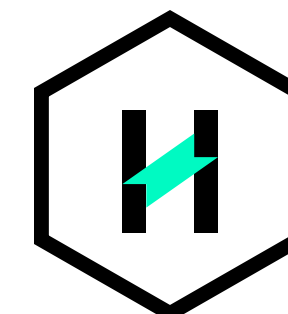
SportsHero & the affiliate split the pool, and revenue is recorded.



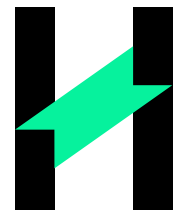
Tickets



Coins



Redeem
for great
prizes in
the eStore

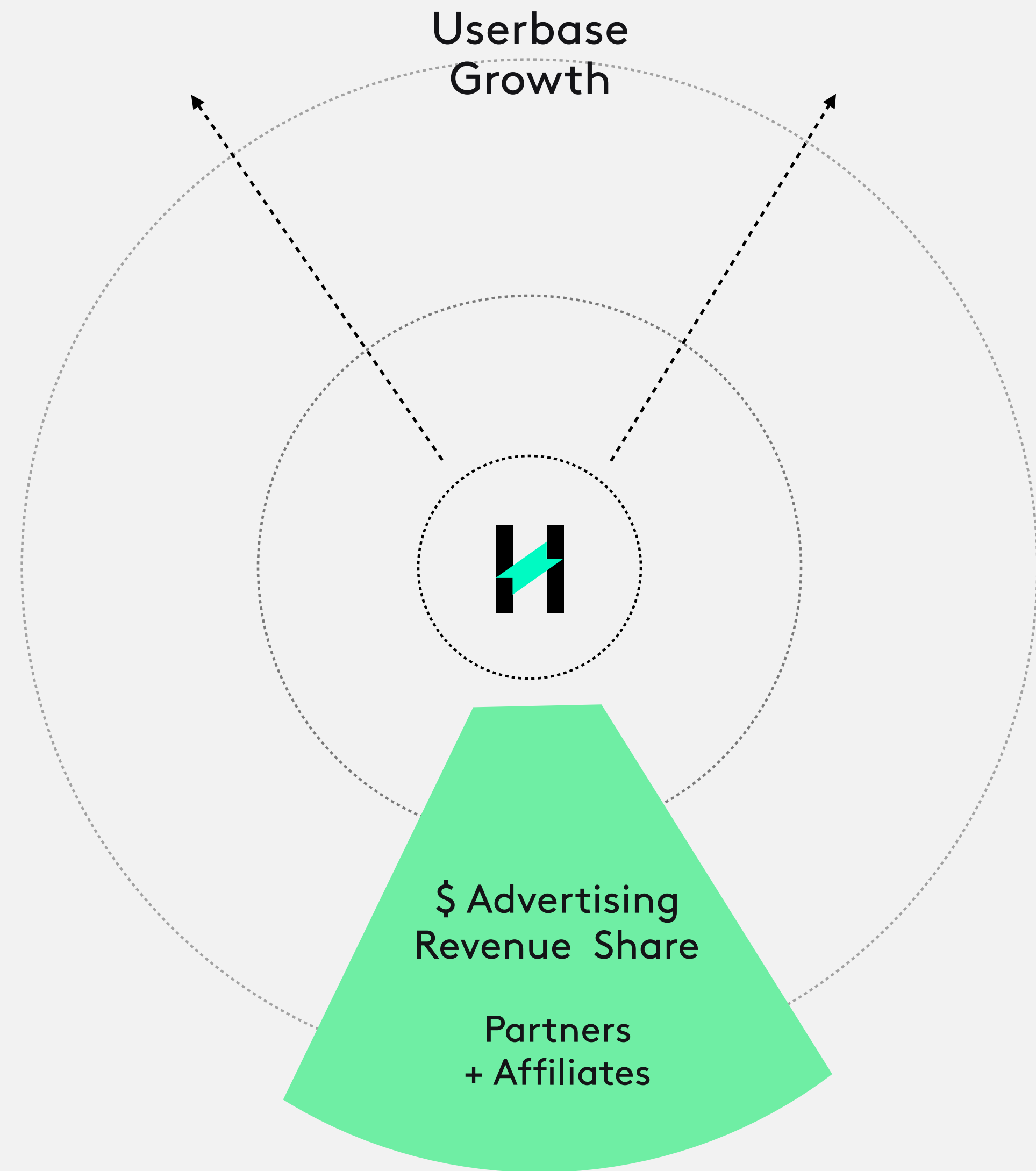


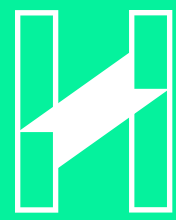
Free to Play (F2P)

Free to Play

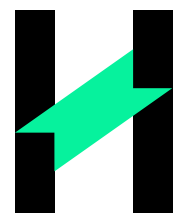
For markets where the pay to play model won't work, we will execute the same offering on a free to play basis. SportsHero will focus on growing scale on this freemium model and share advertising revenues with our affiliates and partners.

© 2017 SportsHero





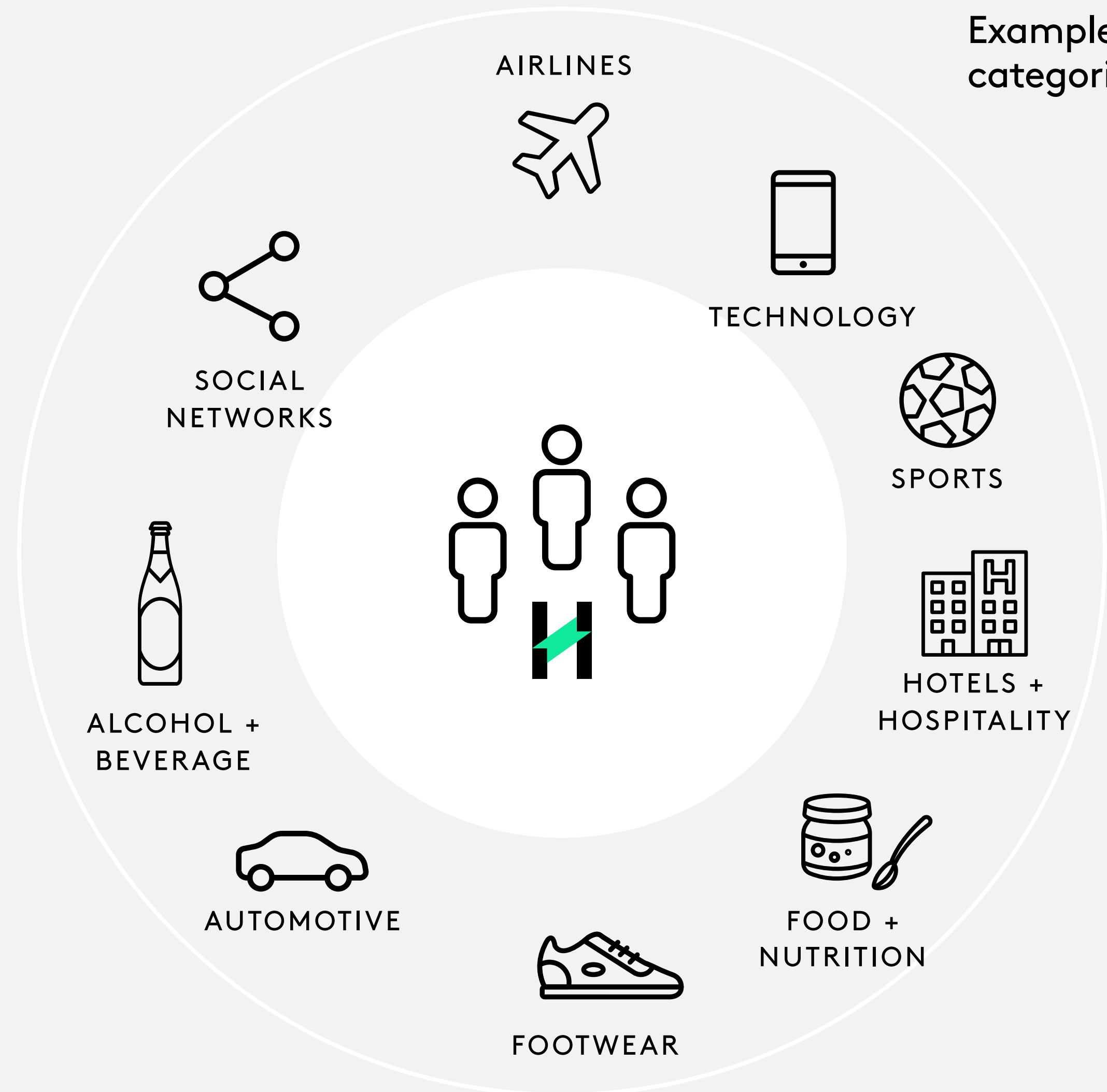
Community Cross Pollination.
A powerful marketing
platform unlike any other.

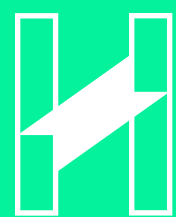


Affiliate marketing

SportsHero Affiliate Marketing Platform

SportsHero expects to celebrate **Project 1 Billion** in 2017. Our mission is to signup 100 different affiliates (Social Platforms + Consumer Brands + Professional Sports Team) by December 2018.



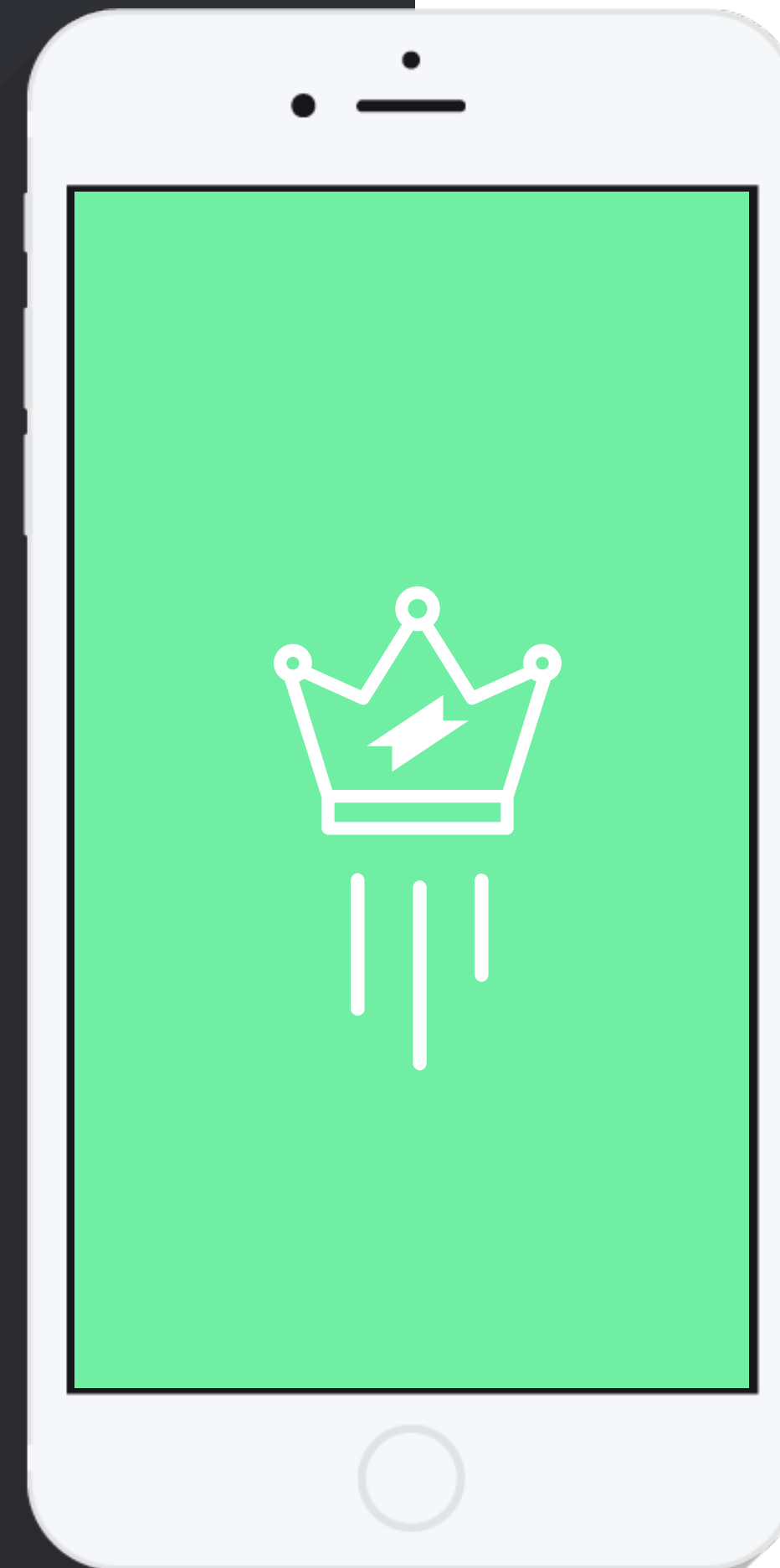


Leaderboard recognition.



Leaderboard recognition

Surge up the Leaderboard



Climb the leaderboard

The better you perform as a user the higher you climb up the leaderboard. This provides users with the bragging rights, recognition and the opportunity to accumulate more SportsHeros coins.



Crowned Champion

We will crown the season champion & offer a 1 year SportsHero contract (paid position) to be an expert predictor in our 'Panel of Experts.'



Ambassador promotion

We intend to create marketing campaigns around our crown champion as brand ambassador for the following season.



A powerful media company

User Profiling

Every time a user signs up to SportsHero ,we will collect their vital information. This collected data will be used to profile our users.

In time we will build a large profiled user base (millions) which in essence will become a powerful marketing tool for our affiliates to promote their products and services.



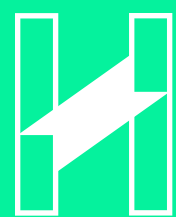
Data Capture

- Age
- Sex
- Location
- Teams they follow
- What they like / don't like
- Education level
- Occupation

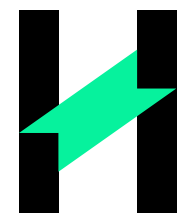


Media Company Aspirations

- Bespoke content creation
- Bespoke marketing campaigns
- Advertising campaigns



Growing
our universe.



Grow our universe

How do we grow our universe?

© SportsHero 2017

Growth Through Partnerships

SportsHero will grow its community through strategic partnerships with affiliates, associations, leagues, sport teams and B2C brands - creating commercial programs to drive collaboration & value for all involved.



Growth Through Aquisition

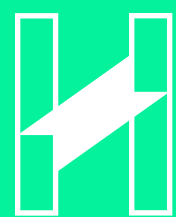
SportsHero will acquire innovative technology & engaged digital platforms to integrate into our business to grow our community & provide a better offering.



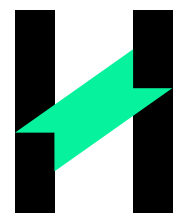
Growth Through Influencers

SportsHero intends to work with global sporting & entertainment icons and social influencers to grow our fan base and brand equity.





Our future in eSports.



Our future in eSports

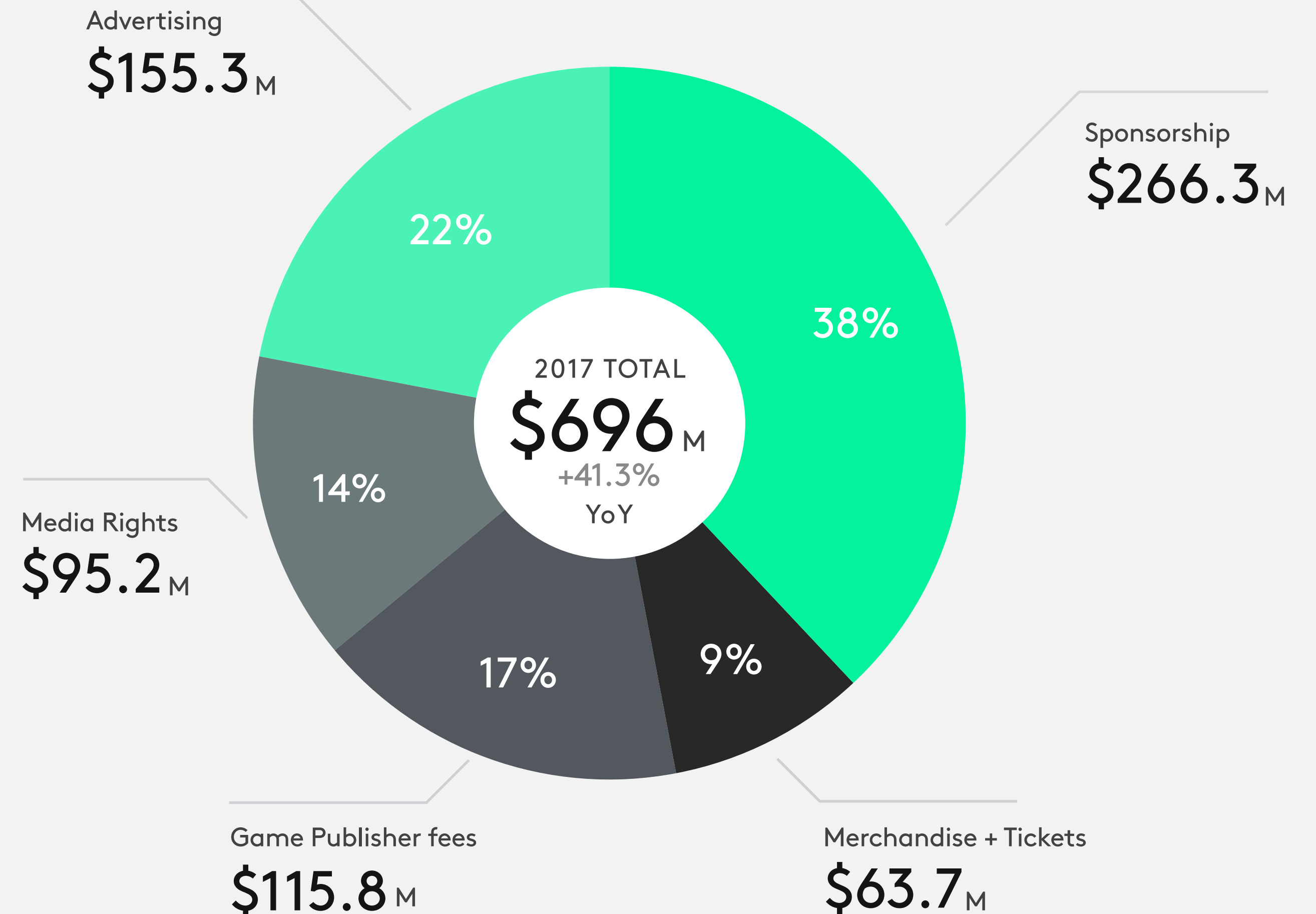
Projected 2017 eSports revenue streams Global

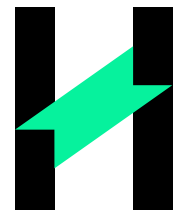
Featuring E-League Media Rights



Source: Newzoo – Global Games Market Report

Denominated in US \$





Our future in eSports

eSports revenue growth

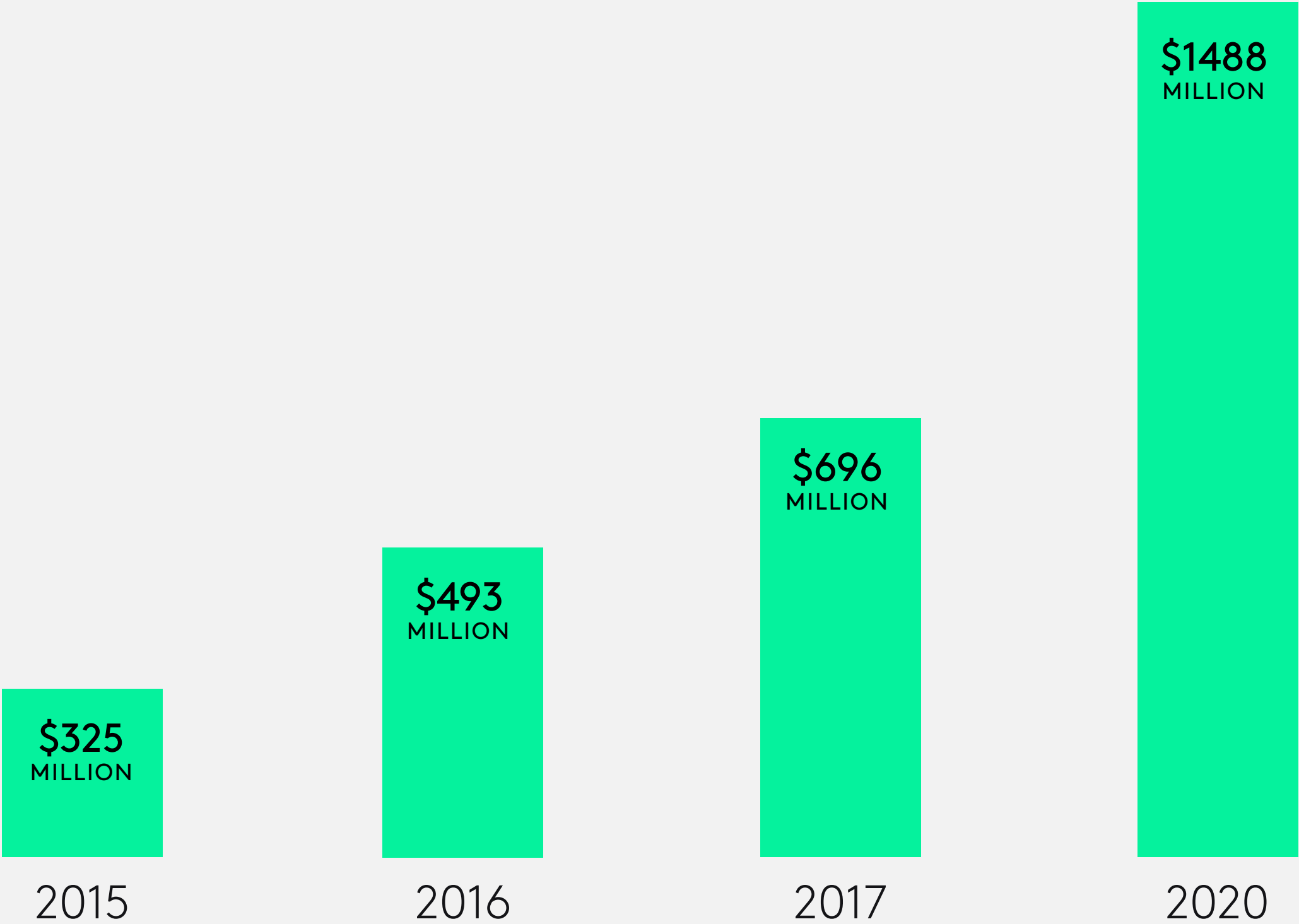
Global for 2015, 2016, 2017
2020

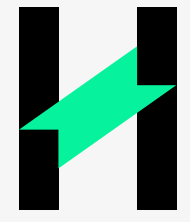
Source: Newzoo – Global Games Market Report
Q2 2017



TOTAL REVENUE
(MEDIA RIGHTS, ADVERTISING,
SPONSORSHIP, MERCHANDISE &
TICKETS, GAME PUBLISHER FEES)

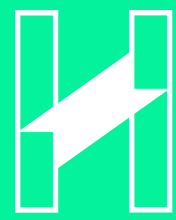
Denominated in US \$



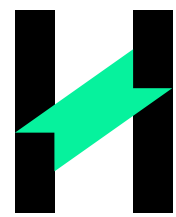


We will be
Investing
in latest
eGaming
technologies.





Capital Structure.



Capital Structure

Listed shares	114, 341,657	(including 2,000,000 held in voluntary escrow)
Escrowed shares	74,557,142	(held in ASX imposed escrow until Feb 2019)
Escrowed shares	33,942,858	(held in ASX imposed escrow until Feb 2018)
TOTAL SHARES ON ISSUE	222,841,657	
Performance Rights	7,500,000	
Options	72,000,000	Exercisable at \$0.05 and expiring 21 Aug 2019

- MyHero is the largest shareholder with 60mil shares
- MyHero major stakeholders are IPV Capital (USD 2bil fund), Samsung Ventures and Kleiner Perkins Caufield Bayers (KPCB China)
- The second largest shareholder is a company owned by Michael Sampoerna
- The top 20 largest shareholders account for 70% of the shares on issue



Join the movement.
Let's make history.