



## **ASX RELEASE**

12 December 2017

### **CHRIS FLINTOFT JOINS SPORTSHERO TEAM TO DRIVE V3 AND CRYPTO COIN**

SportsHero is very pleased to announce the appointment of Chris Flintoft as the Company's Technical Strategy Advisor to the board.

In this newly created role, Chris will be advising and assisting the Company with the ongoing development, re-engineering and re-imagining of the Company's app, and planning for a potential crypto currency for the SportsHero community. Chris' remuneration will primarily be in equity and largely tied to the success of these endeavours.

Chris is a growth focused business leader and digital expert who has led transformation and revenue generation for major brands and built and sold new entrepreneurial ventures. He has worked in both blue-chip corporate and disruptive start-up environments locally and globally for more than 20 years with deep subject matter expertise on all aspects of digital entertainment and e-commerce.

Chris has extensive experience in digital sports, games and entertainment industries, including via roles such as CEO of Neon Stingray, Head of Digital for Foxtel, Head of Broadband Entertainment for Telstra and MD of the Heavy Australia JV. He has worked with organisations including the AFL, NRL, V8 Supercars, Microsoft XBOX, Sony Playstation, Comcast, BSKYB and others to design and build successful digital products.

As a proven manager with extensive board experience, his drive, innovation, lateral thinking and experience are expected to deliver significant benefits to the Company.

### **VERSION 3 + THE BLOCKCHAIN + CRYPTO COIN**

SportsHero is a world-leading sports prediction, gamification and marketing app, which has already gained real traction with its virtual coin. The next exciting step in the SHO life-cycle is to properly explore transforming its virtual currency into a true cryptocurrency using the potential of blockchain technology and the integrity and security of its' protocols.

#### **Tom Lapping, CEO SportsHero said:**

*"We are getting proper traction with the app right now and were humbled recently by being selected by WIRED Magazine UK as one of the best iPhone apps of 2017. Our focus now is to not only start marketing SportsHero to a larger audience, but simultaneously start building the next generation of the app we refer to as V3."*

**SportsHero Limited**

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Principal and Registered Office: 29 Brookside Place, Lota, Queensland 4179

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"We have a collective vision to create a world's leading crypto currency for sports. To do this well, we needed to bring digital leaders to help our tech team understand the potential of blockchain for our business. Chris is a digital trailblazer and understands this space very well. He shares the same vision and we cannot wait to get him working with our team to build both V3 and plan the development of our new crypto coin."

**Chris Flintoff said:**

"SportsHero can be categorised as a tech-innovation company, wrapped around a sports community offering - driven by passion. To me, that's very compelling. I'm excited to be helping the tech team explore the potential of blockchain and a cutting-edge crypto coin that may unlock further value for shareholders."

"My time in digital tells me that mobility, data and the development of new technologies like blockchain are going to be pivotal to the next phase of innovation and growth for successful, global sports and entertainment brands and products. I am thrilled to be invited on this journey with Tom and his team."

Terms of Engagement

Chris has been engaged pursuant to a services agreement for an initial two-year term.

The Company has agreed to issue an initial 500,000 fully paid ordinary shares (**Shares**) to Mr Flintoff (or nominee). These 500,000 Shares will be held in voluntary escrow for a period of 12-months from their date of issue.

In addition, the Company has further agreed to issue 3,500,000 Performance Rights to Mr Flintoff (or nominee). Subject to the applicable Performance Hurdle being achieved, each Performance Right will convert into one Share. Details are as set out below:

<b>Class</b>	<b>Performance Hurdle</b>	<b>Entitlement</b>
Class A Performance Rights	As determined by the Board, the delivery on or before 31 December 2017 of an implementation plan and strategy for V3 of SportsHero's app which delivers an even better mobile user experience than the improved V 2.5, including: <ul style="list-style-type: none"><li>• Comprehensive, intelligent re-engineering of the platform, including powerful new personalised data and analytics;</li><li>• API to unlock access to partner networks and emerging new technologies;</li><li>• Completely re-imagined, world-class user experience (UX);</li></ul>	1,000,000 Class A Performance Rights.

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	<ul style="list-style-type: none"><li>• Compelling new “state-of-the-art” web experience collectively the “<b>Class A Performance Hurdle</b>”.</li></ul>	
Class B Performance Rights	As determined by the Board, the delivery on or before 7 February 2018 of an implementation plan and strategy for the introduction of a SportsHero cryptocurrency/coin, the “ <b>Class B Performance Hurdle</b> ”.	1,000,000 Class B Performance Rights.
Class C Performance Rights	On or before 31 May 2018, the successful release to the market of V3 of the SportsHero app that delivers all of the deliverables as per the Class A and Class B Performance Hurdles.	1,500,000 Class C Performance Rights.

All Shares issued following the conversion of Performance Rights will be held in voluntary escrow for a period of 12 months from their date of issue.

Michael Higginson  
Company Secretary

## **ABOUT SPORTSHERO**

SportsHero Limited listed on the Australian Securities Exchange (ASX code: SHO) on 15 February 2017 and is the owner of a world leading sports prediction, gamification and marketing app.

The Company has the high level strategic aim of capitalising on the potential of a notional amalgamated community of over 1 billion people by combining the communities of its Affiliates (social platforms, B2B and B2C brands and professional sports teams) to create a robust user-base of sports fans who come together to play sports games, consume content and interact with ambassadors and personalities.

### ***Affiliates and ambassadors***

Spartan Sporting Goods – whose ambassadors include Sachin Tendulkar, MS Dhoni, Chris Gale and Michael Clarke who collectively have over 90 million social followers

YuuZoo Corporation – community size of over 100 million football fans

Minute Media (90min) – community size of over 500 million with 60 million unique monthly users

Ian Chappell – SportsHero's cricket ambassador