



ASX RELEASE

20 December 2017

CNBC INTERVIEW

SportsHero Limited refers the market to a CNBC interview with SportsHero's CEO Mr Tom Lapping.

The interview was aired on CNBC on Friday 15 December 2017 and can be downloaded at:

cnbc.com/video/2017/12/14/this-sports-prediction-app-has-700-million-fans-through-community-owners.html.

Michael Higginson
Chairman

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