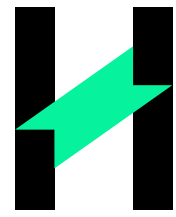


SportsHero

SportsHero Presentation

April 2018



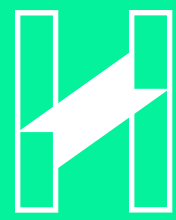


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SportsHero is a sports
gamification platform, which
currently boasts a robust
prediction programme across
football & cricket with cycling
launching in May 2018

SportsHero rated by WIRED Magazine UK
as one of the best apps of 2017.

WIRED

BEST IPHONE APPS 2017



SportsHero

A large crowd of people, mostly young men, are shown from the chest up, cheering enthusiastically. Many have their arms raised in the air, some holding up phones to record. The background is a dense crowd of similar people, creating a sense of a large-scale event. The entire image is overlaid with a semi-transparent teal color.

#passion

“Passion is an intense emotion, a compelling enthusiasm or desire for something. Everything from building our platform, growing our audience and engaging with our fans is all built around passion.”

Tom Lapping
CEO, SportsHero



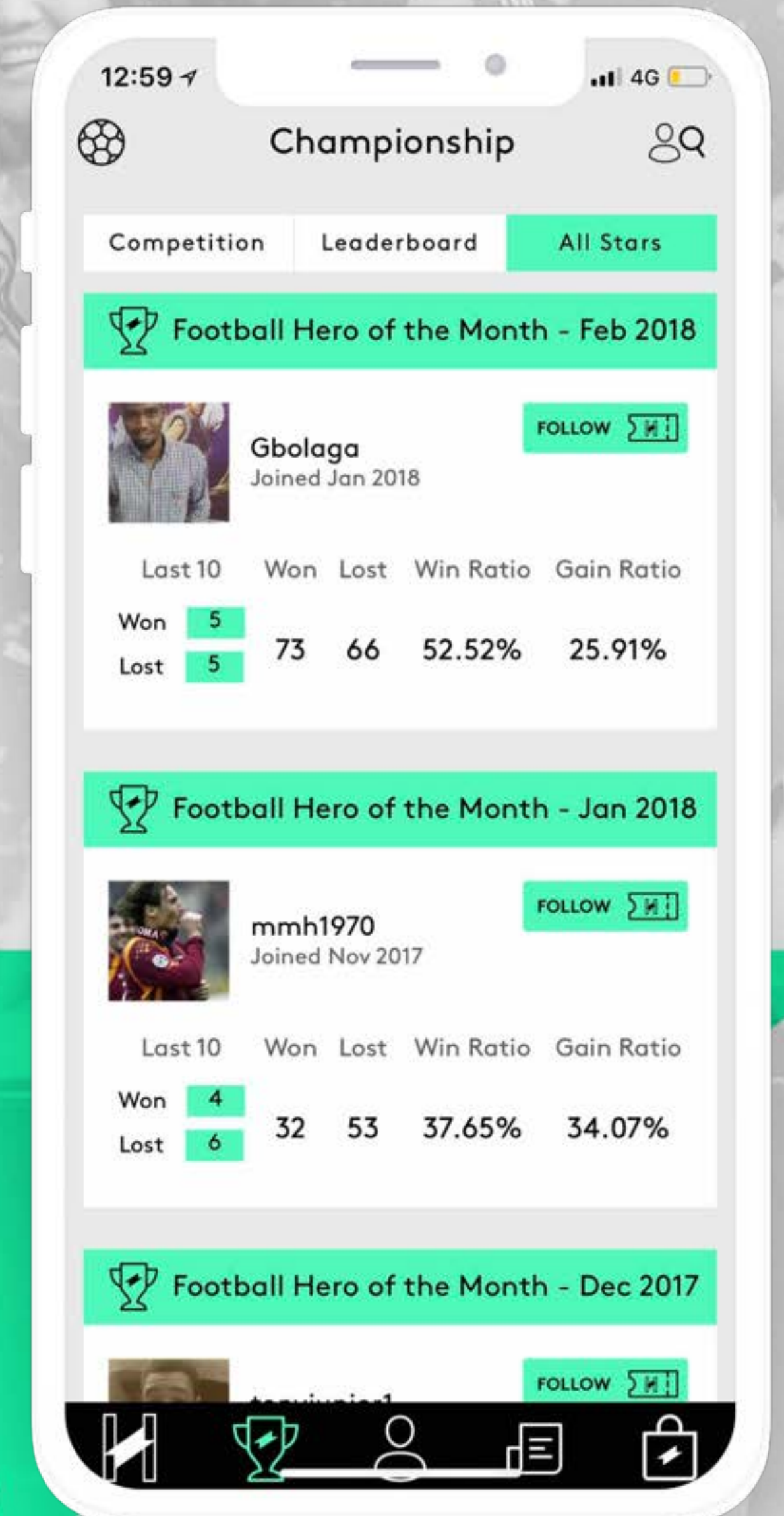
SportsHeroes

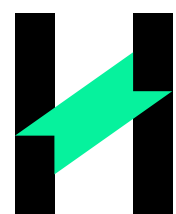
Creating Stars

All of our competition winners are expert predictors that possess high skill sets. We plan to promote these people and develop their personal brand to turn them into "Stars".

We will act as their agent and promote them as talent - which could lead to brand endorsements, live appearances and premium content creation.

We are creating our own "All Stars"





Capital Structure

Listed shares	174,698,801	(including 10,000,000 held in voluntary escrow)
Escrowed shares	74,557,142	(held in ASX imposed escrow until Feb 2019)
TOTAL SHARES ON ISSUE	249,255,943	
Performance Rights	9,500,000	
Options	71,085,714	Exercisable at \$0.05 and expiring 31 Aug 2019
Options	1,000,000	Exercisable at \$0.20 and expiring 1 Feb 2021

- 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 top 20 largest shareholders account for 70% of the shares on issue





Competitive Landscape

Betting

betway

bet365

BETONLINE
BECAUSE YOU CAN

*William***HILL**

bwin

Fantasy



FANDUEL

DRAFTKINGS

ESPN
cricinfo

YAHOO!
SPORTS

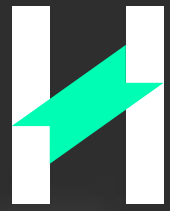
Prediction

SportsHero

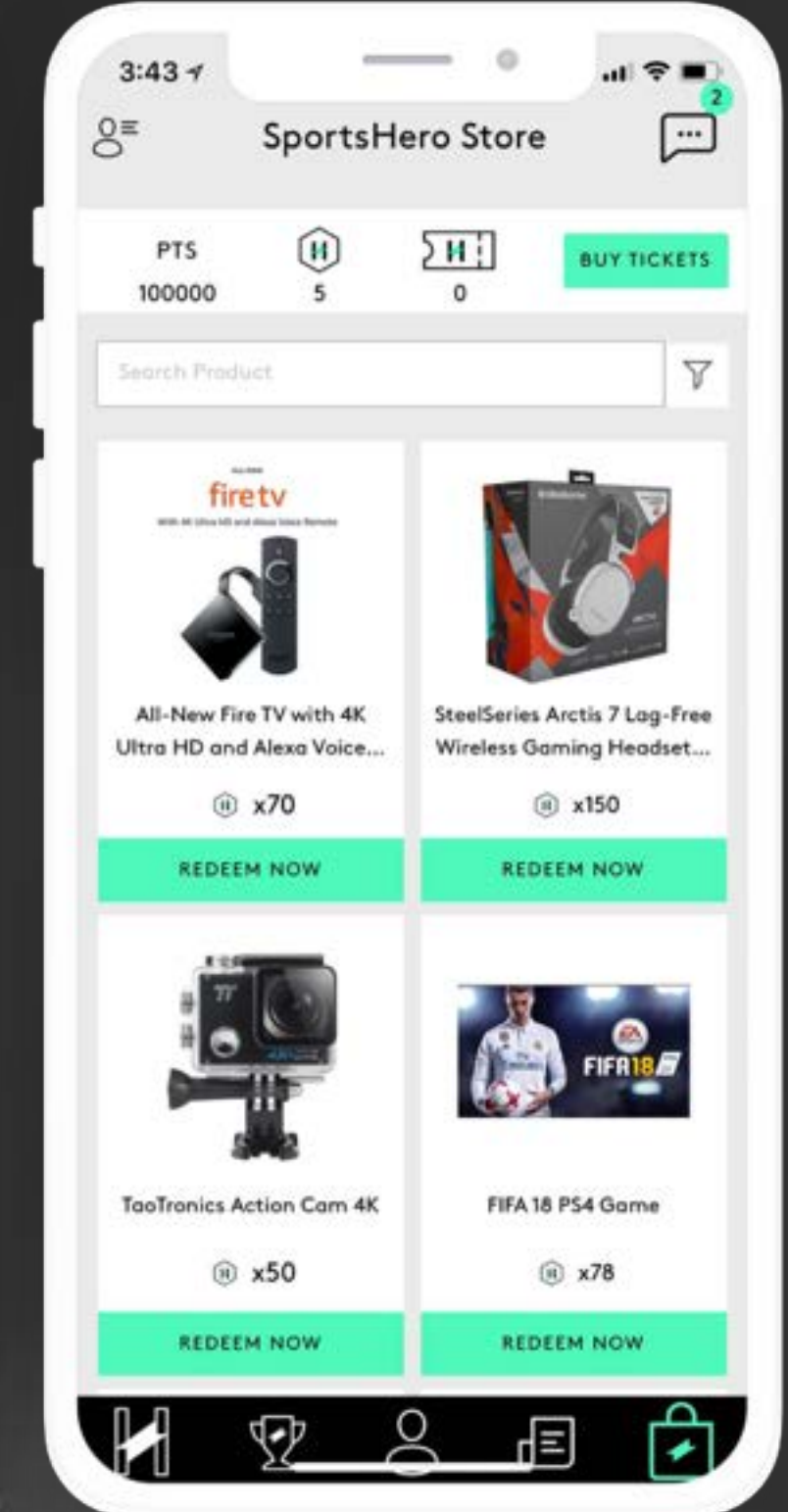
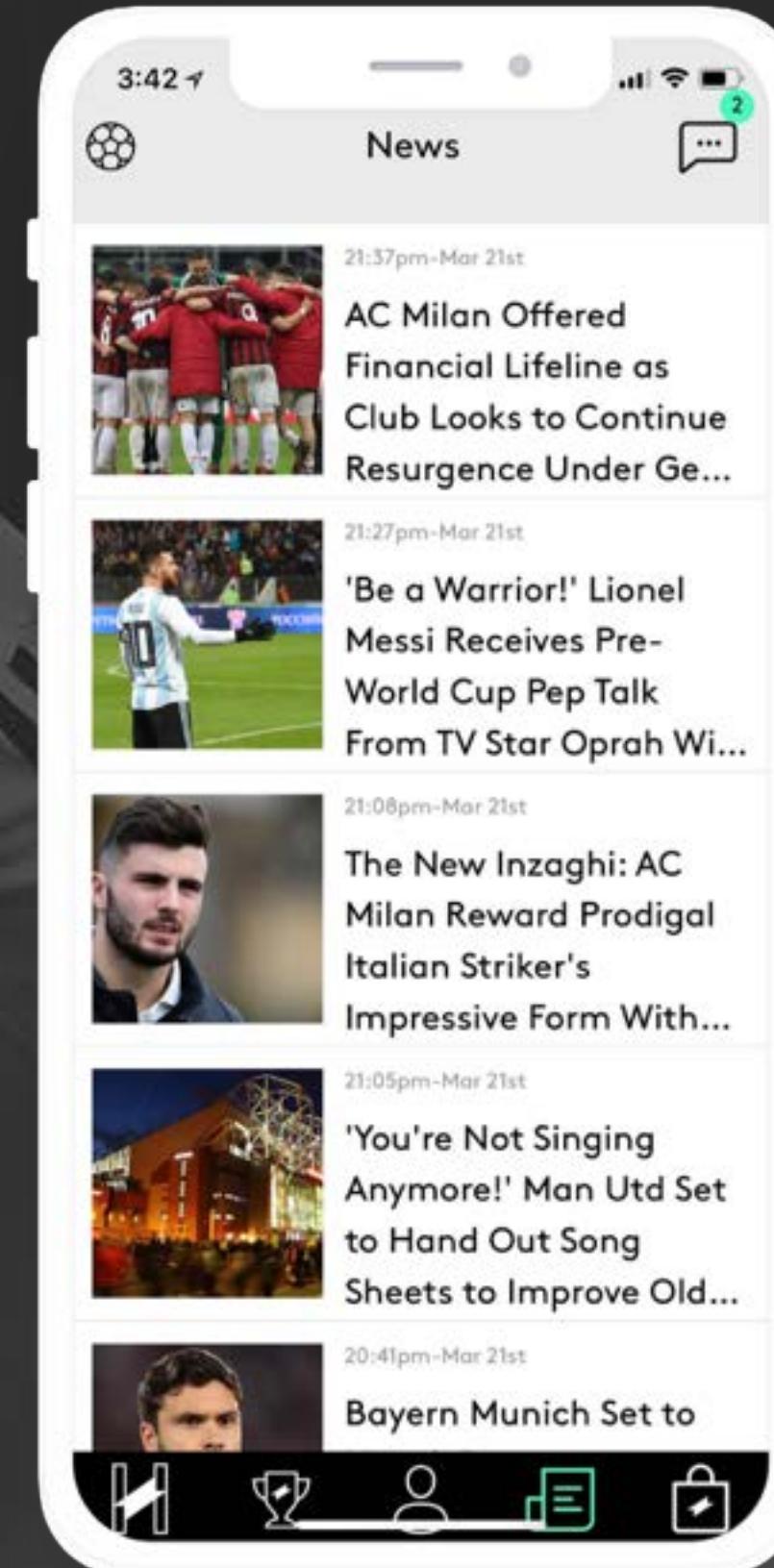
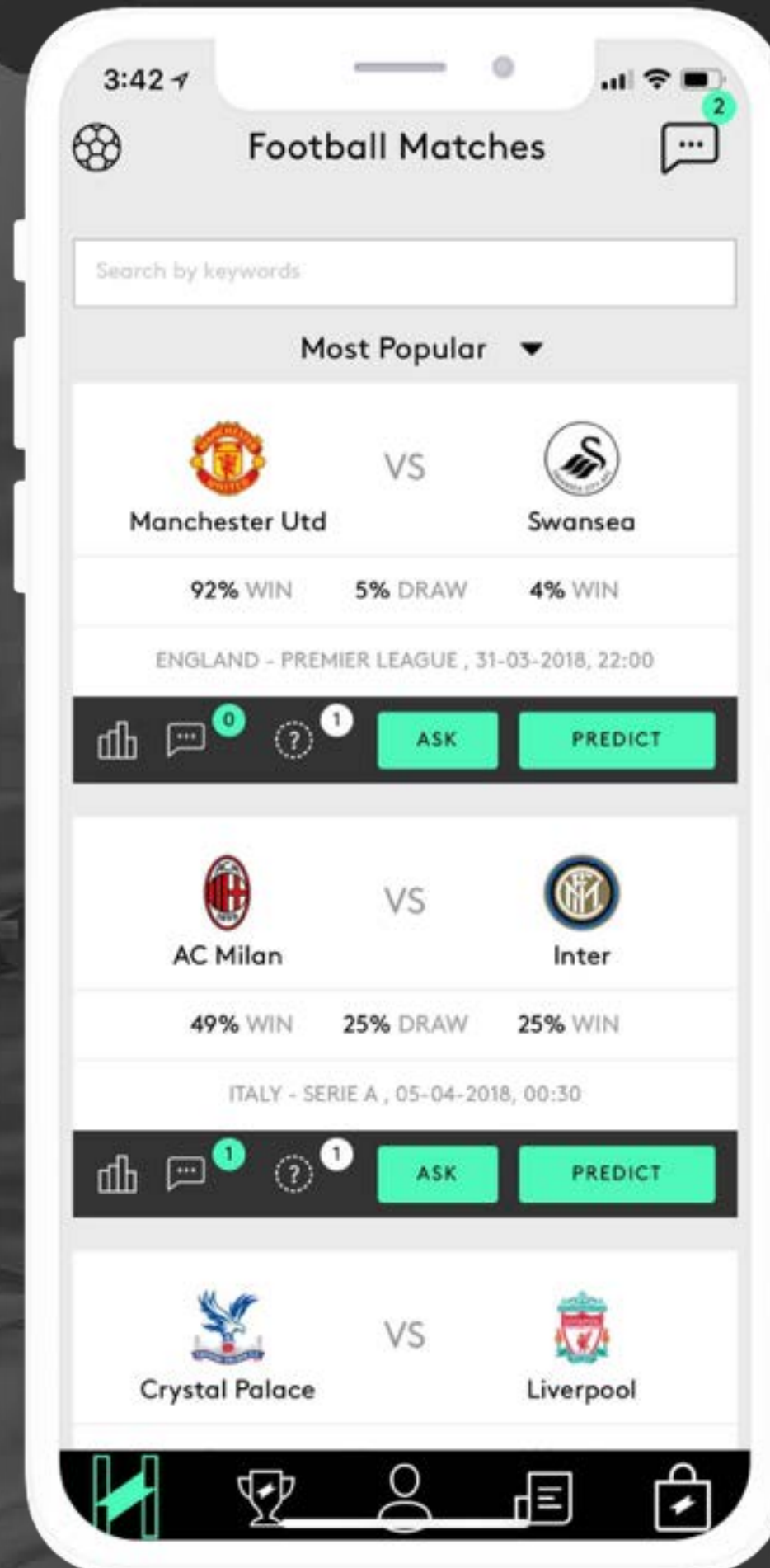
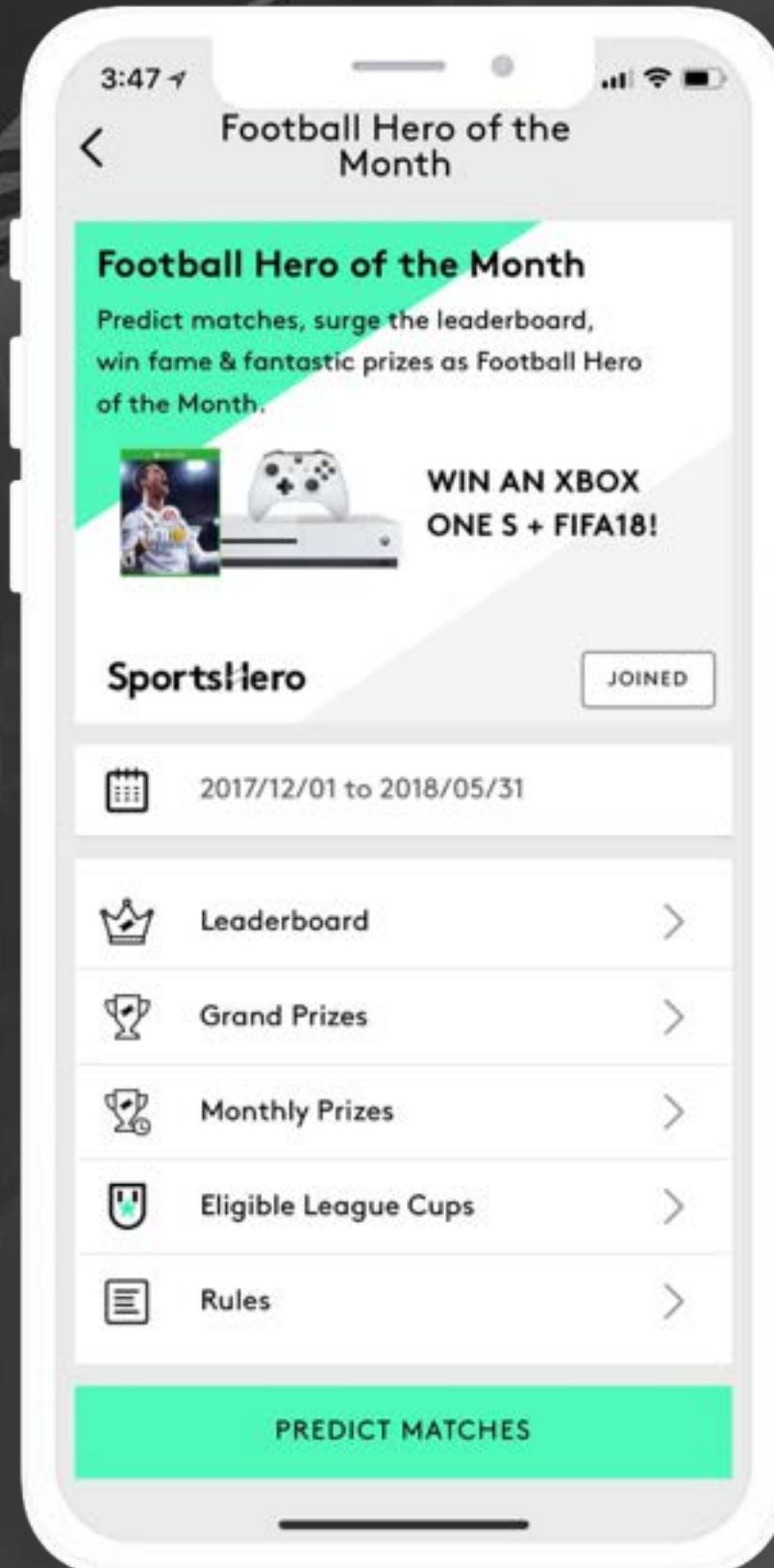
FireFan



The App.



The App



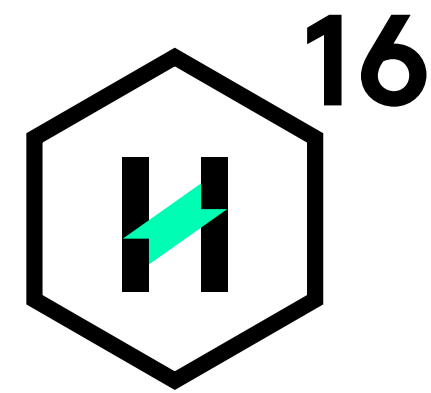
User Journey



Competitions

Monthly and year-long competitions ensure there is always something big to play for.

COMPETE



Virtual Wallet

Predict the right outcomes and win SportsHero coins to load up your wallet

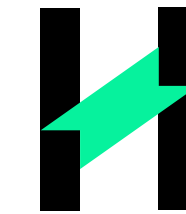
WIN



eStore

Redeem your SportsHero coins in our eStore for some of the best prizes on the planet

REDEEM



Become a Hero

Surge up the leaderboard to gain fame & recognition, winning great prizes along the way

HERO

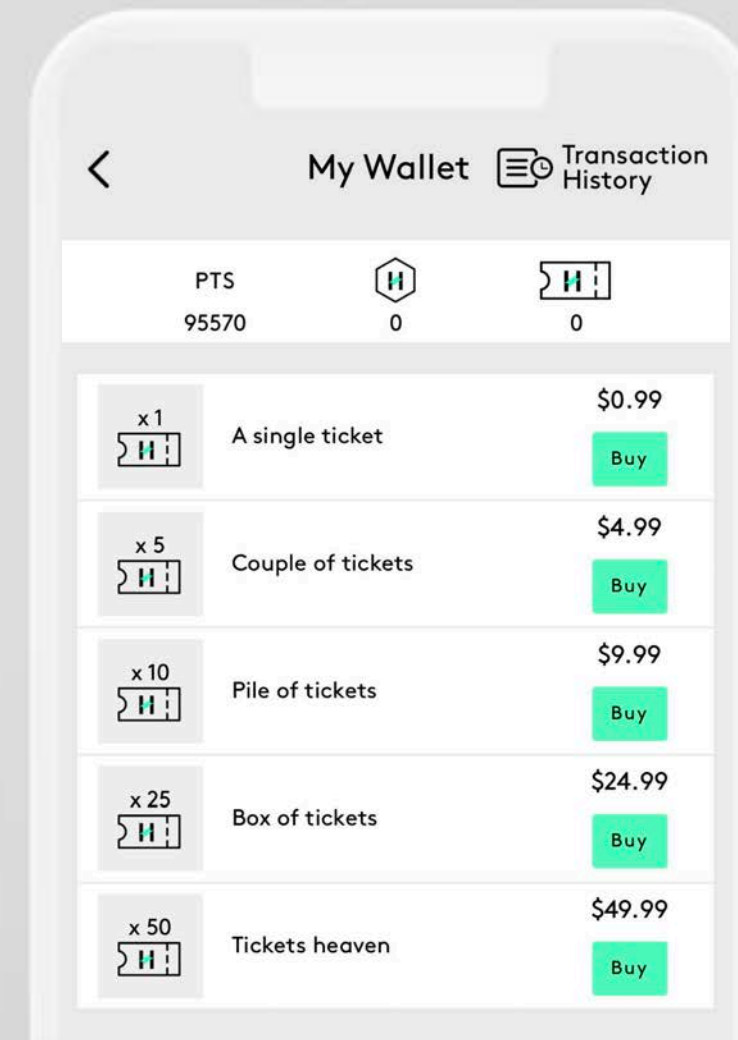


Our Offering

Engaging competitions with
fantastic prizes from our
partners & sponsors



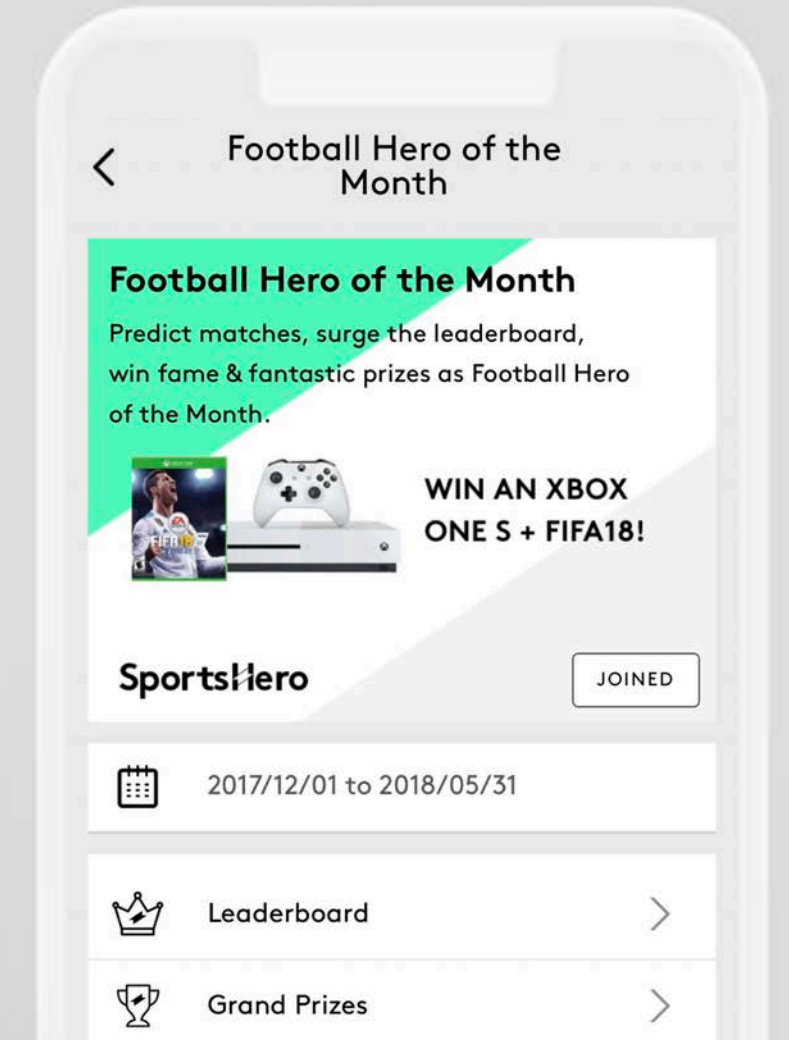
Virtual Wallet



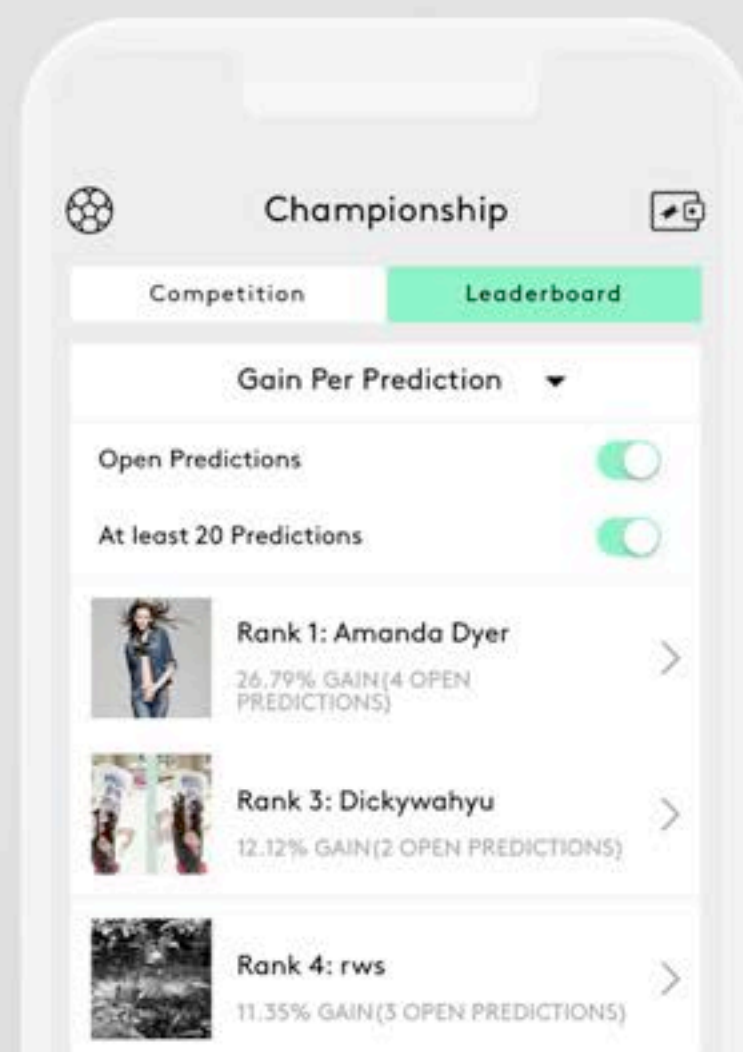
Fill your wallet with
SportsHero coins and
redeem in our eStore for
awesome prizes



Become a Hero



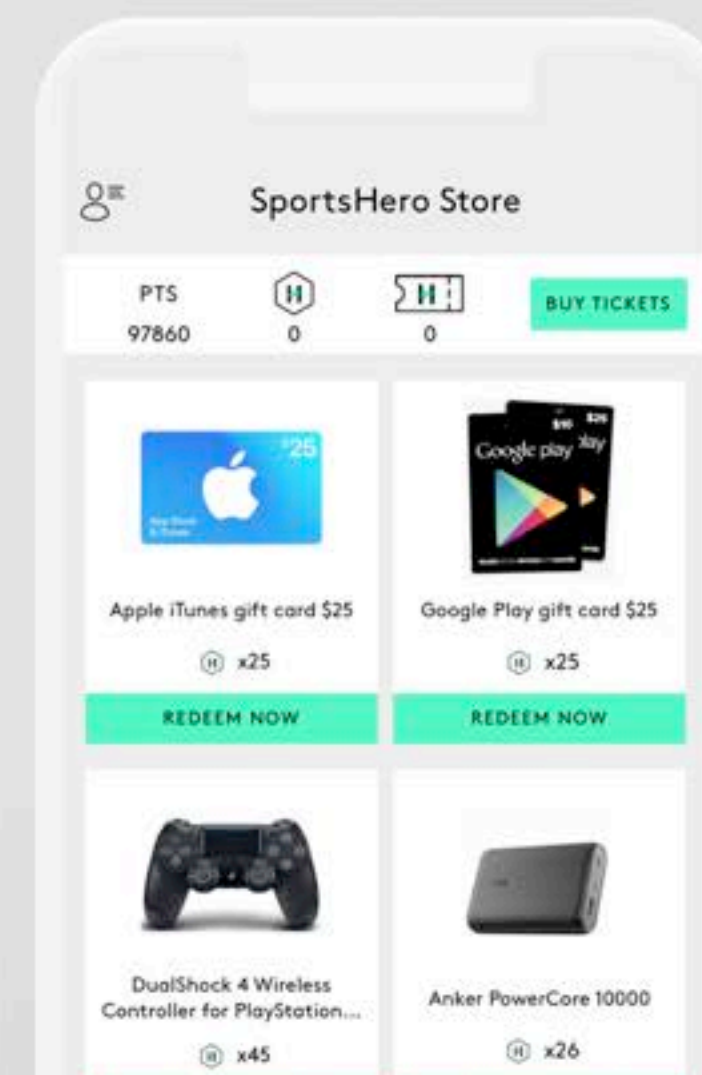
Competitions



Predict the right outcomes
and win SportsHero coins to
load up your wallet



eStore



Surge up the leaderboard,
gain recognition and win big





Multi-Lingual



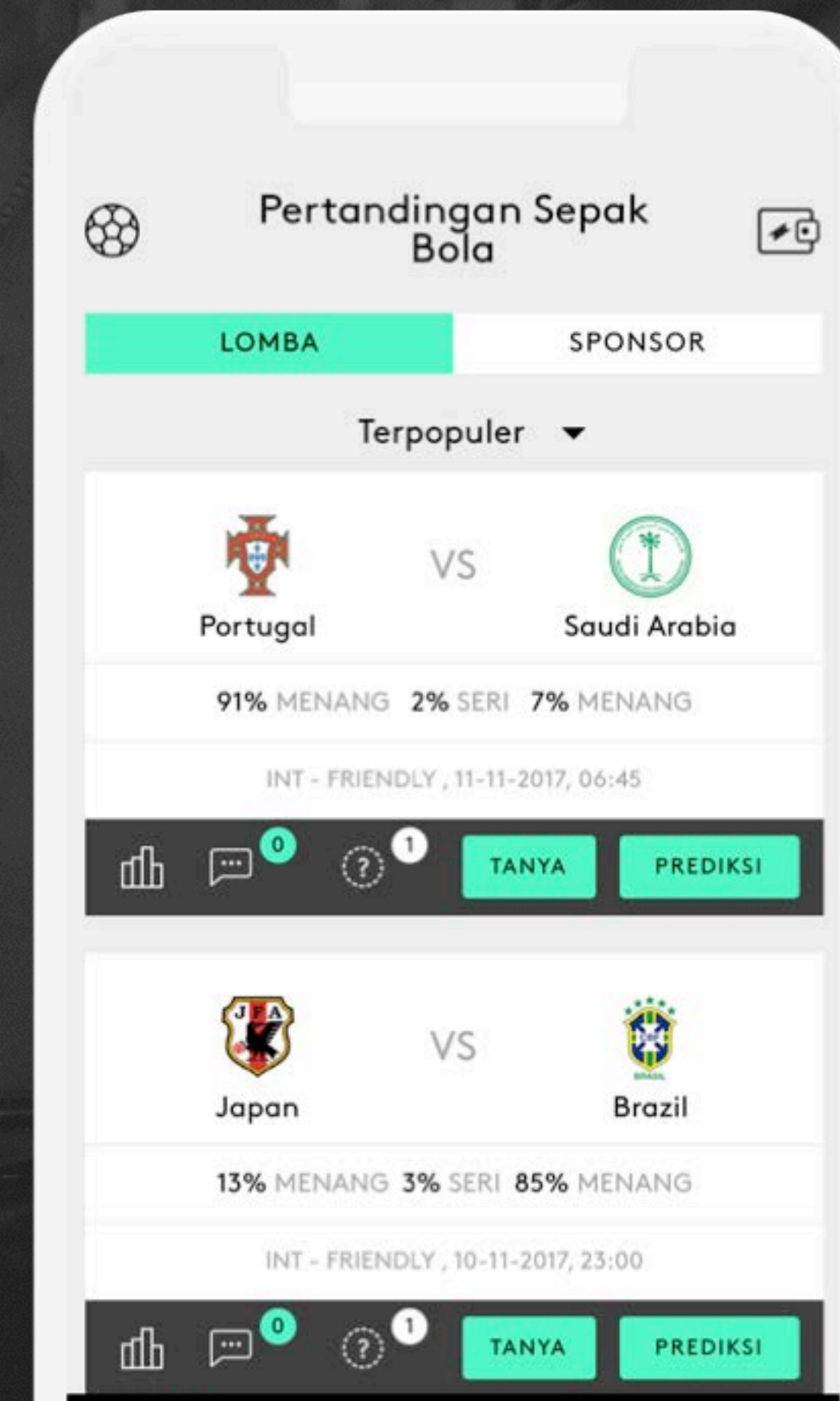
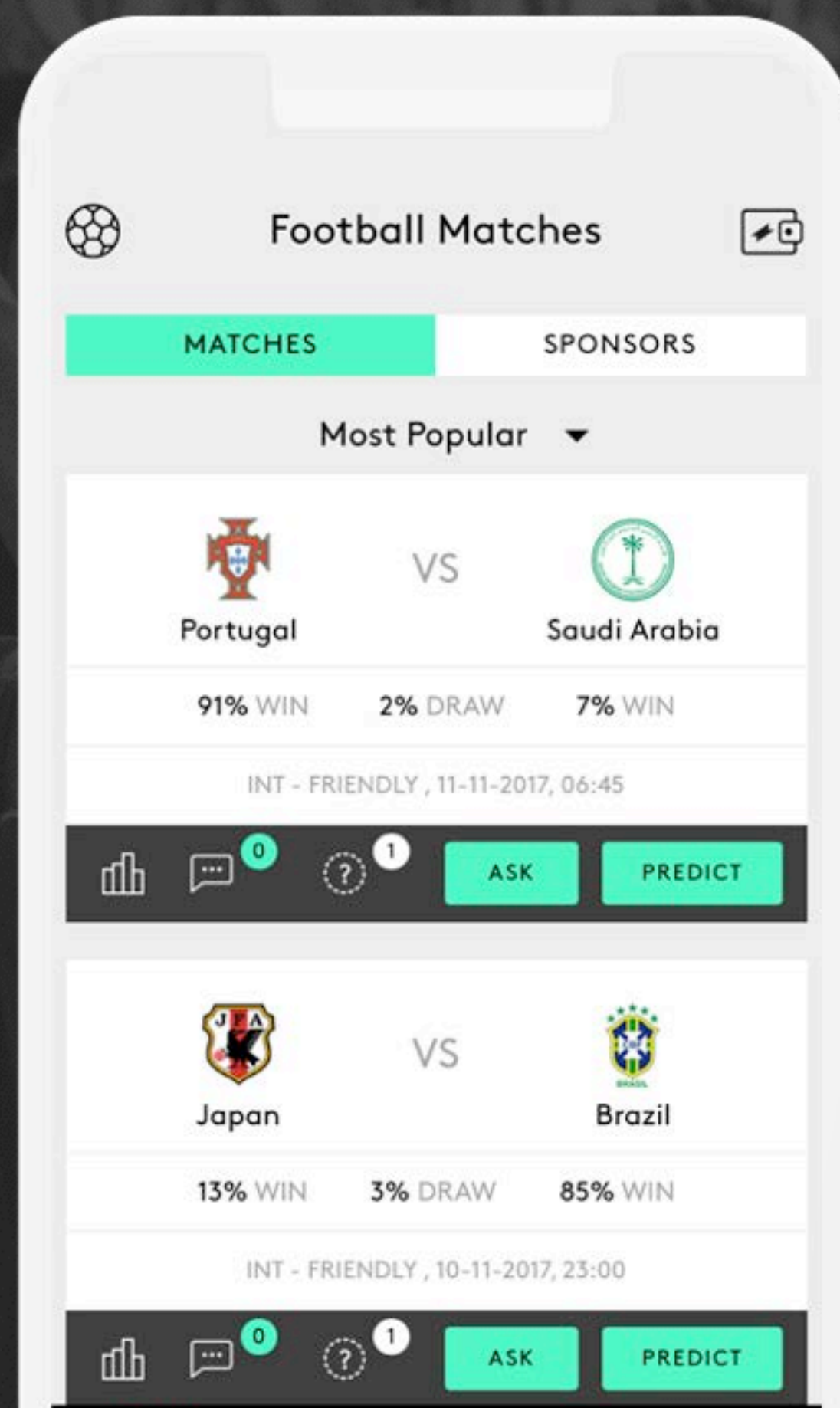
English



Chinese



Bahasa





In-house Competitions

Super Prize Series 1

Play and Win Big!



WIN A CRISTIANO
RONALDO MANCHESTER
UNITED AUTOGRAPHED
RED JERSEY

SportsHero

Super Prize Series 2

Play and Win Big!



WIN A LIONEL MESSI
BARCELONA
AUTOGRAPHED
ADIDAS 15.1 SOCCER

SportsHero

Super Prize Series 3

Play and Win Big!



WIN A NEYMAR
SANTOS BARCELONA
AUTOGRAPHED
2016-2017 BLUE &
RED NIKE JERSEY

SportsHero

Football Hero of the Month

Predict matches, surge the leaderboard,
win fame & fantastic prizes as Football
Hero of the Month.



WIN A PS4
+ FIFA 18 !

SportsHero

Football Hero of the Month

Predict matches, surge the leaderboard,
win fame & fantastic prizes as Football
Hero of the Month.



WIN AN XBOX
ONE S + FIFA18!

SportsHero

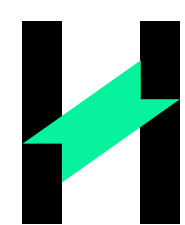
Super Tipper

Top the weekly leaderboard & WIN!
US\$100 Google Play Gift Card to be won
every week.



WIN 1 X US\$100
GOOGLE PLAY
GIFT CARD

SportsHero



FootballHero Facebook

211,565 LIKES

Posts
Engagement

445,842

Total
Video Views

650,261

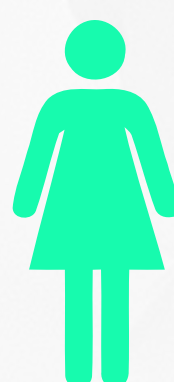
Total
Reach

6,375,578

Gender



98%



2%

TOP 3 Languages

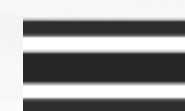
our fans speak:



#1 Bahasa Indonesia



#2 Hindi



#3 English

Age Range

18 - 24

Most Popular

Android

TOP 5 Countries

our fans come from:

① Indonesia

④ Myanmar

② India

⑤ Vietnam

③ Thailand

Top 3 Footballers

our community loves :



#1

Lionel Messi



#2

Cristiano Ronaldo



#3

Neymar Jr

Top 3 Teams

our community loves :



#1

Manchester United



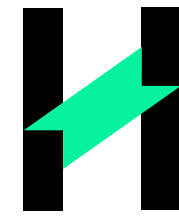
#2

Liverpool FC

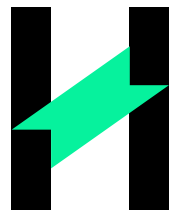


#3

Chelsea FC



SportsHero is monetising
**Communities through sports
gamification to generate
non traditional revenue.**



Meet Our Partners



90min is a global football media and technology company focused on the digital generation, with a total combined community size of 500 million with approx. 60 million unique monthly users.



Walletku operates an engaging platform and technology ecosystem that offers a wide range of digital products for e-payments through its existing distribution network of 22,000 outlets located island wide in Indonesia.



Meet Our Experts



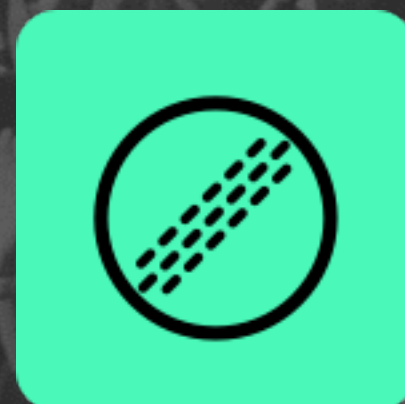
Tri Putra Permadi

Mr Putra is **SportsHero's Official Indonesian Football Partner** and is highly regarded as one of Indonesia's leading social media entrepreneurs and digital marketing maverick.



Ian Chappell

Ian Michael Chappell is a former cricketer who played for South Australia and Australia. He captained Australia between 1971 and 1975 before taking a central role in the breakaway World Series Cricket organisation.



Chris Robb

Chris is a 30-year veteran of the mass participation sports events industry. Chris provides consulting services to events, brands, and governments on top of creating mass participation IP.





Strategy: Indonesia



Football is the most popular sport in Indonesia, in terms of annual attendance, participation and revenue. It is played on all levels, from children to middle-aged men equating to 77% of the country interested in the game.

The Indonesia Super League is extremely popular with a loyal and engaged fan base. The Football Association of Indonesia (PSSI) acts as the governing body and is looking to grow the game locally through different platforms – digital being the most popular.

“It doesn’t matter if we are absent from international competitions for a while as long as we can win big in the future,” said **President Joko Widodo**

Popular Local Clubs

A selection of some of the largest teams in Indonesia with a collective following of millions of avid fans.

	Persija Jakarta	656k
	Persib Bandung	9.6m
	Persebaya Surabaya	44k
	PSM Makassar	20k
	PSMS Medan	5k
	PSIS Semarang	116k

Source: Facebook Fan pages





















Popular European Clubs

The English Premiership and La Liga is also very popular in Indonesia with some fan bases far larger than local teams.

	Manchester United	286k
	Manchester City	101k
	Liverpool FC	49k
	Chelsea FC	266k
	FC Barcelona	142k
	Real Madrid	1m

Source: Facebook Indonesian Fan pages

Top 20 Countries interested in Football

Nigeria		83%
Indonesia		77%
Thailand		75%
Saudi Arabia		74%
Argentina		72%
Malaysia		70%
Mexico		70%
Egypt		69%
South Korea		69%
Spain		69%
Brazil		67%
Italy		67%
South Africa		66%
Poland		64%
Germany		61%
Qatar		60%
UAE		60%
Ireland		58%
Hong Kong		53%
Russia		52%

Source: Neilson World Football Document 2017



SportsHero India

DELHI

FIFA U-17 WORLD CUP INDIA 2018

WE CAN
WE WILL

INDIA

Digital in India

TOTAL
POPULATION



1,347
Million

Urbanisation:

34%

INTERNET
USERS



462
Million

Penetration:

34%

ACTIVE SOCIAL
MEDIA USERS



250
Million

Penetration:

19%

UNIQUE
MOBILE USERS



844
Million

Penetration:

63%

ACTIVE MOBILE
SOCIAL USERS



230
Million

Penetration:

17%

INDIA

Annual Digital Growth

INTERNET
USERS



0%

Since JAN 2017

(Unchanged)

ACTIVE SOCIAL
MEDIA USERS

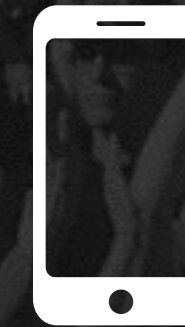


+31%

Since JAN 2017

+59 Million

UNIQUE
MOBILE USERS



+6%

Since JAN 2017

+46 Million

ACTIVE MOBILE
SOCIAL USERS



+38%

Since JAN 2017

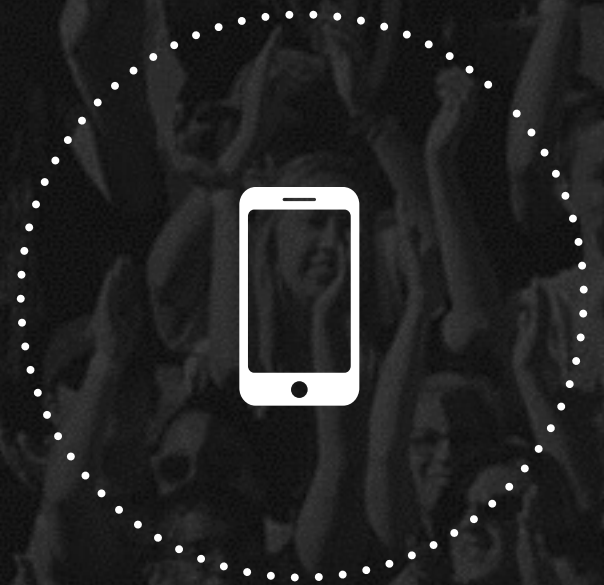
+63 Million

INDIA

Device Usage



MOBILE PHONE
(ANY TYPE)



88%

COMPUTER



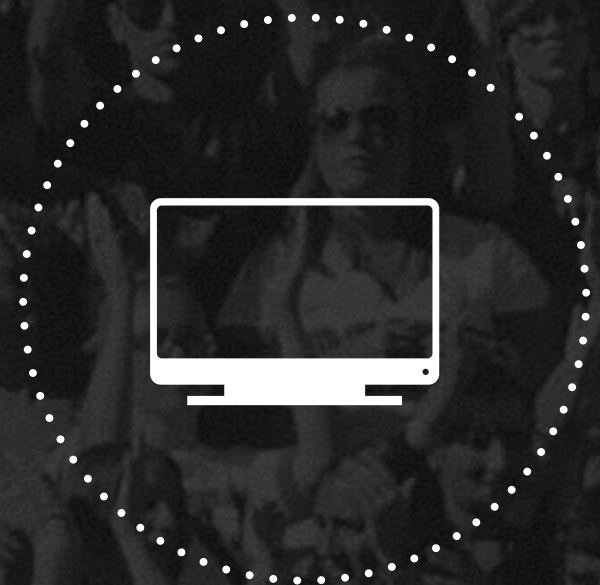
15%

TABLET



5%

TELEVISION



79%

STREAMING
DEVICE



4%

E-READER
DEVICE



2%

WEARABLE
TECH DEVICE



4%

INDIA

Time Spent with Media

(AVERAGE DAILY TIME SPENT AS PER HOOTSUITE REPORT)

INTERNET



7H 25M

SOCIAL MEDIA



2H 26M

STREAMING
VIDEO



3H 01M

STREAMING
MUSIC



1H 24M

INDIA

Social Media Use

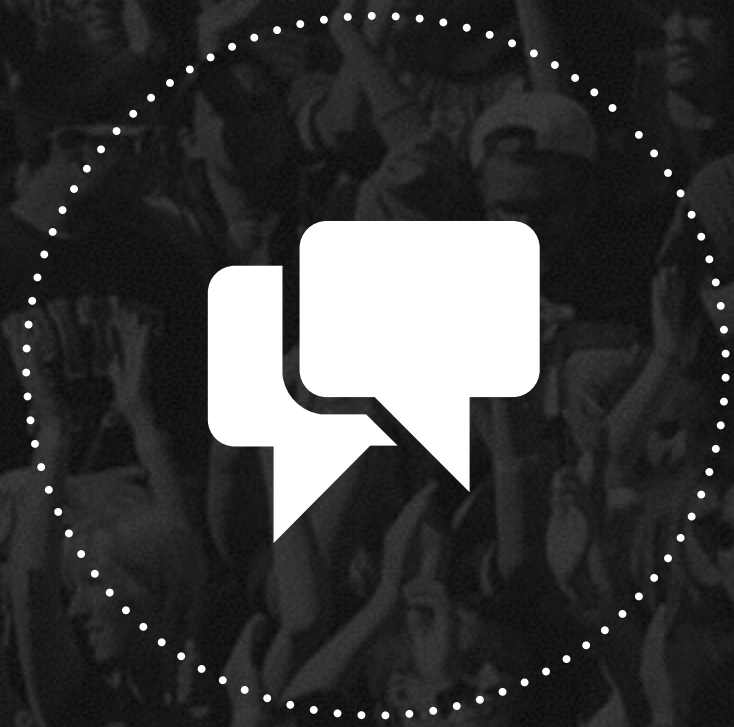


TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS



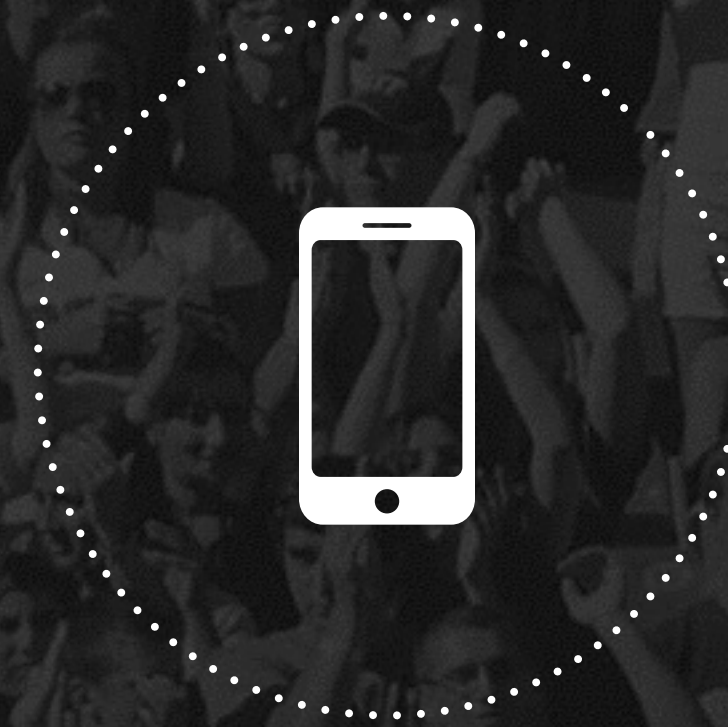
250.0
Million

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



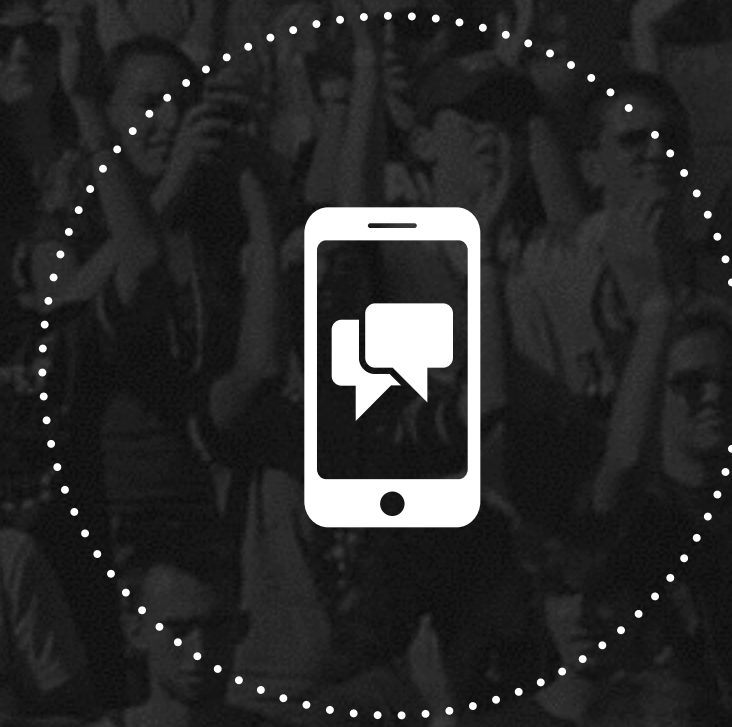
19%

TOTAL NUMBER OF
SOCIAL USERS
ACCESSING VIA MOBILE



230.0
Million

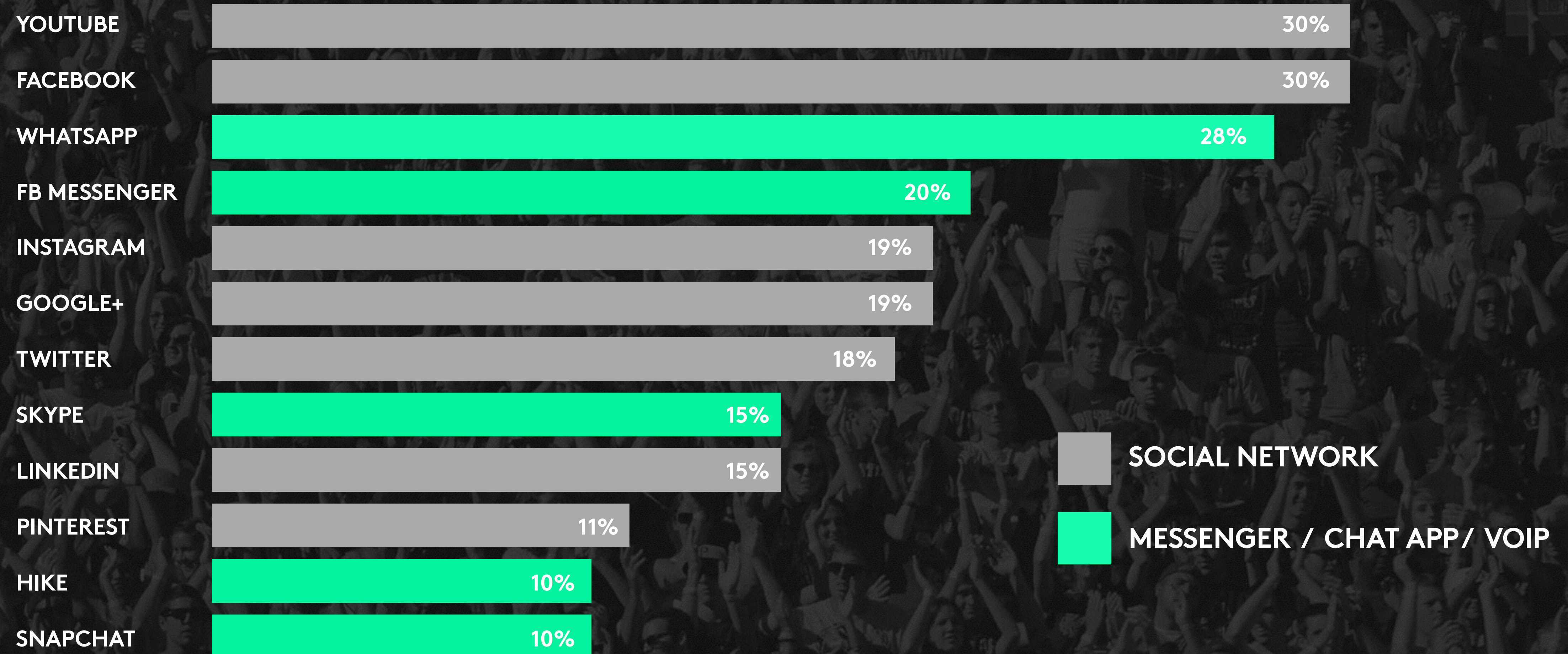
ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



+17%

INDIA

Most Active Social Media Platforms



Sources: Digital in 2018 Global Overview Report from We Are Social and Hootsuite.



Revenue Generation Models

F2P

Free to Play

- Anyone can play for free.
- Focus is to build critical mass in user.
- Monetize through advertising

P2P

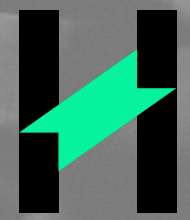
Pay to Play

- A bespoke prediction model which gets the user to pay to answer questions and host their own.
- A pool is created and split with winners and question hosts.
- Piloting in strategic markets.

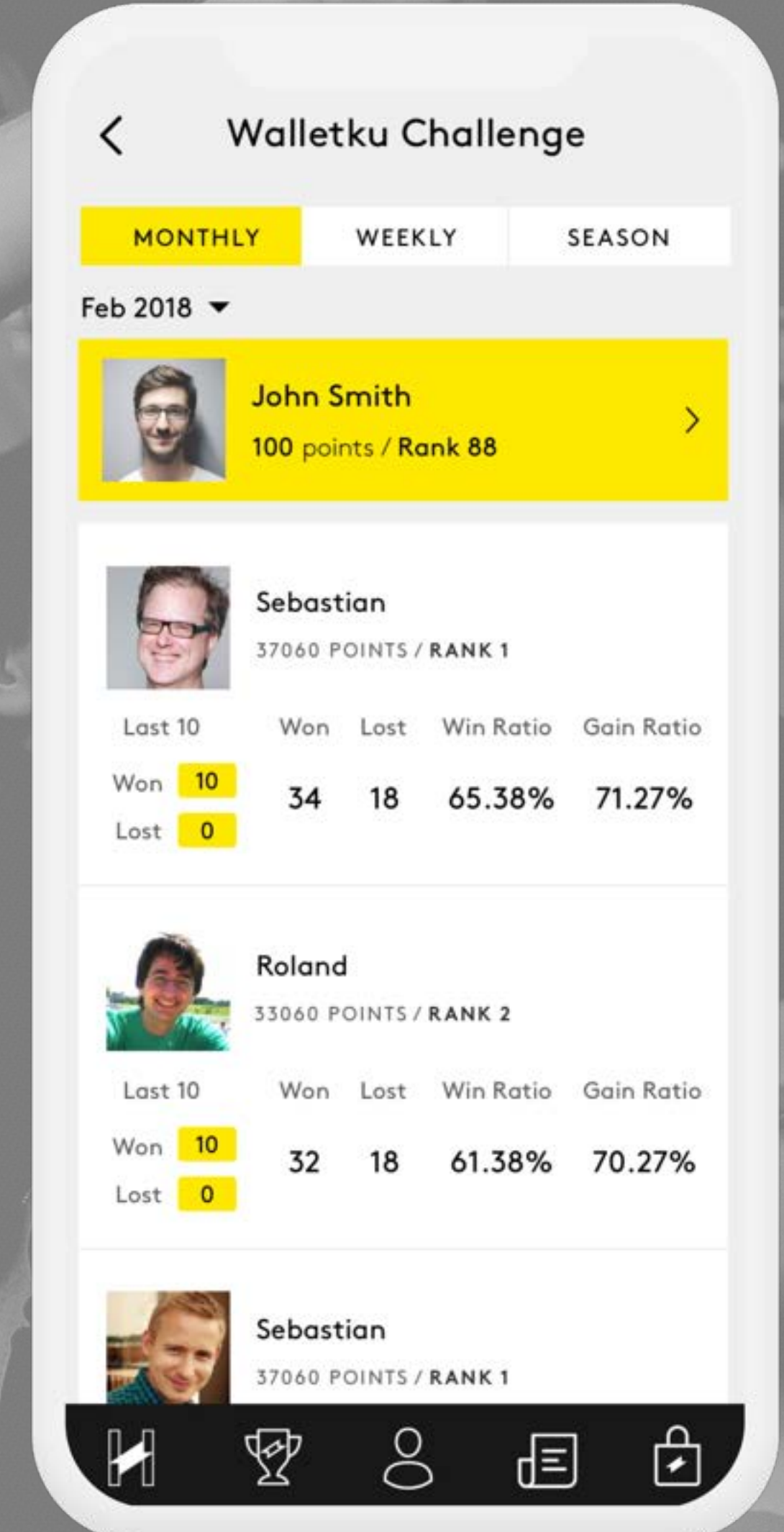
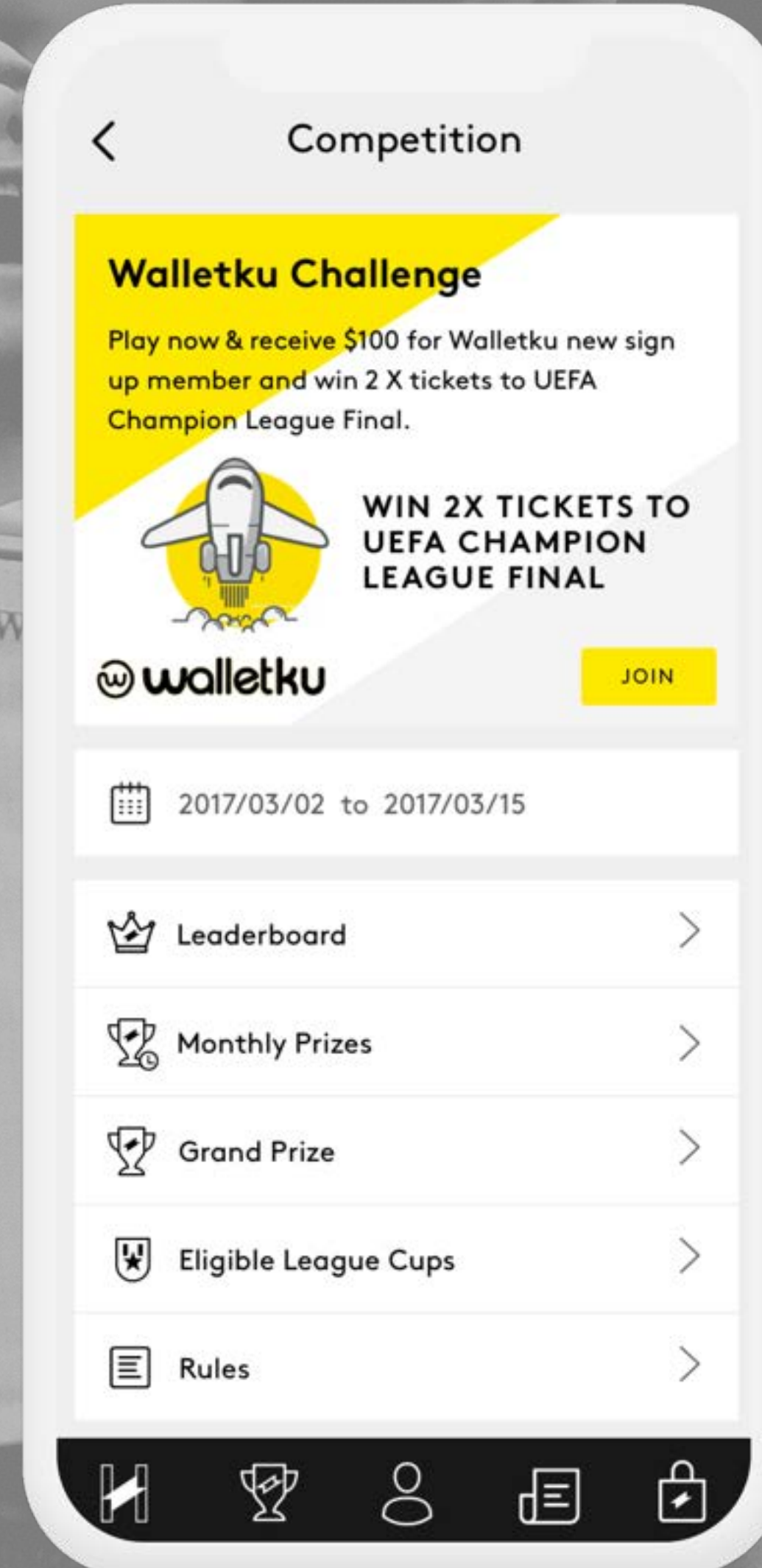
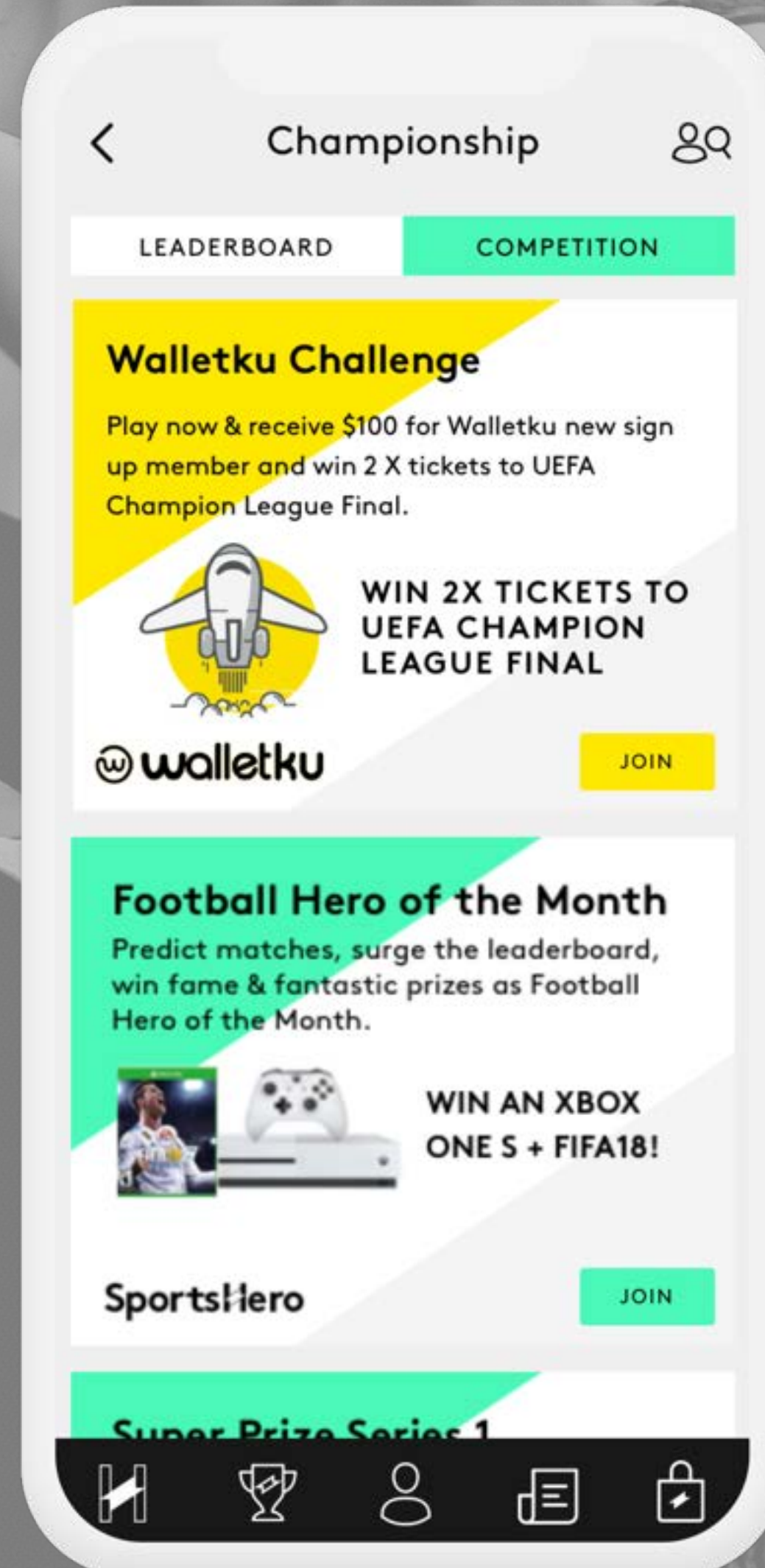
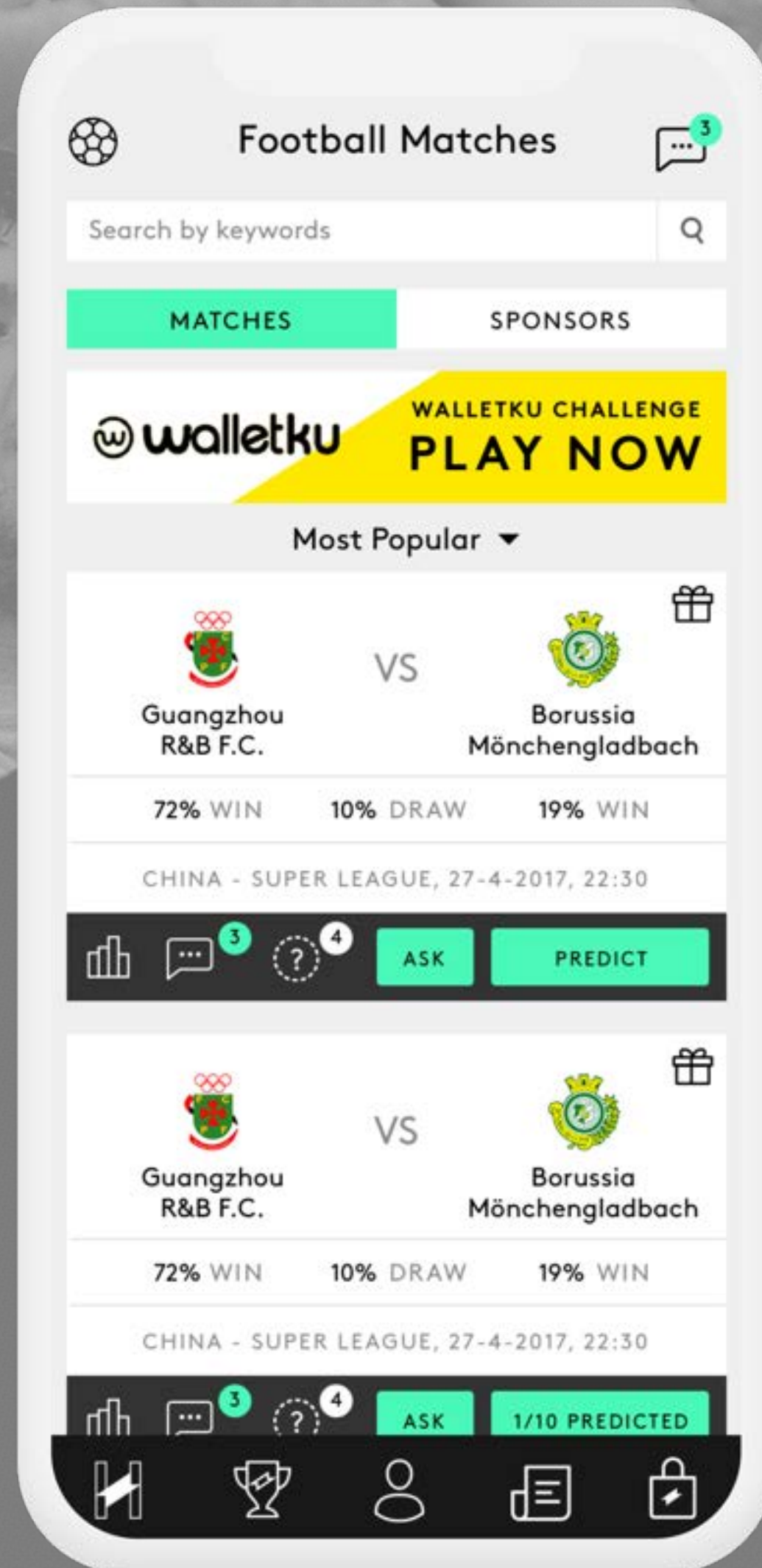
P2F

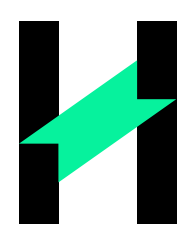
Pay to Follow

- Expert prediction set their price for users to follow them.
- Revenue in split between the experts and SHO.
- The bigger the hero the bigger their payout.



Example of Partner's Activation Concept





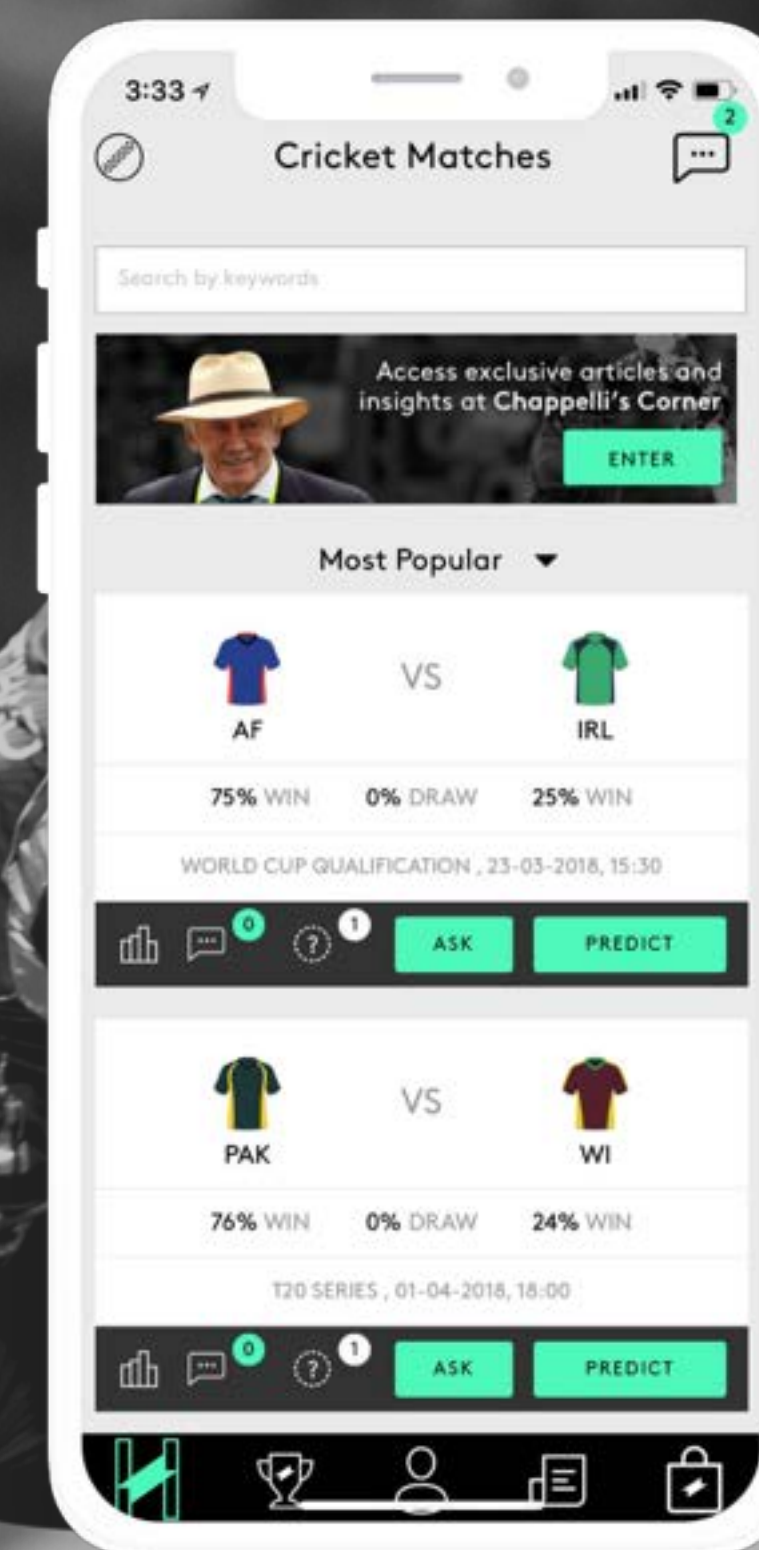
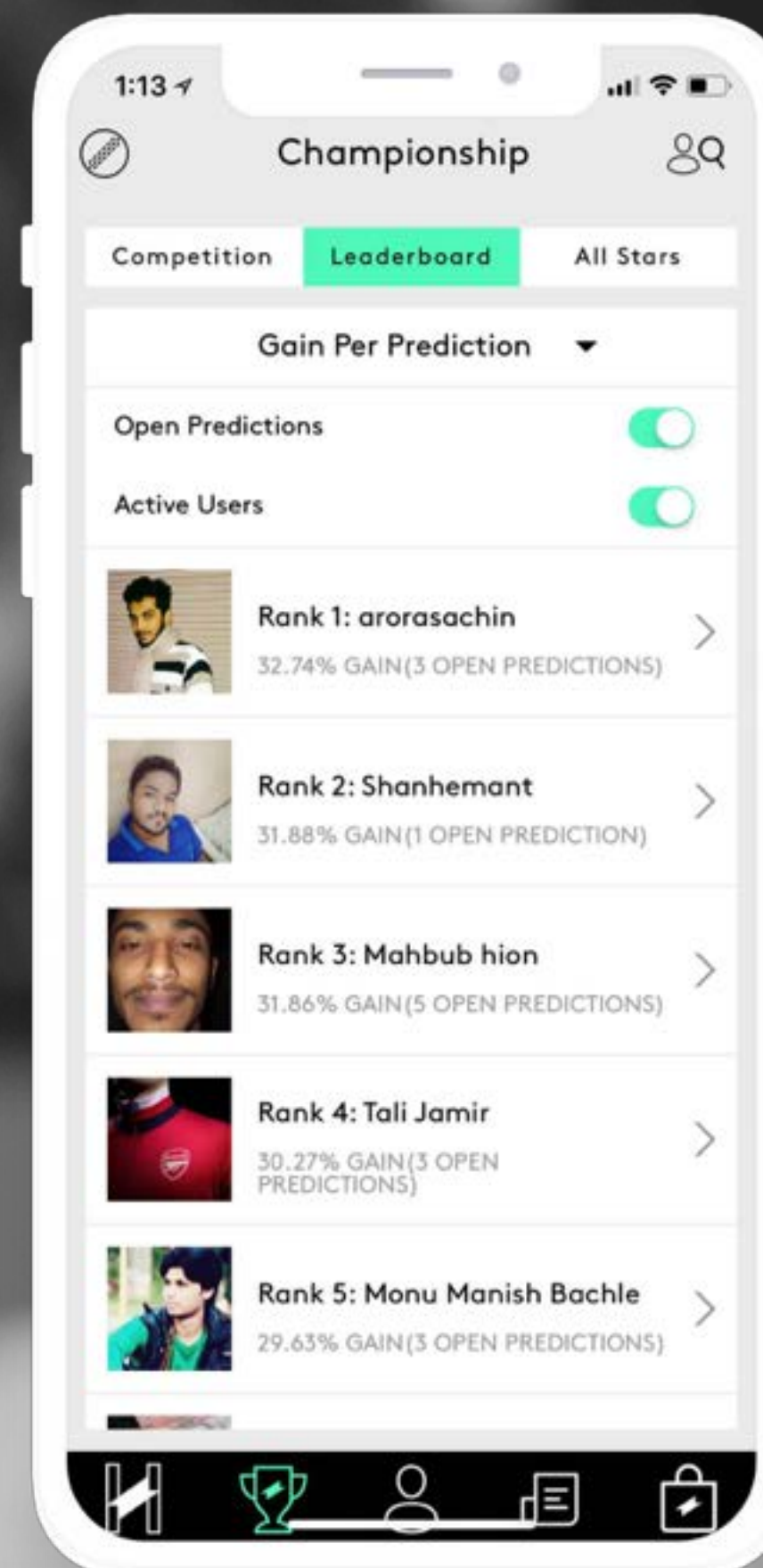
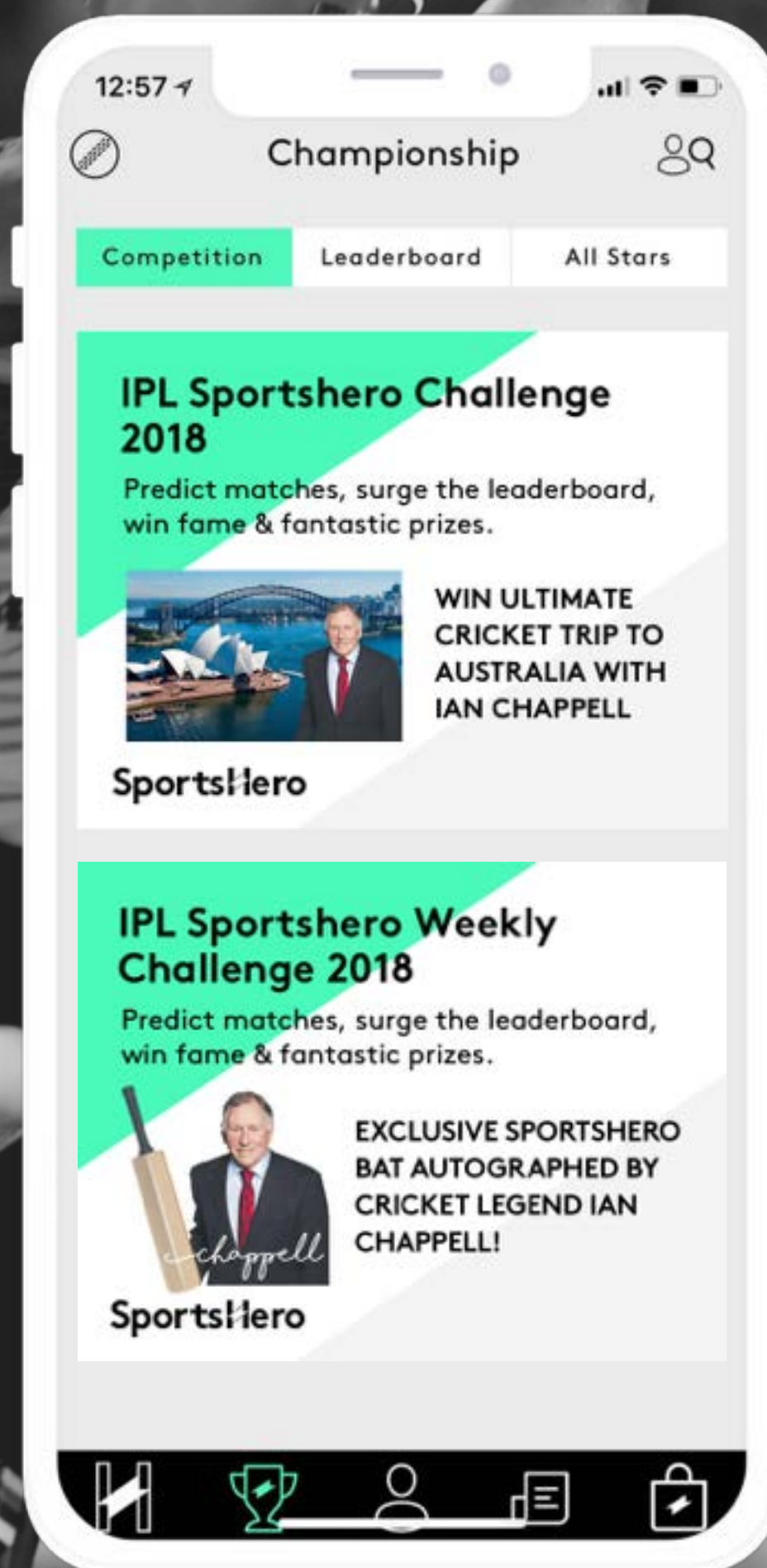
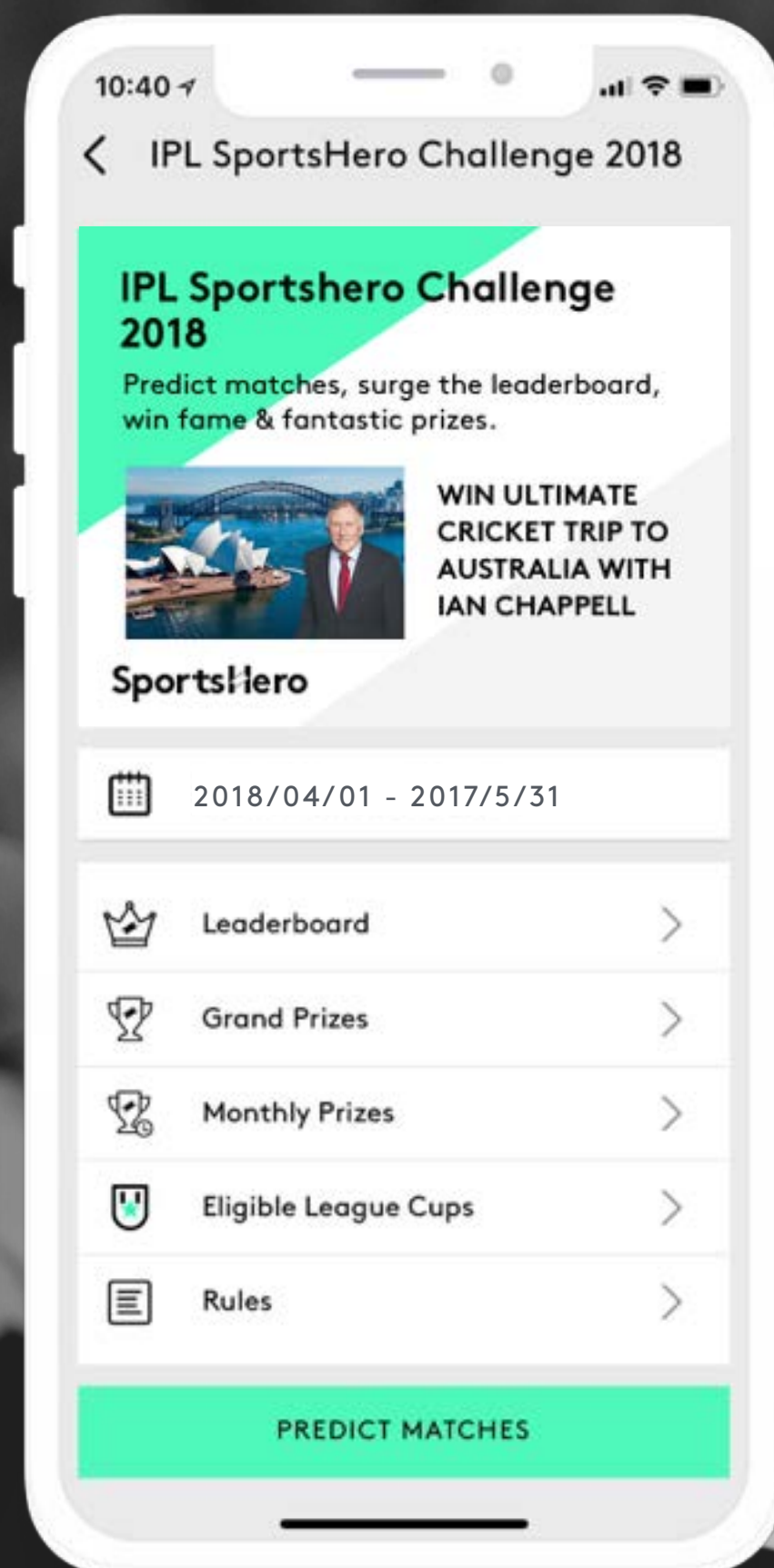
CricketHero

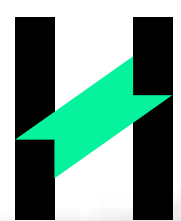
© SportsHero 2018





SportsHero IPL Challenge





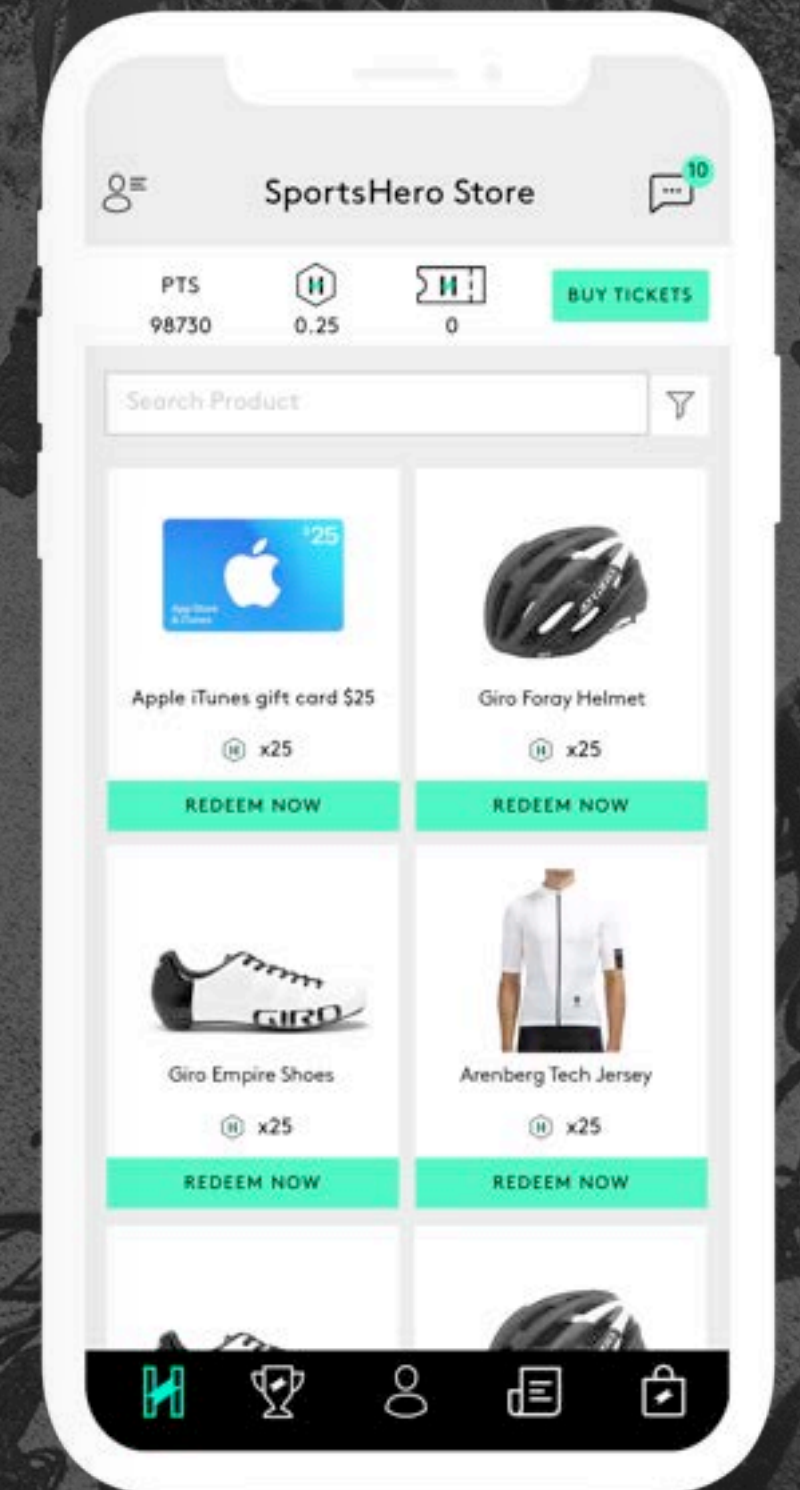
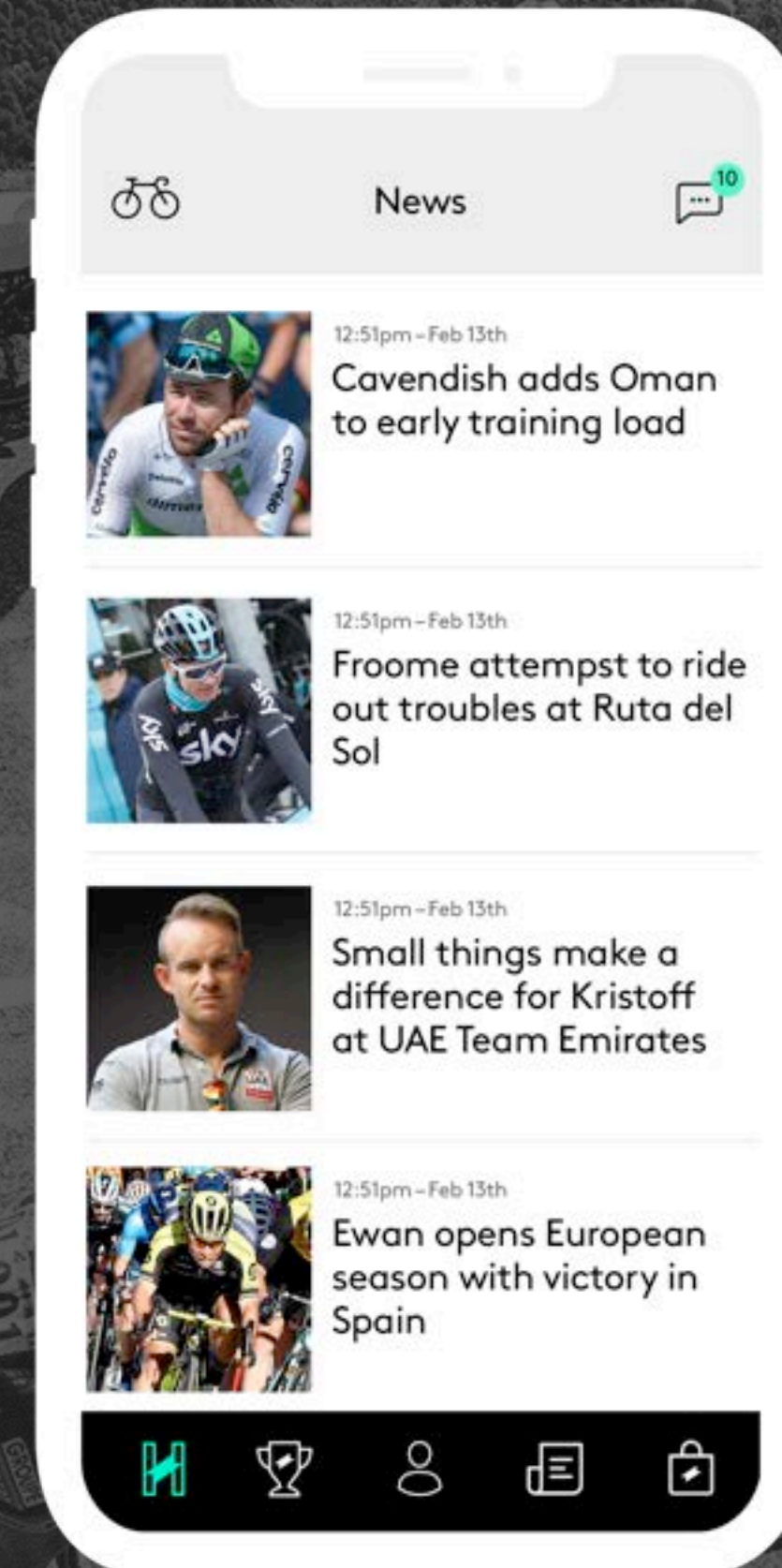
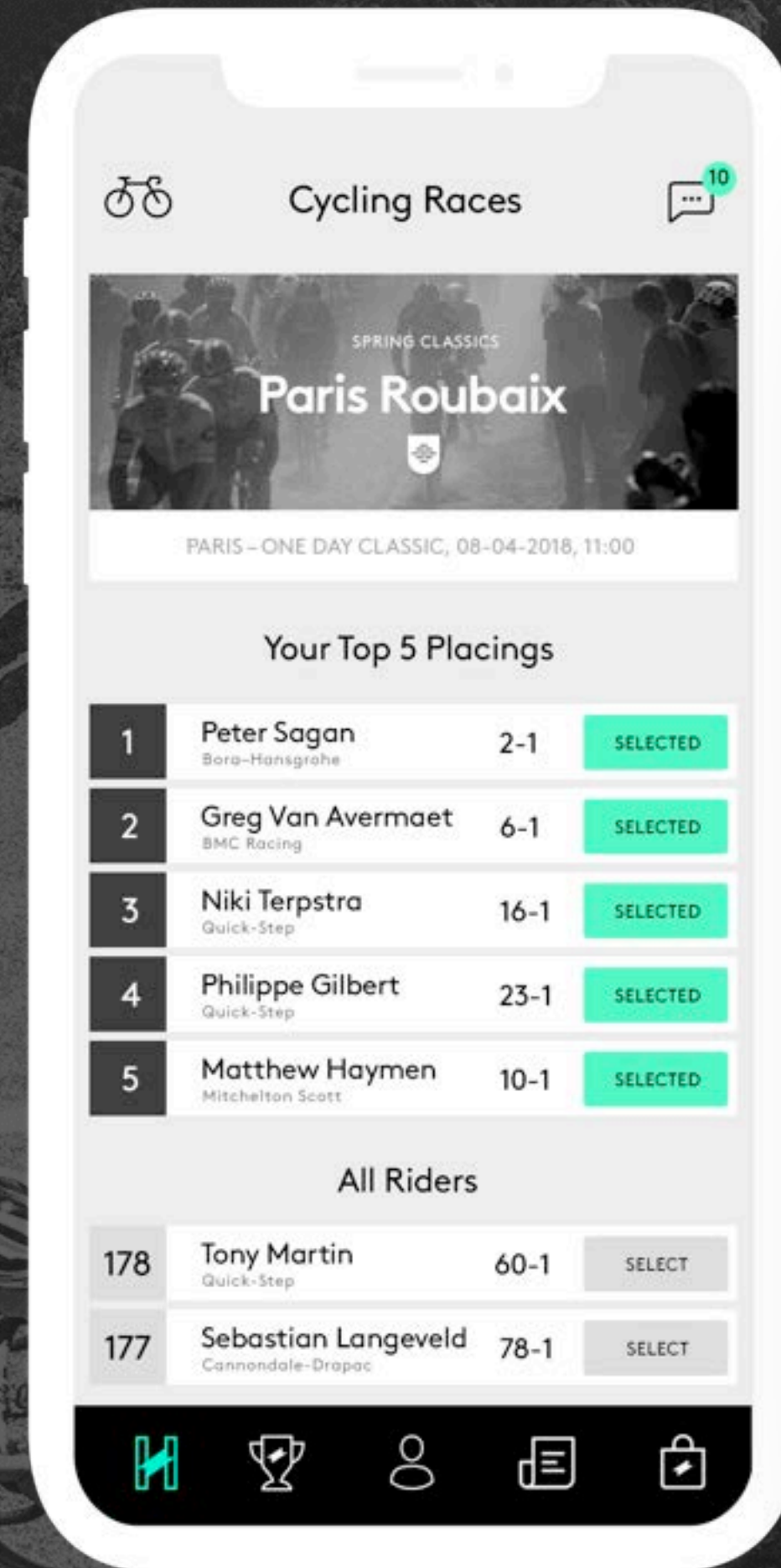
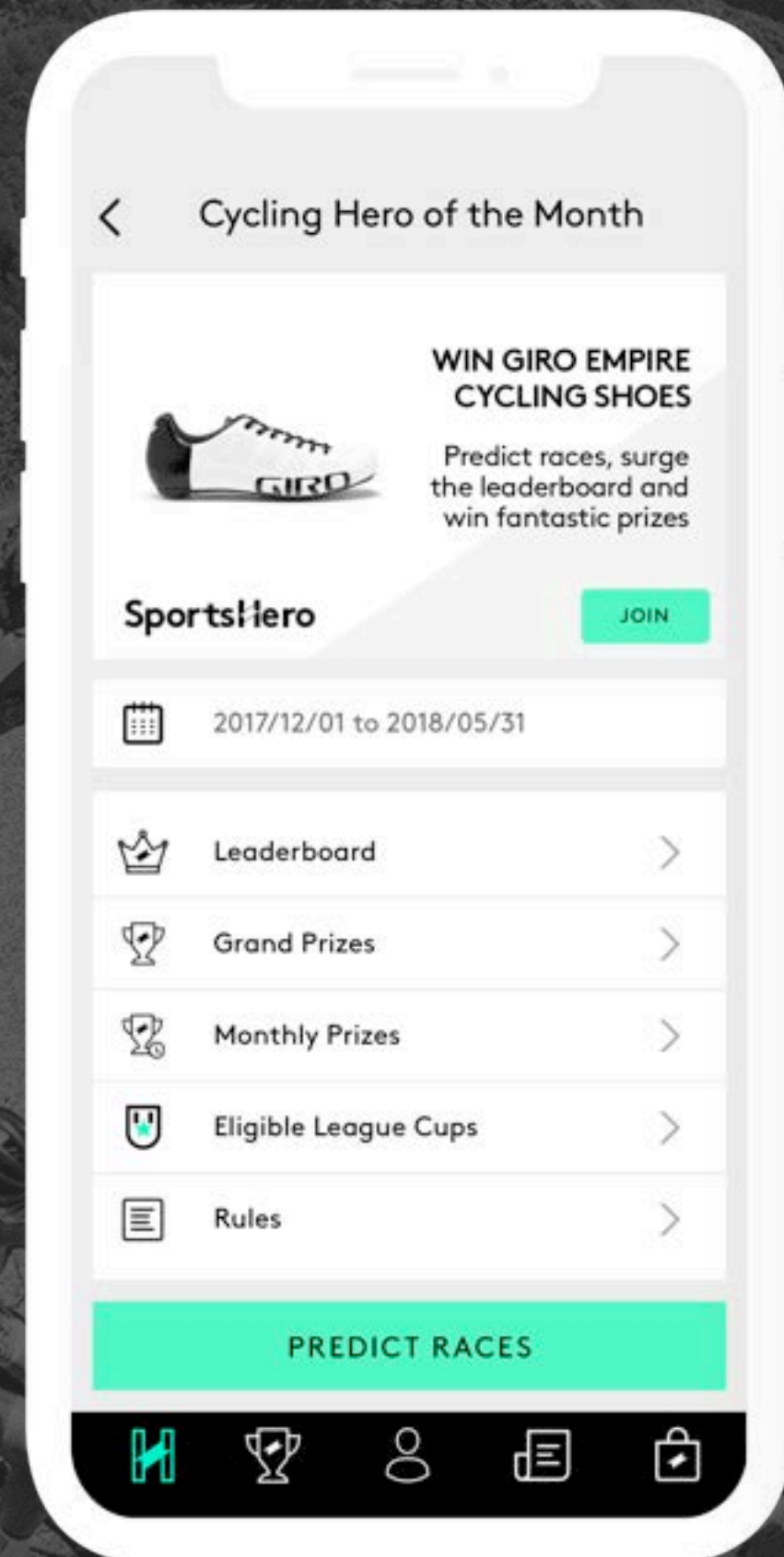
CyclingHero

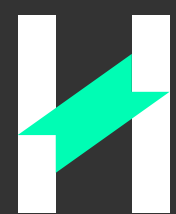


© SportsHero 2018



The App

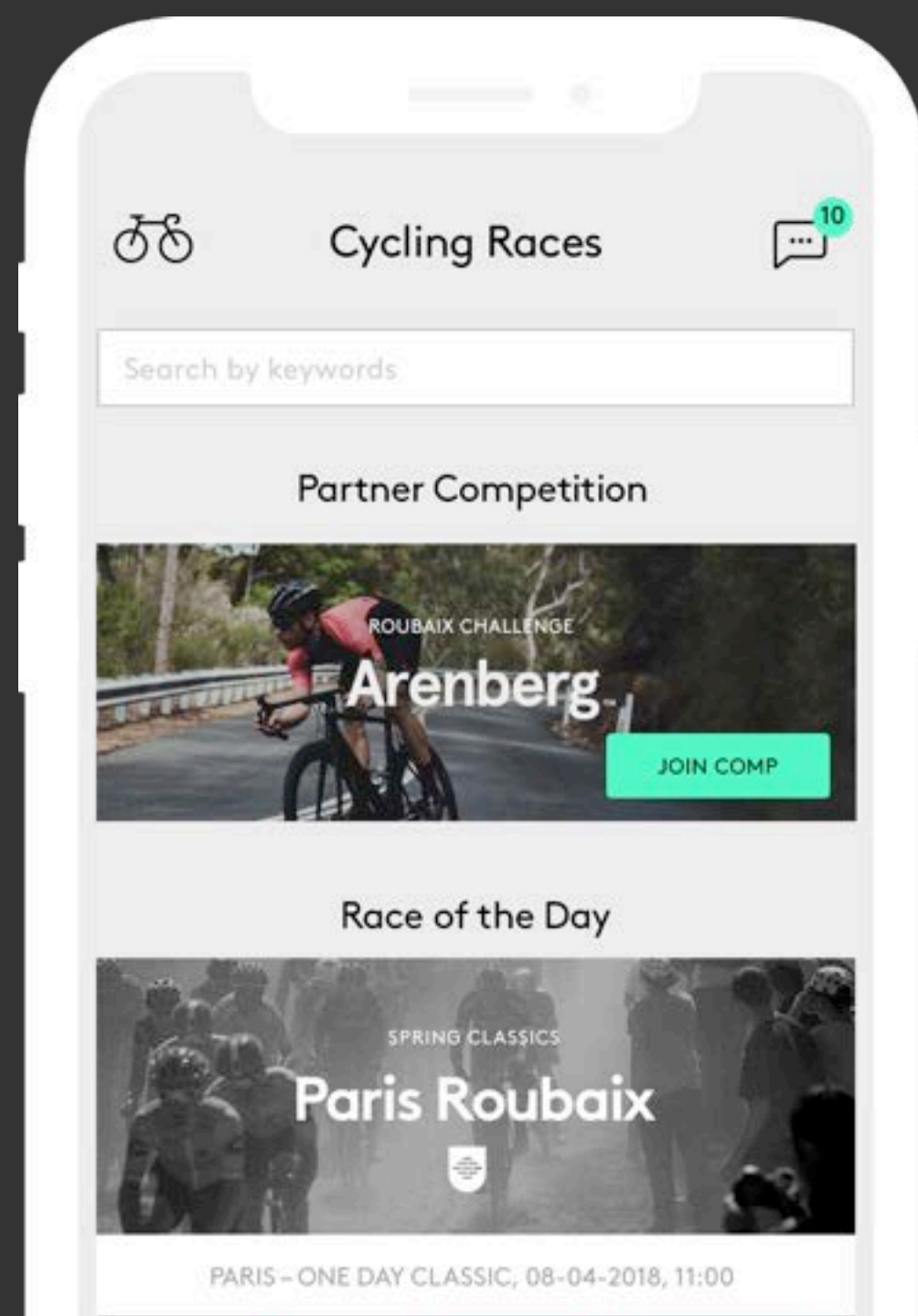




Partner Competitions

Enter Competitions to win awesome prizes

Users battle out each month to win amazing cycling related prizes from partnership deals.



Arenberg™

Roubaix Challenge

WIN A PREMIUM KIT

JOIN COMPETITION



PR & Press

Sky News Business
Switzer



21st Nov 2017

The Australian
Newspaper



\$1m injection for SportsHero app

SUPRATIM ADHIKARI
TECHNOLOGY

Sports prediction app SportsHero has picked up a \$1 million boost from China-based venture capital firm IPV Capital, with the fresh capital earmarked to help the recently listed company increase its audience base.

IPV Capital is the global investment strategy of Infotech Capital Management, with over \$US3 billion (\$3.9bn) in assets under management since its inception in 2001. The capital injection follows the recent upgrade of the SportsHero app and its partnership with British-based football news platform 90min.

The 90min partnership gives SportsHero access to bespoke football content that is developed by 90min's editorial staff and its 500 million-strong user community. The company also has a similar deal with Singapore-based social e-commerce player Yuuzoo Corporation and a five-year strategic partnership with bat manufacturer Spartan Sports, which boasts cricket greats like Sachin Tendulkar, MS Dhoni, Michael Clarke and Chris Gayle as brand ambassadors.

SportsHero lets sports fans make predictions on the outcome of games with virtual currency and thereby win prizes. Punters



HOLLIE ADAMS
Tom Lapping with Ian Chappell

can communicate with and follow other, more successful, tipsters to glean as much information as possible before making their predictions. The app also provides a constant stream of information and exclusive content by expert commentators that punters can use to make educated calls on games.

SportsHero boss Tom Lapping says knowledge is power on the app. "It's not like footy tipping where it's one outcome or the other, and not really about chance. It's much more skills-based and comes down to the user's knowledge and passion of the game and how closely they follow it."

Securing cricket legend Ian Chappell as the face of the app has been a milestone for SportsHero but the company has also been active in expanding its global reach.

SportsHero aims to build a billion-strong community of active users and Mr Lapping said IPV's entry as a cornerstone investor offers new opportunity to become a "virtual games arcade" of sorts. The IPV deal is at 30 per cent premium to SportsHero's share price of 7c. "The app is free to download," Mr Lapping said. "We have partnerships with companies

that have large communities and a couple of different monetisation models. The first is free to play, where a user can enter a number of the competitions on the app and we partner with someone who wants the eyeballs on a particular game and are willing to pay us per user.

"We also have a pay-for-play model where we do a joint campaign with a company that promotes the app to their community and puts up unique prizes for users who answer specific questions on the app."

Mr Chappell said SportsHero appealed to an engaged sports fan. It is focused on football and cricket and hopes the Ashes series will deliver a boost. His tip? "Australia will win back the Ashes but I don't think it will be a whitewash."

WIRED Magazine UK
Accolade



WIRED
BEST IPHONE APPS 2017



CNBC Squawk box



Dec 2017

26th Nov 2017



Join the movement.
Let's **make history.**

For Further details, please contact

Tom Lapping
CEO
SportsHero

tom@sportshero.mobi