

ASX RELEASE

10 October 2018

WORLD FIRST LALIGA SPORTS PREDICTION COMPETITION GENERATES OUTSTANDING REVENUE RESULTS IN THE FIRST MONTH OF OPERATION

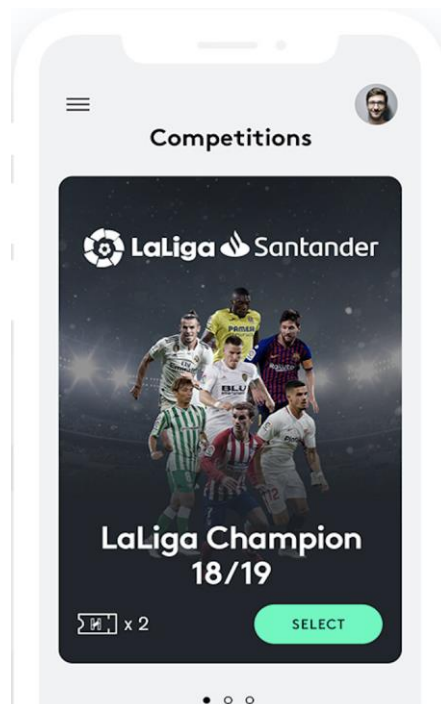
Highlights

- **World first LaLiga sports prediction competition launched in Indonesia**
- **Record monthly gross revenue of in excess of A\$122,000**
- **LaLiga competitions and campaigns to run for 9 months**
- **Version 3 delivers significant upgrades to enhance user engagement**

SportsHero Limited, the exclusive Indonesian partner of LaLiga, is delighted to announce the very successful launch of the world first LaLiga Hero of the Month Competition in Indonesia.

Launched on 1 September 2018, the competition generated record gross revenue of in excess of A\$122,000 in September for SportsHero.

LaLiga, which is the **world's 3rd largest sporting league** with a season that spans 9 months, has partnered with SportsHero to enable Indonesia's vast number of passionate football fans to connect with LaLiga via expert prediction, unique e-store offerings and money can't buy prizes.



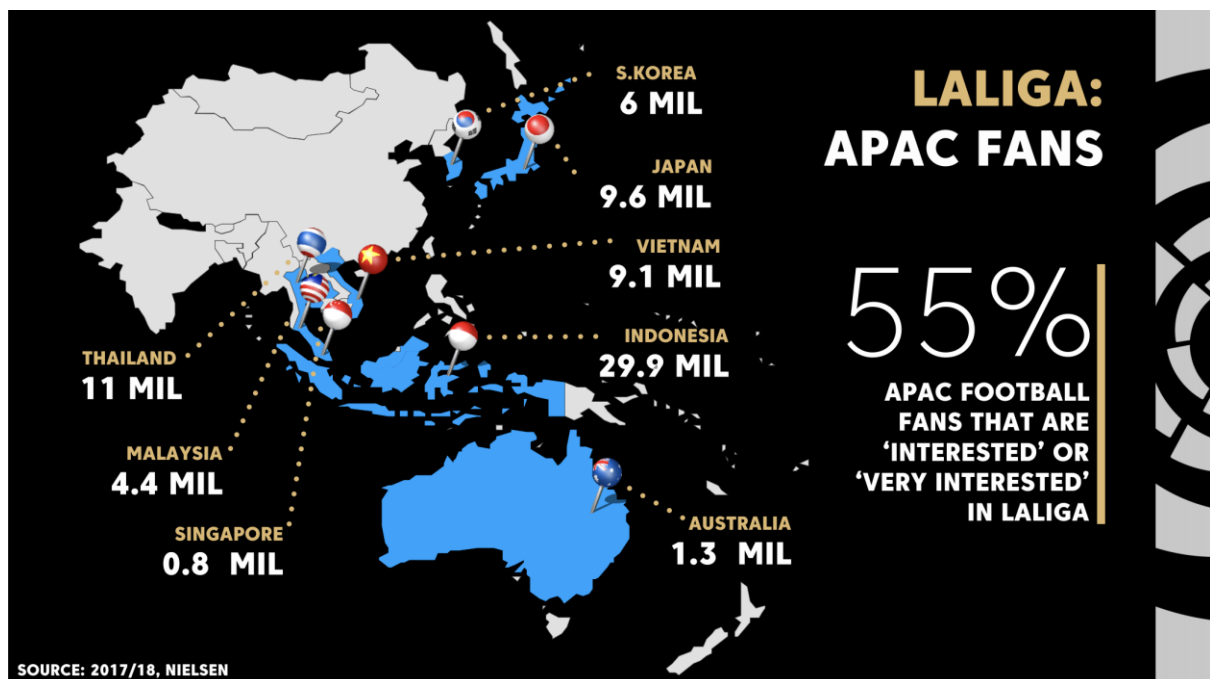
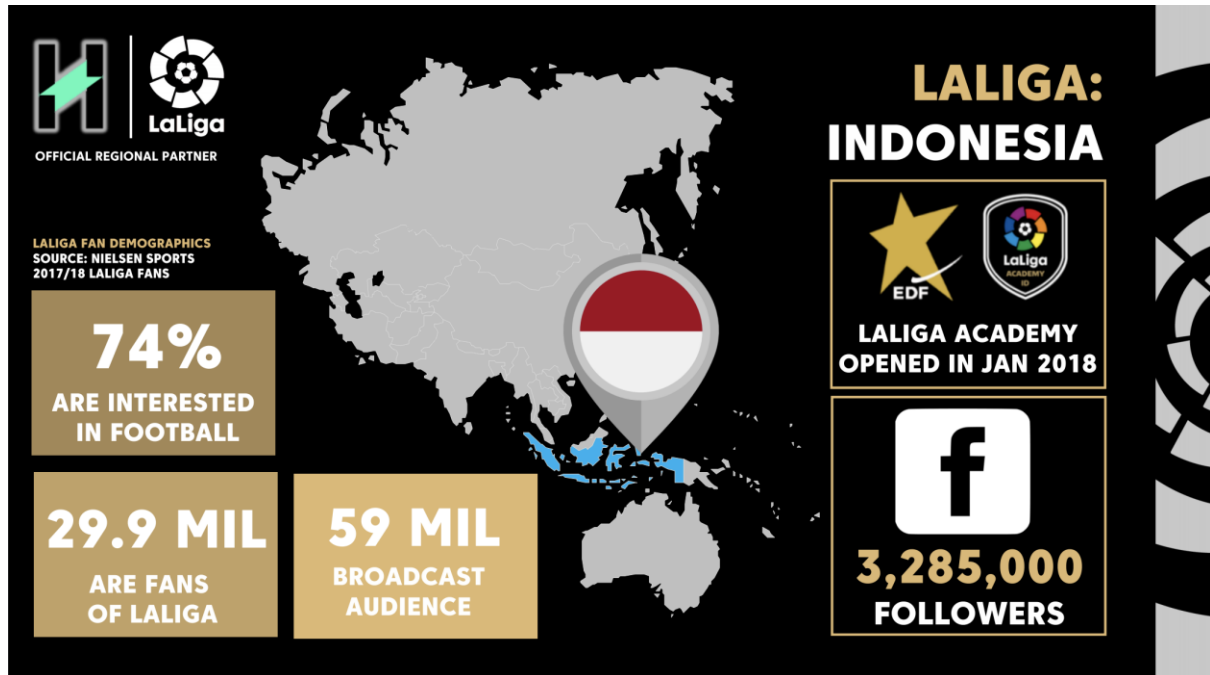
SportsHero Limited

ABN 98 123 423 987

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

Tel/Fax: +61 7 3901 0751

During the 2017/2018 LaLiga football season, **LaLiga** had some **29.9 million Indonesian fans**, **3.3 million Facebook followers** and a broadcast Indonesian audience of **59 million people**.*



* Source: Nielson Sports, 2017/2018 LaLiga fans

With direct access to the enormous and passionate Indonesian football market, SportsHero plans to significantly grow user numbers and revenues as it accelerates its promotion and marketing activities. This will be executed via the LaLiga and SportsHero social media and digital channels along with Walletku's network of over 20,000 physical merchants throughout Indonesia.

September also witnessed the launch of the **eagerly anticipated Version 3** of the Company's mobile prediction app. Version 3 includes a new user playing experience (UX), referral program and an enhanced group chat feature for players and a range of new platform features for brands and content partners.

Key focus points include:

- a rich new end UX, which supports the in game integration of blue chip brand and content partners such as LaLiga;
- the launch of the SportsHero referral program which allows for user get user customer marketing as a new channel for growth of active users; and
- a new in game chat feature with SportsHero groups to foster and drive the growth of engaged communities on SportsHero.

The new platform has been purpose built to fast track the integration of new sports as the business looks to roll out an aggressive schedule of new games (such as cycling and rugby) to play in 2019 throughout Indonesia, Asia Pacific jurisdictions and globally.