

14th November 2018

SPORTSHERO CONTINUES ITS MOMENTUM AND SCORES ITS SECOND MAJOR LALIGA DEAL, THIS TIME IN MALAYSIA

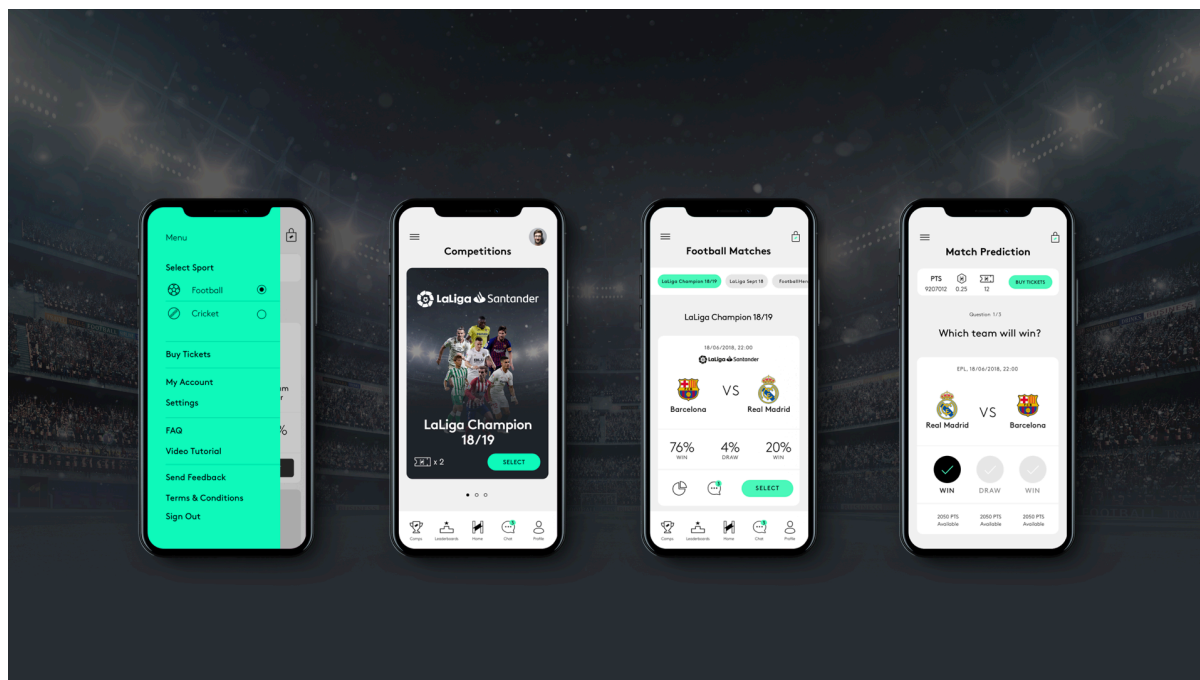
Highlights

- SportsHero secures exclusive partnership rights in Malaysia with one of the world's most popular sporting leagues, Spain's LaLiga, two months after announcing a first-of-a-kind partnership deal with LaLiga in Indonesia
- The partnership sees SportsHero come on board as the exclusive regional partner in the Sports Prediction App category Malaysia for the remainder of the LaLiga 2018/2019 season and for the entire 2019/20 season
- This partnership enables SportsHero to tap into Malaysia's 4.4 million LaLiga fans via expert prediction, unique e-store offerings and money-can't-buy prizes

In a major coup for soccer fanatics in Malaysia, technology company SportsHero (ASX code: SHO) and the world's leading football league, LaLiga, have announced the establishment of a significant partnership that sees SportsHero assume the title of LaLiga's exclusive regional partner in Malaysia in the sports prediction app category.

The LaLiga partnership in Malaysia represents another decisive transaction for SportsHero and follows the Company's recent partnership announcement with the Spanish soccer league in Indonesia, wherein LaLiga came on board as the exclusive Indonesian partner in the sports prediction app category for the 2018/19 season (with an option to extend into the 2019/2020 season).





SportsHero's exclusive LaLiga Malaysian partnership is for the remainder of the 2018/2019 LaLiga season and the 2019/20 season. The partnership is expected to generate rapid user base growth in the Malaysian market, where football is a leading sport with 4.4 million passionate LaLiga fans¹.

The Malaysian partnership gives SportsHero's Malaysian users access to money-can't-buy products and experiences. The prizes and experiences will be available at the SportsHero e-store exclusively for the apps' Malaysian users predicting the outcomes of LaLiga matches.

SportsHero CEO Tom Lapping said, "LaLiga features many of the world's best players and best clubs. With its huge global reach, particularly in key Southeast Asia markets, LaLiga is a significant partner to have on board and will help SportsHero target key audiences and quickly build traction as we launch into Malaysia in January 2019."

"Since we activated SportsHero's partnership with LaLiga in Indonesia, we have begun to tap into LaLiga's 29.9 million Indonesian fans and look forward to continuing the same momentum in Malaysia, another key market for us with millions of passionate football fans."

The partnership provides a host of money-can't-buy prizes being made available for SportsHero users, including VIP tickets to watch LaLiga games in Spain with a private

¹ LaLiga Fan Demographics: Nielsen Sports 2018/19 LaLiga Fans

SportsHero

OFFICIAL REGIONAL PARTNER



LaLiga

stadium tour, access to team training sessions, as well as a host of other branded and signed LaLiga merchandise. SportsHero will also run monthly LaLiga competitions for Malaysian users to win the coveted LaLiga Hero of the Month and Golden Boot awards.

LaLiga will also promote SportsHero on its official Facebook page geo-targeted to its 400,000 active Facebook followers in Malaysia and via editorial on the LaLiga website. Additionally, SportsHero has secured full partnership support and rights to LaLiga's intellectual property, which will be used to make SportsHero's platforms more appealing to the 4.4 million LaLiga fans.

Targeting passionate sports fans with a deep knowledge for the sport they love, SportsHero features a robust prediction platform. SportsHero taps into the knowledge of sports fans by recognising and celebrating their expert skills to predict the right outcomes in sports games.

Users with exceptional prediction skills can go on to become sports heroes and feature on the leader board function to generate fame and followers on the app. Users who predict the right outcomes in sports games can win coins to load-up their wallet and redeem at SportsHero's e-store on merchandise, entertainment products and money-can't-buy experiences.

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 is aiming to capitalise on the potential generated by combining the online 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.

About LaLiga

Founded in 1984, LaLiga (Liga de Fútbol Profesional) is a sports association comprising the 42 teams that make up the first and second divisions of professional football in Spain.

LaLiga, based in Madrid, is responsible for the LaLiga Santander and LaLiga 123 leagues and the television production, which in the 2016/2017 season reached more than 2.5 billion people globally. The association also has an active foundation and is the world's first professional football league with a league for intellectually challenged footballers: LaLiga Genuine.

