



Kicking Goals Investor Presentation

May 2019

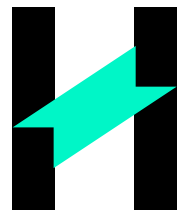


PARTNERS



LaLiga





Disclaimer

IMPORTANT NOTICE & DISCLAIMER

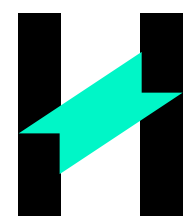
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SportsHero is a digital media platform
monitising international communities
through brand partnerships and
gamification generating revenue.



Success

How we make money

1



White label Platform

A complete digital platform to engage, connect and monetise fan bases across multiple sports.

Offering numerous revenue streams through advertising, sponsorship, pay to play and e-commerce.

2

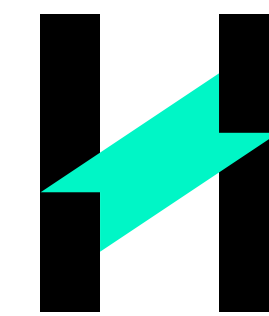


Track record

Official regional partnership status for South East Asia.

Connecting us to millions of registered fans.

3



SportsHero Sports Betting

SportsHero offers an intelligent, engaging sports betting platform designed to provide a dynamic and immersive social experience, coupled with large cash prizes.

Total LaLiga
Fanbase currently
accessible by
SportsHero

Indonesia

29.9m

Malaysia

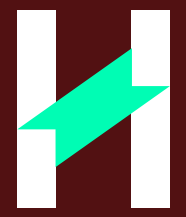
4.4m

Thailand

11m

SportsHero
OFFICIAL REGIONAL PARTNER



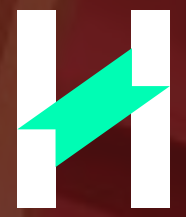


PSSI Indonesian FA



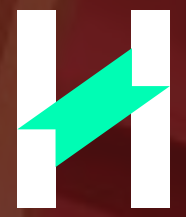
Our partnership with
PSSI – The government
owned and controlled
football association of
Indonesia





PSSI Indonesian FA

SportsHero has executed an exclusive multi revenue stream digital partnership with the Football Association of Indonesia (“PSSI”). Over 80 Million PSSI fans targeted for connection on a newly developed digital platform offering a broad range of revenue streams and powered by SportsHero.



PSSI Indonesian FA

PSSI Highlights

1

Exclusive Partnership

SportsHero enters into an exclusive deal with one of the largest sports federations in the world, boasting an engaged fan base of 80 million fans over 4 leagues and 128 teams.

PSSI are providing content, fan engagement, all marketing, promotional activities and execution teams.

2

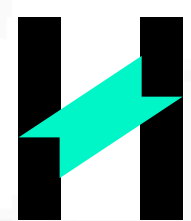
Powered by SportsHero

SportsHero has partnered with PSSI and developed a white-label exclusive digital platform to include its gamification model, social media, merchandise/ecommerce, live and on-demand video, brand sponsorship and advertising.

3

2019/20 Piala Cup Launch

The newly developed PSSI app, powered by SportsHero, will soft launch in June 2019 for the 2019/2020 Piala Cup Playoffs – the most watched sporting event in Indonesia.



PSSI – Indonesian FA



Predict

Piala Cup 19-20. 9 month season with 128 teams and fan base of over 100m.



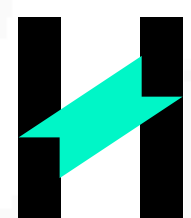
Timnas

The National Team (one of the most followed football teams in the world).



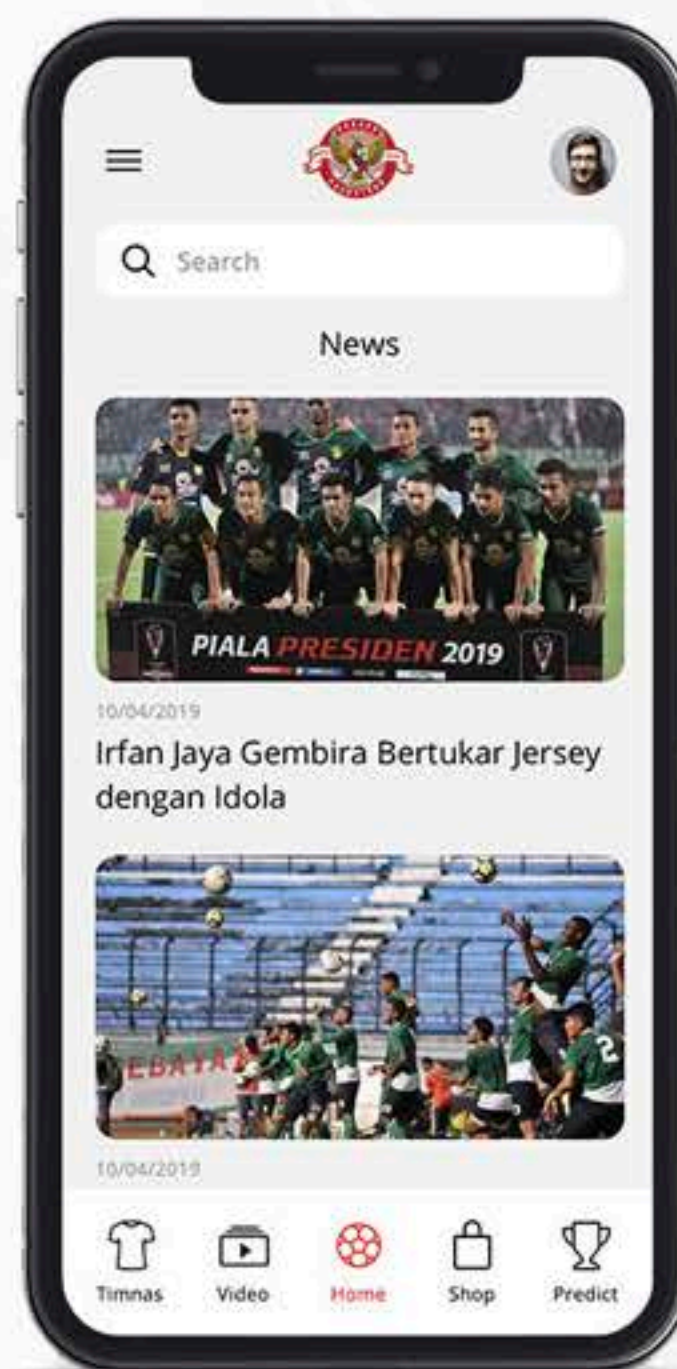
News + Videos

Daily live and on-demand subscription model.



PSSI – Indonesian FA

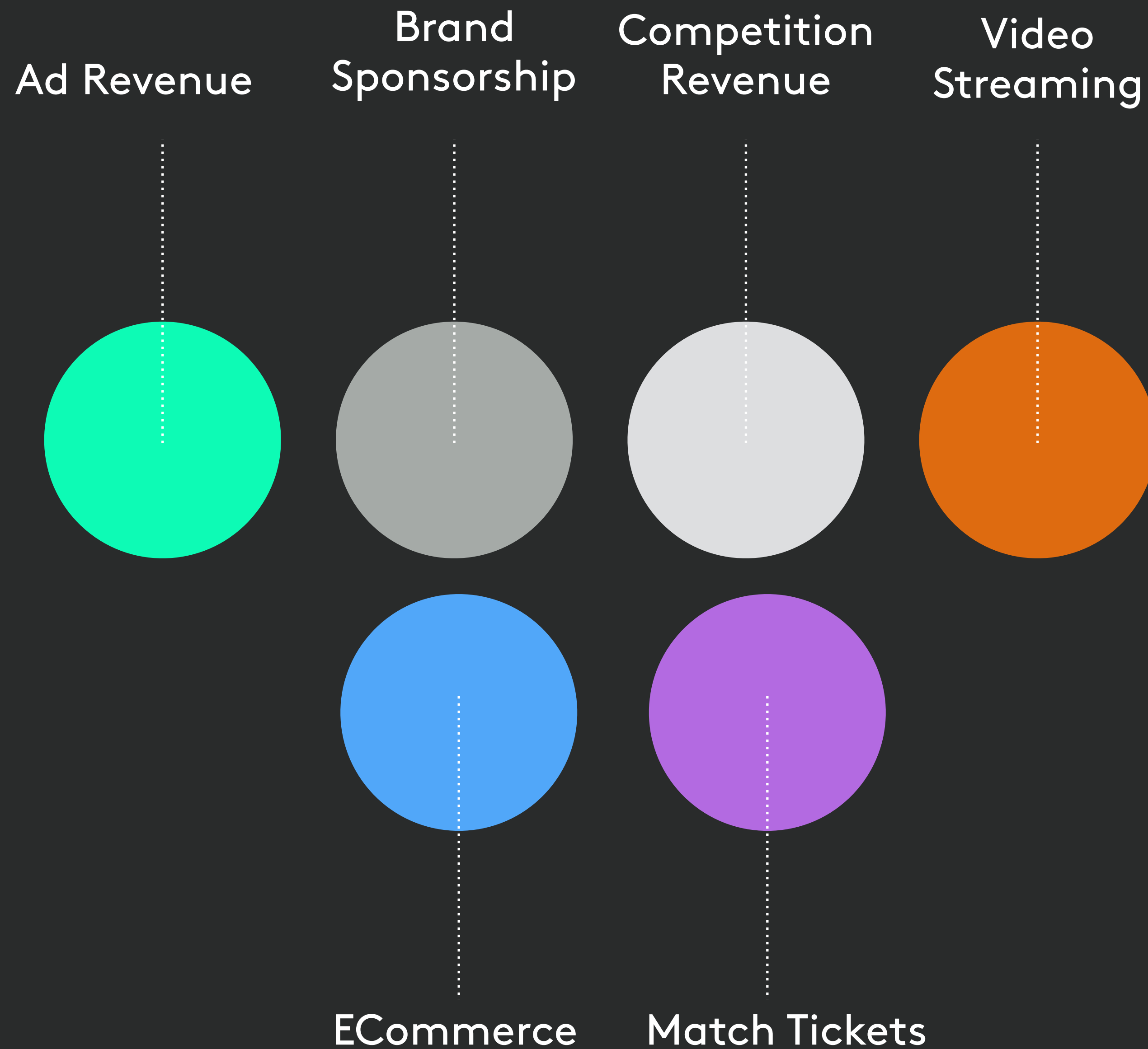
Sample PSSI App Screens

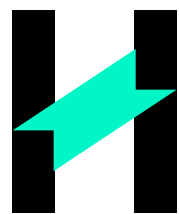




PSSI Revenue Streams

White Label Powered by SportsHero





PSSI Advertising Gross Revenue Model

The following table sets out conservative examples of advertising gross revenue that could be generated on the PSSI app from Banner ads, Rectangular ads and Preroll video ads, assuming 1 million, 3 million and 5 million unique users.

Example 1

Unique Users	Total Page Views per month	Banner ad	Rectangular ad	Preroll video ad	Gross/mth (USD)	Gross/mth (AUD)	Gross/year (AUD)
	<i>Visits 8 times per month and visits 3 pages per visit.</i>	<i>\$1.80 per 1000 page views</i>	<i>\$2.50 per 1000 page views</i>	<i>\$4.50 per 1000 page views</i>	<i>\$AU</i>	<i>\$AU</i>	<i>\$AU</i>
1 million	24,000,000	\$43,200	\$60,000	\$108,000	\$211,200	\$301,714	\$3,620,571
3 million	72,000,000	\$129,600	\$180,000	\$324,000	\$633,600	\$905,143	\$10,861,714
5 million	120,000,000	\$216,000	\$300,000	\$540,000	\$1,056,000	\$1,508,571	\$18,102,857

Example 2

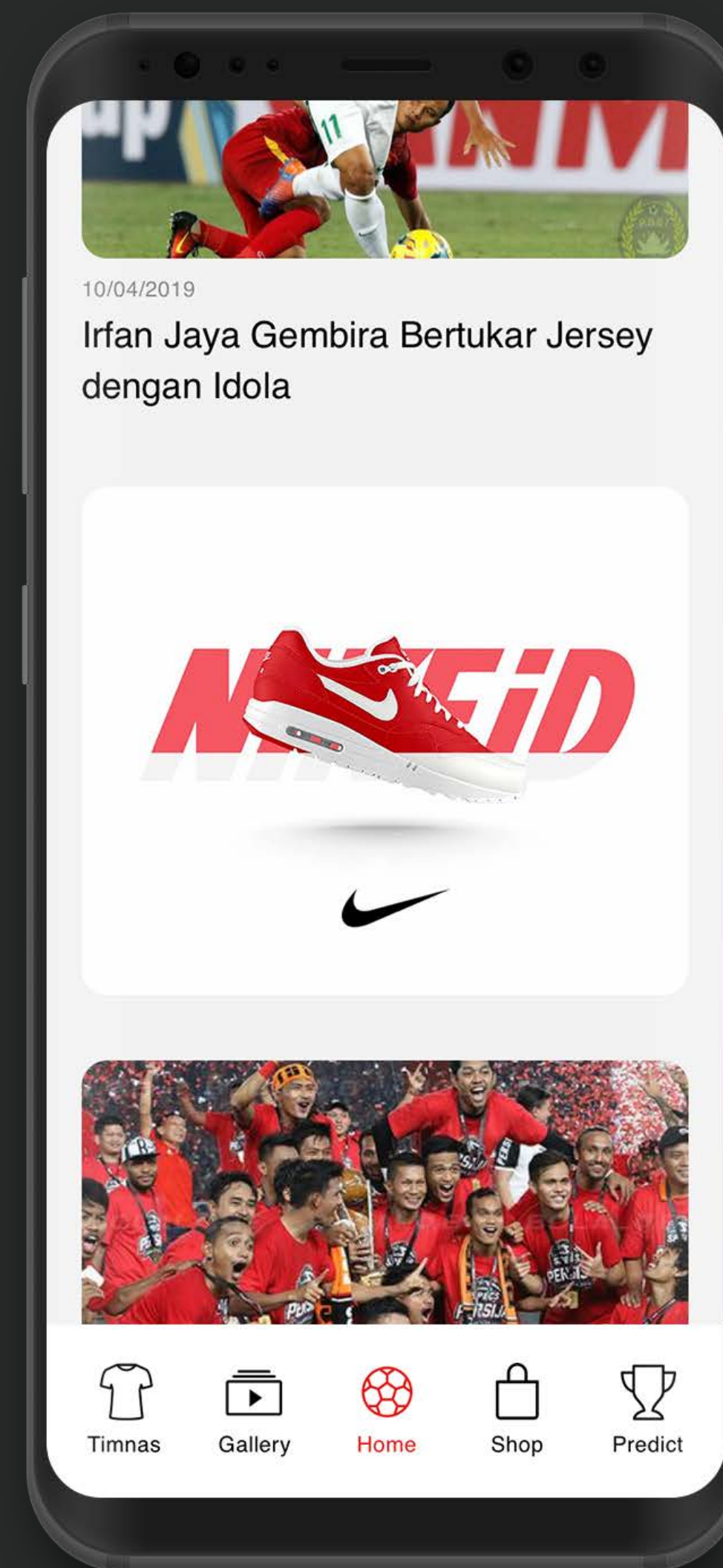
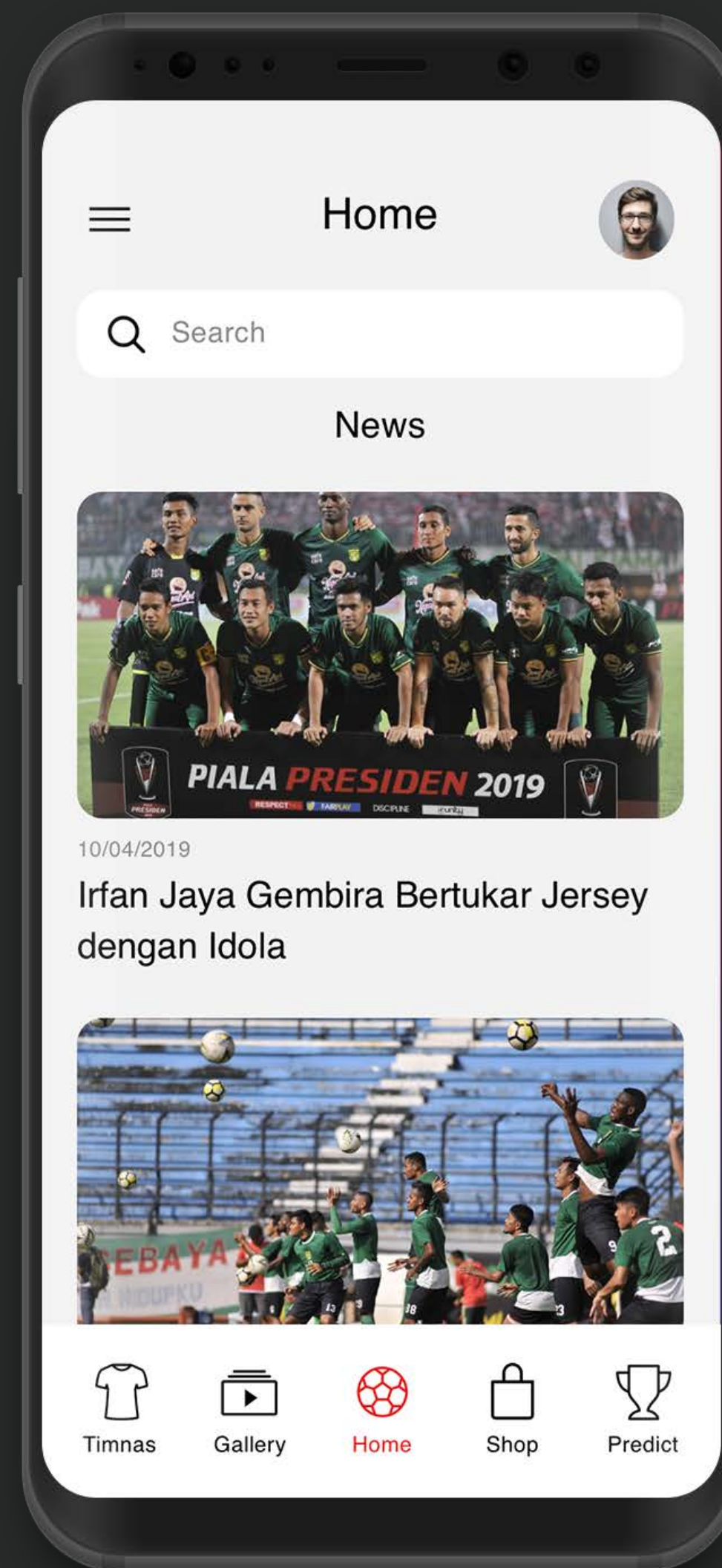
Unique Users	<i>Visits 8 times per month and visits 5 pages per visit.</i>	Banner ad	Rectangular ad	Preroll video ad	Total/mth (USD)	Total/mth (AUD)	Gross/year (AUD)
		<i>\$1.80</i>	<i>\$2.50</i>	<i>\$4.50</i>			
1 million	40,000,000	\$72,000	\$100,000	\$180,000	\$352,000	\$502,857	\$6,034,286
3 million	120,000,000	\$216,000	\$300,000	\$540,000	\$1,056,000	\$1,508,571	\$18,102,857
5 million	200,000,000	\$360,000	\$500,000	\$900,000	\$1,760,000	\$2,514,286	\$30,171,429

Note:

1. The source of the Banner ad, Rectangular ad and Preroll video ad rates are the average charge out rates for securing digital advertising, obtained from Group M 2019.

2. US/AU exchange rate of \$0.70.

Advertising Integration



Advertiser Example – Nike



Homescreen

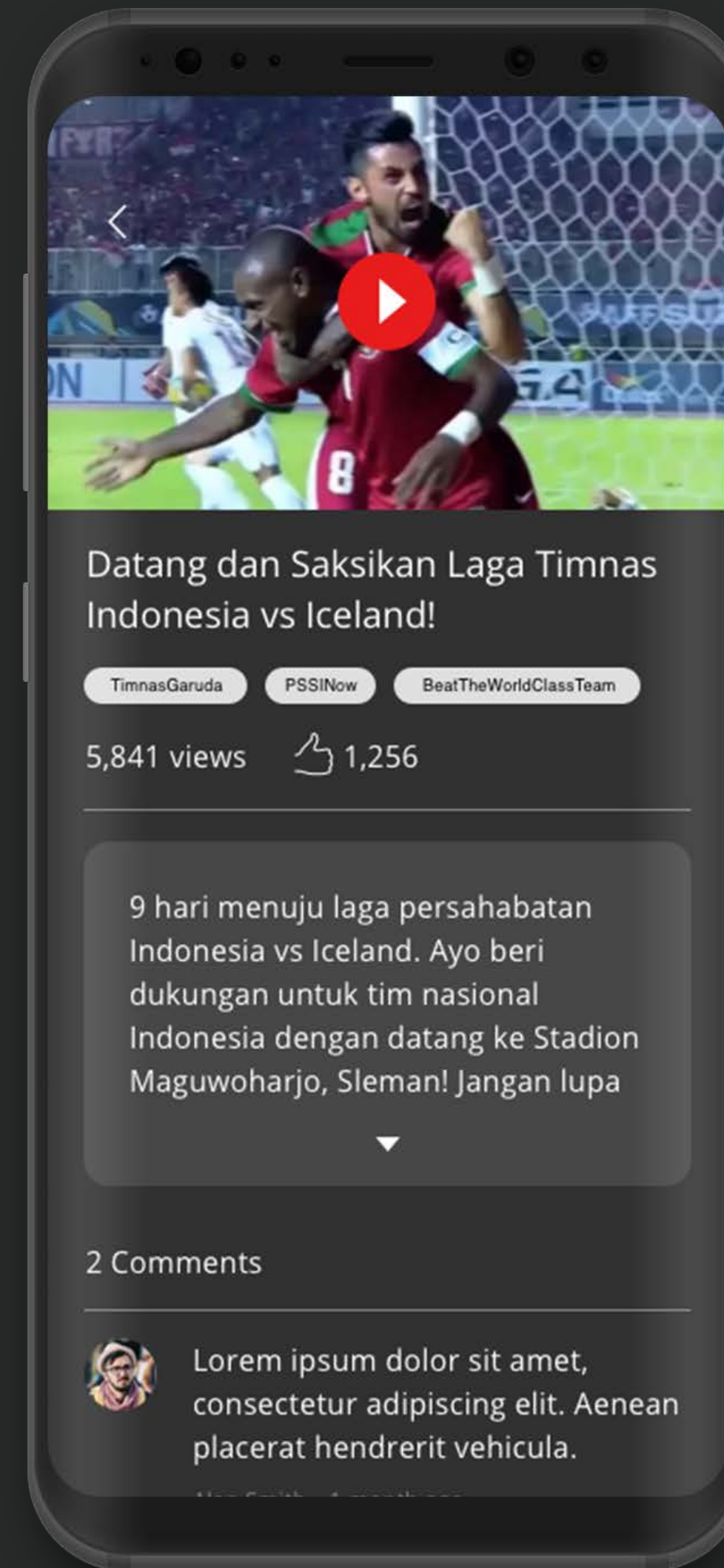
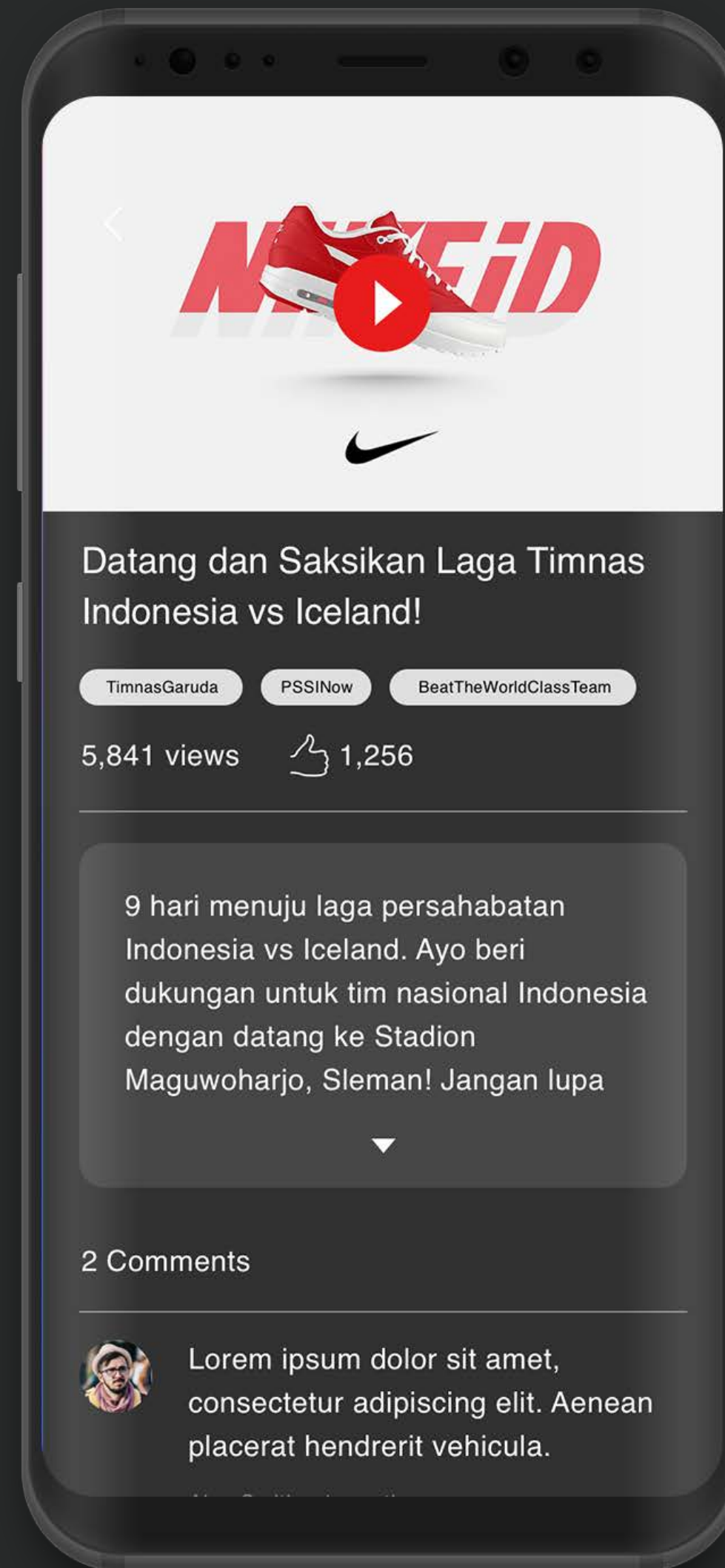
Medium Format Rectangle Ad
Integrated into news feed.



Revenue Streams

Advertising Integration

© SportsHero 2019



Advertiser Example – Nike

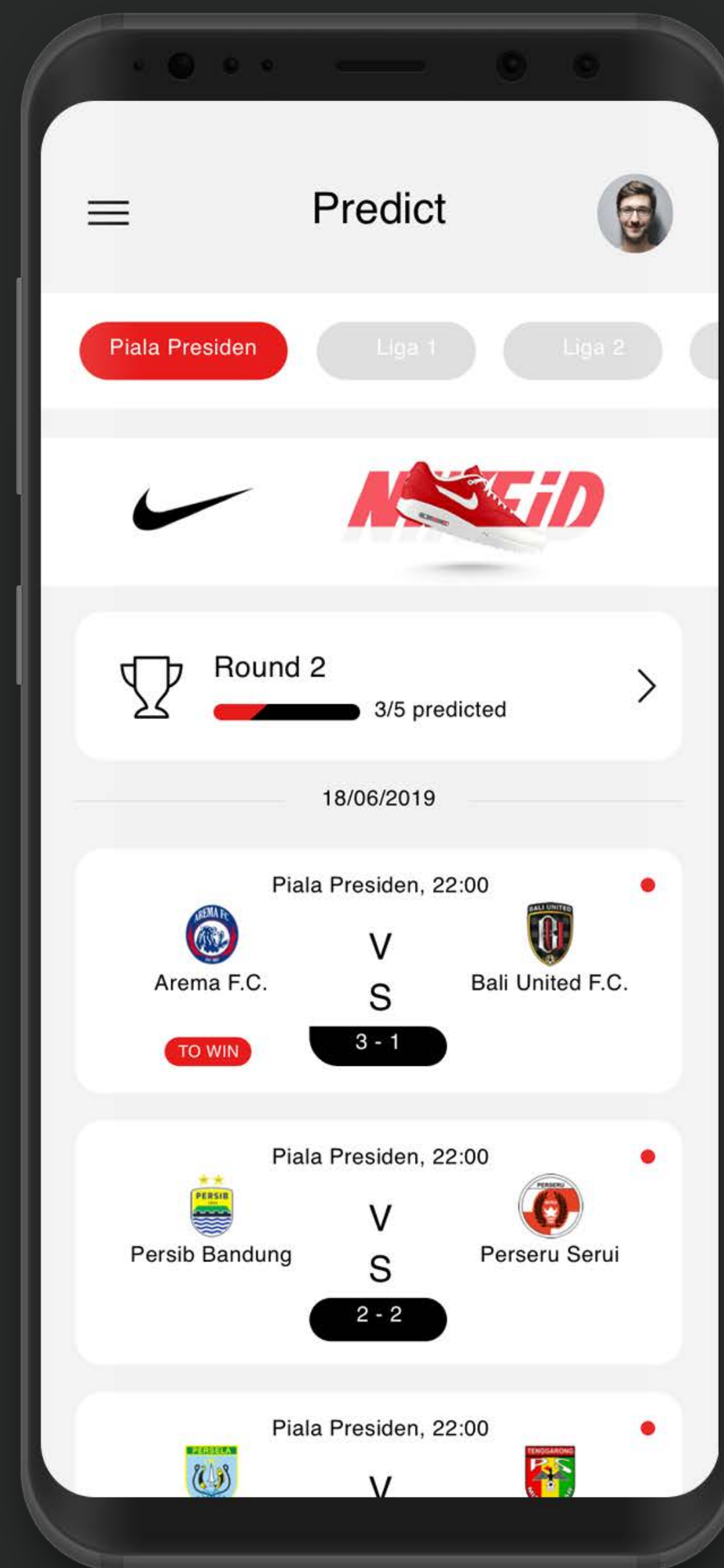


Videos

Video pre-roll ads Integrated into video news content.

Nike is an existing PSSI Sponsor.

Advertising Integration



Advertiser Example – Nike



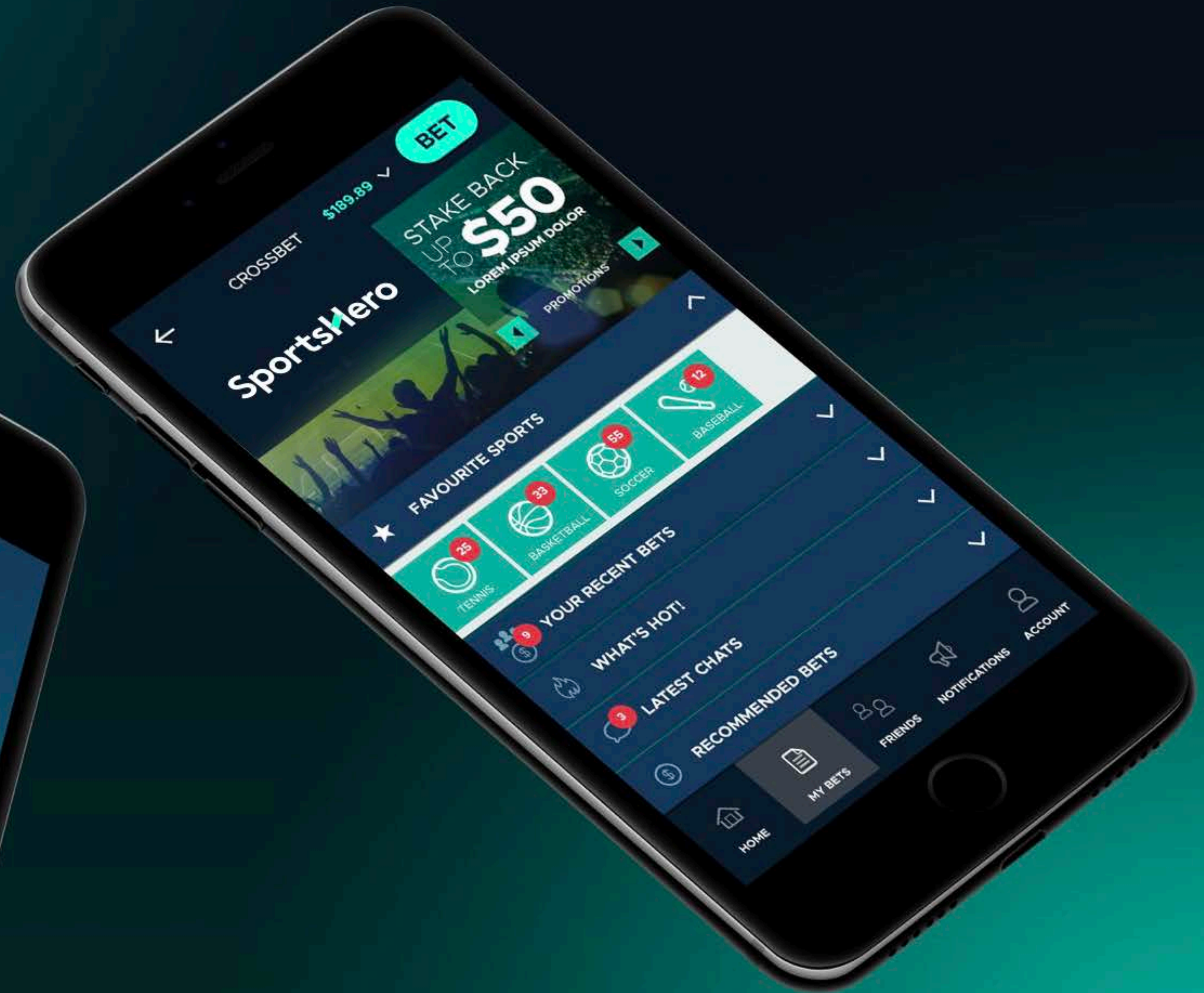
Prediction Game

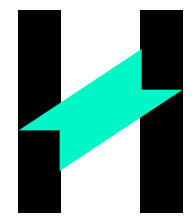
Banner Ad Strips
Integrated into screens.



SportsHero Sports Betting

SportsHero, Australian intelligent engaging sports betting platform designed to provide a dynamic and immersive social experience, coupled with large cash prizes.

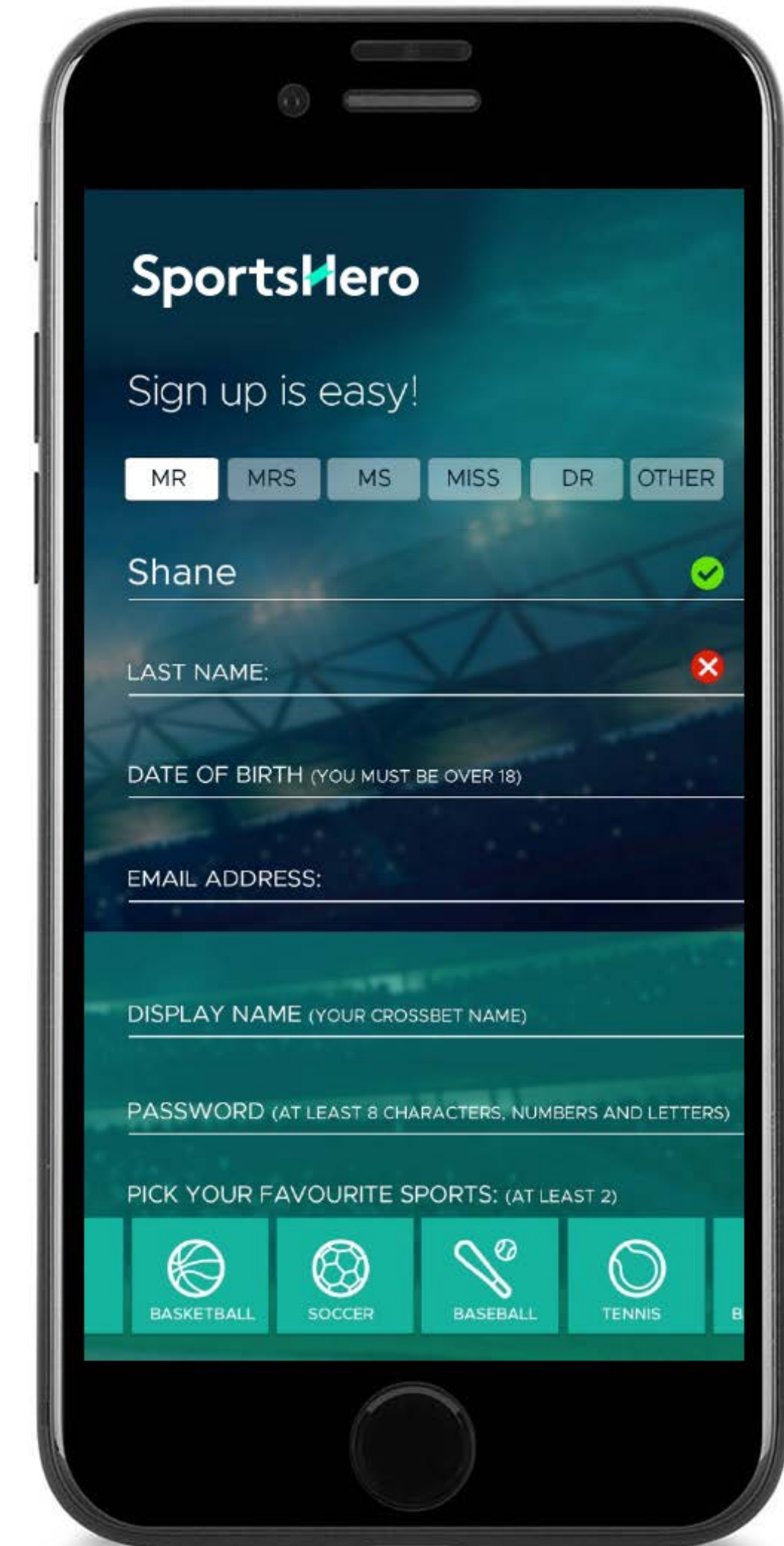


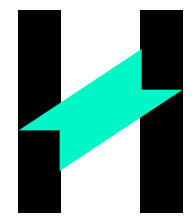


SportsHero Sports Betting

Huge market Ready for Disruption

- 2018 Total Australian sports betting revenue \$4.9bn.*
- Strong demand and move to mobile and online bookmakers.
- In 2017 - 80% of users use their mobile to access gambling apps.
- Traditional bookmakers are commoditised and low margin (Risk on Balance Sheet) .
- Growing theme towards 'small bet large pay off' gambling i.e Collosus Bet.
- Everyone is increasingly more social. No one currently offering true immersive social gambling experience .
- No one offering sports style multi betting with fully immersive social interaction.



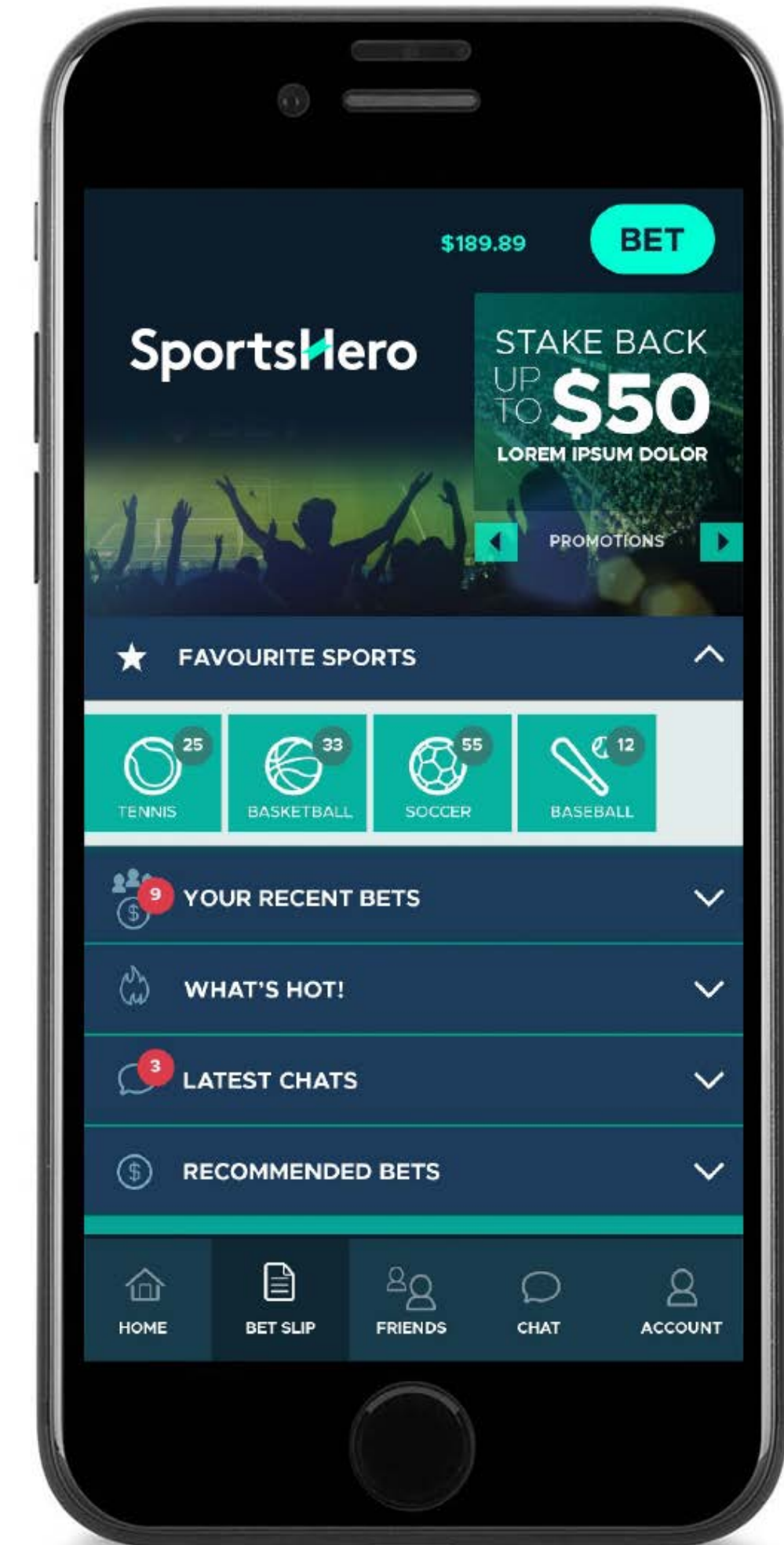


SportsHero Sports Betting

Joint Venture With Cross Bet Holdings Pty Ltd

- Delivering expertise and experience in the Australian gaming and bookmaking market.
- The joint venture is being managed by Scott Cross who has proven industry experience and expertise.

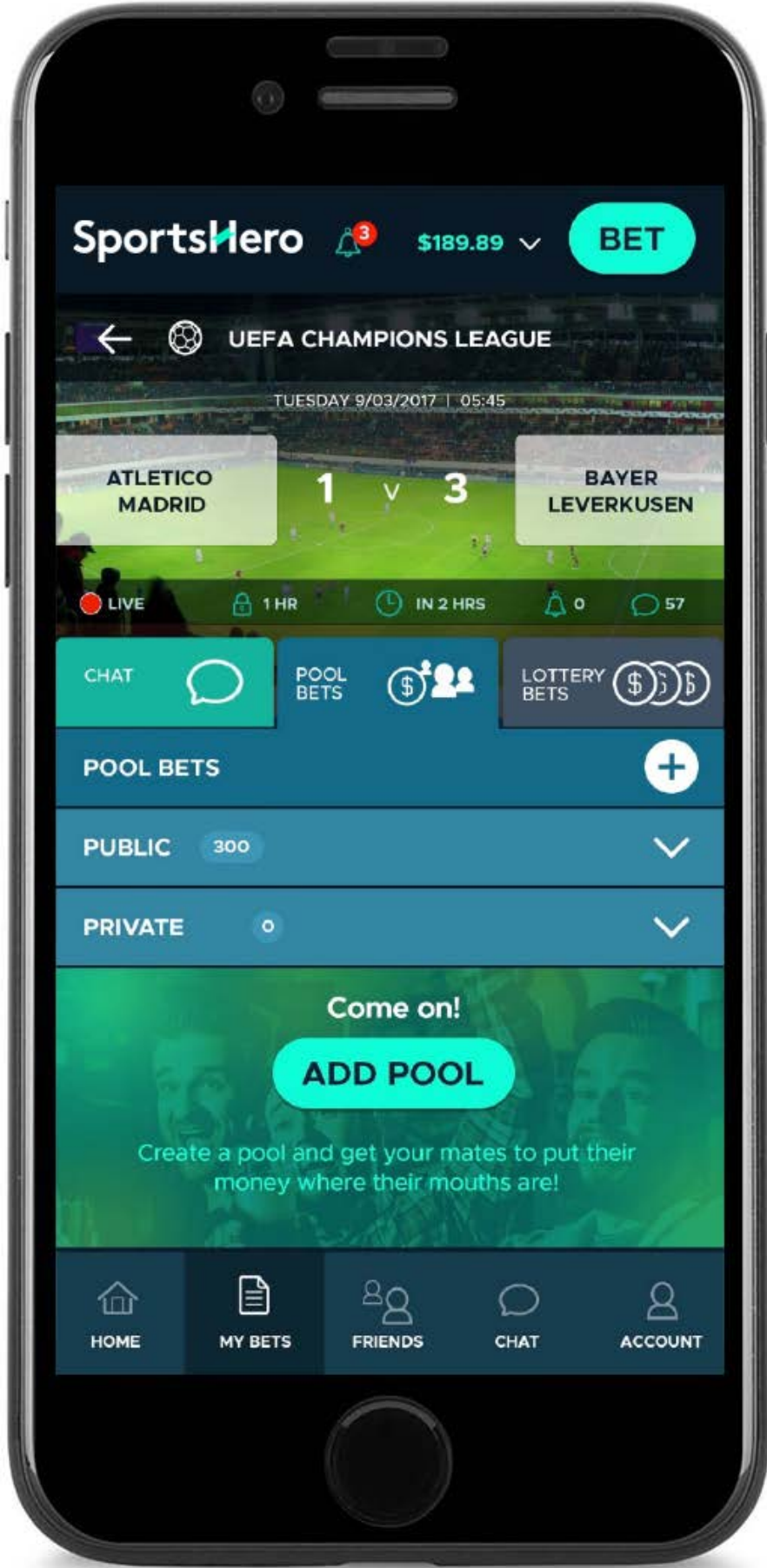
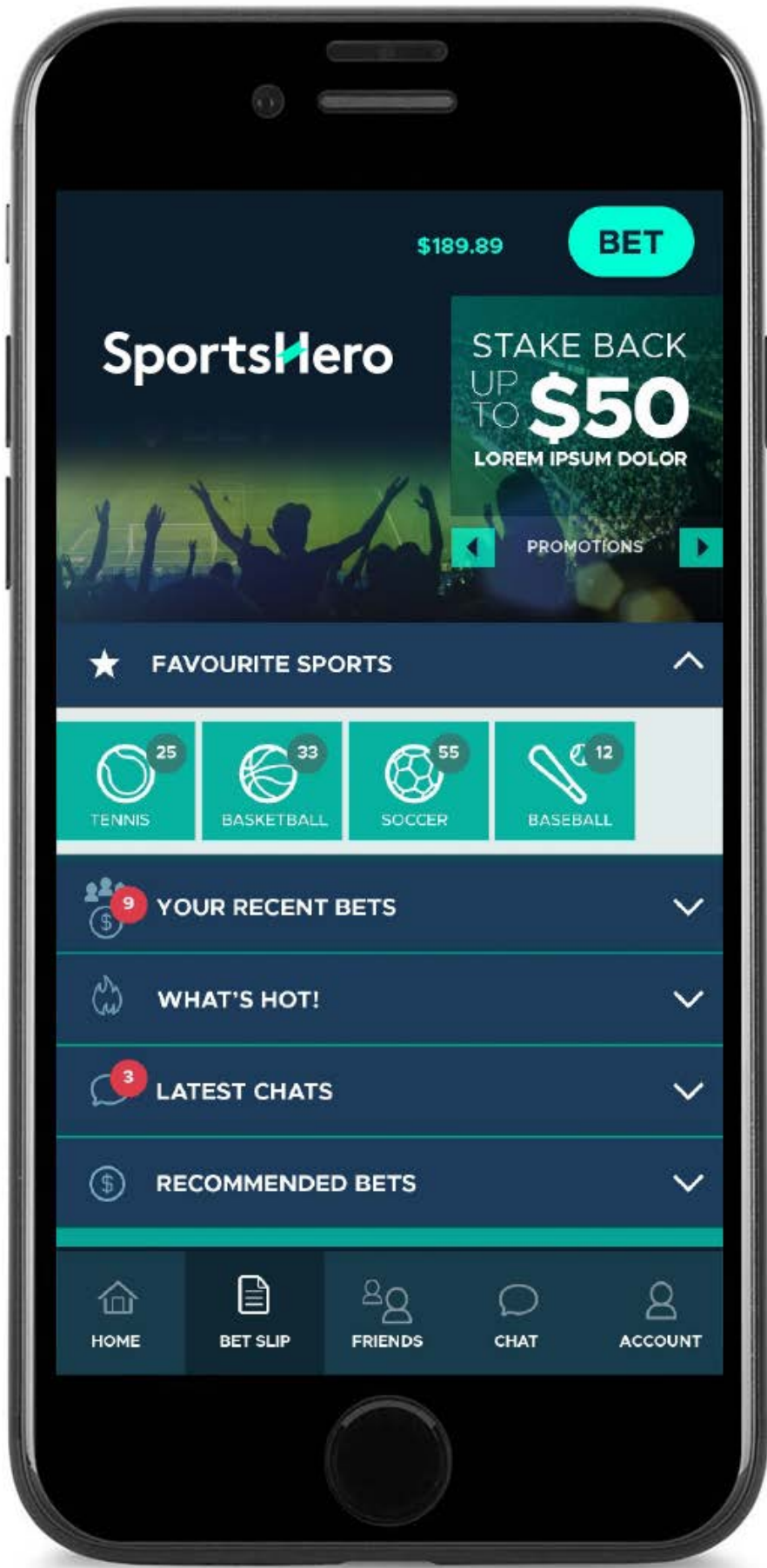
See management bios.

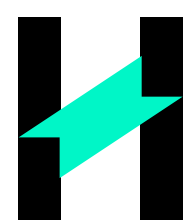




SportsHero Sports Betting

Sample App Screens





The Market

Competitive Landscape

Betting



Fantasy



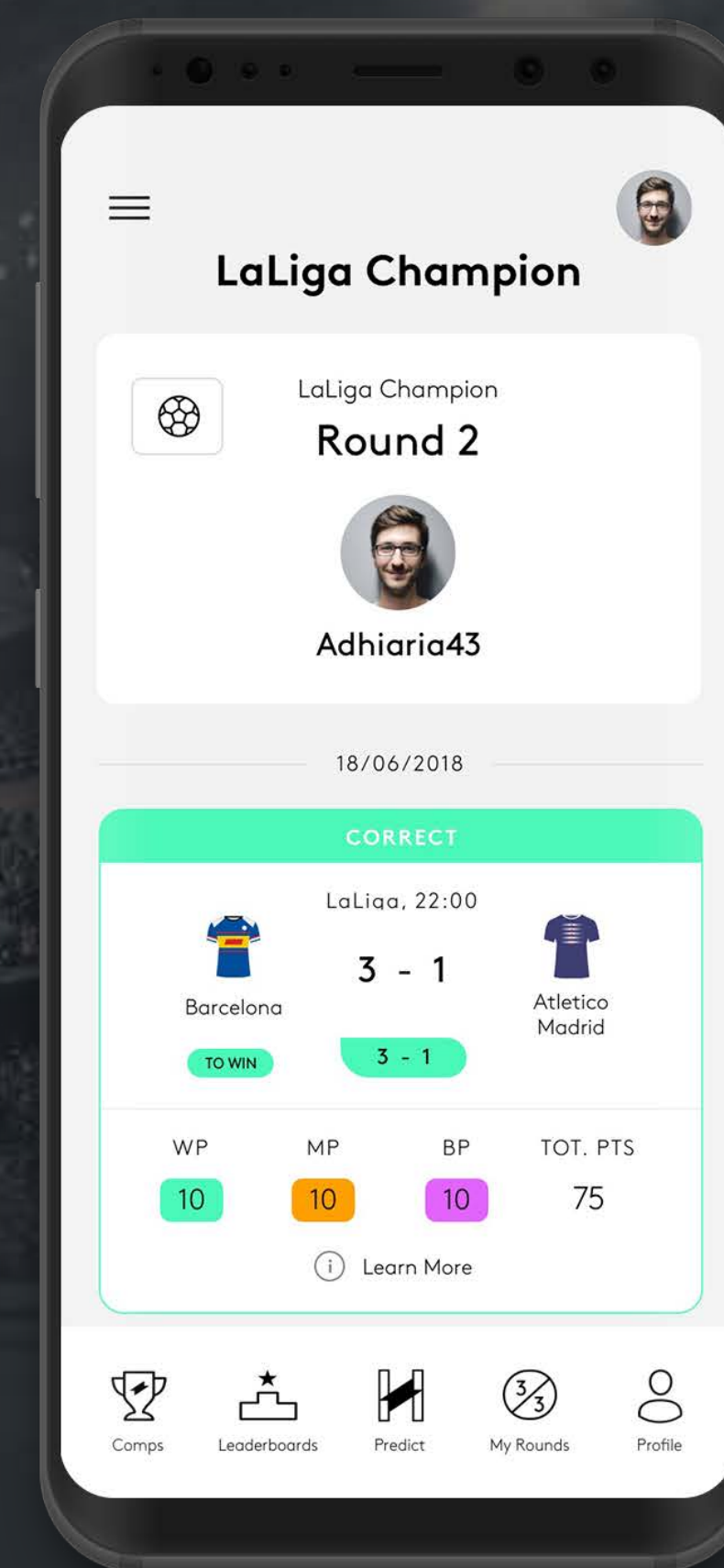
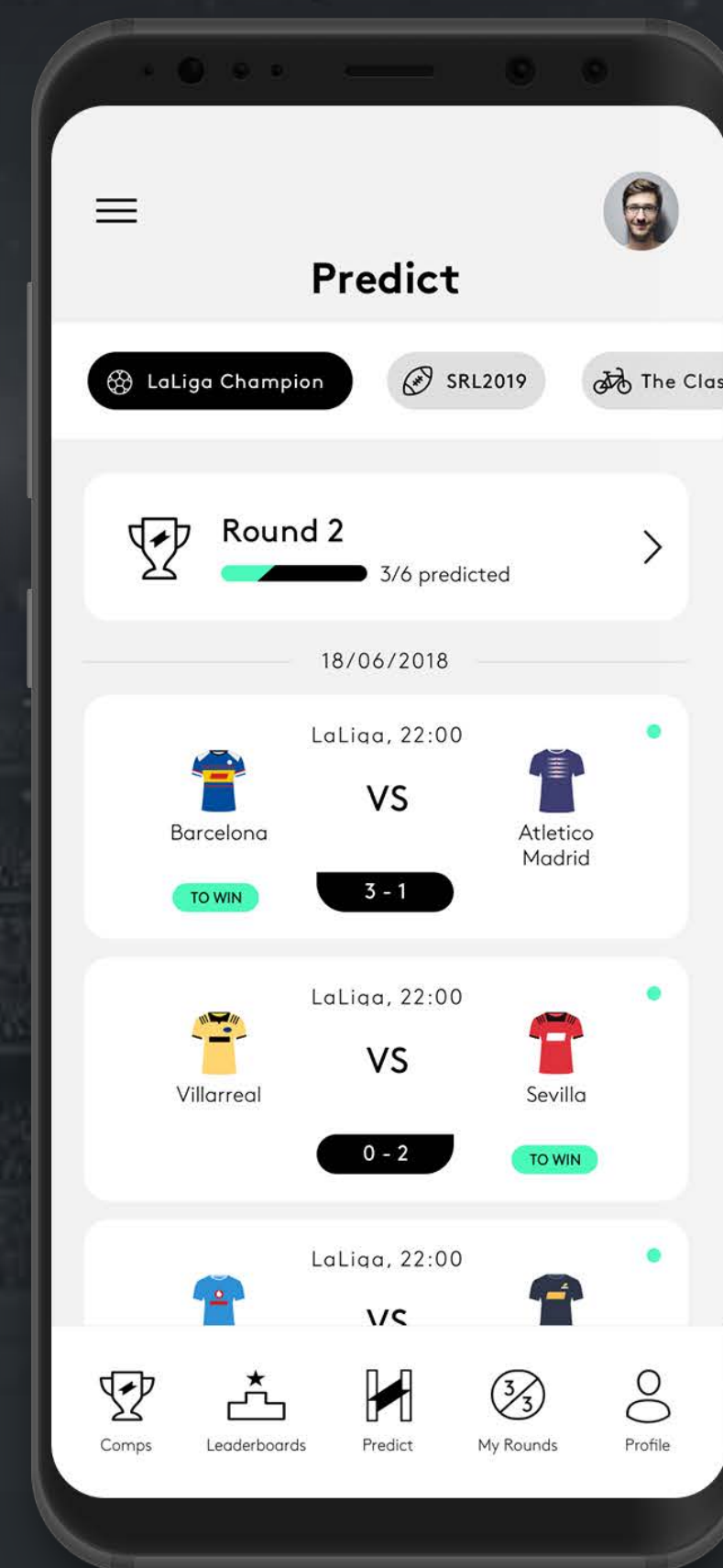
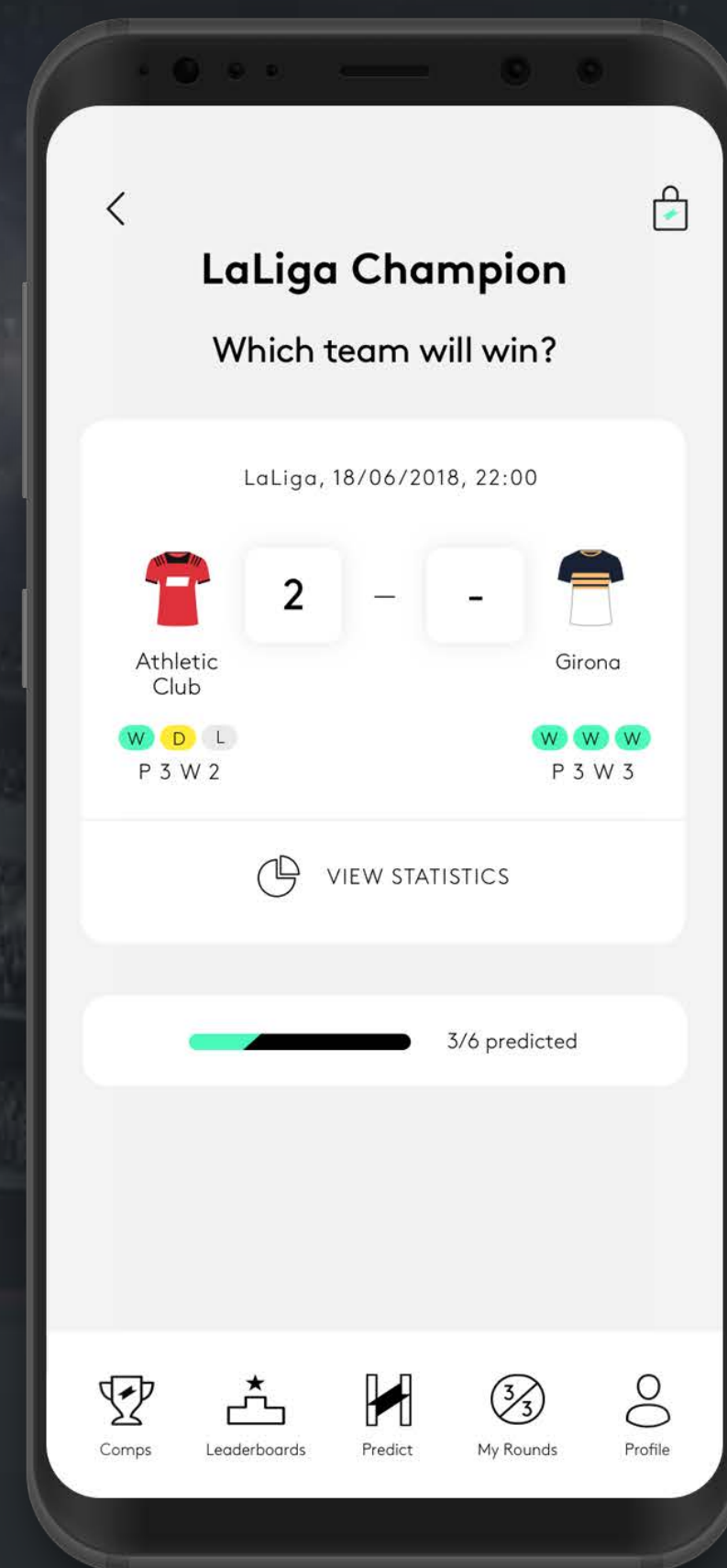
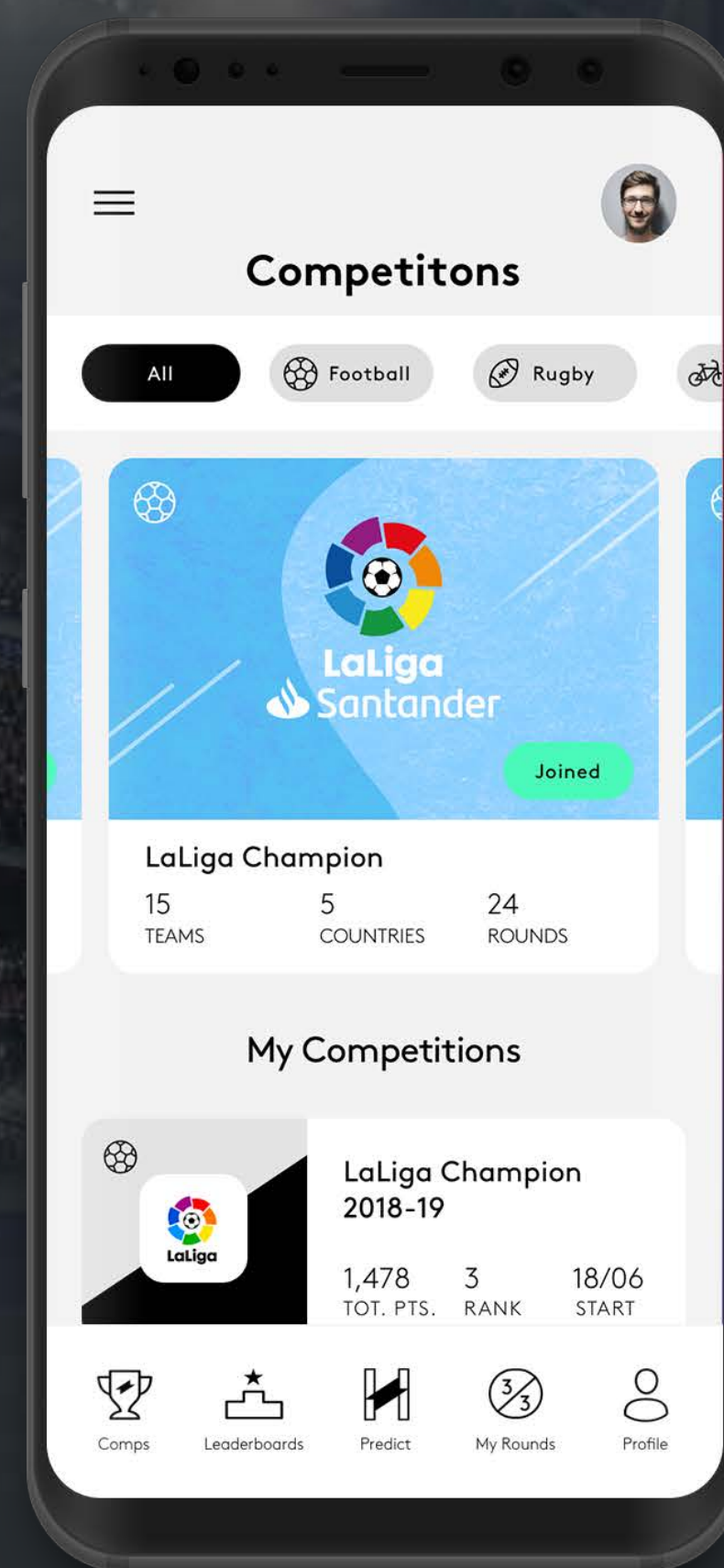
Prediction

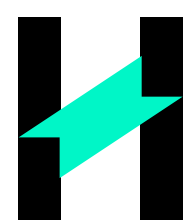




The App

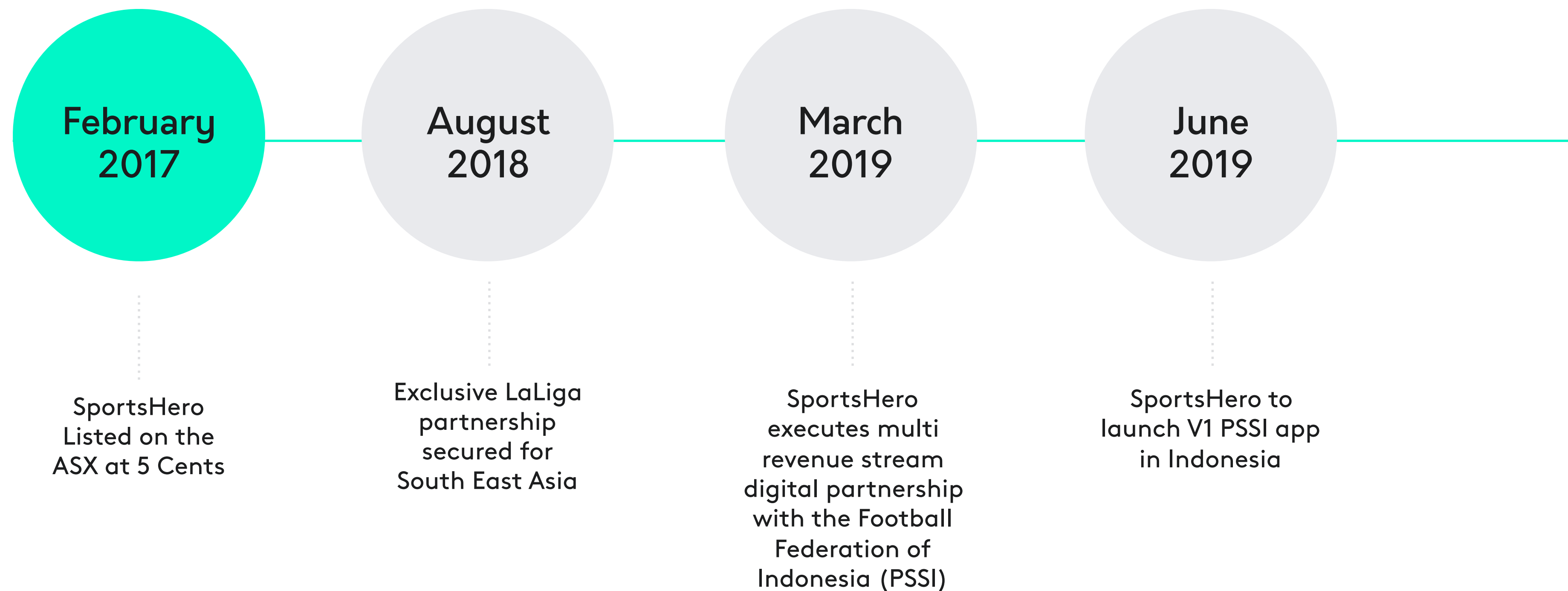
Sample App Screens – Prediction

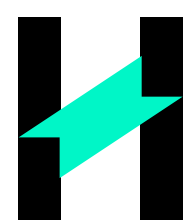




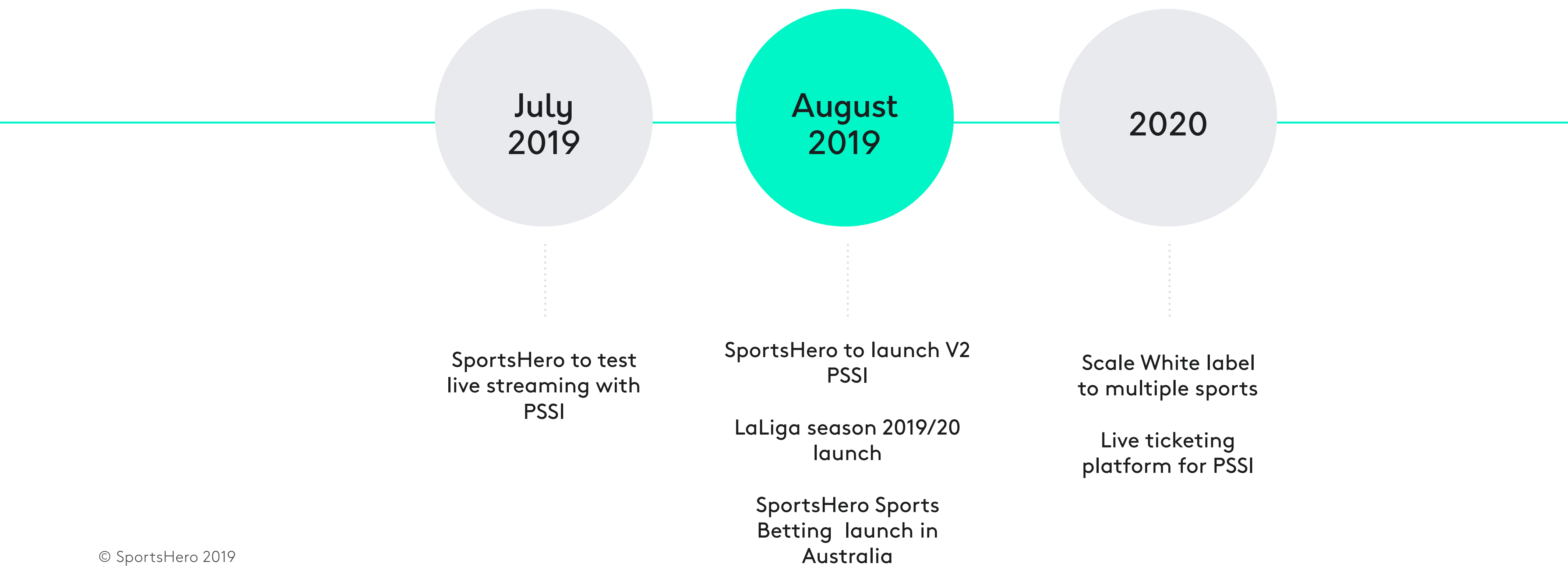
Timeline

SportsHero Timeline





Timeline (Cont)



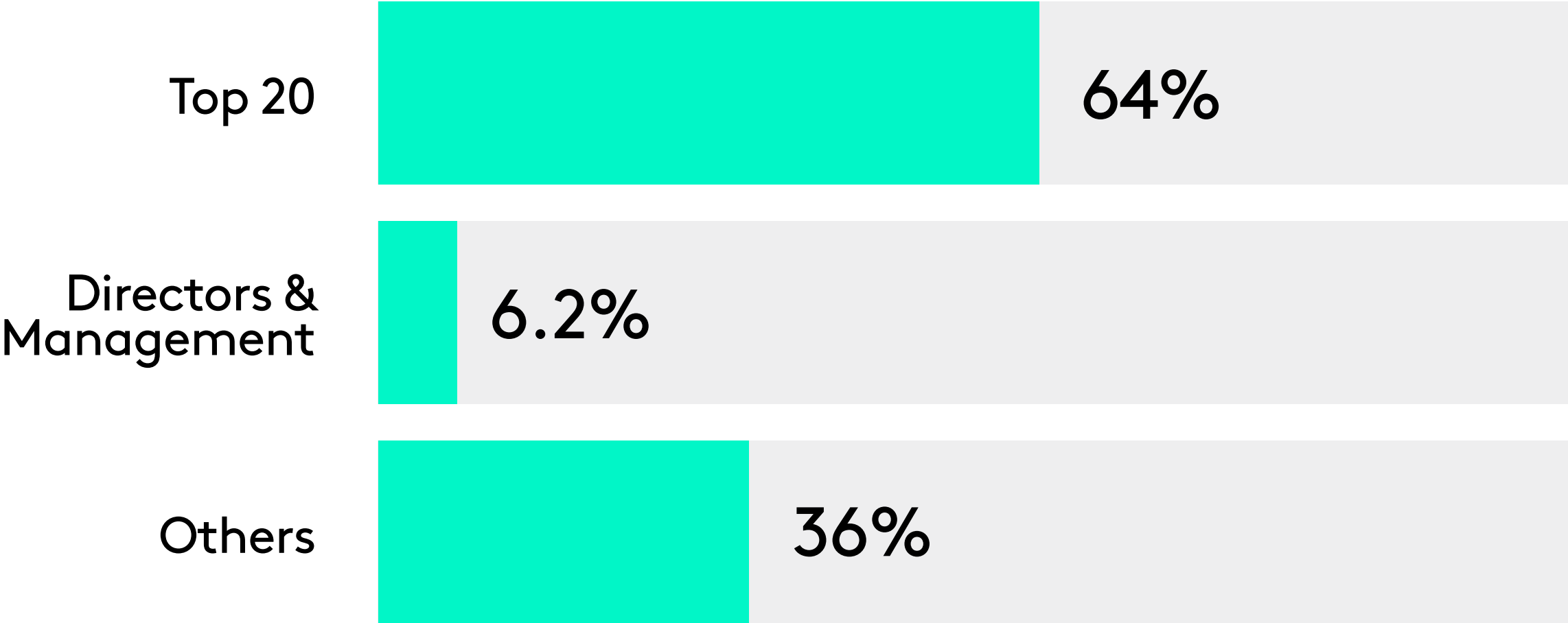


Corporate Snapshot

ASX Code : **SHO**

Shares on Issue	270.3m
Unlisted Options	68.5m
Market Cap @ \$0.07	\$18.92m

Share Allocation

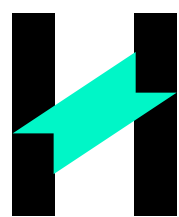


MyHero Limited 22%

MyHero Shareholders Include:

Substantial
Shareholder

 IPV Capital 盈 富 泰 克	SAMSUNG VENTURES	KPCB KLEINER PERKINS CAUFIELD BYERS
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Board & Management

Tom Lapping CEO

An Australian-born entrepreneur, investor and director in Asia, Mr Lapping is renowned for being ahead of the curve, harnessing emerging trends and consumer insights to develop right-for-the-times products and services.

Throughout his career, Tom has been an integral part of several high-growth, dynamic businesses across securities, media, property and consumer service sectors and was named 40under40 entrepreneurs to watch.

Wayne Johnson Director

Mr Johnson has over 30 years business and financial transaction experience in Australia, New Zealand, Asia and North America.

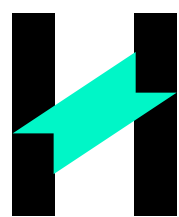
He has extensive experience in software and technology, Australian licensed financial services, corporate advisory, corporate governance and compliance as a result of building, managing and directing public and private companies from start up to established public corporations.

Mr Johnson is a director of a number of public and unlisted companies.

Michael Higginson Director

Mr Higginson is a professional director and company secretary with extensive experience in public company administration, ASX Listing Rules, the Corporations Act, capital raisings, corporate governance, financial reporting and due diligence.

Mr Higginson was formerly an executive officer with the Australian Securities Exchange and has, over the last 30 years, held numerous directorship and company secretarial roles with a number of public listed companies across a range of industry sectors.



Board & Management

Chris Flintoft CDO

A growth focused business lead and digital expert who has led transformation and revenue generation for blue-chip corporate and disruptive start-up environments specialisation in all aspects of digital entertainment and e-commerce.

Extensive experience in digital sports, games and entertainment industries, including roles such as CEO of Neon Stingray, Head of Digital for Foxtel, Head of Broadband entertainment of Telstra and MD of the Heavy Australia JV.

Has worked with organisations including the AFL, NRL, V8 Supercars, Microsoft XBOX, Sony Playstation, Comcast and BSKYB.

Patrik Molander CTO

Result oriented technologist and manager with experience as Technology Manager and Solution Architect in a wide variety of business applications, including CRM, Mobile and Broadcast.

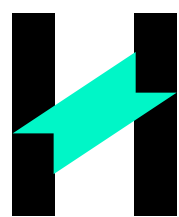
Enjoys challenges and change, and quick to understand situations or functions. Inspired by solving problems and motivating people, particularly interested in entrepreneurship and building sustainable business value.

Chris Gillespie CCO

A highly experienced and awarded creative director and product designer that has successfully built two digital creative companies specialising in brand and product development within the sports and entertainment sectors.

Key client experience includes The ABC, Red Bull, Virgin Mobile, Electronic Arts, Sony Playstation.

Key skills include commercialising creativity, design craft and creative team development.



Management of SportsHero Sports Betting Joint Venture Company

Scott Cross CEO

Scott has over 15 years' experience in investment, Public Company and Start up sectors. Scott was successful in founding disruptive payment start up OneTab, and as Managing Director was fundamental in the growth of the business for over 3 years before successfully selling the business to an ASX Top 50 company.

Prior to OneTab Scott was the QLD State Manager for a listed resources company. Scott was fundamental in the funding of the company and commercialisation and sale of the assets.

Scott was Senior Manager at Macquarie Specialist Investments with Macquarie Bank, where he was responsible for the Queensland Market.

Scott has a Bachelor of Commerce from Griffith University, as well as various industry qualifications.

Harley Dalton Director

Harley has over 20 years' experience in investments and the funds management industry. His key background and capabilities include leadership, strategy, negotiation and operational management. He has been actively involved in taking a number of business to publicly listed status in the Australian share market, providing capital raising, structuring, debt, equity; and board composition advice in this process.

Harley was the founder, director and CEO of Dalton Nicol Reid up to 2014, one of Australia's leading and recognised Australian Equities fund managers. He grew the business from start up to circa AUD \$1billion in assets under management prior to his exit. Dalton Nicol Reid manages money on behalf of retail, wholesale and institutional clients both domestically and internationally.

Brendon Dorff COO SportsHero Betting

Over 20 years in the Wager Industry starting off at the race track, Brendon has experience in Australia and Internationally, entailing retail and the eGaming sector. Brandon has been instrumental in the launch of three wagering startups which became takeover targets, Brendon brings experience and a strong record of success, with Neds being one example of what is achievable in 18 months.

Brendon joins Sports Hero with both knowledge and a solid track record of successfully launching Sports Betting business providing Sports Hero the opportunity to maximise its unique point of difference in the wagering sector.

The logo for SportsHero, featuring the word "Sports" in white, a teal lightning bolt icon, and the word "Hero" in white. The background is a dark, high-angle view of a large stadium filled with spectators, with bright lights illuminating the scene from above.

SportsHero

Contact:
Tom Lapping – CEO

tom@sportshero.live