



ASX RELEASE

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PSSI Mobile Application Now Live - Aggressive Marketing Strategy Underway

Highlights:

- **SportsHero's white label Mobile Application, 'Kita Garuda', recently developed for the Football Association of Indonesia ("PSSI") is now live and available for download from the Apple App Store and is expected to be live on Google Play over the coming days.**
- **To coincide with the launch, PSSI will increase marketing spend and aggressively promote the Mobile App via billboards, giant scoreboard screens at games, ads on MAXstream, press conferences, television advertisements to be played in merchandise stores, giveaways and also through social media.**
- **Under the Agreement, SportsHero will advise PSSI on marketing strategy and PSSI will be responsible for costs associated with the marketing of the Mobile Application.**
- **SportsHero aims to build the PSSI app user base, after which, the Company will implement paid digital advertising as part of the monetisation strategy.**
- **Following the successful launch of the PSSI Mobile App, the opportunity exists for SportsHero to enter into similar agreements with other leading football and sports leagues across Asia and globally.**

SportsHero Limited ("**SportsHero**" or the "**Company**") (**ASX:SHO**) is very pleased to announce that the 'white label' mobile application ("**Mobile Application**" or "**Mobile App**") recently developed for the Football Association of Indonesia ("**PSSI**"), is now live and available for download from the Apple App Store and is expected to be live on Google Play over the coming days.

On 25 March 2019, the Company entered into an exclusive agreement ("**Agreement**") with PSSI, one of the world's largest sports federations, boasting an engaged fan base of 80 million fans, over 4 leagues and 128 teams. PSSI is 100% owned and controlled by the Indonesian Government and under the Agreement SportsHero is the exclusive provider and partner to build PSSI's first official platform, including social media, merchandise/e-commerce, game highlights,

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live streaming, featured video stories and player access.

The launch of the PSSI Mobile Application is a significant milestone for SportsHero and importantly, in addition to the Mobile App being SportsHero's first 'white-label' bespoke branded platform, it demonstrates an expansion of scope and range of services able to be developed on SportsHero's community based gamification platform.

SportsHero's CEO, Mr Tom Lapping, commented: "The launch of the PSSI Mobile App is the most significant milestone for the Company since its ASX listing. Through the development of white label mobile apps for leading sports leagues such as PSSI, SportsHero is able to leverage existing fan bases and gain mass traction with minimal marketing spend. With over 80 million engaged fans following PSSI, we are confident that the Mobile App will rapidly gain a significant user base, which SportsHero will seek to capitalise on through a multi revenue stream monetisation strategy."

Indonesia represents the largest 'digital' community in the Association of South East Asian Nations, with 130 million social media users, 177 million mobile users and 120 million mobile social users². The collaboration between SportsHero and PSSI will potentially transform the 80 million Indonesian football fans into engaged consumers of digital content.

PSSI's Deputy General Secretary, Marsal Irwan Masita, commented: "At PSSI, we are very pleased to be working with SportsHero and to have developed our flagship digital platform. With a population of over 260 million people in Indonesia and a dedicated fan base of over 80 million, PSSI has a huge market for the 'Kita Garuda' Mobile App. We are highly committed to the marketing of the Mobile App to our fans and followers and are very proud to have SportsHero's gamification technology to offer to PSSI fans. We look forward to having a long working relationship with SportsHero and their team."

With the objective of driving downloads to establish a user base, PSSI will increase their marketing spend and further implement its strategic marketing campaign. PSSI will promote the Mobile App via billboards, giant scoreboard screens at games, ads on MAXstream, press conferences, television advertisements to be played in merchandise stores, giveaways and also through social media.

After Mobile App users have been onboarded during the initial launch phase, SportsHero will implement paid digital advertising as the first stage of its monetisation strategy. As detailed in Slide 12 of the Advertising Gross Revenue model appearing in the Company's Investor Presentation released on 14 May 2019, the partnership with PSSI has the potential to deliver significant revenue for SportsHero.

¹ Mr Marsal Masita, PSSI Deputy General Secretary and PSSI Information Memorandum (March 2019)

² Hootsuite's Digital 2018 Report (<https://wearesocial.com/blog2018/01/global-digital-report-2018>)

SportsHero

Following the successful launch of the PSSI Mobile App, the opportunity exists for SportsHero to enter into similar agreements with other leading football and sports leagues across Asia and globally.

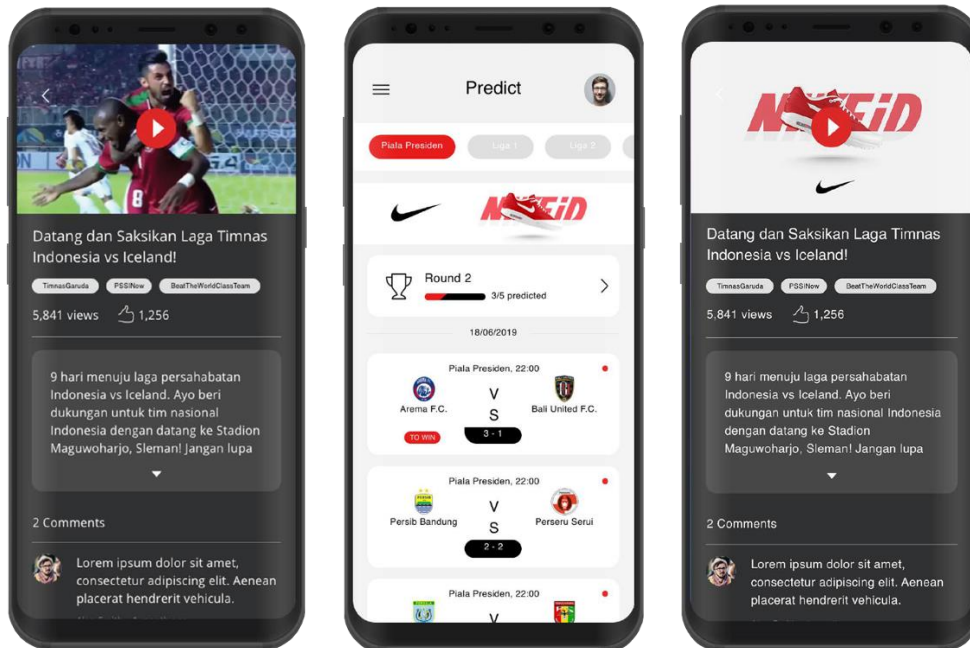


Image 1 – Advertising examples across the PSSI Mobile Application

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About SportsHero

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SportsHero Limited (ASX: SHO) has developed an Australian intelligent, engaging sports prediction platform, designed to provide a dynamic immersive social experience, coupled with both monetary and other prizes. SportsHero has executed an exclusive multi-revenue stream digital partnership agreement with the Football Association of Indonesia ("PSSI"), with 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. The Company also has a partnership with one of the world's most popular sporting leagues, Spain's LaLiga, as the exclusive Indonesian partner in the sports prediction category.

About the Football Association of Indonesia (PSSI)

The Football Association of Indonesia is one of the world's largest sports federations, boasting an engaged fan base of 80 million fans, over 4 leagues and 128 teams. PSSI is 100% owned and controlled by the Indonesian Government and committed to elevating and improving the football experience in Indonesia by offering a state-of-the-art digital platform to unite the loyal and passionate fans in one community, with the aim of consuming the sport in a respectful and aspirational spirit.

Piala Indonesia Cup

The current Piala Indonesian Cup culminates in June 2019 with the Big 8 Piala Cup playoffs, which is Indonesia's most watched football competition. In that regard, in May 2019, PSSI commenced an aggressive marketing campaign to engage its members with both the Big 8 Piala Cup and the launch of PSSI's platform and apps, which are powered by SportsHero.

Football in Indonesia

There are more than 700 languages spoken in Indonesia, however, the country is unified by the common language of football. Football is undoubtedly the most popular sport in Indonesia in terms of annual attendance, participation and revenue. It is played at all levels, with Piala Indonesia and Liga 1 being the most popular domestic leagues. PSSI is also developing both youth and women's football programs and is targeting participation in the 2024 Olympics and co-hosting the 2034 football World Cup.

Throughout the 2019/20 Piala Cup season, PSSI will host up to 1,200 matches, with an estimated average game attendance of between 20,000 to 30,000 fans from an estimated total supporter base of over 120 million Indonesians.²

What makes football fans in Indonesia unique, in comparison to their neighbouring countries, is their high level of loyal support for both their National Team and their domestic football leagues. Unlike their regional neighbours, the level of local support exceeds the level of support for the world's two most followed leagues, being the English Premier league and Spain's LaLiga. Indonesia also boasts an impressive supporter base demographic, which is represented by 85% males between 17-34 years of age.

Mobile, Social & Internet Penetration in Indonesia

Indonesia has a population of 265 million people. According to Hootsuite's Digital in a 2018 report, 45% of the population are active mobile social users. That's a staggering 120 million individual users.

² Mr Marsal Masita, PSSI Deputy General Secretary and PSSI Information Memorandum (March 2019)

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