



ASX RELEASE

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Video Streaming and Live Scores Now Available on Kita Garuda Mobile Application

Highlights:

- Further functionality has been added to the 'white label' mobile application, 'Kita Garuda', developed for PSSI, with the addition of video streaming and live scores.
- With the aim of driving significant downloads, the Grand Final match for Indonesia's 2018-2019 Piala Indonesia Cup, Persija Jakarta vs PSM Makassar, will be the first match to be live streamed through the Kita Garuda mobile app.
- Video streaming is a critical function of the 'Kita Garuda' mobile app, as it precedes the integration of the Linus technology for hyper personalised video content.
- Video streaming and live scores will increase in app engagement, which is an important step before SportsHero implements paid advertising, as the first part of its monetisation strategy.

SportsHero Limited ("SportsHero", the "Company") (ASX:SHO) is pleased to announce that further functionality has been added to the 'Kita Garuda' white label mobile application developed for the Football Association of Indonesia ("PSSI"), with the addition of video streaming and live scores, which are now available in the most recent app update. With the aim of driving significant downloads, the Grand Final of the Piala Indonesia Cup match between Persija Jakarta and PSM Makassar, will be live streamed through the Kita Garuda mobile app.

SportsHero CEO, Tom Lapping, commented: "The availability of live scores and in particular video streaming within the Kita Garuda mobile app is a very important component of the digital platform. Being able to deliver both live scores and video streaming ahead of the season ending Piala Indonesia Cup Grand Final is quite simply perfect timing, as it delivers for PSSI a grand final upon which it can actively promote the app across its considerable marketing network, with the aim of driving significant downloads ahead of the September opening of the 2019-2020 season."

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SportsHero

As announced on 25 March 2019, the Company entered into an exclusive 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 and player access.

On 18 June and 21 June 2019, SportsHero announced that the 'Kita Garuda' mobile application was live on Apple's App Store and Google Play respectively. The launch of the PSSI mobile application was a significant milestone for SportsHero and importantly, in addition to the app being SportsHero's first 'white-label' bespoke branded platform, it demonstrated an expansion of scope and range of services able to be developed on SportsHero's community based gamification platform.

Video streaming is an important function of the mobile app, as it precedes the integration of the Linus technology hyper personalised video content. As announced on 1 July 2019, SportsHero entered into a legally binding agreement with leading hyper-personalised video content provider, Linus Technologies Limited ("**Linus**") (ASX:LNU). In accordance with this agreement, SportsHero secured the rights to use the Linus technology in the SportsHero app and 'white label' solutions, including the 'Kita Garuda' mobile application. The Linus technology allows users to customise video to only show content that is relevant to individuals' requirements and viewing preferences.

The added functionality of video streaming and live scores will increase in app engagement, which is an important step before SportsHero implements paid advertising within the app, as the first part of its monetisation strategy.

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About SportsHero

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 Piala Indonesia Cup is Indonesia's most watched football competition. In that regard, the Grand Final will facilitate an aggressive PSSI marketing campaign to engage its 80 million fan base.

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 Cup 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 Indonesia 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.

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.

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