



ASX RELEASE

21 August 2019

Full exclusivity for Indonesia's FIFA World Cup qualifying match ticket sales, merchandise and other exclusive World Cup content

Highlights

- 100% of all ticket sales for Indonesia's upcoming FIFA World Cup qualifying matches to be purchased through the Kita Garuda mobile application.
- The exclusive FIFA World Cup ticket booking platform is now live on the Android and IOS versions of the Kita Garuda mobile application.
- All Indonesian FIFA World Cup merchandise and exclusive content to be acquired through the Kita Garuda mobile application.
- A total of 535,000 tickets for 21 games including Indonesia's FIFA World Cup qualifying matches will be available for sale through the Kita Garuda mobile application, with demand expected to significantly exceed supply.
- PSSI have committed to actively promote and drive user numbers for the Kita Garuda mobile application.
- PSSI's promotion includes the utilisation of 12 dedicated high profile, high traffic billboards predominately across Jakarta, which will advertise that World Cup qualifying match tickets can only be purchased by downloading and using the Kita Garuda mobile application.
- SportsHero's development team is currently finalising the exclusive Indonesian FIFA World Cup merchandise store and content platform which is expected to go live during September.
- PSSI has now appointed a specialised Kita Garuda content generation team, to develop exclusive Indonesian FIFA World Cup qualifying match content, including player interviews, field side footage and up close behind the scenes footage.
- The 'Kita Garuda' mobile application has the potential to deliver significant revenues to SportsHero through a multi-tiered monetisation strategy.

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SportsHero Limited ("**SportsHero**", the "**Company**") (**ASX:SHO**) and the Football Association of Indonesia ("**PSSI**") are pleased to announce that the Kita Garuda mobile application has exclusivity for all of Indonesia's FIFA 2022 World Cup qualifying match ticket sales, merchandise sales and the distribution of exclusive content.

SportsHero CEO, Tom Lapping, commented: "This is a significant milestone for SportsHero, PSSI and the Kita Garuda mobile application. In terms of the marketing strategy for the Kita Garuda app, having exclusivity over ticket sales, merchandise sales and exclusive content, is the single most effective strategy for driving significant downloads in a very short period of time. The potential for Kita Garuda downloads by Indonesian football fans is now a reality, as Kita Garuda is Indonesia's only access point for ticket sales, merchandising and exclusive content for the upcoming and nationally significant Indonesian World Cup qualifying matches."

PSSI, Secretary General, Mr Marsal Masita, commented: "The FIFA 2022 World Cup qualifying match against Malaysia will be the single most important match for Indonesian football in the past decade. We expect all FIFA 2022 World Cup qualifying match tickets to be completely sold out, with significant excess demand for tickets as well as very strong demand for official merchandise. We are fully committed to developing exclusive content for the Kita Garuda mobile app, which will ensure that our fans remain engaged and continue to use the app for sports prediction, viewing exclusive content and for keeping up to date with all the latest news and Indonesian football updates."

Background

On 25 March 2019, the Company entered into an initial Partnership 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. In June 2019, the 'Kita Garuda' mobile application went live on both Apple's App Store and Google Play. Subsequently, as announced on 1 August 2019, PSSI entered into an Expanded Partnership Agreement, significantly extending the term and expanding the scope of the 'Kita Garuda' white label mobile application.

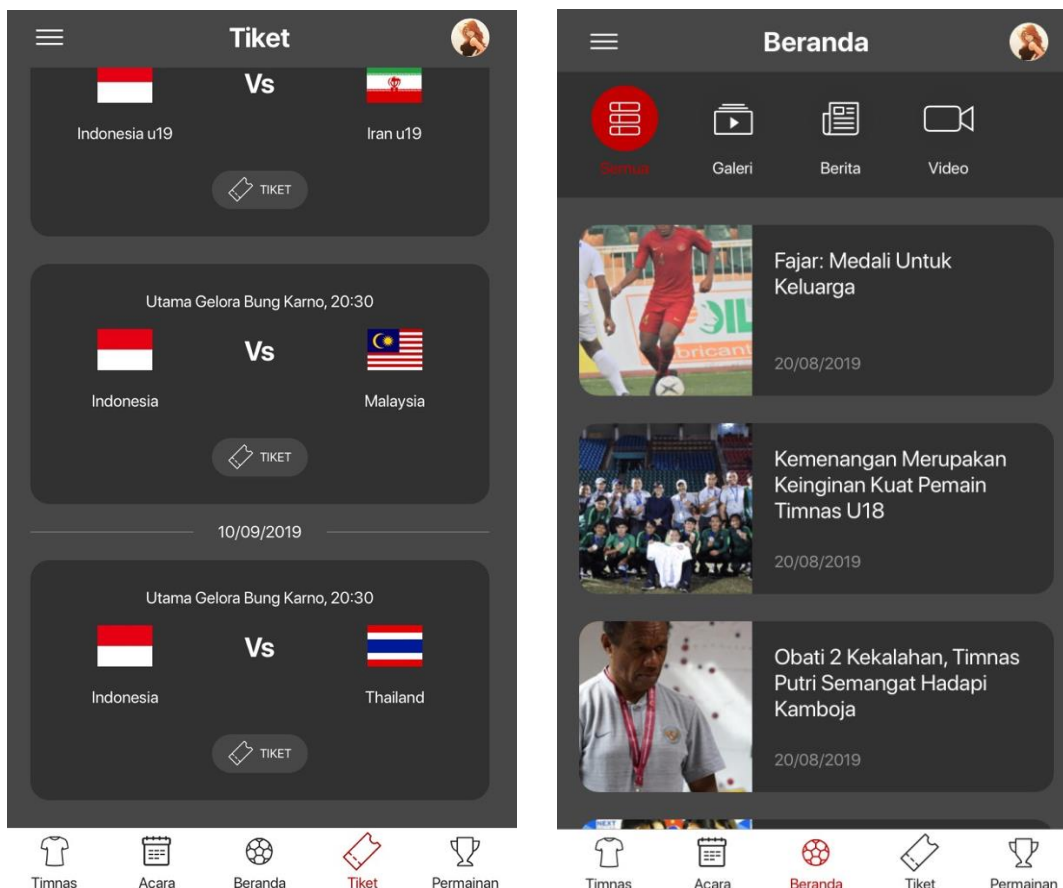
Exclusive Ticketing Platform

Pursuant to the Expanded Partnership Agreement, the 'Kita Garuda' mobile application will be the exclusive ticket booking platform for 21 matches, with a total of 535,000 tickets available, of which 257,000 tickets are for Indonesia's World Cup qualifying matches. As a result, the 'Kita Garuda' mobile application developed for PSSI, is the sole source of tickets for Indonesian World Cup qualifying matches.

To promote ticket sales, PSSI has initiated a marketing strategy, including large outdoor advertising, social media and digital marketing. PSSI has committed 12 dedicated high profile, high traffic billboards across Jakarta, featuring marketing material which directs fans to the Kita Garuda app to purchase tickets. To further drive ticket sales, the ticket

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booking section of PSSI's website will also be redirected to the 'Kita Garuda' mobile app, thereby driving an immediate and significant user base.



Images 1 & 2 – Screenshots from the Kita Garuda mobile application for Android with the exclusive ticketing platform now live.

In addition, SportsHero's development team is finalising the exclusive Indonesian FIFA 2022 World Cup merchandise store and content platform. The merchandise store will sell official Indonesian FIFA 2022 World Cup merchandise that has been developed exclusively for, and only available for sale through, the 'Kita Garuda' mobile application.

To maintain user engagement after initial download, PSSI has now appointed a specialised content generation team, to develop exclusive Indonesian FIFA 2022 World Cup qualifying match content for the 'Kita Garuda' mobile application, including player interviews, field side and up close behind the scenes footage. The content will be created to engage and expand Kita Garuda's user base on an ongoing basis, thereby providing a solid platform for paid advertising and monetisation.



Images 3 & 4 – GBK Stadium in Jakarta, the venue of the first FIFA World Cup Qualifying match against Malaysia to be played on 5 September 2019.



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As detailed in the PSSI Advertising Gross Revenue Model on Slide 12 of the Company's Investor Presentation released on 14 May 2019, the partnership with PSSI has the potential to deliver significant revenues for SportsHero.

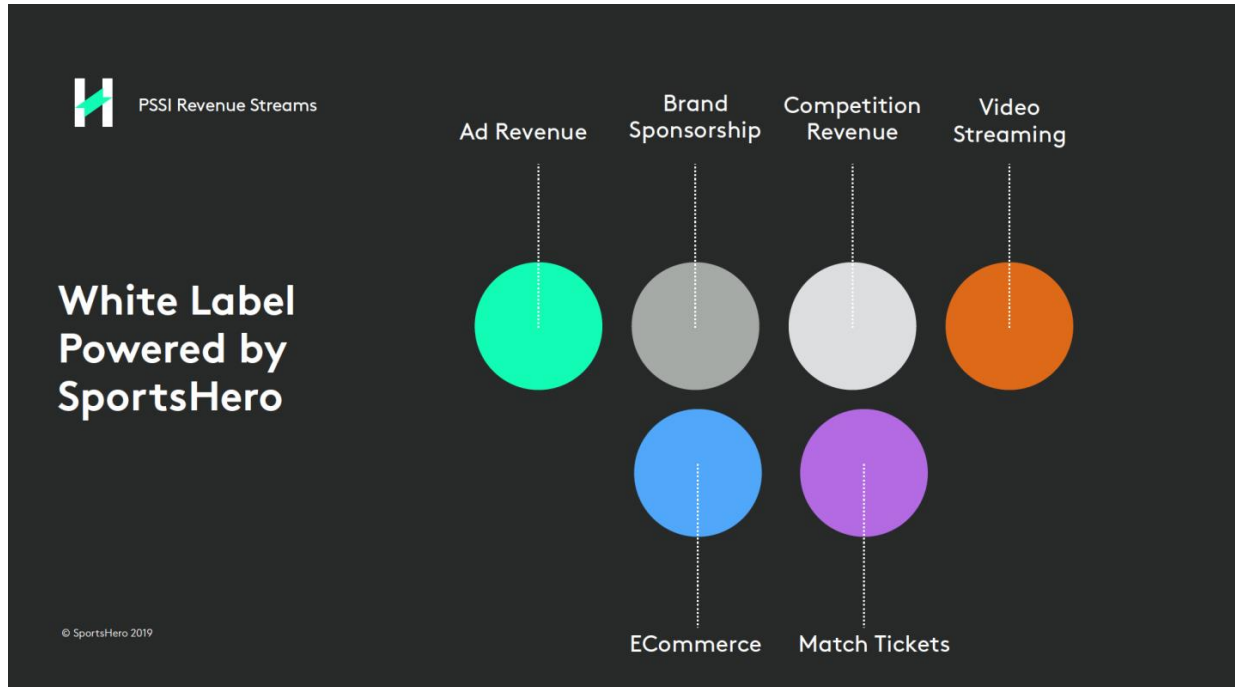


Image 5 – The ‘Kita Garuda’ mobile application has the potential to deliver significant revenues to SportsHero through a multi-tiered monetisation strategy.

Partnership Overview

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 users. The partnership between SportsHero and PSSI has been established with a goal of transforming the 80 million Indonesian football fans into engaged consumers of digital content.

In accordance with the Partnership Agreement, SportsHero has been appointed by PSSI as its **exclusive** provider and partner to build its first official platform, including apps that will incorporate SportsHero's gamified sports prediction platform, a ticketing platform, live streaming, social media, merchandise/e-commerce, game highlights and player access.

The Kita Garuda mobile application is a bespoke PSSI branded platform, built and powered by SportsHero and represents SportsHero's first 'white-label' collaboration.

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In accordance with the Extended Partnership Agreement, the parties have agreed that net revenue from direct advertising will be split 70/30% in favour of the party that introduces the advertiser. Included under the agreement is revenue generated from:

- Direct advertising
- Brand sponsorship
- Competition revenue
- Video streaming
- eCommerce
- Match ticketing
- Gamification-related ticket sales – which are required to participate in weekly, monthly and season long prediction competitions and PSSI promotions.

With respect to revenue generated from third party sponsorships, direct advertising and relevant competitions, the party who introduces the revenue source will receive 70% of the revenue, less all applicable taxes and deductions (the other party will receive 30%).

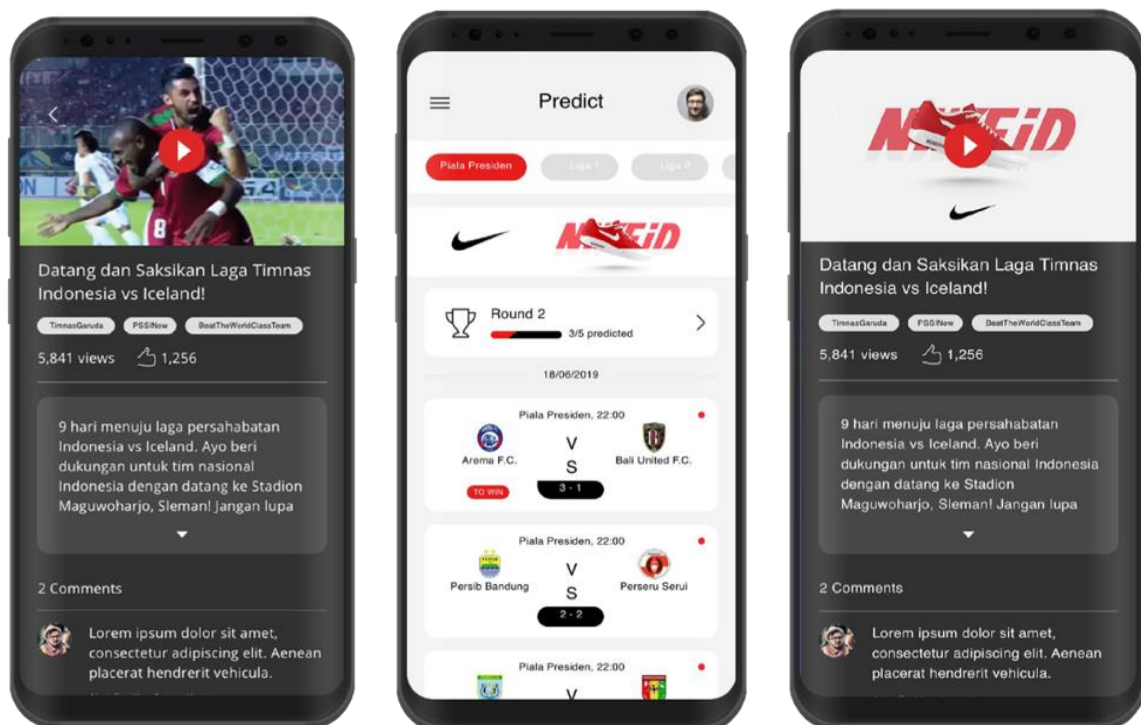


Image 6 – Advertising examples across the PSSI mobile application



Throughout the term, PSSI will exclusively provide rich content, including access to video footage of games, events and features of the Indonesian national teams and its players.

In addition, PSSI intends to use the app, built by SportsHero, to stream live and recorded matches to their estimated 80 million fan base in Indonesia – thereby meaningfully expanding the potential advertising and sponsorship revenue base through a wider audience and an extended app user engagement time.

The parties further intend that users will be offered the right to subscribe to exclusive access to premium content, such as international match video highlights, live streaming of games and featured video stories and education.

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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.

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.

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**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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