



ASX RELEASE

25 October 2019

Kita Garuda Presentation – Singapore Roadshow

SportsHero Limited ("**SportsHero**", the "**Company**") (**ASX:SHO**) is pleased to provide a presentation on the Kita Garuda mobile app and the Company's partnership with PSSI, for October 2019. The document will be presented to investors and brokers in Singapore as part of an Investor Roadshow.

Investment highlights include:

Exclusive Partnership - With one of the world's largest sports federations, the Football Association of Indonesia ("PSSI"), leveraging an existing fanbase of over 80 million fans, over 4 leagues and 128 teams.

Hyper Personalisation - The rights to use the Linus' hyper personalisation technology in the SportsHero app and other 'white label' solutions, including the 'Kita Garuda' mobile application, developed for the Football Association of Indonesia ("PSSI").

Multi-Tiered Monetisation - Revenue through advertisements, video streaming, ticket sales, brand sponsorship, competition revenue and e-commerce

Scalable Technology - Based on the success of Kita Garuda, SportsHero has the ability to roll out white label digital platforms for sports associations, across South East Asia and globally.

Institutional Shareholders - Leading institutional investors recently participated in the exercise of 57.15 million options, raising \$2.867m in funds, to be applied to the growth of Kita Garuda.

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Kita Garuda Presentation
Singapore Investor Roadshow

October 2019





Disclaimer

IMPORTANT NOTICE & DISCLAIMER

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Forward Looking Statements

The documents provided contain statements related to our future business and financial performance and future events or developments involving the Company that may constitute forward-looking statements. These statements may be identified by words such as "expects," "looks forward to," "anticipates," "intends," "plans," "believes," "seeks," "estimates," "will," "project" or words of similar meaning. We may also make forward-looking statements in other reports, in presentations, in material delivered to shareholders and in press releases. In addition, Company representatives may from time to time make oral forward-looking statements. Such statements are based on the current expectations and certain assumptions of the Company's management, and are, therefore, subject to certain risks and uncertainties. A variety of factors, many of which are beyond the Company's control, affect the Company's operations, performance, business strategy and results and could cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements or anticipated on the basis of historical trends. Due to rounding, numbers presented throughout this and other documents may not add up precisely to the totals provided and percentages may not precisely reflect the absolute figures. The documents provided in this presentation include supplemental financial measures that are or may be non-GAAP financial measures.



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

Powered by the SportsHero technology, the Company has recently developed and launched a white-label mobile application, Kita Garuda, for the Football Association of Indonesia ("PSSI").

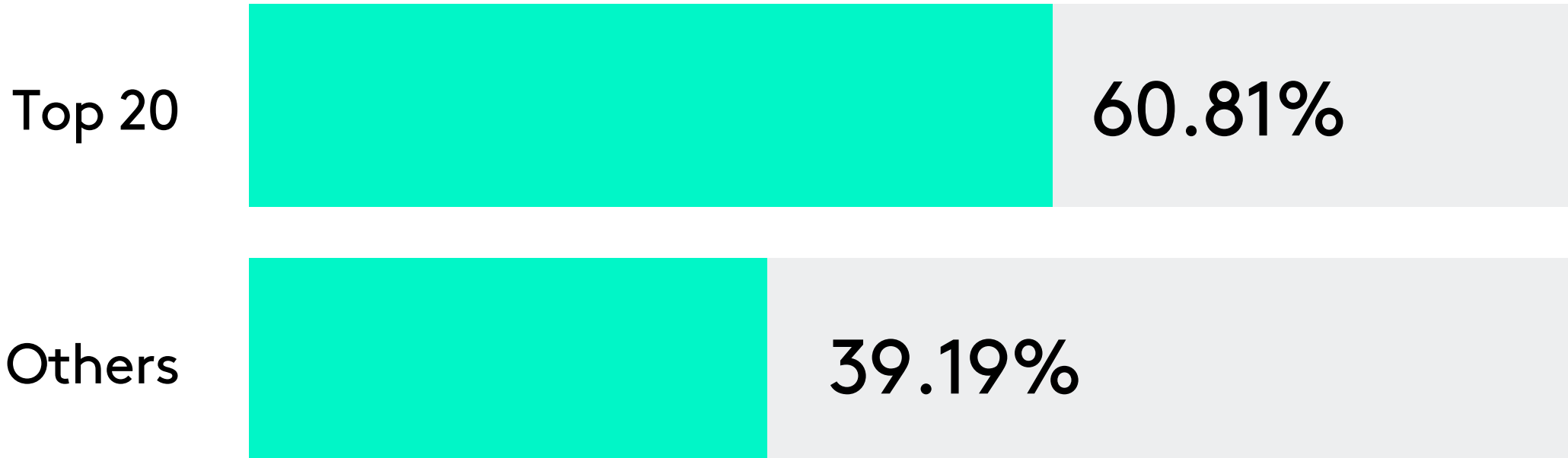


Corporate Snapshot

ASX Code : **SHO**

Shares on Issue	328.2m
Unlisted Options	Nil
Market Cap @ \$0.057	\$18.69m

Share Allocation



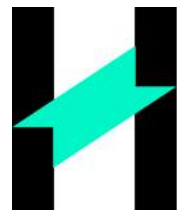
MyHero Limited 22%

MyHero Shareholders Include:

 IPV Capital
盈 富 泰 克

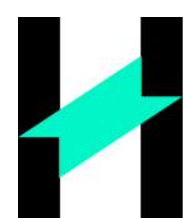
 SAMSUNG VENTURES

 KPCB
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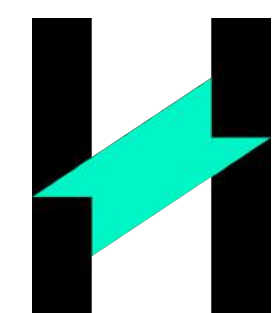


Investment Highlights

- | | |
|-------------------------------------|---|
| ▶ Exclusive Partnership | With one of the world's largest sports federations, the Football Association of Indonesia ("PSSI"), leveraging an existing fanbase of over 80 million fans, over 4 leagues and 128 teams. |
| ▶ Hyper-Personalisation | The rights to use the Linius' hyper personalisation technology in the SportsHero app and other 'white label' solutions, including the 'Kita Garuda' mobile application, developed for the Football Association of Indonesia ("PSSI"). |
| ▶ Multi-tiered Monetisation | Revenue through advertisements, video streaming, ticket sales, brand sponsorship competition revenue and e-commerce. |
| ▶ Scalable Technology | Based on the success of Kita Garuda, SportsHero has the ability to roll out white Label digital platforms for sports associations, across South East Asia and globally. |
| ▶ Institutional Shareholders | Leading institutional investors recently participated in the exercise of 57.15 million options, raising \$2.867m in funds, to be applied to the growth of Kita Garuda. |



Business Model



The SportsHero App

The SportsHero app is an intelligent and engaging digital platform for sports fans, designed to provide a dynamic and immersive social experience.

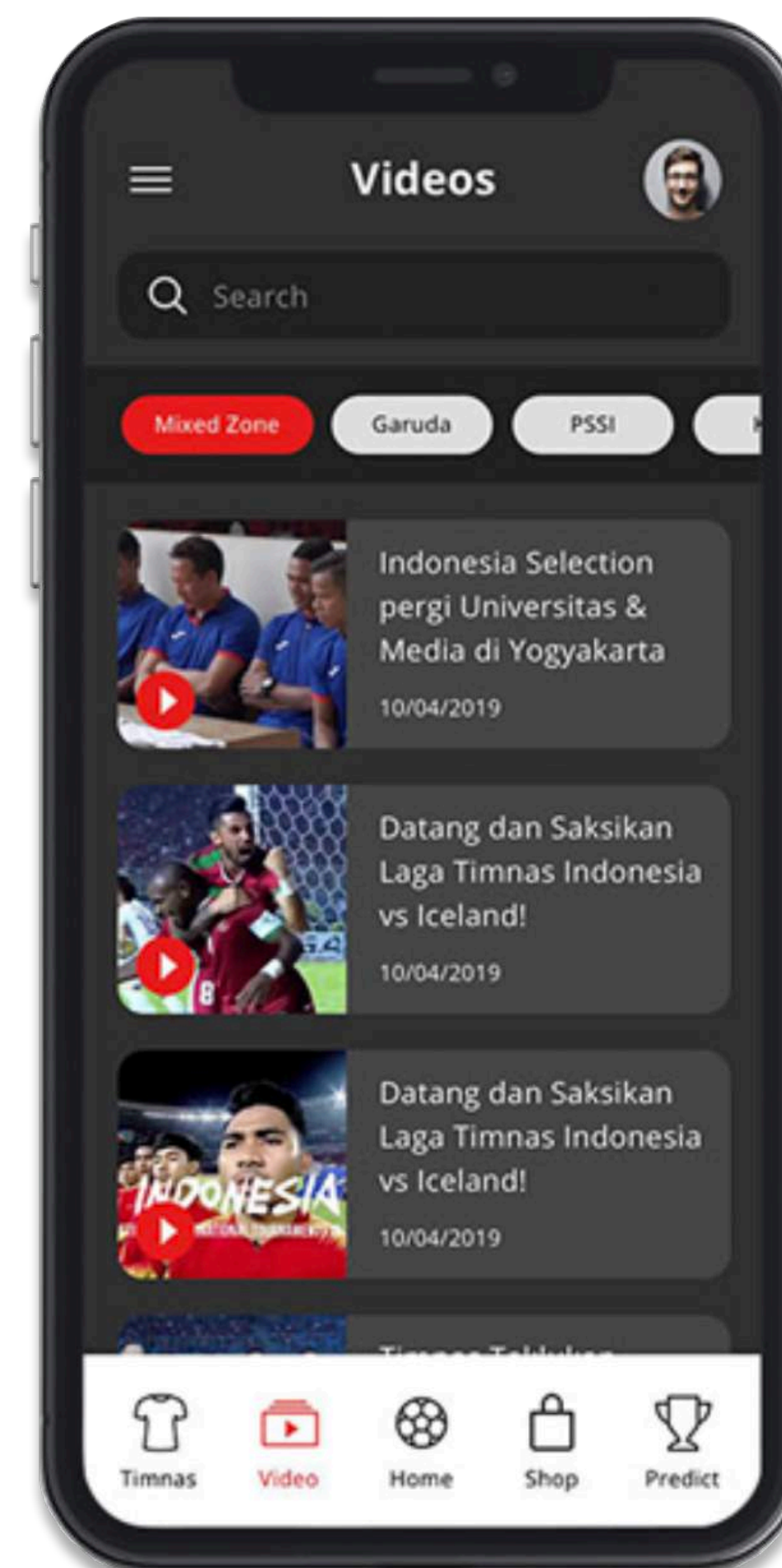
The app has acted as a platform to develop and refine the Company's predictive sports and gamification technology, and facilitates the demonstration of SportsHero's technology to potential white label partners.

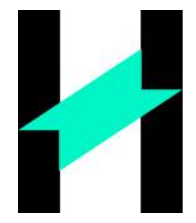


White label Platforms

In line with the Company's strategy to leverage existing fanbases, SportsHero has entered into a partnership agreement with the Football Association of Indonesia ("PSSI").

Powered by SportsHero, the Kita Garuda app developed for PSSI is a complete digital platform, designed to engage, connect and monetise fan bases, through a multi-tiered monetisation strategy.





The Market

Indonesia & South East Asia



Indonesia has over 171 million internet users

▶ A recent study conducted by Polling Indonesia in co-operation with the Indonesian Internet Providers Association, reported that 171 million people, or 64.8% of the total population of 264 million, were connected to the internet in 2018.

The figure represents a significant increase from 54.86% recorded in 2017, with this figure forecasted for further growth.



60% of Indonesia are Smart Phone users

▶ Approximately 60% of Indonesia's population of 264 million people are smart phone users, with Android users comprising 93.22% of the market.



Southeast Asia's Internet economy to reach US\$100B

▶ Southeast Asia's Internet economy is forecast to grow 39% this year to \$100 billion as millions of people in south east Asia went online to shop for the first time and ride-share firms grew in popularity.

Sources: Statista - <https://www.statista.com/statistics/262205/market-share-held-by-mobile-operating-systems-in-indonesia/>
Jakarta Post - <https://www.thejakartapost.com/life/2019/05/18/indonesia-has-171-million-internet-users-study.html>
Reuters - <https://www.reuters.com/article/southeast-asia-internet/southeast-asias-internet-economy-to-hit-100-bln-this-year-report-idUSL5N26O098>

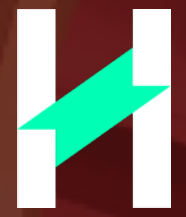


PSSI Indonesian FA



Our partnership with
PSSI – The government
owned Football Association
of Indonesia

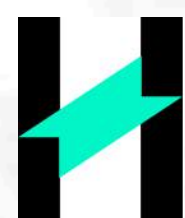




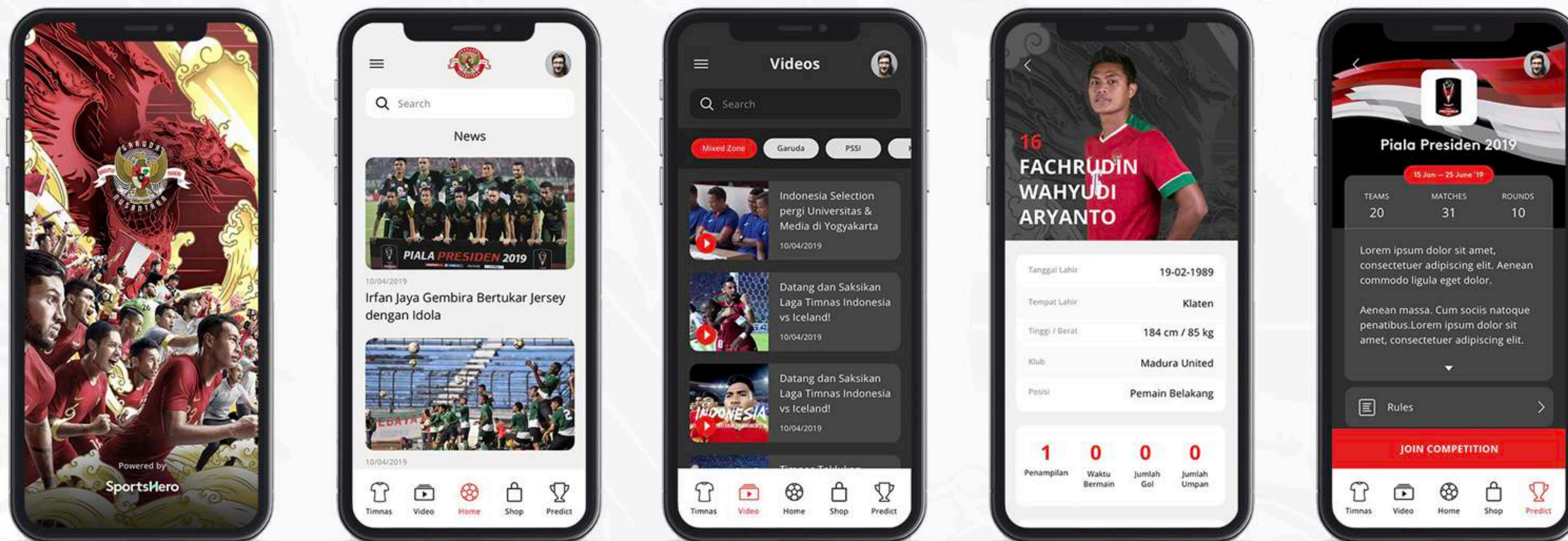
PSSI Indonesian FA

SportsHero has entered into 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 powered by SportsHero.



PSSI – Indonesian FA



The Kita Garuda white label mobile app developed for PSSI provides Indonesian Football fans with video streaming, live scores, sports prediction competitions, merchandise store and more.



PSSI Partnership Highlights

- ▶ **Exclusive Partnership**

Exclusive partnership with PSSI, one of the largest sports federations in the world, boasting an engaged fan base of 80 million fans, over 4 leagues and 128 teams.
- ▶ **Extended Term**

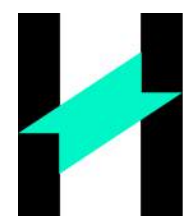
SportsHero and PSSI have entered into a 3 + 3 + 3 year partnership agreement, providing the opportunity to further develop and enhance functionalities of the 'Kita Garuda' mobile application.
- ▶ **Exclusive Content**

Exclusive video content for all 2018/19 Piala Cup matches to be available through the Kita Garuda mobile app, thereby increasing user engagement.
- ▶ **Hyper-Personalisation**

The rights to use the Linus technology in the 'Kita Garuda' mobile application, which has the potential to significantly increase user engagement and viewer numbers..
- ▶ **Marketing Costs**

PSSI is responsible for all costs associated with marketing the Kita Garuda app, and SportsHero advises on strategy and execution.
- ▶ **Multi-tiered Monetisation Strategy**

Advertisements, video streaming, brand sponsorship, ticket sales, e-commerce, merchandise and competitions. The introducing party the revenue source will receive 70%, less all applicable taxes and deductions (the other party will receive 30%).



Exclusive Content and Hyper-Personalisation

Personalised Exclusive Video Content

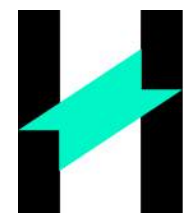
SportsHero has direct access to exclusive video content including complete season footage from the 2018/19 Piala Cup from the host broadcaster and is now proceeding with the integration of Linius' hyper-personalised video technology.



Hyper Personalised Videos

SportsHero has the rights to use the Linius technology in the SportsHero app and other 'white label' solutions, including the 'Kita Garuda' mobile application, developed for PSSI.

The Linius technology allows a user to customise a video to show only content that is relevant to the individual requirements and viewing preferences of the user. For example, to search for and watch highlights of their favourite players, the best goals scored, or customise their viewing content based on virtually any criteria.



Web Version of Kita Garuda

Market Specific Customisation

SportsHero is currently developing a web and desktop version of the Kita Garuda mobile app, with the aim of capturing additional users in the Indonesian market.

With a strong understanding of the Indonesian market, the web version of the Kita Garuda mobile app is aimed to appeal to users who are not owners of smart phones, or those seeking to minimise data usage.

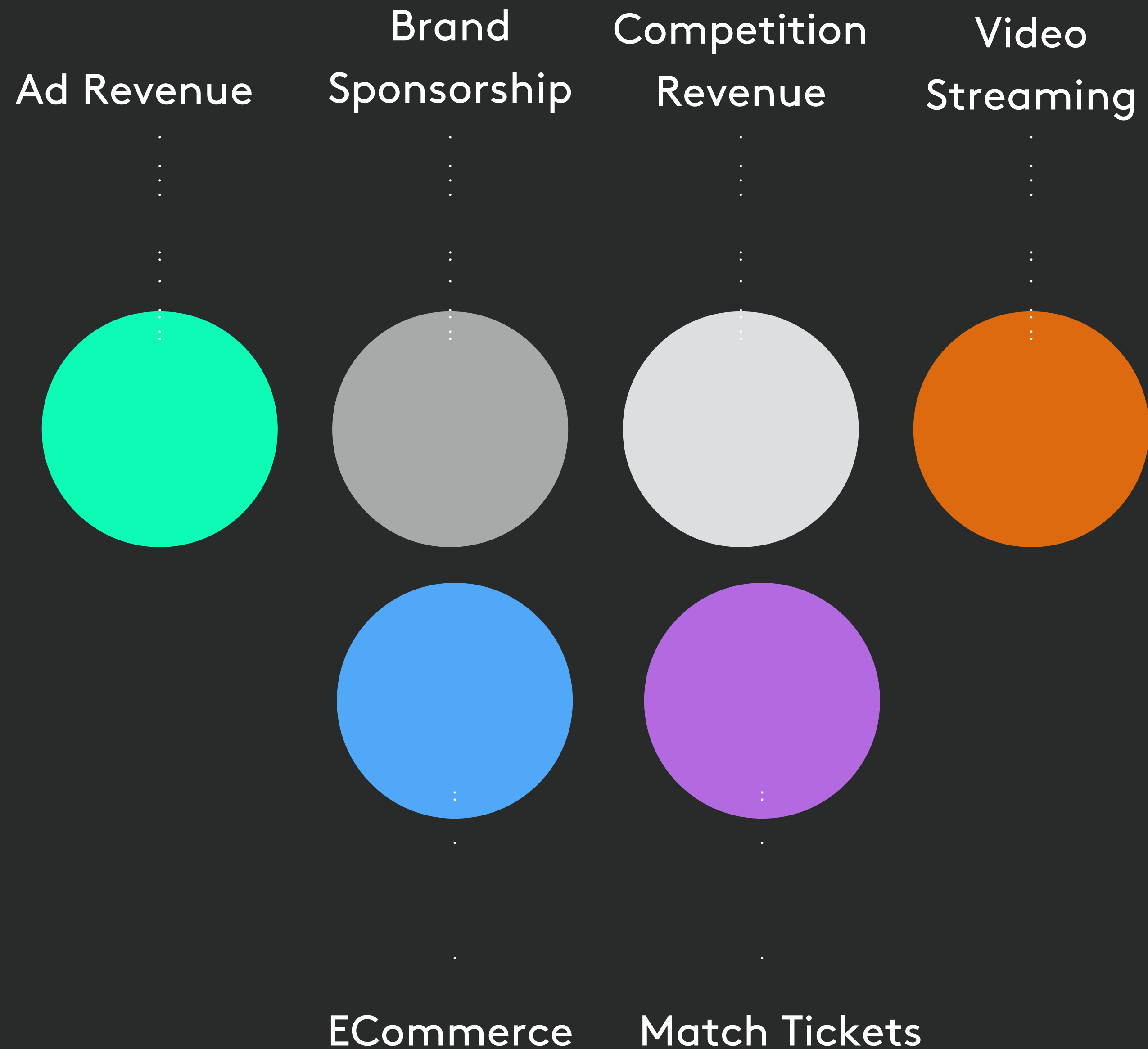
The development of the web version of the app, will also simplify in app purchases and maximise profitability for SportsHero.

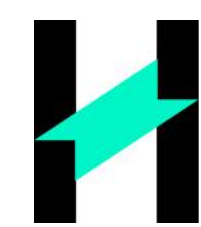




PSSI Revenue Streams

Multi Tiered Monetisation Strategy





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.

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
15 million	360,000,000	\$648,000	\$900,000	\$1,620,000	\$3,168,000	\$4,525,713	\$54,308,571

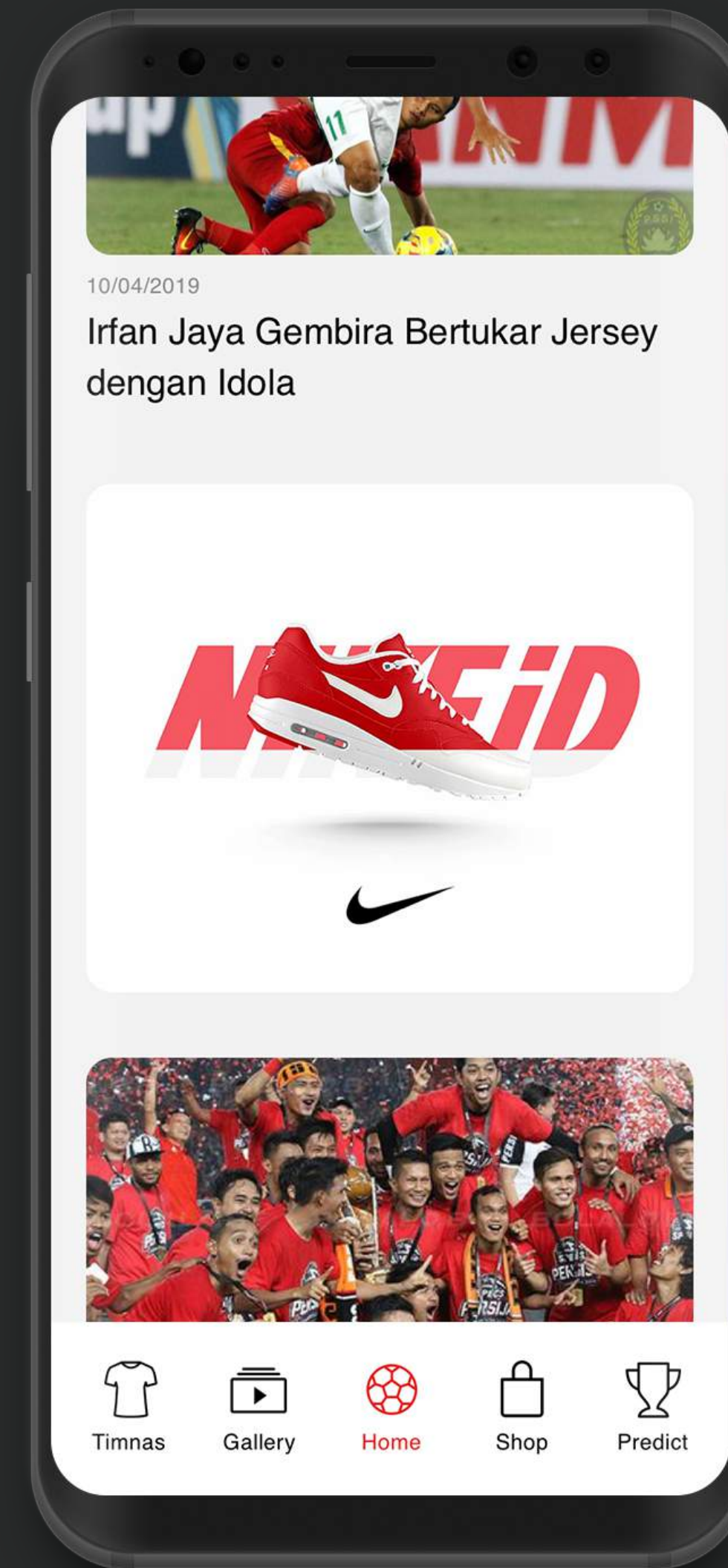
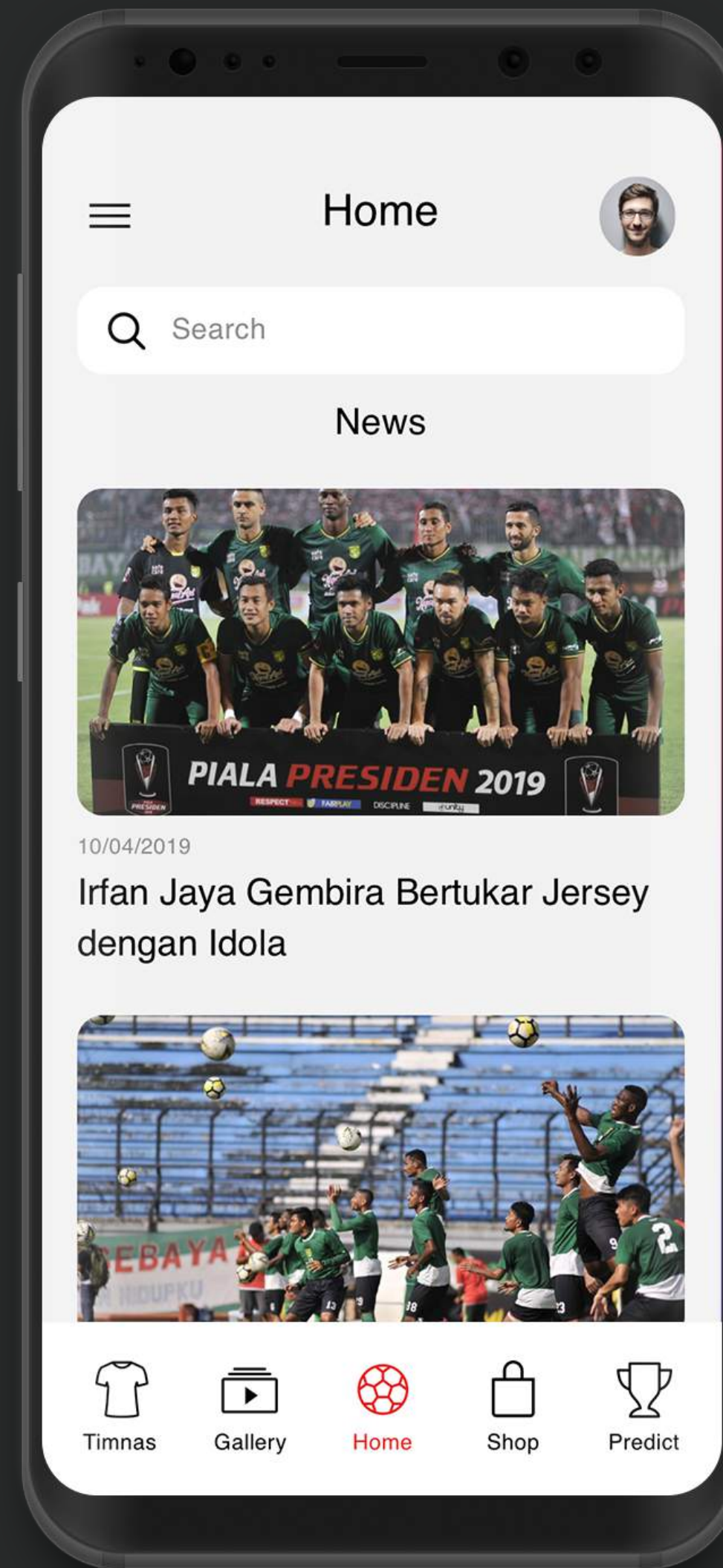
Unique Users	5 pages/visit/mth	Banner ad	Rectangular ad	Preroll video ad	Total/mth (USD)	Total/mth (AUD)	Gross/year (AUD)
		<i>\$1.80</i>	<i>\$2.50</i>	<i>\$4.50</i>			
1 million	40,000,000	\$72,000	\$100,000	\$180,000	\$352,000	\$502,857	\$6,034,286
3 million	120,000,000	\$216,000	\$300,000	\$540,000	\$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
15 million	600,000,000	\$1,080,000	\$1,500,000	\$2,700,000	\$5,280,000	\$7,542,858	\$90,514,287

1. Each unique user visits the app 8 times per month (ie 2 times per week) and visits 3 pages on each visit (ie 24 page visits per month). 2. 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. 3. US/AU exchange rate of \$0.70.



Revenue Streams

Advertising Integration



Advertiser Example – Nike



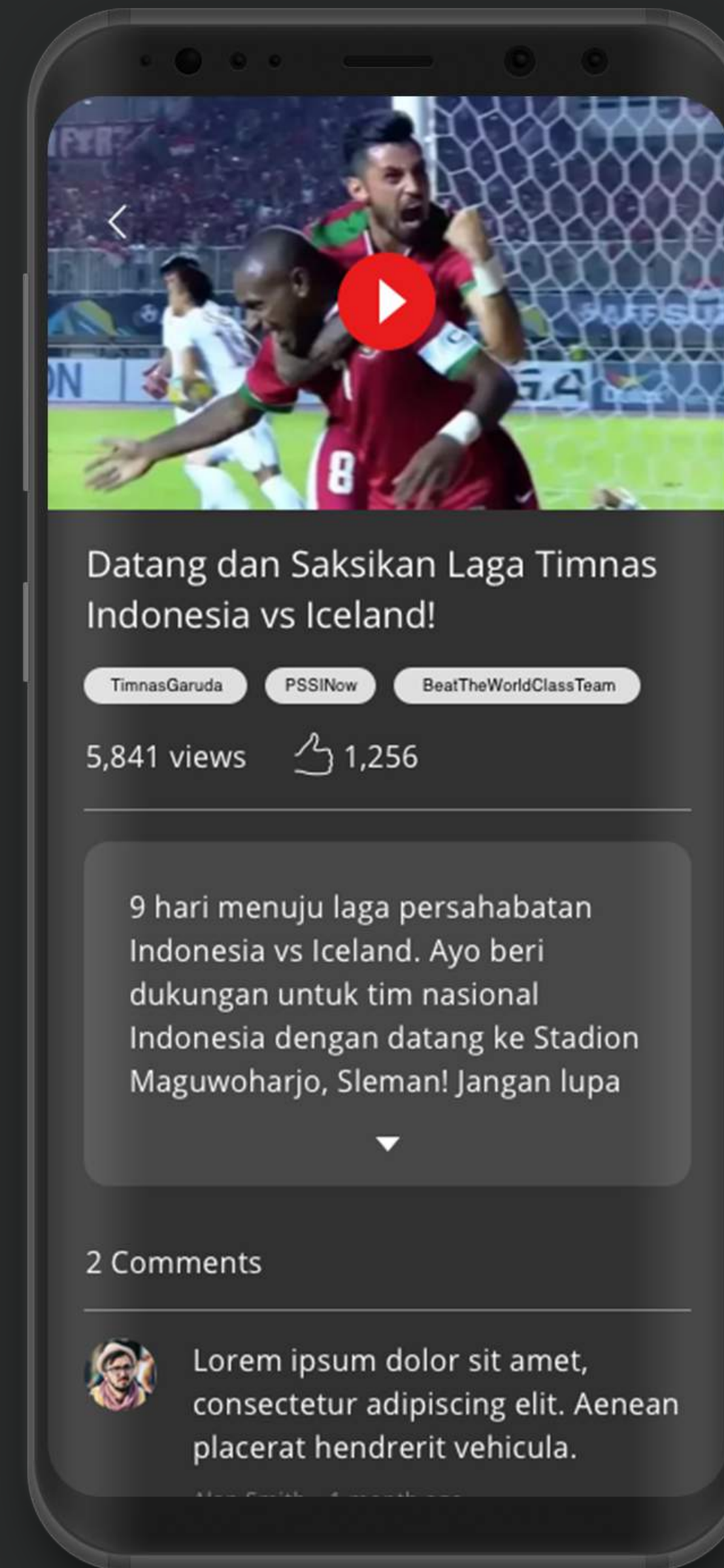
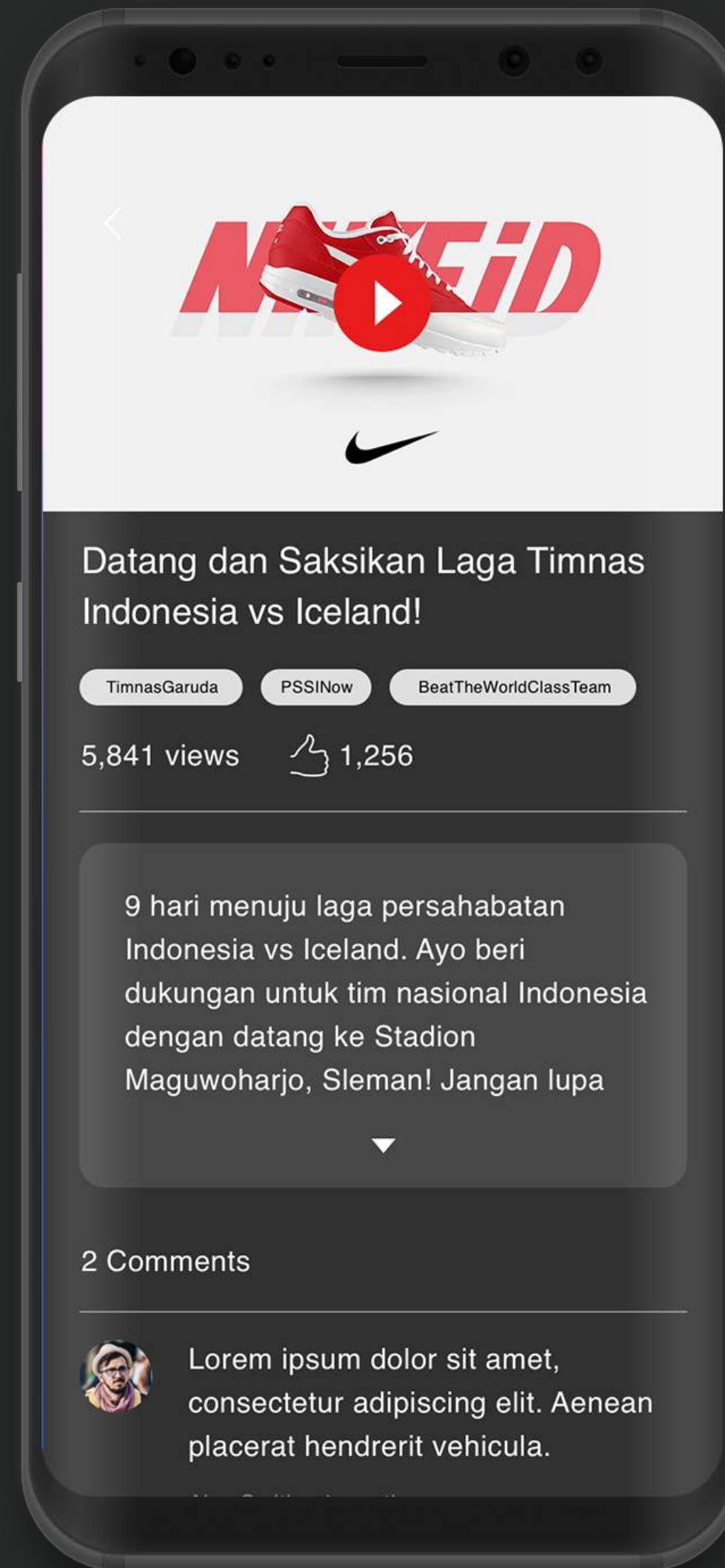
Homescreen

Medium Format Rectangle Ad
Integrated into news feed.



Revenue Streams

Advertising Integration



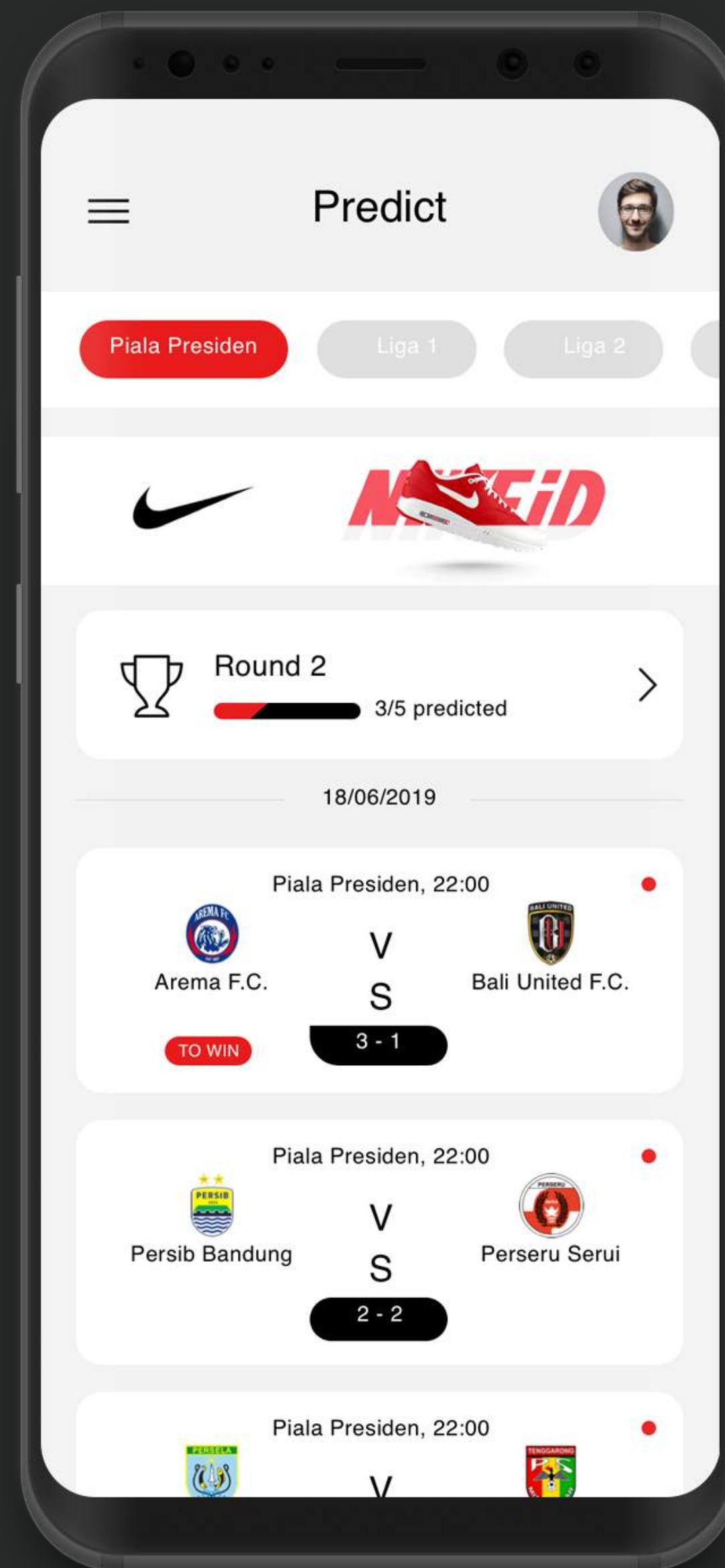
Advertiser Example – Nike



Videos

Video pre-roll ads Integrated
into video news content.

Advertising Integration



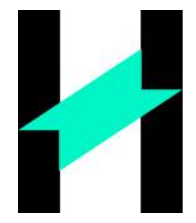
Advertiser Example – Nike



Prediction Game

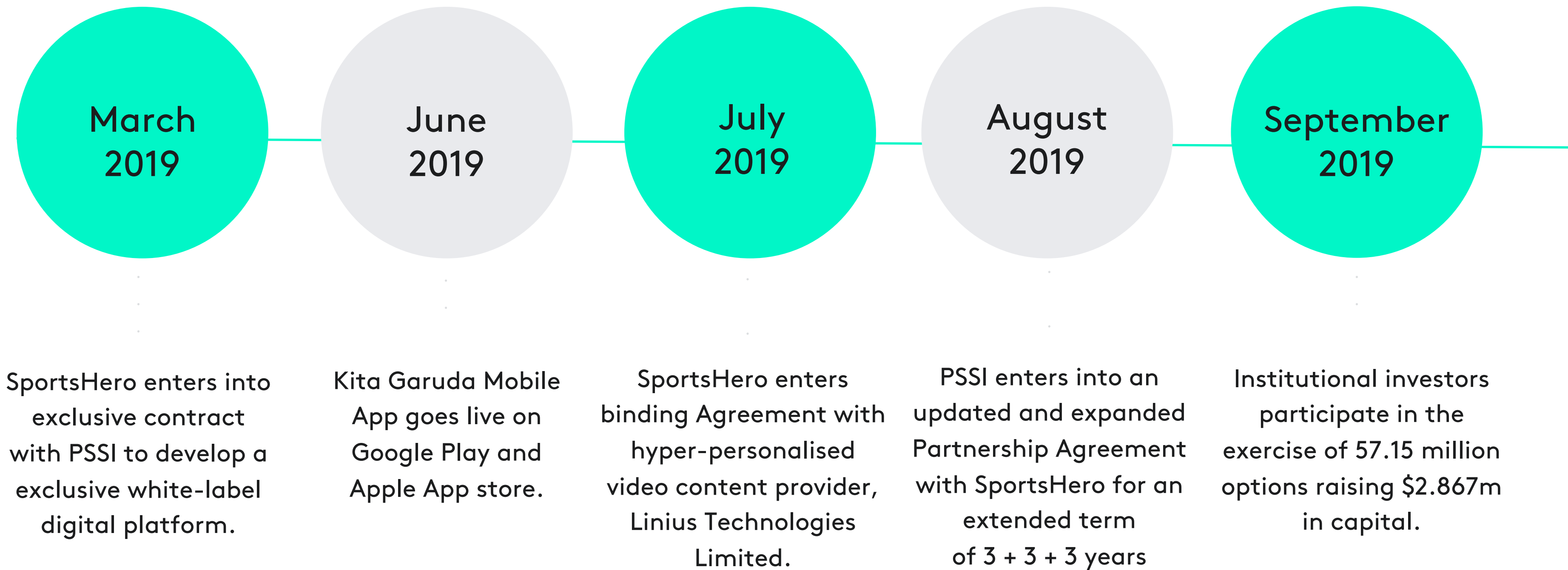
Banner Ad Strips

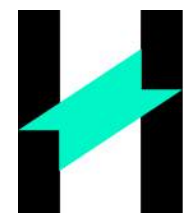
Integrated into screens.



Timeline

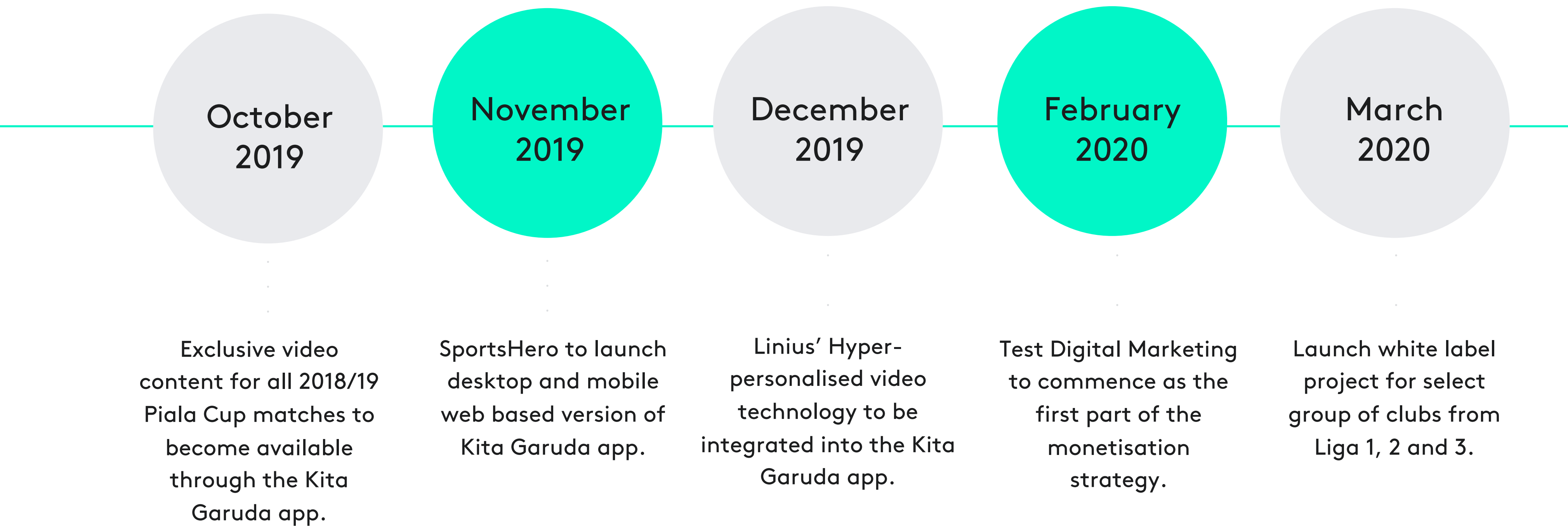
PSSI and Kita Garuda Timeline





Upcoming Newsflow

News Flow Catalysts





Board

Tom Lapping

CEO

Mr Lapping is highly experienced across the securities and media sectors, and since 2016, has played an integral role within SportsHero and was a key member of the team during the transition of the business from a Singaporean unlisted entity, to an ASX listed public company in February 2017.

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

Non-Executive 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

Chairman & Company Secretary

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.



SportsHero

ASX:SHO

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