



## ASX RELEASE

29 November 2019

## CHAIRMAN'S ADDRESS

Welcome to the Annual General Meeting

Prior to seeking Shareholder approval for the resolutions before us today, I would like to review key developments over the past twelve months.

Our strategy is to build a large user base of active sports fans through our platform technologies and official associations with the sport's governing bodies, and to then monetise this strategic asset with recurring revenue and complementary advertising income.

In summary, I can report that your Directors and Executive team are on track to building strategic value in your Company. The Board has been strengthened and so too has the Jakarta-based staff with responsibility to grow our business in Indonesia...a country of 260,000,000 people, 50% of whom are avid users of social media and 65,000,000 are aged between 17-34 years.

SportsHero has secured an exclusive three year partnership (with two further three year options) with PSSI, the governing body of football in Indonesia. The partnership has successfully completed a soft launch of our mobile app (branded as "Kita Garuda") on Android and iOS which offers over 80 million passionate football fans Sports Predictions, News and Video Highlights. The initial results from the first 55,000 users produced engagement time and page views well in excess of industry standards.

In January, co-incident with the commencement of the 2020 Piala Cup (Indonesia's version of the FA Cup), SportsHero and PSSI will launch a web-browser version of the app which is imperative to capture additional smart phone users. As a world-first, the app will have the Australian developed Linus [hyper personalisation](#) technology imbedded in it which will enable football fans, players and coaches to produce within 5 seconds tailored videos showing for example all the goals, corner kicks, etc by their favourite players.

The PSSI/SportsHero partnership plans to grow user numbers, run advertisements on the app that are relevant to football fans and share revenues. [PSSI is responsible for all marketing costs, while SportsHero advises on strategy and execution.](#) Your Board is also looking to monetise its exclusive relationship in APAC with La Liga (the Spanish Football Foundation) which has millions of fans in Indonesia, Malaysia and Thailand.

The SportsHero business is scalable and the technology behind the app has been fully expensed. It is now a working, proven template that can be re-branded to provide

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similar offerings to fans of other sporting codes in other countries, greatly increasing our opportunity set and latent earnings potential.

Your Board is excited by these opportunities; we are purposeful in our strategy and building to our plan.

At today's Annual General Meeting there are ten resolutions for consideration and approval. Each resolution will be decided by poll, and the results will be made available prior to closure of the meeting.

Thank you for your confidence and your ongoing support.

John Dougall  
Chairman  
SportsHero limited

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