



ASX RELEASE

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New Content Deal to enrich platform and accelerate revenues

- **SportsHero secures unparalleled sporting content deal, accessing content covering the biggest and most popular football leagues globally**
- **2 year deal with Dugout, a unique media company co-owned by 10 of the world's biggest football clubs with 40 million video views per month in Indonesia**
- **Compelling and comprehensive content will accelerate monthly active users and hence advertising revenues**

Quote from CEO Tom Lapping

"This Dugout deal is a huge breakthrough for SportsHero and will finally deliver for our Indonesian platform the WOW factor, especially as Dugout's content is on the biggest and most popular leagues and teams in the world. In fact, the English Premier League is recognised as the biggest sporting league in the world."

"For the very first time the user journey will now be complete, with dynamic content covering the biggest and most popular football leagues globally. This enriched content will increase our appeal to advertisers and accelerate revenue growth."

Deal overview

Throughout the 2 year term, Dugout will provide SportsHero with the following:

- Dugout embedded product – access to the Dugout content platform via the Dugout video embedded product
- Editorial article services – production of daily football articles in English and Bahasa for the English Premier League, La Liga (Spain), Serie A (Italy) and the UEFA Champions League
- Media campaign – promotion of SportsHero product via video pre-roll creative across the Dugout embedded network in Indonesia only. 750,000 guaranteed views per month.

Significance of the deal

The value of this transaction is that in addition to the content portion of the deal, it also includes pre roll advertising wherein Dugout will advertise SportsHero's platform to their existing audience, and in so doing will drive traffic to SportsHero.

The deal gives SportsHero access to and the ability to show the most dynamic football content (which it simply could not produce internally) that will complement and transform SportsHero's digital platform.

Currently Dugout has around 40 million video views per month in Indonesia and has an average view time of 3 minutes and 59 seconds per visit. Dugout also achieves a 68% return visit rate, indicating the content is engaging and sticky for users.¹

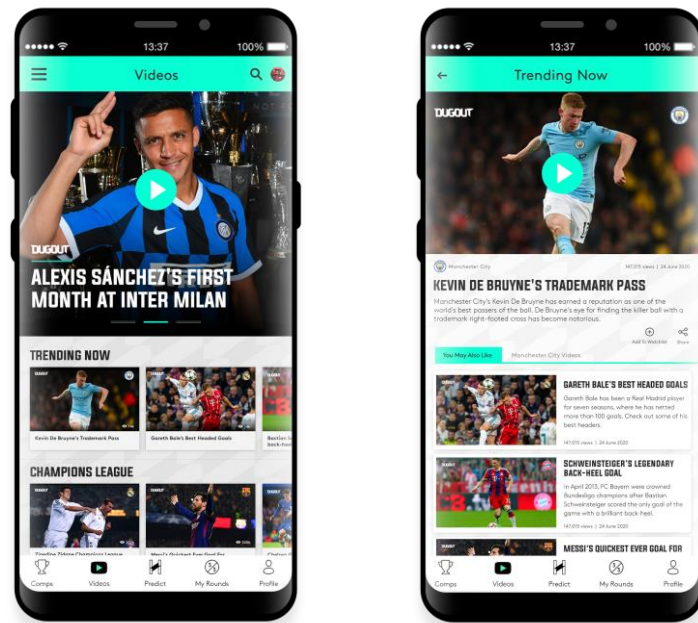
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SportsHero



Who is Dugout?

Dugout is a unique digital media company co-owned by 10 of the world's biggest football clubs. Since launching in 2016 with A.C. Milan, Arsenal, Barcelona, Bayern Munich, Chelsea, Juventus, Liverpool, Manchester City, Paris Saint-Germain and Real Madrid there are now 100+ clubs, National Football Federations and Leagues in partnership with Dugout.

The collaboration helps football clubs to educate, engage and grow their digital fan base using video content which is distributed across Dugout's premium global publisher network.

Using current and archived footage, Dugout creates and distributes over 2,500 brand safe, professional videos delivering 400 million views globally a month.¹

Dugout is not outside the ground, or on the terraces! Dugout brings you on the inside with the delivery of incredible football content.

¹ Mark McFarlane, Dugout Regional General Manager, Asia - Pacific

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About SportsHero

SportsHero's strategy is to build a large user base of active sports fans utilising our premium technologies and official associations with the sport's governing bodies. We will then monetise these strategic assets with recurring revenue generated from complementary advertising income, brand sponsorship, subscriptions, competition revenue, video streaming, e-commerce and match and gamification ticket sales.

SportsHero has developed an intelligent, engaging sports prediction platform, designed to provide a dynamic immersive social experience, coupled with both monetary and other prizes.

It has an exclusive digital partnership with PSSI as well as with Spain's LaLiga, one of the world's most popular sporting leagues.

Having developed a white label digital solution, SportsHero is now able to offer that digital solution across multiple sports to sporting groups and other partners globally.

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