



ASX RELEASE

6 May 2020

CONTENT DEAL WITH DUGOUT

SportsHero Limited (**SportsHero** or the **Company**) refers to its ASX announcement of 5 May 2020 wherein it disclosed the material terms and conditions of a breakthrough 2 year deal with Dugout that secures for SportsHero unparalleled sporting content for use on the Company's sports platforms.

750,000 guaranteed views

SportsHero advises that the guaranteed 750,000 views per month referred to in our earlier announcement represents the guaranteed number of views of a SportsHero promotional pre roll clip (ie a SportsHero advertisement) that will appear across Dugout's digital network throughout Indonesia, for the sole purpose of promoting SportsHero's platform.

In Indonesia, on average Dugout generates 40 million video views per month on football. As such, once 750,000 persons (representing only 1.875% of average monthly views) have viewed the promotional clip, the clip will be removed for the remainder of the month. In other words, Dugout will only allow the clip to be viewed in Indonesia 750,000 times per month.

The promotional pre roll clips will be delivered across Dugout's network and recorded by Google Ad Management (GAM). The GAM report will be shared with SportsHero at the end of each month.

No guarantee of revenue

Dugout's content will greatly enhance and compliment SportsHero's platforms and user experience with football-only news and videos covering the most popular football leagues in the world.

Advertising is a key potential revenue earner for SportsHero and its generation is a direct result of user numbers and user engagement on the platforms.

By showcasing the latest football news and match video highlights delivered by Dugout, we believe we have secured the perfect content for our platform that will (following the recommencement of football in Europe and Indonesia) drive rapid user growth and user engagement and in turn revenue generation. This is despite the fact that the Company currently has no revenue and that there is no guarantee that any revenue will arise from the Dugout agreement.

SportsHero's business

The Company's existing business is the ongoing development of an engaging sports prediction platform designed to provide a dynamic immersive social experience, coupled with both monetary and other prizes. The Dugout content is expected to

SportsHero Limited

ABN 98 123 423 987

Principal and Registered Office: 29 Brookside Place, Lota, Queensland 4179

Tel/Fax: +61 7 3901 0751



attract users to our platforms, increase user engagement, provide a more dynamic social experience and in turn increase the platforms revenue earning potential.

All of SportsHero's digital platforms have been developed for football with the function of being able to host video footage, which is by far the most popular medium by which users access both news and match highlights. In that regard, Dugout will integrate their video player onto SportsHero's platform to enable viewing of their uploaded videos by Indonesian fans.

All of SportsHero's existing platforms specialise in covering international and domestic football in Indonesia. For example, the "Kita Garuda" platform includes video highlights, news articles, match centre with live scores, team statistics, live league ladder, e-store and SportsHero's unique football prediction competition. The Dugout content will cover recent and upcoming game highlights, thereby enhancing the user journey on SportsHero's platforms.

Consideration

SportsHero advises that the consideration payable by SportsHero for the Dugout content is A\$9,500 per month. Whilst SportsHero has secured immediate access to Dugout's news and archival content, the first payment is not payable until after the resumption of business as usual for SportsHero and the European football leagues once the Covid-19 pandemic reaches a stable condition for its business operations in Indonesia.

For more information on football's battle for digital dominance in Asia, please view the following article:

ydigital.asia/news-detail/european-soccer-giants-battle-for-digital-dominance-in-asia.

Authorised for release by the Board

Michael Higginson
Company Secretary
Telephone: +61 42 999 5000

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.

SportsHero Limited
ABN 98 123 423 987
Principal and Registered Office: 29 Brookside Place, Lota, Queensland 4179
Tel/Fax: +61 7 3901 0751