



28 July 2020

HIGHLY SUCCESSFUL 'OLAHBOLA' LAUNCH

HIGHLIGHTS

- **256,336 new unique users generated since 7 July 2020 launch of SportsHero's fully localised Indonesian app 'Olahbola'**
- **Olahbola app strengthens fan engagement – generated in excess of 590,000 fan click throughs since launch**
- **New app leverages SportsHero's exclusive and valuable La Liga partnership rights and assets with highly successful digital marketing campaign launch**
- **Olahbola fan engagement enhances the value proposition to advertising brand partners – revenue generation expected this financial half year.**

SportsHero (ASX: SHO) (**SportsHero** or **Company**), one of the world's first social networks dedicated to sports prediction, is pleased to announce that the Company's locally branded and fully localised international football app '**Olahbola**' **has been highly successful** since the official Indonesian launch on 7 July with 256,336 unique users being generated since launch date.

Olahbola, the Indonesian version of SportsHero's platform was designed and developed in house by SportsHero and launched to a planned timetable. The app is dedicated to international football and caters to the millions of fanatical Indonesian football fans who follow and support international football leagues, such as Spain's La Liga.

Through the Company's exclusive La Liga partnership, SportsHero has secured endorsement rights to promote the app, including an exclusive interview with the legendary Luis Milla a former FC Barcelona, Real Madrid and Valencia player and the former Indonesian National Team Head Coach. The "Ask Me Anything" campaign with Luis invited football fans to post a question via the app and SportsHero selected the best 20 questions to be answered at the interview. The video interview will be hosted exclusively on Olahbola and the fans whose questions are featured will all win highly sought after official La Liga merchandise.

With over 650,000 followers on his Instagram account, Luis Milla is a renowned football influencer in Indonesia and his promotional post generated an engagement rate of 5.98%, almost twice his usual engagement rate of 2.91%.

In addition, Olahbola hosted a "Review Me" interview with Luis Garcia, a former Champions League winner and Barcelona and Atletico Madrid legend. The "Review Me" campaign invited football fans to submit videos of their football skills for a personal review by Luis Garcia. Selected videos won La Liga merchandise, including signed polo tees by La Liga legends.

The successful launch of the Olahbola app, combined with the exclusive Dugout content as previously announced, enhances SportsHero's appeal to advertising brand partners. SportsHero now expects to generate meaningful revenues in 2020.

Tom Lapping, Chief Executive of SportsHero said: "We are absolutely delighted to have generated over 250,000 new unique users in such a short time. "

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"The hosting and delivery of Olahbola's customised content to the vast number of Indonesian football fans utilising La Liga's enormous social media reach has certainly demonstrated its considerable potential and worth."

"Olahbola is now showcasing, in Indonesia, Dugout's unparalleled video content in partnership with La Liga. Our strong inhouse digital team is dedicated towards improving and enhancing the user journey for Olahbola users, which in turn is expected to facilitate the generation of meaningful revenue prior to the end of the year."

Authorised for release by the Board

Michael Higginson
Director/Company Secretary