



26 August 2020

OLAHBOLA GENERATES OVER 500,000 NEW UNIQUE USERS AND APPOINTMENT OF INDONESIAN DIRECTOR OF OPERATIONS

HIGHLIGHTS

- **517,992 new unique users generated since the 7 July 2020 launch of SportsHero's fully localised Indonesian app 'Olahbola'.**
- **Olahbola leverages SportsHero's exclusive and valuable La Liga partnership rights and assets with highly successful digital marketing campaign launch.**
- **Olahbola engagement enhances the value proposition to advertising brand partners – revenue generation expected this financial half year.**
- **On the successful completion of this milestone the Board has determined to invest for expected growth with a new local leadership appointment.**
- **Mr Robert Davies has been appointed as SportsHero's Indonesian Director of Operations.**
- **Mr Davies has lived in Indonesia since 1992 and is fluent in Bahasa Indonesian and has held management positions with Bechtel Telecommunications and Excelcomido, a telcom company he helped build from zero to 55 million subscribers.**
- **Mr Davies was responsible for successfully launching the application FM Manager, a fantasy league game for www.supersoccer.co.id, a football website owned by the Djarum Group, along with several other websites with a focus on football which exceeded 5 million users and a company with which he maintains very close ties.**
- **Mr Davies has existing and close relationships with most departments of the current Indonesian Government, along with many of the senior management of PSSI.**

OLAHBOLA

SportsHero (ASX: SHO) (**SportsHero** or **Company**), one of the world's first social networks dedicated to sports prediction, is excited to announce that the Company's locally branded and fully localised international football app '**Olahbola**' **has today achieved and surpassed the very impressive result of 500,000 new unique users** that have been generated since the official Indonesian launch on 7 July 2020.

Olahbola is the Indonesian version of SportsHero's platform that 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 the English Premier League and Spain's La Liga.

SportsHero's CEO, Tom Lapping said: "The result of over 500,000 new unique Olahbola users is an **outstanding result**, generated in just over one and half months and during the end of season break for both the English Premier League and Spain's La Liga."

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"With the EPL season schedule to start on 12 September and La Liga scheduled to start on 19 September, the continued growth in user numbers will considerably enhance Olahbola's value proposition to advertising brand partners and revenue generation, which is expected this financial half year. On the completion of this successful milestone ahead of expectations, we have determined to invest for further growth and are delighted to appoint Mr Rob Davies as our first Indonesian Director of Operations."

INDONESIAN DIRECTOR OF OPERATIONS

SportsHero is very pleased to announce the appointment of Mr Rob Davies as our Indonesian Director of Operations. Mr Davies has lived in Indonesia since 1992 and is fluent in Bahasa Indonesian (the local language) and has held senior management positions with Bechtel Telecommunications and XLcom.

Mr Davies was responsible for successfully launching the application FM Manager, a fantasy league game for www.supersoccer.co.id, a football website owned by the Djarum Group, along with several other websites with a focus on football which exceeded 5 million users and a company with which he maintains very close ties.

Rob was also the founder of the number one blue collar application for blue collar workers in Indonesia "Robs Jobs" Via Appsolute Digital, an Australian private company.

He is currently responsible for the "Garuda select" project, in which under 17's players are trained in the UK to develop their skills by playing English teams starting on Academy C sides and progressing to A sides including Chelsea, Arsenal and Liverpool. These games are live streamed to Indonesia attracting around 5 million viewers for live games and around 15 million via national television for the behind the scenes documentaries aired weekly.

Rob has existing and close relationships with many departments of the current Indonesian Government, along with many of the senior management of PSSI. Working closely with PSSI provides him with the ability to promote and assist SportsHero in maximizing the existing PSSI partnership and potentially enhancing the relationship even further.

He has also managed several current and legendary players from the EPL for sponsorship or events based in Indonesia, including the likes of Dennis Wise, Ray Parlor, Peter Schmeichel, Robbie Fowler and Marcel Desailly. He has a long standing relationship with many of the game's greatest names and brings a wealth of experience to the Company in the area of football and appeal to the masses of Indonesia.

In order to secure the services of Mr Davies, the Company has agreed to issue Mr Davies (or his nominee) 3 million fully paid ordinary shares (such shares to be held in voluntary escrow for 12 months) and a total of 4 million performance rights. Details of the terms of issue of the 4 million performance rights are as set out in Appendix A.

SportsHero CEO, Tom Lapping, commented: "As we continue with the marketing of Olahbola and the Kita Garuda mobile app, Rob Davies will play an important role in managing our relationship with our Indonesian partners, including PSSI. Rob's extensive Indonesian contact base and longstanding relationship with PSSI is expected to deliver significant and tangible strategic, operational and corporate results for SportsHero."

Rob Davies, commented: "I am very pleased to be working with SportsHero and I believe that products like Olahbola and the relationship with PSSI have massive potential for a country which is truly in love with football. Certainly, this passion is without doubt a huge business

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opportunity and one which I know from experience, if done right, really works."

"I believe that SportsHero will be hugely successful in Indonesia and I am committed to providing my local knowledge and contacts to help facilitate this success. I for one, am looking forward to the exciting times ahead."

Authorised for release by the Board

Michael Higginson
Director/Company Secretary

APPENDIX A

PERFORMANCE RIGHTS TERMS

Class	Performance Hurdle	Entitlement
Class A Performance Rights	The introduction by Mr Davies of a Tier One Partnership ¹ transaction and following the introduction the Company entering into an acceptable agreement with the introduced party on or before 31 August 2021.	2,000,000 Class A Performance Rights
Class B Performance Rights	The attainment, on or before 31 August 2021, of 1 million new unique users for either the Company's Olahbola or Kita Garuda apps.	2,000,000 Class B Performance Rights

Subject to the applicable Performance Hurdle being achieved, each Performance Right will convert into one Share.

All Shares issued following the conversion of Performance Rights will be held in voluntary escrow for a period of 12 months from their date of issue.

For the avoidance of doubt, the maximum number of Shares that can be issued pursuant to the Conversion of Performance Rights is 4,000,000 Shares.

¹ **Tier One Partnership** means a partnership transaction with a corporation or entity that delivers to SportsHero access to a direct unique community base of not less than 10,000,000 users.