



21 September 2020

OLAHBOLA SURPASSES 750,000 NEW UNIQUE USERS AS ENGLISH PREMIER LEAGUE AND LA LIGA START 20/21 FOOTBALL SEASONS

HIGHLIGHTS

- **771,333 new unique users generated on SportsHero's fully localised Indonesian app 'Olahbola' since launch on 7 July 2020**
- **Olahbola leverages SportsHero's exclusive and valuable La Liga partnership rights and assets, including the upcoming 20/21 La Liga season**
- **Growing user base enhances value proposition to advertising brand partners – revenue generation expected this financial half year**
- **SportsHero has successfully secured a local Indonesian operating entity to facilitate recruitment, sales growth and revenue collection**

OLAHBOLA – The Indonesian football app for fanatical fans

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 Indonesian locally branded and fully localised international football app '**Olahbola**' **has today surpassed 750,000 new unique users**. These users have been generated since the official Indonesian launch of Olahbola on 7 July 2020.

SportsHero's CEO, Tom Lapping said: "Generating 771,333 new unique Olahbola users, in just over two months, during the break in the European football season, is an amazing achievement."

"With the recent commencement of both La Liga and the English Premier League on 12 September, we expect continued growth in Olahbola's user numbers. This large and growing user base will considerably enhance our value proposition to advertising brand partners. With these foundations in place we expect material revenue generation this financial half year."

Olahbola is the Indonesian local market version of SportsHero's platform that was designed and developed in house and delivered to a planned timetable. The app 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.

The app, which is dedicated to international football, will leverage SportsHero's exclusive and valuable La Liga partnership rights and assets over the upcoming 2020/21 football season in conjunction with Dugout's premium content covering these leagues.

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INDONESIAN OPERATING ENTITY SECURED

SportsHero is also very pleased to announce that after some 18 months, it has successfully secured a wholly owned Indonesian operating entity.

The securing of this entity is a key component for the Company as it will facilitate the building of SportsHero's Indonesian presence by enabling such things as the hiring of Indonesian staff, the opening of an Indonesian bank account, the securing of offices in Indonesia and the collection of revenue.

Authorised for release by the Board

Michael Higginson
Director/Company Secretary