



# NEVADA IRON LTD

ABN 98 123 423 987

## ASX RELEASE

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Company Announcements Officer  
Australian Securities Exchange

### **SportsHero and YuuZoo partnership kicks off, bringing Fantasy Sports to over 118 million users across 164 countries<sup>2</sup>**

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#### HIGHLIGHTS

- Partnership taps a global e-sports market expected to surpass US\$1.1 billion in revenues by 2019<sup>1</sup>
- Extends the sporting experience for fans and gamers to beyond the stadium bleachers, television screen and projectors to their mobile devices
- SportsHero is Asia's first real-time fantasy sports app; proposing to raise US\$2.4 million in staged funding facility and complete a conditional and staged reverse takeover of Nevada Iron Limited
- YuuZoo is the first social media company to be listed on the Singapore Stock Exchange (SGX); it was founded and is helmed by former CEO of Nokia Asia-Pacific, Thomas Zilliacus

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On 20 May 2016, Nevada Iron Limited (**Nevada** or the **Company**) announced to ASX its intention to acquire SportsHero (SportsHero.mobi). SportsHero is Asia's first real-time fantasy sports app and social prediction platform and it today announced a partnership with Singapore-based YuuZoo (SGX: AFC), one of the world's fastest growing social e-commerce networks.

This partnership means that the two companies will jointly bring SportsHero to YuuZoo's community of over 118 million registered users across 164 countries.<sup>2</sup>

YuuZoo will benefit from SportsHero's highly engaging, social sports prediction platform, which includes daily, weekly, and monthly prizes. At the launch of SportsHero, daily average user engagement on SportsHero exceeded 10 minutes.

SportsHero has been developed under Singapore's MyHero, which also owns and develops TradeHero (TradeHero.mobi). TradeHero has been ranked the world's #1 finance app in over 91 countries with over 8 million users (App Annie).<sup>3</sup>

SportsHero, which was launched in May, will be marketed through YuuZoo's networks and partner platforms. From commencement, YuuZoo's customers will be able to play games on SportsHero and win prizes on a regular basis.

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To enable this experience SportsHero has rolled out native user log-in support for YuuZoo registered users.

As part of the partnership, SportsHero and YuuZoo will offer prizes during the UEFA Euro 2016 and Copa América Centenario 2016 football tournaments commencing in the first week of June. The prizes include memorabilia such as autographed official jerseys of football legends Diego Maradona, Lionel Messi and Cristiano Ronaldo.

YuuZoo also has an existing partnership with Swedish based Circle of Champions, the world's leading developer on mobile games for premier football clubs including Liverpool, Chelsea, Barcelona, Manchester City and Real Madrid.

Dinesh Bhatia, CEO of SportsHero and a member of Fast Company Magazine's 100 Most Creative People in Business in 2015<sup>4</sup> (the only Singaporean honoured to date), said: "For any sports fan, the experience doesn't begin and end with the referee's whistle. What SportsHero does so successfully is to engage these fans, building a community of likeminded people who interact and can take part in competitions, with rare and valuable sporting memorabilia up for grabs. With YuuZoo, we're now able to take SportsHero to millions more people across hundreds of countries, continuing to realise our vision of being the leading mobile-first social network dedicated to sports."

Thomas Ziliacus, CEO at YuuZoo, said: "Since we founded YuuZoo, the focus has always been on our users - providing different interest groups with relevant and immersive content and building engagement. Continuing that narrative, we're excited to provide our users with a quality gaming experience through this new tie-up with SportsHero. As Asia's first real-time sports prediction app, SportsHero understands all too well what sports fans in 2016 want from a unique mobile experience. The app brings better sports predictions to fans, complete with social sentiment that leverages every fan in its community. We believe SportsHero complements YuuZoo and we're pleased to be bringing this new dynamic, fun and gamified mobile sports experience to a global audience."

Users on SportsHero can follow top players on the app – who can in turn charge other players a fee to follow them (up to US\$100 per month) to receive their real-time sports tips and predictions. Of this, SportsHero takes 50 per cent and top players take 50 per cent, paving the way for a sustainable revenue model where everyone wins.

Global e-sports revenues are expected to surpass US\$1.1 billion in revenues by 2019 up from an estimated US\$463 million in 2016, according to Newzoo.<sup>1</sup> Through the partnership, SportsHero and YuuZoo are well positioned to tap into the fast growth of daily fantasy sports (DFS). In 2015 in the US alone, 1.5 million people paid more than US\$3.7 billion in DFS tournament entry fees, according to Legal Sports Report.<sup>5</sup>

### **About SportsHero**

SportsHero is a social sports prediction platform where users can predict, interact and compete on all major sports – virtually and in real-time – to become a SportsHero.

What "sports prediction" means is that any user on SportsHero can compete with other users, predicting outcomes of games, matches, competitions spanning a number of sports including football (soccer) and baseball (Major League Baseball), with Tennis, American Football (National Football League), Basketball (NBA) and hockey (NHL) in development. They do this within SportsHero's community which comprises hundreds of thousands of users.

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SportsHero is looking to build the world's largest social network dedicated to sports by bringing together sports fans from around the world and helping them make better predictions on the outcomes of games through harnessing the power of other fans within SportsHero's social community. Top ranked sports fans are included on our leader board, eligible to win daily, weekly and monthly prizes, in conjunction with our brand partners. They can also interact with other sports fans on the SportsHero network in a number of ways to make any game so much more interesting and engaging. SportsHero was founded by Singapore-based MyHero Pte Ltd, rebranding a previous app FootballHero to include a broader sporting focus.

### **About YuuZoo**

Headquartered in Singapore and listed on the SGX mainboard (SGX: AFC), with access to over 118 million registered users and hundreds of millions of TV viewers across 164 countries<sup>2</sup>, YuuZoo uniquely combines social networking, e-commerce, gaming and payments in a mobile-optimised, fully localised 'Tribal Marketplace', where the consumer can choose the Tribe to join and access hundreds of tribal and targeted social networks, shops and entertainment through one single login. All networks are by franchisees localised for each market as comes to language as well as merchandise and design. Based on this business model, unique in the digital space, YuuZoo is able to grow internationally at a very low cost. The model has consistently generated strong margins.

Michael Higginson  
Company Secretary

<sup>1</sup> Source: NewZoo (2016 Global Esports Market Report) – published in January 2016

<sup>2</sup> Source: YuuZoo (via the Singapor Stock Exchnage) (YUUZOO 2015 Results) – published 25 Feb 2016

<sup>3</sup> Source: App Annie data for TradeHero and 全民股神 (TradeHero's Chinese language app)

<sup>4</sup> Source: Fast Company Magazine: Most Creative People in Business in 2015: Dinesh Bhatia, for teaching aspiring investors to make the leap, Published May 11, 2015

<sup>5</sup> Source: Legal Sports Review ( Daily Fantasy Sports Metrics for 2015: NBA, M:LB Made In-Roads on NFL Entry Fees) – Published 22January 2016