

**ASX RELEASE**

**11 September 2024**

## **SportsHero Appoints Crispin Tristram as Esports Strategy Corporate Advisor**

SportsHero is pleased to announce the appointment of Crispin Tristram as its new Esports Strategy Corporate Advisor. With over 15 years of experience in the esports industry including 5 years in Indonesia, Tristram brings a wealth of knowledge and expertise to the consulting assignment<sup>1</sup>.

Crispin Tristram has over 25 years' experience in the Telecommunication and Entertainment industries. He has a proven track record in organisation-wide digital transformation and new business unit rapid revenue growth. Crispin is a telecommunications and digital entertainment veteran having worked extensively in Europe, Asia and Oceania for major blue-chip brands such as Vodafone, France Telecom, Singtel Group, Optus, Hoyts and Bain.

Prior to co-founding Dynasty he was Vice President, Digital Lifestyle at Telkomsel. Appointed by the Telkomsel board, Crispin managed all new digital revenue streams for Telkomsel including; gaming, video, music, fintech and value added services for Telkomsel's 180 million strong customer base. Crispin expanded Telkomsel's digital business, moving the organisation into games distribution, esports, publishing and content production and micro-loans.

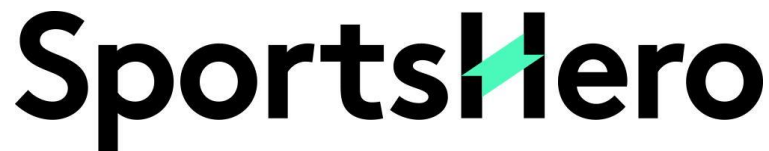
During his tenure in Indonesia, he headed up the Digital Lifestyle Category for Telkomsel's customer base. He successfully grew Telkomsel to be the leading digital Entertainment and

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<sup>1</sup> <https://www.linkedin.com/in/crispintristram/>

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Gaming brand in Indonesia through the launching of Dunia Games brand and MAXstream original scripted content studios.

Dunia Games' digital presence rapidly grew under his leadership to over 30 million monthly active users, the leading Indonesian esports brand, an Academy that fielded the Indonesian Valorant team at the 2023 SEA Games and an e-commerce business billing over U\$250 million per annum. He also took Telkomsel into the digital Home Entertainment category building MAXstream video

on demand platform. The MAXstream entertainment brand consisted of MAXstream video platform with 20 million users supported by MAXstream original content studios. MAXstream studios is now a major independent content creator in Indonesia creating over 130 titles of scripted long and short form content.

Prior to Telkomsel, Crispin was part of the leadership that executed the sale of Hoyts Entertainment (largest screened entertainment group in Oceania) to Wanda Group for US\$900M. He also worked for the Singtel Group (Singapore's largest telco), building and managing digital and direct sales and service channels in Australia (Optus) and Singapore (Singtel). He is a certified Agile Scrum Master and has created and filed several technology patents within the gaming and payments category.

## **Consulting agreement terms with Crispin Tristram**

The advisory consulting agreement between SHO and Crispin Tristram includes the issue of fully paid ordinary shares upon the achievement of certain milestones detailed below. The issue of any shares under this agreement will be subject to prior shareholder approval.

All Shares issued under the consulting agreement will be held in voluntary escrow for a period of 12 months from their date of issue.

<b>Performance Hurdle</b>	<b>Entitlement</b>
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# SportsHero

Upon achieving 10,000 monthly subscribers to the IGV Family Game Pass product	1,000,000 fully paid ordinary shares
Upon achieving 30,000 monthly subscribers to the IGV Family Game Pass product	2,000,000 fully paid ordinary shares
Upon achieving 50,000 monthly subscribers to the IGV Family Game Pass product	2,000,000 fully paid ordinary shares
Upon achieving 100,000 monthly subscribers to the IGV Family Game Pass product	5,000,000 fully paid ordinary shares
Upon securing a partnership with one of the major telco companies (Telkom, Telkomsel, XL or IndoSat) in Indonesia for any of the Company's digital products.	5,000,000 fully paid ordinary shares
Upon securing an esports commercial partnership with PSSI, Indonesia's Football Association, with any of the Company's esports digital products.	3,000,000 fully paid ordinary shares

## Benefits to SportsHero

Tom Lapping, CEO of SportsHero, commented on the appointment: "We are thrilled to welcome Crispin Tristram to our team. As a pioneer in the esports industry in Indonesia, his extensive experience and deep understanding of the esports ecosystem will be invaluable as we continue to expand our presence in this rapidly growing market."

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This strategic appointment underscores SportsHero's commitment to strengthening its position in the esports industry and delivering cutting-edge products and services to its users in the markets they operate in within Southeast Asia.

**AUTHORISED FOR ISSUE TO ASX BY THE BOARD OF SPORTSHERO LIMITED**

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