



ASX RELEASE

18 October 2024

SportsHero Limited signs corporate advisory mandate with Activ8 Capital Advisors

SportsHero Limited (ASX: SHO) is pleased to advise the Company has signed a corporate advisory mandate with Activ8 Capital Advisors Pty Ltd ("Activ8"), a boutique corporate advisory firm headquartered in Melbourne, Australia.

Activ8 Capital is a boutique investment and advisory business providing investment capital, professional services, equity research, investor relations, management consulting, and real-world venture expertise to private and publicly listed startups and micro-cap growth companies. Founded in 2017, Activ8 has raised approximately \$46m for growth companies across a variety of sectors, with a focus on consumer products, Sportstech and Fintech.

Activ8's management has extensive experience in financial markets across investment banking, funds management and hedge fund investing, together with real world entrepreneurial start-up expertise across global consumer product marketing, distribution, manufacturing and brand licensing.

The initial engagement with Activ8 will be for 6 months commencing in October 2024 and will involve equity capital markets, investor relations, capital raising and other advisory services as required.

As part of the agreement, Activ8, or its nominees, will be issued 5,000,000 unlisted options with an exercise price of 2 cents and 2,500,000 unlisted options with an exercise price of 4 cents, expiring three years from the date of issue.

Tom Lapping, SportsHero's CEO, said: *"On behalf of the SportsHero Board and management, I am excited to be working with Activ8. We've known the Activ8 team for many years and feel they have a strong understanding of our business and what we need to achieve to drive value for our shareholders over the short and long-term."*

For more information visit the Activ8 website at www.activ8capital.com

Authorised for release by the Board

Ross Pearson
Company Secretary

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