



ASX RELEASE

19 December 2017

SPORTSHERO FORMS COLLABORATION WITH GLOBAL CRYPTOCURRENCY PLATFORM PUNDI X

HIGHLIGHTS

- **Pundi X is a cutting-edge cryptocurrency platform built on Pundi-Pundi which has 100,000 registered users and a growing network of merchants in Jakarta and Indonesia**
 - **Pundi X agrees to integrate SportsHero's new token (currently under planning and development) into its cryptocurrency platform, subject to agreeing definitive terms**
 - **Pundi X to be Sportshero's market-entry partner for Indonesia**
 - **Pundi X empowers blockchain developers, trading platforms, crypto traders and token holders to buy, sell and spend cryptocurrency and services at physical stores**
 - **Pundi X token PSX to be used on the SportsHero gamification platform, subject to agreeing definitive terms**
 - **Parties to agree definitive collaboration terms and if and when relevant SportsHero to navigate any relevant ICO regulations**
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As a world leading sports prediction, gamification and marketing app, SportsHero, is delighted to announce that it has formed a collaboration with global cryptocurrency platform Pundi X (pundix.com/), which is subject to agreeing definitive terms.

Pundi X is a crypto protocol solution that empowers blockchain developers, trading platforms, crypto traders and token holders to buy, sell and spend cryptocurrency and services at physical stores. Their mission is to make cryptocurrency accessible to everyone, anytime and anywhere on the planet.

Pundi X consists of smart Point of Sales (**POS**) terminals, Pundi X Debit Card, private wallet, Cryptopayment Quick Response (**QR**) system, which aims to allow the consumer to buy, sell and spend cryptocurrency effortlessly.

Pundi X's project is built upon Pundi-Pundi (similar to Alipay and/or other QR payment solutions) and claims 100,000 registered users, 600 merchants joined in Jakarta and plans to rollout to 45,000 merchants in Indonesia (pundi-pundi.com/).

SportsHero aims to create a world leading cryptocurrency designed for sports engagement and consumption. Whilst the product is still in the planning and development stage, this

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token will be powered on Version 3 of SportsHero's app which will be built and powered by blockchain in 2018.

SPORTSHERO'S VISION FOR REAL WORLD VALUE

The collaboration with Pundi X has been formed to support SportsHero's vision to create an array of ways in which SportsHero users can buy and sell goods and services on a worldwide basis using SportsHero tokens.

In the event that the SportsHero token used in its gamification environment is developed to a point where it is able to be utilised for real world and other applications outside the SportsHero gamification environment and is ready for commercial use, and the collaboration with Pundi X is commercially and technologically implemented, holders of the new SportsHero tokens are expected to be able to unlock a series of benefits. These include things such as:

- Being able to shop with merchants in Indonesia who offer the Pundi X smart PoS and accept other possible Pundi X cryptocurrency payment methods;
- Allowing owners of other cryptocurrencies (such as Bitcoin, Ethereum, Litecoin) to convert their tokens into the new SportsHero tokens; and
- Use for mobile phone top-ups, buying electricity and other utilities and paying bills on the Pundi X platform – firstly in Indonesia then across major global centres.

The Pundi X collaboration is also intended to allow Pundi X's PSX token holders to convert or exchange their tokens for use on SportsHero's gamification platform, thus further stimulating use of the SportsHero's gamification platform.

All matters above are subject to necessary approvals and technical and commercial matters being agreed and implemented. SportsHero's cryptocurrency is currently in planning and development stage and may require further approvals, and there is no guarantee or undertaking that the SportsHero cryptocurrency will be launched at any time. Upon SportsHero advising Pundi X that SportsHero's cryptocurrency is ready to be considered for use outside SportsHero's gamification platform, the parties shall negotiate in good faith the commercial terms of their affiliation, and subject always to each party being able to conduct such due diligence as is reasonable, necessary and appropriate. SportsHero is yet to allocate significant expenditure to the collaboration, and there is no undertaking that SportsHero will have a virtual currency capable of use outside the SportsHero gamification platform.

Should SportsHero elect to conduct an Initial Coin Offering (**ICO**), then such ICO will need to comply with all relevant laws and regulations, which could include ASIC Information Sheet 225 (or its successor).

SportsHero's CEO **Tom Lapping** said:

"We are currently in the planning stage for the development of our new sports token and our mission is to always think of ways to create real-world value for it. By partnering with Zac and his team, we get access to another platform and stimulate usability for our token in the real-world – this could be a massive game changer for us, especially in one of our biggest target markets Indonesia."

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"Pundi X and SportsHero share the same vision in creating value for our users around our crypto offering and we are excited to start working with them."

Pundi X CEO **Zac Cheah** said:

"Our mission in the very near future is to become the Visa in crypto payment protocol. We had an instant attraction to SportsHero's ambitions to create a world leading crypto token for sports engagement and consumption."

"We are proud to become their market-entry partners for Indonesia – which happens to be one of their biggest target markets – and we have big plans for their new sports token. Our platform enables tokens such as the one SportsHero is planning to have real value in the real world, and be used for mobile phone top-ups, buying electricity and buying goods and services across our network of merchants in Indonesia."

This is a 2-year binding collaboration that is subject to further development and implementation, including as to the commercial terms. As part of implementation of the transaction and agreeing commercial terms, further mutual due diligence will be required. SportsHero will continue to assess the need for any shareholder approvals, whether as a result of change in activity or otherwise, that are necessary or desirable for SportsHero to continue to comply with the ASX Listing Rules.

Michael Higginson
Chairman

ABOUT SPORTSHERO

SportsHero Limited listed on the Australian Securities Exchange (ASX code: SHO) on 15 February 2017 and is the owner of a world leading sports prediction, gamification and marketing app.

The Company has the high level strategic aim of capitalising on the potential of a notional amalgamated community of over 1 billion people by combining the communities of its Affiliates (social platforms, B2B and B2C brands and professional sports teams) to create a robust user-base of sports fans who come together to play sports games, consume content and interact with ambassadors and personalities.

Affiliates and ambassadors

Spartan Sporting Goods – whose ambassadors include Sachin Tendulkar, MS Dhoni, Chris Gale and Michael Clarke who collectively have over 90 million social followers

YuuZoo Corporation – community size of over 100 million football fans

Minute Media (90min) – community size of over 500 million with 60 million unique monthly users

Ian Chappell – SportsHero's cricket ambassador

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ABOUT PUNDI X

Pundi X empowers blockchain developers, trading platforms, crypto traders and token holders to buy, sell and spend cryptocurrency and services at physical stores. Their mission is to make cryptocurrency accessible to everyone, anytime and anywhere on the planet. **Pundi X** is a PoS device that connects to the blockchain using Xplugins. Starting in Indonesia, these devices will be distributed to retail stores, convenient stores, and cafes.

Pundi X are currently ending their pre-ICO and are getting ready for their crowd sale ICO on 20 January 2018.

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