

# SportsHero

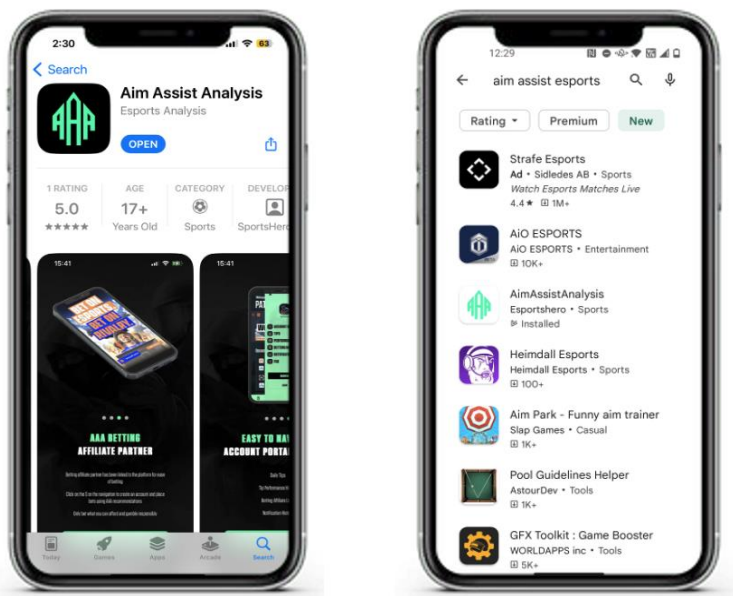
14 February 2023

## AAA available for download at both Apple and Google app stores

SportsHero Limited (**SportsHero**) is very pleased to announce that its Aim Assist Analysis (**AAA**) app has been approved and is now available for download at both Apple's App Store and Google's Google Play Store.

### About Aim Assist Analysis

- AAA is a dedicated esports betting guide app that leverages an enhanced betting algorithm (that has been developed from SportsHero's proprietary esports artificial intelligence technology) to generate daily esports tips and analysis, exclusively for esports betting.
- AAA uses a combination of Convolutional Neural Network and Deep Learning Reinforcement algorithms that are specifically designed for esports betting analysis. The algorithms generate esports betting recommendations with the highest win probability matched against the highest opportunity wagering odds available in the market.
- The daily betting recommendations provided by AAA will target three of the largest esports titles globally and will include League of Legends (**LoL**), Defense of the Ancients 2 (**Dota 2**) and Counter Strike Global Offensive (**CS:GO**).
- Initial subscription cost has been set at A\$19.99 per month.
- The AAA algorithm is currently performing at above 80% prediction accuracy and since the start of the 2023 year has delivered an 82.4% prediction accuracy.



**Screenshots of AAA app on both the App Store (left) and Google Play Store (right)**

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## **Rivalry Sponsorship agreement**

The significance of receiving the approvals from both Apple and Google cannot be understated, because without the approvals AAA (like all other apps) has no marketplace. Without a marketplace, AAA cannot generate users and without users AAA cannot generate Rivalry referred users. As such, the approvals effectively facilitate the commencement of the exclusive one year \$100,000 Rivalry sponsorship agreement that was announced in SportsHero's Quarterly Activities Report on 31 January 2023.

In addition to the \$100,000 Rivalry sponsorship agreement SportsHero has:

- ✓ finalised a betting affiliate integration with Rivalry;
- ✓ completed closed group testing of AAA;
- ✓ developed AAA display marketing assets to launch marketing campaigns with Google, Reddit and Thump Media;
- ✓ developed a multi betting strategy for AAA that will be showcased and amplified on SportsHero's owned Twitch and YouTube channels; and
- ✓ launched a dedicated Twitch streaming channel for AAA that demonstrates to esports gamers how to understand and place bets on esports matches using AAA predictions.

Furthermore, SportsHero will leverage its strategic partnership with Australian gaming marketing leader, Livewire Group International Pty Ltd to promote AAA across Livewire's robust data set of over 1.2 million Australian device ID's that target 18+ gamers who are betting enthusiasts, esports enthusiasts and who play/watch LoL, Dota2 and/or CS:GO.

## **Authorised for release by the Board**

**Michael Higginson**  
**Director/Company Secretary**

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