



18 August 2022

EsportsHero's first professional prediction tournament goes live on 23 August 2022

Over the past year, SportsHero Limited (the **Company**) has been strategically focused on delivering the key building blocks to fast track the Company's ecosystem goal of "gamifying the game" by developing its offering of world first esports prediction competitions.

The substantial amount of specialised and innovative work undertaken is about to be released in Australia with a 23 August 2022 launch of EsportsHero's first ever tier 1 professional prediction tournament (**mobile site: esportshero.com**).

SportsHero's CEO, Tom Lapping, commented:

"Having successfully aligned SportsHero's unique portfolio of prediction tournaments with some of the world's most successful esports games and partners, I take this opportunity to invite all shareholders and investors to view our product by visiting our 'esportshero.com' site and checking out our bespoke, world first, Australian esports prediction competitions and our artificial intelligence esports predictor.

Huge credit is extended to Scott Russell, our Chief Commercial Officer, and the whole team for securing the partnerships and driving this exciting project to fruition."

Accomplished highlights and related information

SportsHero is very pleased to advise of the following achievements and developments:

- the global domain 'esportshero.com' has been secured
- first professional esports prediction tournament for Australia (mobile site: esportshero.com) will go live on Wednesday 23 August 2022
- EsportsHero has created a prediction tournament that is aligned with major esports game developer Valve Corporation's¹ next major top tier Dota 2 tournament taking place between the 23rd to the 28th of August 2022, which will include 12 of the top international DOTA 2 esports teams competing for a US\$400,000 prize pool
- EsportsHero will offer a competition prize pool consisting of sought after Alienware gaming hardware for the top five highest point scorers from the prediction tournament
- highly targeted media campaigns with Reddit & Google will be rolled out in Australia to promote the prediction tournaments
- expected Australian reach from our first round of media activity is 500,000 Dota 2 enthusiasts

SportsHero Limited

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- EsportsHero is working closely with Reddit Australia to develop a dedicated global esports community on Reddit
- development has commenced for our next major professional esports prediction tournament, which will align with Valve Corporations¹ next major Counter Strike Global Offensive Tournament which will take place between the 31 August and 2 October 2022 and will include 24 professional esports teams competing for a US\$835,000 prize pool
- on 19 August 2022, EsportsHero will commence media activity to promote the 31 August 2022 Counter Strike Global Offensive prediction tournament, which will have a prize pool of sought after Alienware gaming hardware for the top five highest point scorers from the prediction tournament
- EsportsHero expects to reach over 500,000 Counter Strike Global Offensive enthusiasts through our targeted media campaign
- EsportsHero is developing four more major professional esports prediction tournaments for the remainder of the 2022 calendar year for the biggest esports events of the year, including Dota 2 The International, CS:GO PGL Major, League of Legends World Championships and CSGO Blast Premier World Final
- EsportsHero offers free artificial intelligence esports analysis and match data to all registered users
- our artificial intelligence analysis offers in-depth statistics for all major League of Legends, Dota 2 and Counter Strike Global Offensive top-tier professional esports matches
- EsportsHero's proprietary artificial intelligence algorithm has generated impressive results over recent months, delivering 100% match prediction accuracy across 6 League of Legends professional esports leagues

Authorised for release by the Board

Michael Higginson
Company Secretary

About Valve Corporation (Valve)¹

Valve is an entertainment software and technology company founded in 1996 and based in Bellevue, Washington. The company's debut title, Half-Life, has won over 50 Game of the Year Awards and was named "Best PC Game Ever" in the November 1999, October 2001, and April 2005 issues of PC Gamer, the world's best-selling PC games magazine.

Valve's portfolio also includes titles in the award-winning Counter-Strike, Day of Defeat, Team Fortress, Left 4 Dead, Portal and Dota franchises. This portfolio of titles accounts for over 100 million units sold worldwide, and include some of the most played online games in the world.

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In addition to producing best-selling entertainment titles, Valve is a developer of leading-edge technologies including the Source® game engine and Steam®, a leading platform for digital content offering thousands of games to millions of users around the world. In 2015, Valve introduced the Steam Hardware devices, a collection of hardware devices designed to extend Steam beyond the desktop. In 2016, launched SteamVR, a platform for the creation and distribution of leading edge VR products.

Today, Valve is composed of over 300 of the industry's best artists, programmers, and writers. In the company's history, it has risen from "unlikely new entry" to industry leader, producing a string of best-selling and critically-acclaimed PC products and technologies.

1. valvesoftware.com/en/press.inquiries

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