



ASX RELEASE

16 January 2024

**SportsHero secures \$427,391.85 R&D reimbursement
under Australia's Research and Development Tax Incentive Scheme**

SportsHero Limited (ASX:SHO) ("SHO" or the "Company") is pleased to inform shareholders that the Company has received \$427,391.85 from the Australian Taxation Office under the Australian Government's Research and Development Tax Incentive Scheme.

This reimbursement is a testament to the Company's R&D strategies and compliance with regulatory standards whilst developing SHO's suite of intellectual property (IP) that is owned in Australia and intended for rollout with our existing partners and prospective new partners in our key markets. This financial incentive from the Australian Government to companies like SHO is a crucial factor in supporting the continued development of our globally accessible digital esports platforms.

This financial incentive not only bolsters SHO's R&D strategy and aligns with the Australian Government's robust support for Australian-owned IP development, it also reflects that SHO meets both the stringent eligibility criteria and the broader goals of the R&D reimbursement program, designed to foster innovation and growth within the industry.

Authorised for release by the Board

Michael Higginson

Director/Company Secretary

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