



ASX RELEASE

1 September 2023

## **SportsHero executes a new exclusive 3 year revenue share agreement with the Football Association of Indonesia, known as PSSI**



**PSSI recently appointed the Minister for State-owned Enterprises and former Inter Milan owner, Mr Erick Thohir, as its new Chairman**



**PSSI is one of the largest sports federations in the world, boasting a fan base of over 80 million over 4 leagues and 128 teams <sup>1</sup>**



**PSSI is 100% owned and controlled by the Indonesian Government**



**Under PSSI's new leadership, PSSI is set to launch the newly updated KitaGaruda web app, that was developed and powered by SportsHero**



**Revenue generated during the 3 year agreement to be shared PSSI 70%, SportsHero 30%**



**Opportunity to expand into FIFA Esports with PSSI**

SportsHero is pleased to announce a new 3-year revenue share agreement (**Agreement**) with the Football Association of Indonesia (**PSSI**) under the new leadership and administration appointed in February 2023 and led by Mr Erick Thohir, (Chairman) and Mr Marsal Masita (Head of Commercial).

Mr Thohir is well known in the Indonesia sports scene. He is the Chairman of Indonesian Olympic Committee, owner of Satria Muda basketball club and sits in the executive board of Liga 1 team Persib Bandung Football Club. He is also renowned globally as the former owner of Inter Milan and the owner of DC United (the football club of Washington, DC) and the Philadelphia 76ers basketball club.

Under PSSI's new leadership, PSSI has embarked on a fresh commercial strategy that includes a suite of new National Team social media channels and an updated KitaGaruda web app to connect and engage with their over 80 million passionate Indonesian football fans. Football being the number one sport in Indonesia, by way of viewership and fan base.

PSSI is looking forward to aggressively promoting the newly launched and updated KitaGaruda web app across all their digital and marketing channels as this will be their centralised platform for fan community and engagement.

Indonesia represents the largest 'digital' community in the Association of South East Asian Nations ('ASEAN'), with 191 million social media users, 370 million mobile users and 204 million internet users. <sup>2</sup>

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

*"PSSI is the governing body to the most passionate community of football fans in Asia and we are very excited to again be working with PSSI as their exclusive partner to further develop and promote KitaGaruda. Our shared objective being to develop an immersive user experience that aggressively drives user engagement, offering exclusive premium content that will be made available only from the KitaGaruda platform."*

*"With local football played across three leagues back in full operation, SportsHero expects to generate meaningful revenue over the course of this new 3 year PSSI exclusive agreement."*

**Agreement**

Pursuant to the Agreement, the parties have agreed that revenue will be split 70/30 in PSSI's favour. Included under the Agreement is revenue generated from third-party sponsorship, direct marketing and gamification.

Throughout the 3 year term, PSSI will exclusively provide rich content, including access to video footage of games, events and features of the Indonesian national teams and its players.

In addition, PSSI intends to use the app, built by SportsHero, to stream live and recorded matches to their estimated 80 million fan base in Indonesia – thereby meaningfully expanding the potential advertising and sponsorship revenue base through a wider audience and an extended app user engagement time.

The parties further intend that users will be offered the right to subscribe to exclusive access to premium content, such as international match video highlights, live streaming of games and featured video stories and education.

PSSI have appointed an independent marketing agency dedicated to sell the digital assets on the KitaGaruda web app, which includes a full suite of banner and video ads, sponsored content for both video and written articles and sponsorship of prediction competitions.

**Social media**

Since SportsHero's initial partnership with PSSI in 2019, we developed Olahbola which has rapidly grown in user numbers and engagement. Olahbola achieving over 12 million users to our web app and earning a spot in the top 5 sports influencer on TikTok as a result of the Olahbolacom channel achieving higher than industry average engagement rates of 4.2% (industry average 0.67%) for Instagram and 5.2% (industry average 2.5%) for TikTok.

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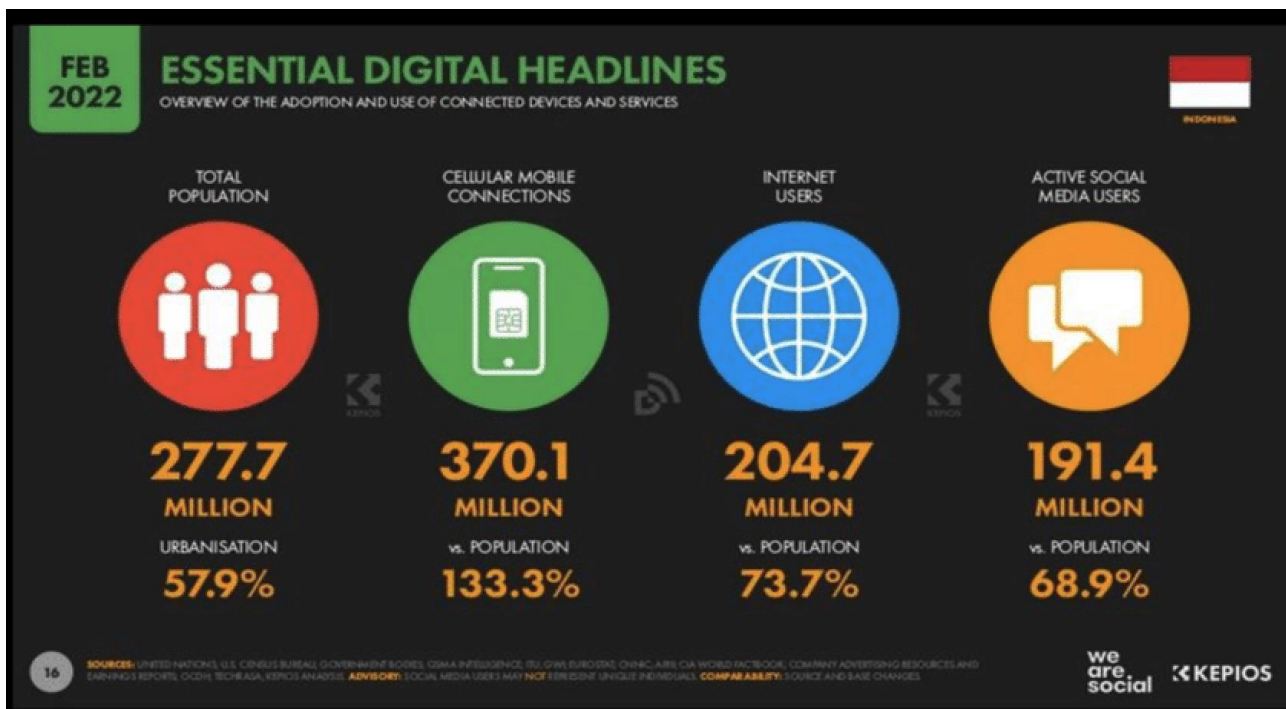
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## Mobile, social & internet penetration in Indonesia



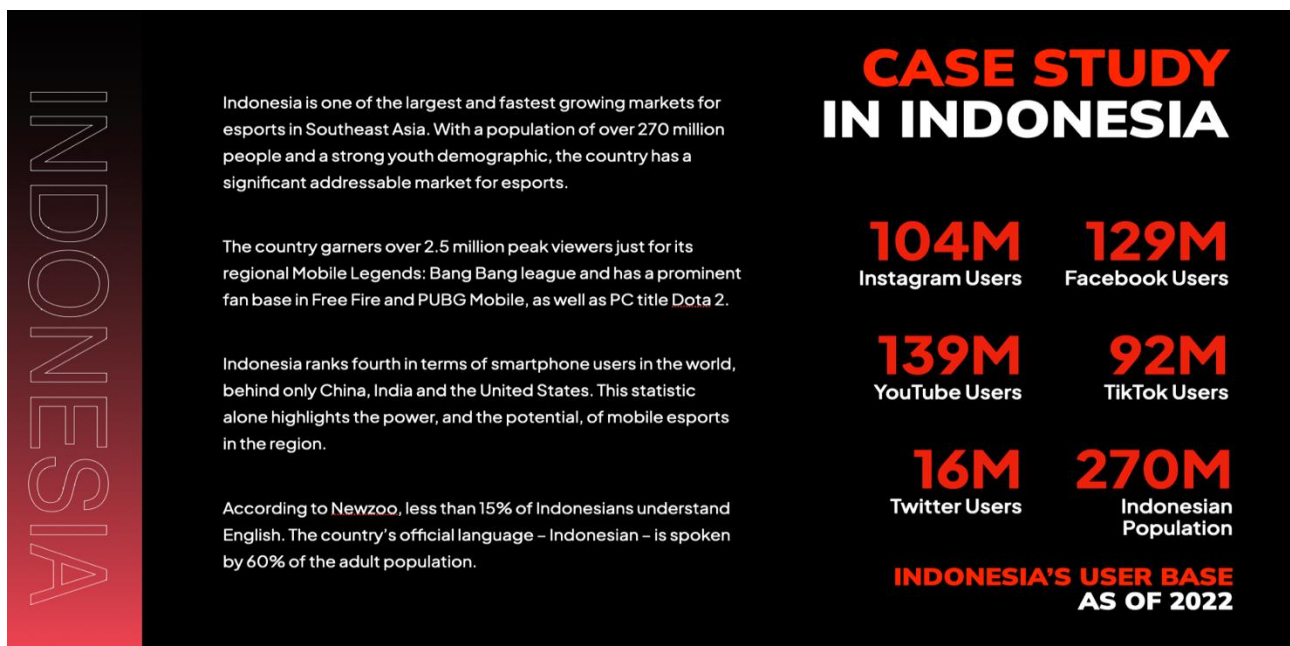
# SportsHero

Other current Indonesian statistics include:

- Indonesia, the world's fourth biggest country in terms of population, is second in respect of % of people following football, with 77% of the population (estimated 213 million) following football, ahead of Thailand and Saudi Arabia;
- of the estimated 213 million football followers, PSSI had an estimated reach to 120 million fans; and
- of this 120 million fans, PSSI has a database of 80 million fans across all football leagues in the country.

## Esports in the future

With the rapid growth in popularity of esports in Indonesia, SportsHero will develop a FIFA esports prediction competition to be offered to PSSI as part of SportsHero's esports strategy to expand its footprint in Southeast Asia.



<https://allcorrectgames.com/insights/indonesia/>

Extracted from 2023\_Newzoo\_Free\_Global\_Games\_Market\_Report, August 2023

## Authorised for release by the Board

**Michael Higginson**  
Director/Company Secretary

1 Mr Marsal Masita, PSSI Deputy General Secretary and PSSI Information Memorandum (March 2019)

2 [https://www.researchgate.net/figure/Number-of-Internet-Users-in-Indonesia-2018-2022-source-we-are-social-2022\\_fig1\\_360589057](https://www.researchgate.net/figure/Number-of-Internet-Users-in-Indonesia-2018-2022-source-we-are-social-2022_fig1_360589057)

3 <https://www.statista.com/topics/8377/demographics-of-indonesia/#topicOverview>

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