SportsHero

ASX RELEASE

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SPORTSHERO DELIVERS AIM ASSIST ANALYSIS, A PROPRIETARY SUBSCRIPTION BASED ESPORTS APP

On 21 April 2021, SportsHero Limited (**SportsHero**) first announced its intention to develop a world first artificial intelligence live esports predictor.

SportsHero is pleased to announce the Australian launch of Aim Assist Analysis, a subscription based app that has been specifically designed, using SportsHero's proprietary artificial intelligence technology, to provide esports bettors with up to five of the highest win probability betting recommendations per day.

About Aim Assist Analysis (AAA)

➢ 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 up to five daily 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, but not limited to, League of Legends (**LoL**), Defense of the Ancients 2 (**Dota 2**) and Counter Strike Global Offensive (**CS:GO**).

➢ AAA will be available to download on both Apple iTunes and Google Play app stores and will offer monthly, quarterly and annual subscription packages between A$15 - A$20 per month, depending on the selected subscription package.

➢ Over 3 consecutive months of weekly testing, the algorithm is currently sitting at 72.42% prediction accuracy and has successfully provided winning recommendations for 344 out of 475 esports matches.

➢ During the testing period, AAA achieved weekly prediction accuracy of 80% for 2 weeks, by selecting 56 winning recommendations out of 70 esports matches.

SportsHero's CEO, Tom Lapping said:

"Our team at SportsHero has successfully developed an inimitable and distinctive state-of-the-art deep learning app which predicts the outcome of esports competitions for three of the world's largest esports titles. AAA's proprietary algorithms learn and correlate the millions of data points that are linked to the desired esports outcome."

"Essentially, AAA automatically decides which data has no correlation and which data actually affects the end result and to what extent. Furthermore, as more data is fed into AAA, over time AAA becomes more intelligent and efficient."

"These attributes create for SportsHero a significant first mover advantage in the fastest growing and most exciting betting segment, being esports. AAA provides a unique and timely opportunity to corner not only the Australian esports prediction market, but also the Chinese esports prediction market."

AAA opportunities

The launching of AAA (initially in Australia) is expected to generate affiliate gaming revenue, subscription revenue, advertising/sponsorship revenue, exclusive streaming revenue and royalties.

In that regard, SportsHero:

➢ is in discussions with major betting agencies to come on board as AAA's first major betting partner sponsor;

➢ will launch a dedicated Twitch streaming channel for AAA that will demonstrate to esports gamers how to understand and place bets on esports matches using AAA; and

➢ 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.
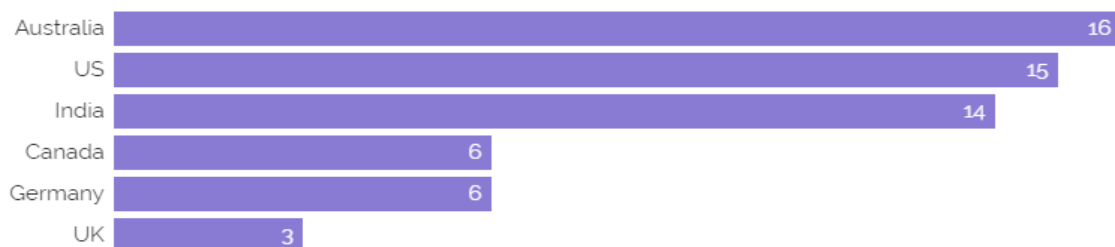
Esports betting market

According to a recent study published by Absolute Reports, the global eSports betting market is estimated to be worth US$10,030 million in 2021 and is forecast to increase to US$23,760 million by 2028, representing a compound annual growth rate of 13.1%.[1]

According to a report published by YouGov, that surveyed six key global esports betting markets, esports betting is most popular in Australia, with 16% of gamblers reporting to have bet on esports online in the last 12 months.[2]

16% of Australian gamblers have bet on esports in the last 12 months

Which, if any, of the following gambling activities have you done for money online, using a website or app, in the past 12 months? Please select all that apply. (% of gamblers who chose betting on esports)

Australia	16
US	15
India	14
Canada	6
Germany	6
UK	3

YouGov   Global Gambling Profiles, August 2021

Objective

SportsHero's **aim** with AAA is to develop a user-friendly app that **analyses** esports competitions and **assists** its subscribers by removing some of the uncertainty out of esports betting. In so doing, AAA provides subscribers with a seamless esports betting experience with our strategic betting affiliate partner.
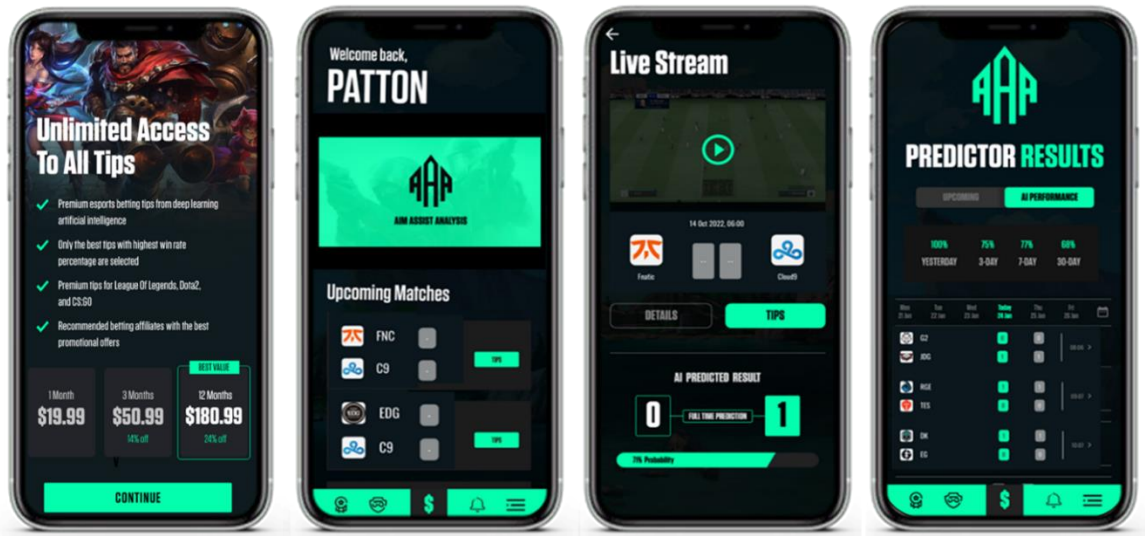
Authorised for release by the Board

Michael Higginson
Company Secretary

[1] https://au.finance.yahoo.com/news/esports-betting-market-2022-2027-071800988.html
[2] https://today.yougov.com/topics/society/articles-reports/2021/08/31/how-popular-esports-betting-around-world