



6 July 2022

SportsHero and Ellevate to sponsor Indonesia's premier youth football leagues

Highlights

- **Partnership with Indonesia's premier junior football leagues, Liga Top Skor**
- **Ellevate Football is a world leading football talent scouting app that allows aspiring amateur footballers to showcase their skills to scouts from leading football clubs worldwide**
- **Ellevate Football is fully integrated into OlahBola and will be made available only via SportsHero's 100% owned and fully localised Indonesian app OlahBola**
- **Olahbola Ellevate is a subscription revenue product and will be promoted throughout Indonesia by PT Top Skor Indonesia to its Liga Top Skor players, clubs and leagues**

SportsHero Limited (**SportsHero**) is very pleased to announce that it has entered into a mutually beneficial marketing and sponsorship agreement (**Agreement**) with PT Top Skor Indonesia (**Top Skor**) who are the owners and operators of youth football leagues throughout Indonesia (**Liga Top Skor**).

In consideration for SportsHero and Ellevate agreeing to sponsor the 2022-2023 Liga Top Skor youth football leagues, Top Skor have agreed to actively promote Olahbola Ellevate to their youth football players, clubs and leagues across Indonesia. The promotional package to be provided by Top Skor includes the following:

- Event titling for all Liga Top Skor matches played throughout the 2022-2023 Liga Top Skor season;
- Adboards being strategically located at all semi-final and final matches of the 2022-2023 Liga Top Skor season;
- Socialisation with participants, coaches and parents of the 2022-2023 Liga Top Skor season for the purpose of promoting Olahbola Ellevate in order to generate as many participants/subscribers as possible;
- Promote Olahbola Ellevate on all Top Skor social media sites for the whole of the 2022-2023 Liga Top Skor season;
- Provide two alumni players from prior Liga Top Skor seasons to participate in digital campaigns to be produced by SportsHero for airing on SportsHero's Indonesian YouTube channel;
- Promote Olahbola Ellevate on Top Skor's website for the whole 2022-2023 Liga Top Skor season;
- Promote Olahbola Ellevate on the Skor.id website for the whole of the 2022-2023 Liga Top Skor season; and
- Promote Olahbola Ellevate on Skor.id social media channels (including Facebook, Twitter, Instagram and TikTok) for the whole of the 2022-2023 Liga Top Skor season.

The total sponsorship to be equally shared by SportsHero and Ellevate is 300,000,000 Indonesian Rupiah (~AU\$30,000), payable as follows:

- IDR 100,000,000 on or before 1 August 2022;

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- IDR 100,000,000 on the attainment on or before 30 November 2022 of 5,000 OlahBola Ellevote subscribers; and
- IDR 100,000,000 on the attainment on or before 1 January 2023 of 10,000 OlahBola Ellevote subscribers.

In addition, SportsHero has agreed to promote the 2022-2023 Liga Top Skor season on the OlahBola.com website and the Olahbola Ellevote social media channels (Facebook, Instagram, TikTok and You Tube).

The Agreement has a term of 12 months and is for the 2022-2023 Liga Top Skor season, which will be played across 10 Indonesian cities.

All other terms and conditions of the Agreement are considered standard for an agreement of this nature.

Background

In Indonesia, where football is that country's number one passion, SportsHero is focusing on the development and promotion of Indonesia's youth players and youth football leagues.

Ellevote Football is a football talent scouting app (developed in the UK by the Footie Group Limited) that allows aspiring amateur footballers to showcase their skills to scouts from leading football clubs worldwide.

Parents of aspiring young footballers can subscribe to the OlahBola Ellevote app to showcase their child's talent directly to the scouts engaged by professional football clubs worldwide and improve their skills through the masterclass video tutorials available exclusively on the app.

With the OlahBola Ellevote football offer, SportsHero is introducing to Indonesia a unique and valuable opportunity for the substantial number of young up-and-coming Indonesian football players to be discovered.

Authorised for release by the Board

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Director/Company Secretary

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