

SportsHero

ASX RELEASE

7 July 2022

Logitech - first commercial sponsor for SportsHero's Chinese app

Further to SportsHero's announcement dated 30 May 2022, the Company is very pleased to advise that Logitech (China) Technology Co Ltd (**Logitech**) (a wholly owned subsidiary of Swiss multinational Logitech International SA) has executed a Collaboration Agreement (**Agreement**) with SportsHero to be our first commercial sponsor for SportsHero's recently launched Chinese app (which includes our artificial intelligence prediction competitions) on Tencent Holdings Ltd's (HKG: 0700) WeChat platform.

Logitech International SA is a Swiss multinational manufacturer of computer peripherals (including gaming hardware) and software, with headquarters in Lausanne, Switzerland and Newark, California. In 2021, Logitech International SA generated over US\$5.25 billion¹ in revenue and is listed on both the Swedish Stock Exchange (SIX: LOGN) and Nasdaq in the USA (NASDAQ: LOGI).

The initial Sponsorship provided by Logitech comprises Logitech products (including some limited edition gaming products) to the value of US\$15,000 that will be offered as prizes to competition winners during the current quarter. The Logitech products include the following:

- 8 Logitech G913 TKL wireless keyboards
- 4 limited edition gaming mouse
- 12 G733 headphones
- 12 G610 Red Axis keyboards
- 20 G502 SE Hero gaming mouse
- 20 A10 Astro headphones
- 10 G33 computing accessories
- 20 G102 gaming mouse

In consideration for the sponsorship, SportsHero will promote Logitech products on our Chinese app via the creation of a Logitech branded prize pool page (see below image of the prize pool page).



SportsHero Limited

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Principal and Registered Office: 36 Prestwick Drive, Twin Waters, Queensland 4564

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SportsHero's CEO, Tom Lapping, said:

"SportsHero's Chinese strategy, in the biggest esports market in the world, continues to gain momentum."

"Having already secured an official and exclusive esports gaming agreement with China's second largest esports association, the Wuhan Esports Association, and a commercial agreement with Wuhan Monster Technology Co Ltd, who will actively promote and drive user growth for SportsHero's Chinese platform, we have now secured Logitech as our first commercial sponsor."

"Logitech trades at a market capitalisation of over US\$8 billion and this sponsorship is an initial trial in China of our gaming technologies and competitions. Following the trial, the parties expect to establish a longer-term collaboration. As such, we are very pleased with our Logitech collaboration and the interest that our technologies are generating in China."

Authorised for release by the Board

Michael Higginson
Company Secretary

Telephone: +61 42 999 5000

1. Source: https://s1.q4cdn.com/104539020/files/doc_financials/2021/ar/e70c211a-49b7-423e-aec8-1ad526b45b7c.pdf

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