

SportsHero

ASX RELEASE

13 December 2021

SportsHero to co-develop world first virtual reality esports prediction platform

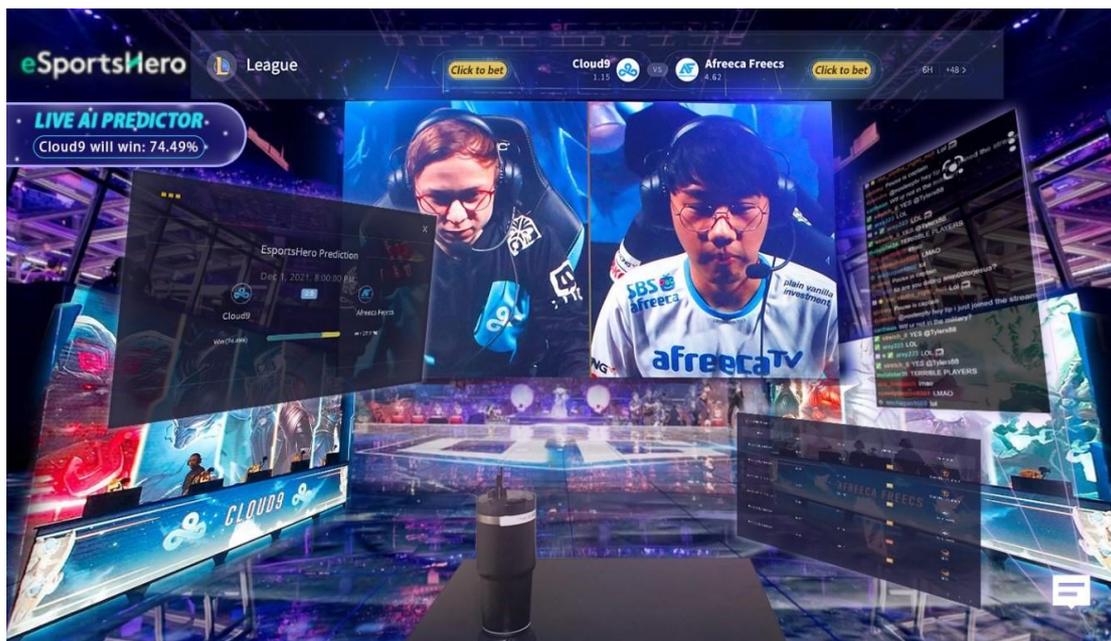
Highlights

- SportsHero partnering with Leading Chinese virtual reality software and hardware developer, Nanchang Virtual Reality Detection Technology Co Ltd
- SportsHero's proprietary esports predictor technology to be used to build a world first virtual reality esports prediction platform
- Virtual reality prediction technology adds a significant global asset to SportsHero's portfolio that can be applied across multiple sporting codes and jurisdictions

SportsHero Limited (**SportsHero**) is very pleased to announce that it has today executed a 12 month binding terms sheet (**Terms Sheet**) with leading Chinese virtual reality software and hardware developer Nanchang Virtual Reality Detection Technology Co Ltd (**Nanchang VR**) for the joint development of a world first virtual reality esports prediction platform (**Platform**).

The Platform to be designed and developed (using SportsHero's proprietary live predictor and prediction platform technology) will allow users to view esports tournaments live through a virtual reality headset giving users a real-life stadium experience. This unparalleled user experience will enable users to completely immerse, engage and interact within the metaverse. Users will be able to place and discuss live predictions, view SportsHero's live predictor in real time, chat within their communities and view live betting odds.

Examples of eSportsHero virtual reality



SportsHero Limited
ABN 98 123 423 987

Principal and Registered Office: 36 Prestwick Drive, Twin Waters, Queensland 4564
Tel/Fax: +61 7 5457 0557

SportsHero



About Nanchang¹

Nanchang is based in Nanchang, the capital of the Jiangxi province, and is a leading Chinese domiciled virtual reality software and hardware developer.

Nanchang provides virtual reality product testing, virtual reality cutting-edge technology and industry development consulting, virtual reality product promotion and virtual reality professional technical guidance and other services for the entire industry. At present, the company is the first in the field of virtual reality detection in China and the first testing institution in China to obtain the certification of virtual reality industry qualification.

Nanchang develops cutting edge virtual reality applications across multiple industries. They are leaders in this space and have filed 32 patents for virtual reality applications.

Nanchang is one of the principal organisers of the International Conference on Virtual Reality and Visualization, a conference that amalgamates leading global technology developers in the industries covering virtual reality, augmented reality and mixed reality.

Nanchang is intending to showcase the SportsHero virtual reality platform, as a marquee exhibit, at the 2022 conference which is expected to be held in late 2022.

SportsHero's CEO Tom Lapping said:

"We are co-developing a cutting-edge technology in the world's largest esports market in partnership with a leading Chinese virtual reality partner."

SportsHero Limited

ABN 98 123 423 987

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

Tel/Fax: +61 7 5457 0557

SportsHero

“We are extremely pleased that Nanchang have partnered with us to develop a world first virtual reality esports prediction platform. The Nanchang team have committed to not only jointly fund the development of our platform but will also initiate applications for Chinese government funding.”

“There is no doubt that virtual reality is the future of esports and we are excited to be leading the innovation and adding another cutting-edge asset and potential revenue earner to our technology portfolio.”

“By SportsHero developing this exciting and complimentary virtual reality technology to our proprietary deep learning esports predictor technology, we will be creating world first premium experiences for SportsHero users.”

Partnership overview

In accordance with the partnership, the parties have agreed to the following:

- (a) to co-develop a virtual reality esports prediction platform that can be viewed in virtual reality across multiple headsets to esports viewers;
- (b) SportsHero to provide its proprietary live predictor and prediction platform technology;
- (c) Nanchang to provide its virtual reality software and hardware development capabilities and know how to develop the Platform;
- (d) both parties to jointly fund the development of the Platform and if agreed by both parties, additional third-party funding for the development of the Platform may be sought and secured;
- (e) during the scoping stage of the Platform, the parties will use best endeavours to collaborate, develop and execute a multifaceted business development strategy for the launch of the Platform; and
- (f) SportsHero will make available the services of its newly appointed Head of Esports in China, Ms Sherry Chen, to provide access to her Chinese network, which includes game publishers and esports streaming networks.

Other terms and conditions of the partnership agreement are considered standard for an agreement of this nature.

Authorised for release by the Board

Michael Higginson
Company Secretary

1. <https://docs.google.com/presentation/d/162Rrt6N8s6KBfdIhwNhPW42GUbw1IGv6/edit?usp=drivesdk&oid=103276043067104128091&rtpof=true&sd=true>