



ASX RELEASE

27 January 2022

Launch of eSportsHero's first platform and prediction tournaments



SportsHero will operate and co-brand esports prediction tournaments for EGN Gaming's Australian registered user base as season 1 of EGN Gaming's AVPL Super League FIFA 2022 kicks off on 30 January 2022



SportsHero's artificial intelligence Predictor will be featured on a dedicated page with a subscription option to access predictions on League of Legends, to be followed by DOTA2 and CSGO globally



Esports are Australia's 2nd largest participation sport¹



Revenue generated from AVPL Super League FIFA 2022 prediction tournaments to be shared on an 80%/20% SportsHero/EGN basis



Palmerbet affiliate agreement executed and integrated into the eSportsHero platform

Further to the Company's announcement dated 14 October 2021, SportsHero Limited (**SportsHero** or the **Company**) is very pleased to announce the Australian launch of the eSportsHero platform and prediction tournaments (**esportshero.com.au**) in partnership with established Australian esports tournament organiser, EGN Gaming.

The esports prediction tournaments launched on esportshero.com.au are co-branded with EGN and feature the entire season 1 of EGN's PS5 AVPL Super League FIFA tournaments (being EGN's biggest annual tournament).

Intrinsically, the platform will showcase SportsHero's world first proprietary artificial intelligence esports predictor (**Ai Predictor**), that will be promoted to EGN's captive and active 40,000+ (Source: EGN Gaming media kit) Australian esports audience.

SportsHero expects that these initial esports prediction tournaments will serve as a marquee definitive user case that will assist and support SportsHero in scaling our offerings and user growth ambitions prior to engaging with esports tournament organisers globally. Following completion of the AVPL Super League FIFA 2022 tournaments, SportsHero intends to white label the deal structure to multiple esports communities worldwide under mutually beneficial commercial arrangements in order to scale and drive revenue growth.

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SportsHero

Ai Predictor



SportsHero's Ai Predictor is expected to generate new revenue opportunities, including licensing revenue, subscription revenue, exclusive streaming revenue and royalties, affiliate gaming revenue with potential customers that operate gaming communities and betting companies, esports and sporting news websites and esports tournament organisers.

Having developed a deep learning esports Ai Predictor and secured access to live data from esports tournaments, the Company is now launching in the Australian market its world first esports prediction tournaments. SportsHero's social online prediction tournaments will include free to play esports "Beat the Predictor" competitions, whereby users can compete against the Ai Predictor and other users to climb the eSportsHero leaderboard ladder and win money can't buy prizes, such as sporting memorabilia, sporting merchandise, hardware and tokens.

For an introductory monthly fee, users will be able to enhance their experience by subscribing to the Company's live Ai Predictor and securing monthly access to the Ai Predictor's esports match predictions, which will cover professional esports tournaments globally.

SportsHero's CEO Tom Lapping said:

"The launch of our unique and exciting artificial intelligence FIFA esports Predictor in Australia with an established Australian esports tournament organiser, for what is their largest and most ubiquitous tournaments of the year, is an exciting moment for SportsHero and all of our shareholders."

"In so doing, we are seeking to deliver world first stimulating user experiences that are expected to unlock new revenue opportunities, including affiliate gaming revenue and the introduction of brand partners and advertisers."

"Our goal is to '**gamify the game**' by offering alluring esports prediction tournaments globally via partnerships with national and international esports tournament organisers."

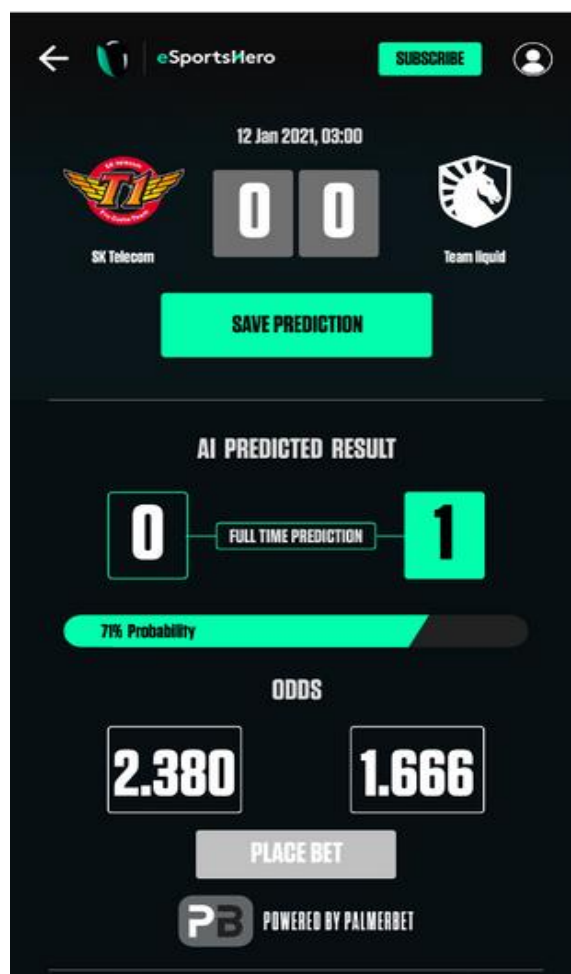
SportsHero

Affiliate agreement with Palmerbet

SportsHero is also very pleased to announce its first affiliate agreement with Australian owned and operated Palmerbet.

Palmerbet is owned and operated by Palmer Bookmaking Pty Ltd. The company and its directors are licensed by, and operate under the regulation of, Racing NSW. Palmer Bookmaking Pty Ltd is financially guaranteed by the NSW Bookmakers Co-operative and regulated by the NSW Office of Liquor, Gaming and Racing in respect to Sports Betting and operates from offices at Canterbury Racecourse, NSW, Australia.

The affiliate agreement (for which no consideration was paid) entitles SportsHero to receive \$50 for each referral to Palmerbet and 25% of the ongoing Palmerbet winnings from that referral. All other terms and conditions of the affiliate agreement with Palmerbet are considered standard for an agreement of this nature.



SportsHero

About EGN Gaming

EGN Gaming was launched in Australia in 2014 as AUSFIFA and delivered a FIFA platform for the local Australian FIFA community. After achieving significant user growth, AUSFIFA rebranded to EGN and built a new improved platform that supported multiple titles for their growing community of over 40,000 active users. In 2021, EGN successfully launched their beta version of the AVPL Super League FIFA, which models the English Premier League. The AVPL Super League FIFA is anticipated to become the crown jewel in EGN's esports tournament aspirations.

AVPL Super League FIFA 2022 tournaments

The official launch of the eSportsHero AVPL Super League FIFA tournaments will deliver for users the opportunity to predict season and weekly outcomes. Season outcomes include, the AVPL champions, wooden spoon winner, golden goal winner and golden ball winner. Whilst weekly tournament predictions include the match winner and match scores for every fixture.

All tournament prizes are sponsored by SportsHero and include the highly coveted custom PS5 as the top prize. Other prizes to be offered include signed Atletico Madrid ball and signed FC Barcelona, Real Madrid and Atletico Madrid jerseys.

Authorised for release by the Board

Michael Higginson
Company Secretary

1 Digital Australia 2020 Report / IGEA; We Are Social 2021 Digital (AU) Report

The screenshot shows the eSportsHero mobile app interface for the AVPL Super League. At the top, there's a navigation bar with a back arrow, the eSportsHero logo, a 'SUBSCRIBE' button, and a user profile icon. Below this is the 'AVPL SUPER LEAGUE' header with the AVPL logo. The main section is titled 'Season Player Predictions' with a subtitle 'Submissions for this season close on XX January 2022.' There are six prediction categories, each with a trophy icon, a title, a description, and a 'Select Club...' dropdown menu: 1. 'CHOOSE THE GOLDEN BALL' (The player with the highest goals:assists ratio), 2. 'CHOOSE THE GOLDEN BOOT' (The player with the most goals), 3. 'CHOOSE THE GOLDEN DISHMASTER' (The player with the most assists), 4. 'CHOOSE THE GOLDEN GLOVE' (The player with the most goalkeeper cleansheets), 5. 'CHOOSE THE GOLDEN GLOVE' (The player with the most goalkeeper cleansheets), and 6. 'CHOOSE THE GOLDEN GLOVE' (The player with the most goalkeeper cleansheets). At the bottom is a large red 'SUBMIT PREDICTIONS' button.