



## ASX RELEASE

25 March 2021

### OVER 3.6 MILLION NEW UNIQUE OLAHBOLA USERS GENERATED & LAUNCH OF OLAHBOLA ESPORTS IN INDONESIA

#### Highlights

- ✓ Over 3.6 million new unique OlahBola users generated
- ✓ The SportsHero and ICON Esports Pty Ltd (**ICON**) partnership plans to host the first OlahBola Esports Series
- ✓ Commencing in April, SportsHero and ICON will jointly operate a series of esports tournaments (**OlahBola Esports Series**) in Indonesia to grow the OlahBola user base
- ✓ ICON is the owner of The Chiefs Esports Club, which is Australia's leading esports brand and the largest in the Oceania region
- ✓ Phase 1 rollout of the OlahBola Esports Series consists of 6 tournaments across 3 titles including; *Bang Bang*, *PUBG Mobile* and *Garena Free Fire*

SportsHero (**ASX:SHO**) (**SportsHero** or the **Company**) is very pleased to announce that the Company's Indonesian locally branded and fully localised football app 'OlahBola' has now achieved 3,635,439 new unique users. This represents another significant milestone for the OlahBola app, which was officially launched in Indonesia on 7 July 2020.

**SportsHero's CEO Tom Lapping said:** *"OlahBola's rapid user growth rate continues to significantly exceed our expectations, clearly demonstrating the substantial marketability, appeal and potential of our fully localised Indonesian platform."*

*We are very impressed with the progress of the ICON partnership which will deliver a launch well ahead of schedule. This will broaden and enrich OlahBola's offering that will further facilitate audience engagement as well increasing Olahbola's commercial appeal to brand partners."*

#### Launch of The OlahBola Esports Series

On 17 February 2021, SportsHero announced a 3 year partnership with ICON whereby the parties will jointly operate and co brand on SportsHero's OlahBola platform an esports focused prediction network throughout Indonesia.

**SportsHero Limited**  
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In order to capitalise on OlahBola's 3.6 million users, the parties will launch in Indonesia a series of esports tournaments, the **OlahBola Esports Series**. The

OlahBola Esports Series requires all participants to have a valid OlahBola account and will comprise:

- ✓ 6 tournaments across 3 titles, hosted between 8 April and 17 June 2021;
- ✓ approximately 8,000 players expected to participate; and
- ✓ a professional broadcaster will be engaged to broadcast the tournament.

#### **Authorised for release by the Board**

**Michael Higginson**  
**Company Secretary**

#### **About SportsHero**

SportsHero's strategy is to build a large user base of active sports fans utilising our premium technologies and official associations with the sport's governing bodies. We will then monetise these strategic assets with recurring revenue generated from complementary advertising income, brand sponsorship, subscriptions, competition revenue, video streaming, and match and gamification ticket sales.

SportsHero has developed an intelligent, engaging sports prediction platform, designed to provide a dynamic immersive social experience, coupled with both monetary and other prizes.

The Company has exclusive digital partnerships with the Football Association of Indonesia (PSSI), Spain's LaLiga, Indonesia's MolaTV, Icon Esports and Ellevote Football.

Having developed a white label digital solution, SportsHero is now able to offer that digital solution across multiple sports to sporting groups and other partners globally.

#### **About ICON & The Chiefs**

ICON Esports has been at the forefront of shaping the commercial landscape of the Oceanic esports and gaming market through brand driven marketing campaigns and partnerships to its gaming & esports audience.

Since ICON acquired The Chiefs Esports Club in 2019 the club has gone from strength to strength, executing comprehensive marketing campaigns for global brands across its wide range of digital channels and media assets while also undertaking large live brand activations.

ICON & The Chiefs connect brands to their audience through a network of influencers and pro esports teams.

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