



## ASX RELEASE

17 February 2017

### OPERATIONS UPDATE

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SportsHero is pleased to provide the following operations update following the Company's successful listing on ASX on Wednesday 15 February 2017.

During the pre-listing period the Company focused on ensuring the SportsHero app and all applicable systems were correctly in place to facilitate a concerted and uninterrupted marketing effort into 2017.

As a result, only a limited number of marketing campaigns have been tested to date but the Company is nevertheless pleased to advise that already the number of monthly active users has grown from 80,000 prior to Christmas to currently in excess of 200,000.

Building on this strong performance, Sportshero will be targeting our partnership with the incentive based programme Jana, advertising through Facebook, Twitter and Instagram and working with partners to build additional awareness of the SportsHero app and brand.

As part of this brand awareness, promotional videos are being prepared and new channel partners being added.

Pursuant to this marketing push the Company has already expanded its team to 10, which is in line with budget and the business model.

SportsHero looks forward to providing further operational updates to the market.

For additional information please refer to website [www.sportshero.mobi](http://www.sportshero.mobi)

Dinesh Bhatia  
Chief Executive Officer