



ASX RELEASE

26 October 2017

**SPORTSHERO SUCCESSFULLY LAUNCHES ITS UPGRADED GAMIFICATION AND
COMMUNITY MARKETING APP**

HIGHLIGHTS

- **Global launch, on 20 October 2017, of Version 2.5 successfully completed**
 - **Enhanced brand identity and user experience**
 - **Localised and available in English, Indonesian (Bahasa) and Chinese (Mandarin)**
 - **Rollout of both *Free-to-Play* and *Pay-to-Play* formats**
-

The world's leading sports prediction app, SportsHero, is delighted to announce the successful launch of its upgraded Sports Gamification and Community Marketing app. The upgraded app is available globally and can be downloaded at both the Google Play Store and the App Store.

The upgraded SportsHero Gamification and Community Marketing app delivers an enhanced brand identity and user experience, whilst providing a platform that enables millions of communities worldwide to monetise through sports gamification.

The upgraded app offers a worldwide free to play experience and the new pay to play premium branded rewards system, that includes e-store prize redemption and the issue of SportsHero coins.

SportsHero's CEO **Tom Lapping** said *"Now that we have launched Version 2.5 across both Android and iOS, my team and I will be laser focused on driving new user signups and also making sure that we create engaging campaigns for our existing users."*

"The feedback we have received has been outstanding and of course we are still ironing out a few things as we test the platform, but overall there seems to be a great appreciation and uptake, which is fantastic."

LAUNCH ROLLOUT PLAN

SportsHero will implement a full social media campaign to be executed over the remainder of the English Premier League football (soccer) season and is also planning a massive campaign launch in the Australian summer for cricket's Big Bash League.

SportsHero Limited

ABN 98 123 423 987

Principal and Registered Office: 29 Brookside Place, Lota, Queensland 4179

Tel/Fax: +61 7 3901 0751

SportsHero

Football Hero of the Month

A monthly competition called "Football Hero of the Month" will be launched on 1 November 2017. The competition will entitle the person who tops the leader board at the end of the month to be awarded a compelling prize (eg Sony Play Station is the prize for November). Users will use their skill and knowledge around their favorite football matches (across multiple leagues) to predict, win points and surge up the leader board, to compete for both the monthly prize and the associated leader board recognition.

Road to Kiev

SportsHero will also be launching the ultimate football competition called "Road to Kiev". In this competition, the user who tops the global leader board as at 31 March 2018 will win two tickets to the **2018 UEFA Champions League Final** in Kiev, Ukraine, plus flights and accommodation for two. The "Road to Kiev" competition is expected to be crowned the most acclaimed prize in football.

LEVERAGING EXISTING PARTNERS

90mins

90mins, one of the world's largest digital platforms for football will be working with SportsHero to provide 20 articles a day to drive engagement and user stickiness on our platform. They will work with SportsHero on polls and other activations to drive new user signups.

The 90mins partnership further provides SportsHero with 10 million impressions on 90min sites to drive heavy traffic flow to the SportsHero platform – tapping into 90min's impressive 60 million unique monthly users.

YuuZoo and African Football

YuuZoo are SportsHero's exclusive football partner in Africa. In conjunction with YuuZoo, SportsHero will commence trialing its pay-to-play model across YuuZoo's community of over 100,000 million African football fans. YuuZoo's highly acclaimed weekly TV show FansConnect (English language show on football) will promote the SportsHero partnership with an aim to drive user acquisition. FansConnect is broadcasted on the country's largest broadcasting network, the **Nigerian Television Authority**.

Spartan Sporting Goods and the Big Bash League (Cricket)

Spartan Sporting Goods (Spartan) will work with SportsHero on the launch of our cricket platform for the Big Bash League over the 2017-18 Australian summer. Spartan have access to a community size of over 90 million fans through their impressive ambassador program which consists of Sachin Tendulkar, MS Dhoni, Michael Clarke and Chris Gayle.

SportsHero Limited

ABN 98 123 423 987

Principal and Registered Office: 29 Brookside Place, Lota, Queensland 4179

Tel/Fax: +61 7 3901 0751

SportsHero

SportsHero's cricket ambassador, former Australian test cricket captain Ian Chappell, will also be actively promoting SportsHero's Big Bash campaign. In addition, programs will be established to drive user engagement and acquisition in India for the upcoming 2018 Indian Premier League Series.

Michael Higginson
Chairman

SportsHero Limited

ABN 98 123 423 987

Principal and Registered Office: 29 Brookside Place, Lota, Queensland 4179

Tel/Fax: +61 7 3901 0751