



ASX RELEASE

29 March 2017

SPORTSHERO APPOINTS IAN CHAPPELL AS ITS CRICKET AMBASSADOR

SportsHero is very pleased to announce the appointment of Australian cricketing legend Ian Chappell as the Company's Cricket Ambassador.

Captaining Australia between 1971 and 1975, Ian shares one of the greatest cricketing pedigrees in Australia with his grandfather, Vic Richardson and his brother Greg, also captaining Australia.

In addition, his other younger brother Trevor also played Test cricket for Australia.

A right hander usually batting at number three, Ian played in 75 tests for Australia scoring 5,345 runs across 136 innings with an average of 42.4 runs per innings and a highest score of 196 runs.

Together with Bill Lawry he holds the record for the second wicket partnership of 298 runs at the Melbourne Cricket Ground, scored in the 1968-69 test series against the West Indies.

Following his retirement from cricket Ian commenced a media career co-hosting Wide World of Sports for eight years in the 1980's and providing commentary for Channel Nine's cricket coverage, a position he still holds to this day.

In joining SportsHero, Ian will be the Company's face and spokesperson across all cricket promotions undertaken by SportsHero. This will include providing media comment and assisting the Company with the introduction and facilitation of additional key partners.

Ian will also be a key component to SportsHero's marketing push during the upcoming Indian Premier League cricket series and finals.

Attracting a person with the stature of Ian is a considerable coup for SportsHero and the Company looks forward to working closely with Ian to grow SportsHero into the leading sports app for the global family of cricket followers.

SportsHero Limited

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Terms of Engagement

Mr Chappell has been engaged for an initial three year term, commencing 1 April 2017 (**Commencement Date**).

Pursuant to that engagement SportsHero will issue 1,000,000 fully paid ordinary shares (**Shares**) to Mr Chappell (or nominee) on the Commencement Date. Mr Chappell has agreed that these Shares will be held in voluntary escrow for a period of 12 months from their date of issue.

In addition, the Company has further agreed to issue 4,000,000 Performance Rights to Mr Chappell (or nominee). Details are as set out below:

Class	Performance Hurdle	Entitlement
Class A Performance Right	Mr Chappell still being engaged as SportsHero's Cricket Ambassador as at 12 months from the Commencement Date and SportsHero achieving 500,000 monthly active cricket users on or before 12 months from the Commencement Date	1,000,000 Class A Performance Rights
Class B Performance Right	Mr Chappell still being engaged as SportsHero's Cricket Ambassador as at 24 months from the Commencement Date and SportsHero achieving 1,500,000 monthly active cricket users on or before 24 months from the Commencement Date	1,000,000 Class B Performance Rights
Class C Performance Right	Mr Chappell still being engaged as SportsHero's Cricket Ambassador as at 36 months from the Commencement Date and SportsHero achieving 3,000,000 monthly active cricket users on or before 36 months from the Commencement Date	1,000,000 Class C Performance Rights
Class D Performance Right	Mr Chappell still being engaged as SportsHero's Cricket Ambassador as at 1 April 2020	1,000,000 Class D Performance Rights

Subject to the applicable Performance Hurdle being achieved, each Performance Right will convert into one Share.

Howard Dawson
Chairman