



## ASX RELEASE

9 January 2018

### **Version 3 Update: Crypto + Blockchain + New User Experience**

In accordance with the terms and conditions of the engagement of Mr Christopher Flintoft as the Company's Technical Strategy Advisor (please refer to the Company's announcement dated 12 December 2017), SportsHero is pleased to advise that Mr Flintoft has achieved the "Class A Performance Hurdle" by delivering on or before 31 December 2017 an implementation plan and strategy for Version 3 (**V3**) of SportsHero's app. As a consequence of the Class A Performance Hurdle being achieved, Mr Flintoft (or nominee) will be issued 1,000,000 fully paid ordinary shares.

By engaging Mr Flintoft, SportsHero embarked on the discovery phase for the planning and development of its V3 release. Working with best of breed experts in the field of design, technical development and crypto, a development plan for the V3 release has been created.

*"The team has been working very hard behind the scenes to gather feedback from not only internal stakeholders but more so from our fans and users from around the world. We have spoken to so many people and listened to their feedback on how we can make SportsHero better and more engaging"* said SportsHero's CEO Tom Lapping.

### **User Experience**

The new release is planned to deliver a vastly improved user experience over the existing app, which is currently a newly branded re-skin of the original app architecture. SportsHero is to embark on an extensive user experience process that will include engaging research groups and implementing user testing scenarios. The findings of this research will provide the new platform architecture a scalable solution for product development and enhancement.

*"As part of our agile development process we have looked across some of the best sports gamification apps in the world and considered what we think works well and the trends and features that users like most. The synthesis of these findings will build on our already strong and unique offering and should further develop the engagement of our V3 user experience"* said Tom.

### **Visual Design + Interaction**

Using the newly created branding, SportsHero will be looking to apply a completely new contemporary user interface, highly crafted and fluid in interaction. The goal being to create a new app that will be a joy to interact with, and one which will bring users back to play repeatedly.

**SportsHero Limited**

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# SportsHero

*"The key in bringing a user back again and again is to create a visual experience that not only showcases a world class brand experience but one that optically stimulates the senses. Our design team have a grand plan and we cannot wait to share it with our global user base – it's very exciting" said Tom.*

## **Gameplay + Competitions**

SportsHero is also reviewing gameplay models to develop new ways to engage users including premium gameplay models, with high value tiers for people to strive for.

V3 will include the monthly 'FootballHero of the Month' competitions, as well as having a grand prize for SportsHero of the year.

In addition to the current leader board system, SportsHero plans to develop achievement badges and status rankings to enhance the 'Hero' status.

*"At the end of the day, if people are not having fun and don't have anything to strive for, they will leave our site. Sport is about passion and we will use that to fuel and drive every competition that we create for V3. We have ambitions to bring on some amazing brand partners who would bring their communities and offer prizes to add to our growing basket of competitions" said Tom.*

## **The Token + Blockchain readiness**

SportsHero is in the planning phase for a third party crypto development house to help them create the new sports token. This sports token is intended to be used on the blockchain-enabled V3 to enable users to unlock special features, participate in new challenges and redeem a wide selection of goods from SportsHero's eStore.

The sports token to be developed is initially and primarily intended to be used in SportsHero's app, but potential exists for the token to be usable outside the SportsHero gamification environment, including across other sports platforms, retail outlets and content exchanges.

*"It's a time full of possibilities. We are endeavouring to make the existing SportsHero token a centrepiece of the product and we are actively working to enhance the architecture of the platform so that it is blockchain-ready for future product development" said Tom.*

The principle benefits from building on the blockchain include efficiency, auditability, traceability, transparency and security. Through the technical team, SportsHero is exploring ways in which these benefits can be integrated into blockchain-ready V3, including through the new sports token.

*"By building V3 on the blockchain, we will be able to strategically integrate our global growth ambitions into the technology from the get-go. Our agile approach means that we don't yet know exactly how the product will evolve, so it's an*

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*exhilarating phase of development that we are embarking on and our team are very excited about its potential and prospects” said Tom.*

## **“League of Heroes” – Talent Agency**

SportsHero currently runs a series of competitions that crowns monthly leader board winners as their football heroes. The Company plans to create an in-house talent agency that manages their ‘heroes’ as genuine talent in the sports prediction industry.

*“Our entire offering is based around skill and not chance. We have seen some truly talented predictors starting to win our competitions and we want to help turn them into web celebrities and social media influencers. We know from speaking to our brand partners that having such talent as part of a marketing campaign can really bring the campaign to life and we are excited about building our ‘League of Heroes’ offering” said Tom.*

## **eStore**

SportsHero intends to transform its e-store into a world class shopping experience by providing an outstanding user experience and most importantly aspirational products to acquire/redeem. The focus on prizes will be money can't buy and/or aspirational items that are highly aligned to our focus sports, such as Sachin Tendulkar signed cricket bats and Cristiano Ronaldo signed football boots.

## **User + Community Engagement**

SportsHero intends to further improve interaction amongst users on the new V3 platform by overhauling the chat system and giving users the opportunity to connect with each other and exchange tips and dialogue. In addition, an enhanced process to allow users to follow ‘Heroes’ is to be implemented. These enhancements are intended to transform the platform into a truly social platform.

Michael Higginson  
Chairman

## **ABOUT SPORTSHERO**

SportsHero Limited listed on the Australian Securities Exchange (ASX code: SHO) on 15 February 2017 and is the owner of the world's leading sports prediction, gamification and marketing app.

The Company has the high level strategic aim of capitalising on the potential of a notional amalgamated community of over 1 billion people by combining the communities of its Affiliates (social platforms, B2B and B2C brands and professional sporting teams) to create a robust user-base of sports fans who come together to play sports games, consume content and interact with ambassadors and personalities.

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## ***Affiliates and ambassadors***

Spartan Sporting Goods – whose ambassadors include Sachin Tendulkar, MS Dhoni, Chris Gale and Michael Clarke who collectively have over 90 million social followers

YuuZoo Corporation – community size of over 100 million football fans

Minute Media (90min) – community size of over 500 million with 60 million unique monthly users

Ian Chappell – SportsHero's cricket ambassador

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