

SportsHero

ASX RELEASE

6 March 2018

SportsHero Signs Landmark Football Partnership in Indonesia

SportsHero is excited to announce the finalisation of a strategic Indonesian football (soccer) partnership with one of Jakarta's leading IT, social network and telecommunications entrepreneurs, Mr Tri Putra Permadi, and his team.

Mr Putra and his team will become SportsHero's **Official Indonesian Football Partner** with a clear mandate to leverage SportsHero's dynamic and evolving platform into both his existing networks and that of his strategic corporate relationships.

Mr Putra and his consortium were introduced to SportsHero by recently appointed corporate advisor, Tony Wee. Mr Wee believes that this landmark alliance will be a calculated and strategic step into tapping Indonesia's massive football fan base.



Mr Putra Permadi & Mr Tom Lapping in Jakarta

SportsHero Limited

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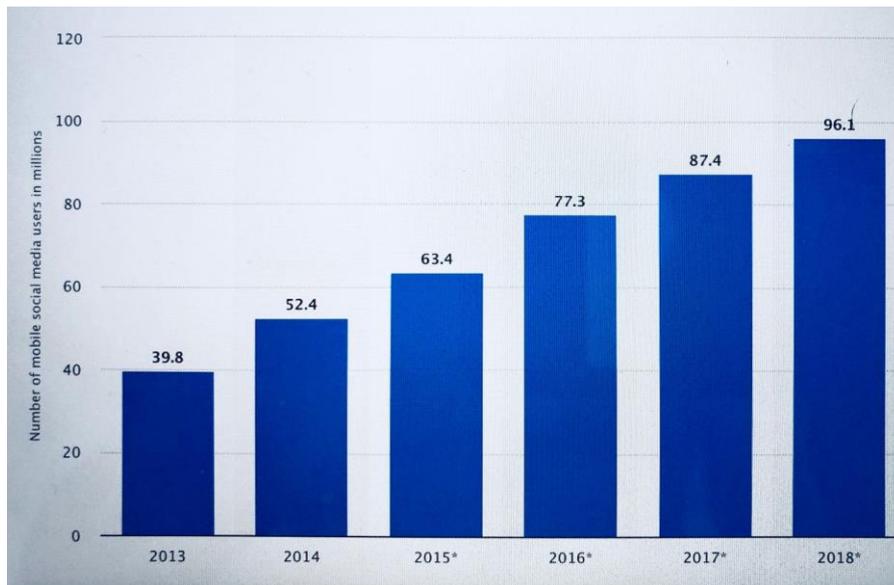
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Mobile, Social & Internet Penetration in Indonesia

Indonesia has a population of 265 million and, according to Statista, in 2018 31.1% of the population will have access to mobile internet on their phones. That's a staggering 82 million people.

The statistics portal also claims that in 2018, there will be a predicted 96.1 million active social media users in Indonesia (combination of mobile & desktop).



Football in Indonesia

There are more than 700 languages spoken in Indonesia, however, the country is unified by the common language of football.

Football is the most popular sport in Indonesia in terms of annual attendance, participation and revenue. It is played on all levels, from children to middle-aged men. **Liga 1** is the most popular domestic program which unites the nation through its professional level competitions at club level.

Foreign leagues, however, dominate the minds, hearts and attention of Indonesian football fans. The **English Premier League**, **LaLiga** and **BundesLiga** have all invested heavily into the country over the last 10 years to create awareness and provide access to local fans.

Heavyweight clubs like **Manchester United**, **Liverpool**, **Chelsea**, **Manchester City**, **FB Barcelona**, **Paris Saint-Germain** have all been successful in acquiring Indonesian sponsors as the popularity of such clubs and their competitions are growing at exponential speeds.

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Liverpool Football Academy - Jakarta



Paris Saint-Germain Academy - Bali



**SOCCER SCHOOL
INDONESIA**

Football is alive in Indonesia and SportsHero is well positioned to cater for the football crazy demographic profile of 18-24 year old males, which comprise of approximately 17% (22.5 million) of the country's population. (www.indexmundi.com)

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About Mr Tri Putra Permadi



Mr Putra at Old Trafford, Manchester United

Mr Putra is highly regarded as one of Indonesia's leading social media entrepreneurs and as a digital marketing maverick.

Mr Putra holds a Bachelor's Degree in Computer Engineering from the renowned Indonesian computer science, information technology and business entrepreneurship focussed university, Bina Nusantara.

After graduation, Mr Putra joined his family's telecommunications company, PT Dian Kencana Puri Prima (a strategic marketing and distribution company partnered with Indonesia's 2nd largest telecommunications group IndoSat (IDX: ISAT)), where he led several important growth initiatives, increasing revenues in his group to US\$110m (from US\$48m) over a five year period.

Outside of his family's group, Mr Putra is very prominent in Jakarta's rapidly growing tech sector, having recently identified, built, grown and subsequently sold a majority ownership in an unlisted fintech platform to a leading Hong-Kong based pan-Asia investment group, TNG Fintech.

SportsHero's CEO, Mr Tom Lapping stated: *"We are entering an exciting and critical growth phase in our business. Our focus now is on growing our install base and revenue generation. We know the opportunity in Indonesia is massive and with Mr Putra leading our efforts there, we have no doubt we will activate Indonesia into becoming our most engaged market in South East Asia for users, partners and advertisers."*

Mr Putra understands the mobile app space extremely well, as he does football and the psyche of the Indonesian football fan. When you bundle all that up, you're getting a recipe for success and we are extremely fortunate to have him join our team"

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Mr Putra said: *“Football is by far the most dominant sport in Indonesia and today so many young Indonesian sports fans are consuming football content on their smart phones. I believe SportsHero’s gamification offering will resonate extremely well with football fans in Indonesia and through my network of partners, affiliates and iconic football ambassadors, we are excited and confident to bring this platform to life in Indonesia.”*

“My mission is to transform SportsHero into becoming Indonesia’s most dominant football platform that amalgamates gamification, engagement and joy to millions of Indonesian football fans, while creating non-traditional revenue and driving value for the Company and its stakeholders.”

Mr Tony Wee said: *“One of my key objectives, as corporate advisor, is to bring partners into our business who can be instrumental in driving mass user growth and drive revenue. We believe Mr Putra and his team will tick both these boxes. He understands the mechanics of scalability in a digital business and has an excellent reputation and track record. I have every faith he will help SportsHero activate Indonesia successfully and quickly.”*

In accordance with the terms and conditions of a three (3) year agreement, Mr Putra will partner with SportsHero to run Indonesian football and futsal (a version of five-a-side football) marketing, sponsorships, promotions and competitions on the SportsHero app to aggressively drive new user uptake and revenue generation.

Pursuant to the agreement, Mr Putra has agreed to the following:

- to run, in conjunction with SportsHero, all Indonesian football and futsal sponsorships, promotions and competitions which will focus on high profile events occurring throughout Indonesia;
- to secure sponsors for all prizes to be won on the SportsHero Indonesian football promotions;
- to attract affiliates and partners;
- to host Indonesian premium sponsored questions; and
- to source and, in consultation with SportsHero, appoint high profile SportsHero Football Ambassadors.

Mr Putra will be entitled to a share of future net revenues from Indonesian football and futsal generated on the SportsHero app. This will be determined on a deal by deal basis dependant on the size and scalability of each partnership, affiliate or alliance.

SportsHero has agreed to grant Mr Putra 3,000,000 options, each exercisable at \$0.30 and exercisable subject to the following milestones:

- the generation of 1,000,000 Indonesian football users on SportsHero’s app and the generation of not less than US\$2 million in net revenue within 12 months. These 1,000,000 options will expire on 1 February 2021.
- the generation of 2,000,000 Indonesian football users on SportsHero’ app and the generation of not less than US\$4 million in net revenue within 24 months. These 1,000,000 options will expire on 1 February 2022.

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- the generation of 3,000,000 Indonesian football users on SportsHero's app and the generation of not less than US\$6 million in net revenue within 36 months. These 1,000,000 options will expire on 1 February 2023.

With this agreement, SportsHero continues to validate its thesis: that with an exciting vision, and a credible, capable and passionate team, it is possible to attract and meaningfully engage in *non-zero-sum* performance-based alliances with the best and brightest to deliver a lower risk entry for shareholders to the explosive growth in the multi-billion dollar sports-tech sector.

Michael Higginson
Chairman

ABOUT TONY WEE

Mr Wee is SportsHero's corporate advisor.

A citizen of Singapore, Mr Wee studied in the prestigious Pepperdine University of California. Mr Wee has resided in Hong Kong for the last 20 years and has been an active private investor on private and listed corporates throughout Asia, with a particular focus on the consumer, technology and property sectors. Mr Wee is the fourth generation of an established family in Singapore, who have active investments in healthcare, hospitality and property in the Asia Pacific region. Mr Wee is a very successful businessman and has been instrumental in recent logistic, technology and consumer related merger and acquisition transactions in the ASEAN region.

ABOUT SPORTSHERO

SportsHero Limited listed on the Australian Securities Exchange (ASX code: SHO) on 15 February 2017 and is the owner of a world 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 sports 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.

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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