



2 July 2018

## **SportsHero generates revenue from World Cup Campaign in Indonesia**

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### **HIGHLIGHTS**

- **World Cup commenced and generated immediate revenue flows for SportsHero**
  - **SportsHero successfully launches World Cup Campaign in Indonesia**
  - **New localised Indonesian App**
  - **Walletku commenced rollout of SportsHero ticket sales in Indonesia in mid-June and expects to progressively engage all of its network of 22,000 outlets during July**
  - **SportsHero tickets sales, via Walletku's payment platform, expected to rapidly grow**
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SportsHero (ASX code: SHO), one of the world's first social networks dedicated to sports prediction, is very excited to announce that the initial launch of its World Cup Campaign in Indonesian demonstrated proof of concept and delivered very encouraging early revenue flows.

In the first two weeks of the World Cup, SportsHero's fully localised Indonesian user experience generated gross revenue of A\$50,180, which translates into a gross profit of A\$42,653 for SportsHero.

SportsHero CEO Tom Lapping said: "I am extremely excited to witness proof of concept and the immediate generation of revenue in Indonesia. Given that our World Cup launch occurred in mid-June during Ramadan celebrations and, as a result, less than half of Walletku's outlets were activated, we are indeed very pleased."

"Expectations from our partners is that our gross revenue will grow substantially in July to in excess of A\$100,000 and will continue to grow following the start of the 2018/19 English Premier League and Spanish LaLiga seasons, which are the two most followed football leagues in the world and are a key focus for growth for SportsHero."

Managing Partner of IPV Capital (1 billion Asian Tech Fund), Mr Terence Tan, said: "As a major shareholder and financial supporter of SportsHero, we are extremely pleased with the initial revenues generated from Indonesia and share the Company's outlook on the potential of Indonesia. We are very supportive of their growth plans and strategy for Indonesia and the ASEAN region. Based on SportsHero's encouraging post launch results and on the basis of their revenue targets, IPV Capital will be happy to provide continued and ongoing financial support when and if required by SportsHero in order to assist the Company to achieve its

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# SportsHero

stated objective of becoming the world's leading sports prediction, gamification and marketing app."

Working with our key Indonesian commercial partners, SportsHero's Indonesian App offers Indonesian football fans a unique and tailored experience to show their knowledge and skills in football predictions and win amazing prizes.

The localised Indonesian App offers Indonesian football fanatics the global SportsHero experience with:

- a choice of either English or Bahasa language content
- a local market online store with prizes and items to be redeemed that are tailored for Indonesia
- targeted news and content on Indonesian and world football
- engagement from high profile local Indonesian Influencers and key opinion leaders in both sport and entertainment

SportsHero has a network of high profile social media influencers to help drive take up and awareness. These key opinion leaders (KOL) from the sport and entertainment segments will promote and play SportsHero and have an estimated combined social media following of more than 17M followers on Instagram in the market.

- the use of high profile KOL is a proven and effective strategy in Indonesia, where social media usage is an important and rapidly growing daily activity for approximately half of Indonesia's 260M population
- approximately 65M of the Indonesia population is aged between 18-30, which is SportsHero's target demographic

SportsHero has partnered with two strategic partners. The first being Mr Tri Putra Permadi, a leading Indonesian IT, social network and telecommunications entrepreneur who has been engaged as SportsHero's Official Indonesian Football Partner. Mr Putra will leverage SportsHero's dynamic and evolving platform into his existing networks and strategic corporate relationships.

The second partner being PT Walletku Indompot Indonesia (Walletku), who has fully integrated their payment platform with SportsHero's Indonesian App to facilitate the sale of SportsHero tickets to Walletku's users wanting to participate in SportsHero's localised Indonesian competitions. This partnership provides SportsHero with the ability to monetise Indonesia's passionate and substantial football fan base.

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Walletku has a network of established merchants who resell Indosat prepaid mobile with more than 22,000 physical outlets. The Walletku merchant network reaches more than 8.5M potential users.

Michael Higginson  
Company Secretary

## 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.

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