



ASX RELEASE

26 April 2017

DHARPAN RANDHAWA JOINS SPORTSHERO TEAM

SportsHero is very pleased to announce the appointment of Singaporean based Dharpan Randhawa as the Company's Commercial Strategy Advisor to the board.

In this newly created role, Dharpan will be advising and guiding the Company's engagement with strategic partners and sponsors and his equity based remuneration will reflect the success of those endeavours.

In addition, Dharpan has agreed to guide and advise SportsHero with its engagement and interaction of Sports Ambassadors, including Ian Chappell. The Company is very confident that the guidance, knowledge and drive of Dharpan will deliver many benefits to SportsHero.

Dharpan is a proven corporate sales and partnerships leader who possesses strategic vision, commercial diligence, market insight and leadership to drive the acquisition, development and retention of enterprise level clients.

Dharpan's most recent position was Vice President, Sales, Corporate Partnerships, Asia for Lagardere Sports and Entertainment (LSE). LSE is a leading sports marketing agency, with a global network of sports and entertainment sales talent.

With fluency in five languages, Dharpan also boasts global work experience where he has accumulated considerable expertise in sponsorship and marketing, as well as endorsement deals and mergers and acquisitions.

In addition, Dharpan is considered to be an expert in working across different cultures in Asia-Pacific and has successfully setup a network of sales teams across leading Asian cities.

Dharpan also founded Singapore based Dream Labs Innovation, where he has raised over US\$50m to invest into initiatives and causes that benefit mankind.

Dharpan is a significant boost to the executive ranks of SportsHero and the Company expects that his drive, ambition and experience will deliver significant material benefits to the Company.

SportsHero Limited

ABN 98 123 423 987

Principal Office: 338 Hay Street, Subiaco, Western Australia 6008

Registered Office: 29 Brookside Place, Lota, Queensland 4179

Tel/Fax: +61 7 3901 0751



Terms of Engagement

Pursuant to a services agreement, Dharpan has been engaged for an initial two year term.

The Company has agreed to issue 500,000 fully paid ordinary shares (**Shares**) to Mr Randhawa (or nominee). These 500,000 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 Randhawa (or nominee). Details are as set out below:

Class	Performance Hurdle	Entitlement
Class A Performance Right	The introduction by Mr Randhawa of a Tier One Partnership/Sponsorship ¹ transaction during the Term and following the introduction the Company entering into an acceptable agreement with the introduced party.	500,000 Class A Performance Rights for each agreement entered into.
Class B Performance Right	The introduction by Mr Randhawa of a Tier Two Partnership/Sponsorship ² transaction during the Term and following the introduction the Company entering into an acceptable agreement with the introduced party.	200,000 Class B Performance Rights for each agreement entered into.

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

All Shares issued following the conversion of Performance Rights will be held in voluntary escrow for a period of 12 months from their date of issue.

Michael Higginson
Company Secretary



¹ **Tier One Partnership/Sponsorship** means a partnership and/or sponsorship transaction with a multi-national corporation or entity that delivers to SportsHero international marketing and sponsorship benefits to a value of not less than US\$50,000 and to a direct unique community base of not less than 500,000.

² **Tier Two Partnership/Sponsorship** means a partnership and/or sponsorship transaction with a regional corporation or entity whereby SportsHero secures marketing and sponsorship benefits to either a value of not less than US\$25,000 and to a direct unique community base of not less than 250,000.

For the avoidance of doubt the maximum number of Shares that can be issued pursuant to the Conversion of Performance Rights is 4,000,000 Shares.

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