



## **ASX RELEASE**

27 November 2017

### **PETER SWITZER INTERVIEW**

### **SKY NEWS BUSINESS CHANNEL**

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SportsHero Limited refers the market to a Peter Switzer interview with SportsHero's Cricket Ambassador, Mr Ian Chappell and the Company's CEO Mr Tom Lapping.

The Peter Switzer interview was aired on the "Switzer" program on the Sky News Business Channel on Tuesday 21 November 2017.

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 is building a robust amalgamated community size of over 1 billion people by the end of 2017 by combining the communities of its Affiliates (social platforms, B2B and B2C brands, professional sports teams) to create a community 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

#### **SportsHero Limited**

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