

SportsHero

ASX RELEASE

23 November 2017

WIRED Magazine UK rates SportsHero as one of the best iPhone apps of 2017

Sportshero Limited is very proud to announce that global authority, Wired Magazine UK, has rated SportsHero as one of the best apps of 2017.

On 21 November 2017, Wired Magazine UK stated that there “are thousands of iPhone and iPad apps in Apples App Store. Searching through them all can be a chore. So, to save you time, here’s our pick of the best free and paid-for apps.”

SportsHero’s CEO **Tom Lapping** said: “*We are thrilled to have been awarded a best app accolade from such a respected and reputable authority such as Wired Magazine. It certainly means a lot to us and vindicates our decision to revitalise and upgrade our app.*”

“We have just kick-started our marketing campaign and to receive an accolade like this certainly leapfrogs us to a great start. My team and I are very excited and can’t wait to start sharing our story with sports fans all over the world.”

BEST IPHONE APPS OF 2017: wired.co.uk/article/best-iphone-ipad-apps

ABOUT WIRED

Wired (magazine) is a monthly American **magazine**, published in print and online editions, that focuses on how emerging technologies affect culture, the economy and politics. Owned by Condé Nast, it is headquartered in San Francisco, California, and has been in publication since March/April 1993.

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 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

SportsHero Limited

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