



ASX RELEASE

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SPORTSHERO FORMS ALLIANCE WITH GLOBAL CRYPTOCURRENCY PLATFORM PUNDI X

HIGHLIGHTS

- **Pundi X is a cutting-edge cryptocurrency platform built on Pundi-Pundi which has 100,000 registered users and a growing network of merchants in Jakarta and Indonesia**
 - **Pundi X agrees to integrate SportsHero's new token (currently under planning and development) into its cryptocurrency platform**
 - **Pundi X to be Sportshero's market-entry partner for Indonesia**
 - **Pundi X empowers blockchain developers, trading platforms, crypto traders and token holders to buy, sell and spend cryptocurrency and services at physical stores in the world**
 - **Pundi X token PSX to be used on the SportsHero gamification platform**
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As a world leading sports prediction, gamification and marketing app, SportsHero, is delighted to announce that it has formed a strategic alliance with global cryptocurrency platform Pundi X (pundix.com/).

Pundi X is a crypto protocol solution that empowers blockchain developers, trading platforms, crypto traders and token holders to buy, sell and spend cryptocurrency and services at any physical store in the world. Their mission is to make cryptocurrency accessible to everyone, anytime and anywhere on the planet.

Pundi X consists of smart Point of Sales terminal (**POS**), Pundi X Debit Card, private wallet, Cryptopayment Quick Response (**QR**) system, which aims to allow the consumer to buy, sell and spend cryptocurrency effortlessly.

Pundi X's project is built upon Pundi-Pundi (similar to Alipay and/or other QR payment solutions) and has 100,000 registered users and 600 merchants joined in Jakarta and plans to rollout to 45,000 merchants in Indonesia (pundi-pundi.com/).

SportsHero aims to create a world leading cryptocurrency designed for sports engagement and consumption. Whilst the product is still in the planning and

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SportsHero

development stage, this token will be powered on Version 3 of SportsHero's app which will be built and powered by blockchain in 2018.

SPORTSHERO'S VISION FOR REAL WORLD VALUE

The strategic alliance with Pundi X has been formed to support SportsHero's vision to create an array of ways in which SportsHero users can buy and sell goods and services on a worldwide basis using SportsHero tokens.

Upon the new SportsHero token becoming ready for commercial use and the alliance with Pundi X becoming commercially and technologically implemented, holders of the new SportsHero tokens are expected to be able to unlock a series of benefits, such as the following:

- Being able to shop with merchants in Indonesia who offer the Pundi X smart PoS and accept other possible Pundi X cryptocurrency payment methods;
- Allowing owners of other cryptocurrencies (such as Bitcoin, Ethereum, Litecoin) to convert their tokens into the new SportsHero tokens; and
- Use for mobile phone top-ups, buying electricity and other utilities and paying bills on the Pundi X platform – firstly in Indonesia then across major global centres.

The Pundi X alliance is also intended to allow Pundi X's PSX token holders to convert their tokens for use on SportsHero's gamification platform, thus further stimulating use of the SportsHero's gamification platform.

SportsHero's CEO **Tom Lapping** said:

"We are currently in heavy planning stage for the development of our new sports token and our mission is to always think of ways to create real-world value for it. By partnering with Zac and his team, we get access to another platform and stimulate usability for our token in the real-world – this could be a massive game changer for us, especially in one of our biggest target markets Indonesia."

"Pundi X and SportsHero share the same vision in creating value for our users around our crypto offering and we are excited to start working with them."

Pundi X CEO **Zac Cheah** said:

"Our mission in the very near future is to become the Visa in crypto payment protocol. We had an instant attraction to SportsHero's ambitions to create a world leading crypto token for sports engagement and consumption."

"We are proud to become their market-entry partners for Indonesia – which happens to be one of their biggest target markets – and we have big plans for their new sports

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token. Our platform enables tokens such as the one SportsHero is planning to have real value in the real world, and be used for mobile phone top-ups, buying electricity and buying goods and services across our network of merchants in Indonesia.”

The alliance is for an initial for 2 year term.

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 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

ABOUT PUNDI X

Pundi X empowers blockchain developers, trading platforms, crypto traders and token holders to buy, sell and spend cryptocurrency and services at any physical store in the world. Their mission is to make cryptocurrency accessible to everyone, anytime and anywhere on the planet. **Pundi X** is a PoS device that connects to the blockchain using Xplugins. Starting in Indonesia, these devices will be distributed to retail stores, convenient stores, and cafes.

Pundi X are currently ending their pre-ICO and are getting ready for their crowd sale ICO on 20 January 2018.

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