

SportsHero

ASX RELEASE

2 February 2018

Mass Participation Sports Expert, Chris Robb, on-boarded to Launch Cycling Platform

SportsHero is very pleased to announce the appointment of world renowned mass participation sports identity, Mr Chris Robb, as the Company's newly appointed Official Cycling Partner.

In accordance with the terms and conditions of a five (5) year agreement, Chris will partner with SportsHero to roll out cycling on SportsHero's app. Currently SportsHero offers both soccer and cricket and plans to include cycling on the eagerly awaited and soon to be released Version 3.

Pursuant to the agreement, Chris has agreed to the following:

- to run, in conjunction with SportsHero, all cycling sponsorships, promotions and competitions which will focus on high profile events occurring throughout the world;
- to secure sponsors for all prizes to be won on the SportsHero cycling app;
- to attract affiliates and partners;
- to host cycling premium sponsored questions; and
- to source and, in consultation with SportsHero, appoint high profile SportsHero Cycling Ambassadors.

All cycling revenues generated on the app will be split 50/50 between the Company and Chris. In addition and subject to the generation of 1,000,000 cycling users within 36 months of the date of the agreement, the Company has agreed to grant Chris (or nominee) 1,000,000 options each exercisable at \$0.20 and expiring 1 February 2021.

Who is Chris Robb?



SportsHero Limited

ABN 98 123 423 987

Principal and Registered Office: 29 Brookside Place, Lota, Queensland 4179

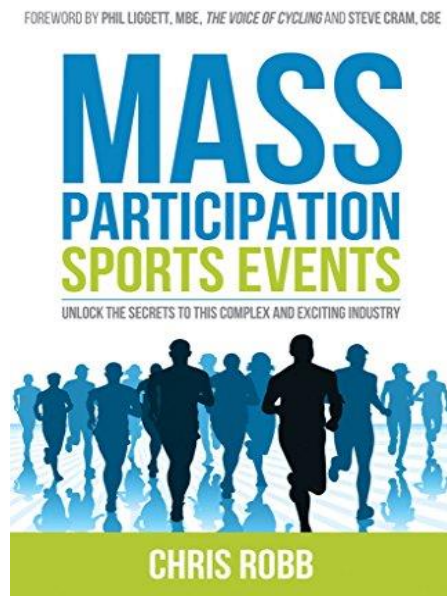
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Chris is a 30-year veteran of the mass participation sports events industry.

In 1989 Chris founded Spectrum Worldwide in Australia. In 2002 he expanded the business to Singapore to help JPMorgan launch the JPMorgan Corporate Challenge in Asia and went on to deliver some of the region's largest mass participation sports events including the Standard Chartered Singapore Marathon (55,000) runners and the Cycle Asia network of events that attracted nearly 25,000 cyclists to events in Singapore, Malaysia, Philippines and Australia.

Chris is also an accomplished author and recently released 'Mass Participation Sports Events' to much fanfare.



Chris sold Spectrum Worldwide to IRONMAN in 2016 and is currently CEO of Mass Participation Asia (**MPA**), which he founded in 2015. MPA is an annual conference for stakeholders across the mass participation sports industry with the objective of fostering collaboration and driving best practices. It is in the process of expanding to year-round industry engagement, including a weekly newsletter, education platforms and satellite conference events.

Today, Chris provides consulting services to events, brands, and governments on top of creating mass participation IP. He is also an avid presenter at conferences and provides mentorship to other business owners and entrepreneurs through the likes of the renowned accelerator programme, Key Person of Influence. Business aside, Chris is an advisory board member of Free to Shine, a Cambodian charity that helps prevent sex trafficking of young girls.

Chris is passionate about all sports, especially cycling and running and the fact that he has taken part in so many events as a participant gives him a unique insight into what his customers want.

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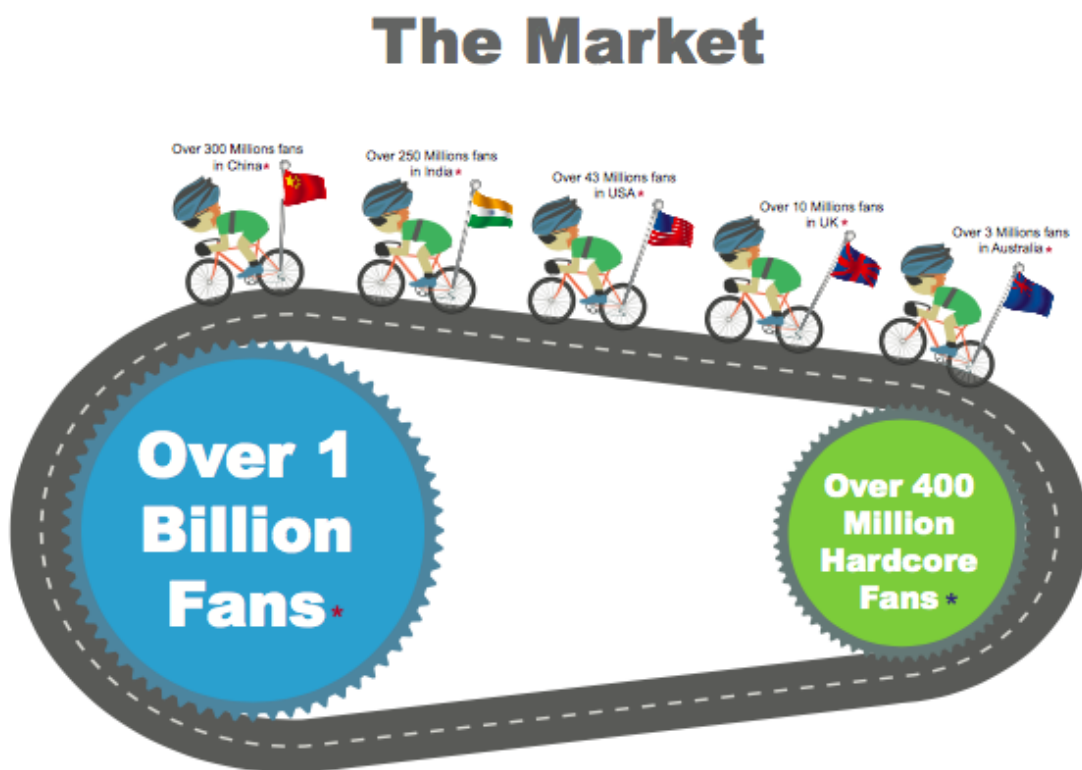
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SportsHero's CEO, Mr Tom Lapping stated: "There are very few people with Chris's vast experience and extensive knowledge in the mass participation sports industry. We are excited about the upcoming launch of cycling on our app and with Chris' comprehensive cycling network we see Chris as being exactly the right person to generate partnership opportunities, secure cycling ambassadors and affiliates and promote both cycling and our cycling app throughout the ASEAN region and beyond."

Why Cycling?

Sportshero has chosen cycling as its third sport due to the vast opportunity that exists in a relatively untapped market.

Some key statistics to consider:

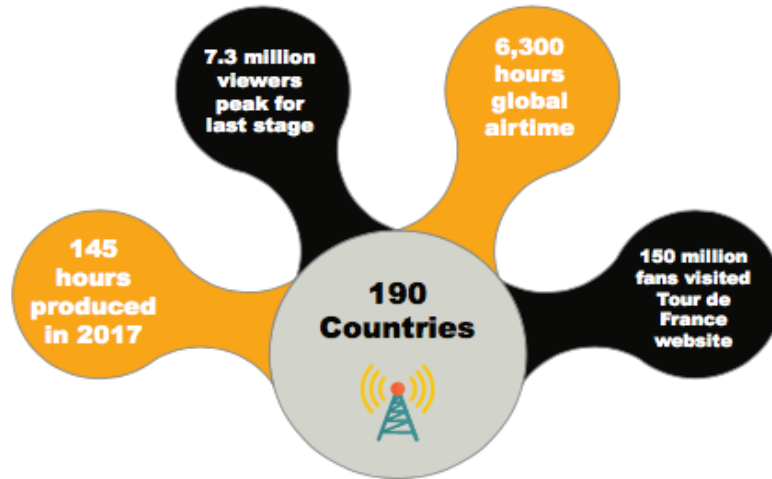


* Based on Bi-annual Nielsen survey of 1,000 people in 40 markets indicated they are **interested** in cycling

* Based on Bi-annual Nielsen survey of 1,000 people in 40 markets indicated they are **very interested** in cycling

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Broadcast - Tour de France



The World Tour



Sources: Daniel McMahon, Business Insider US, 29 June 2016
Nick Zaccardi, NBC Sports, 29 June 2017
Joe Robinson, Cyclist, 27 July 2017

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The Permutations

Overall winners (Tour or one day race)



Overall



Points



King of the Mountains



Best young rider

Intermediate sprint winners

Intermediate King of the Mountain winners

Stage results

Jersey classifications each day

General (overall) Points (sprint) Mountains

Youth

Teams

Chris Robb said: "With a massive global fan base of cyclists, many of whom spend countless hours watching and following pro races, I believe there is a huge opportunity to offer them a brand new reason to engage with the sport. Cycling Hero will mean the fans can sit on the sofa with even greater excitement watching the riders they have tipped for each race. Thanks to multiple permutations in every race and a season that lasts from January to November with over 170 days of racing at the top level, SportsHero has the opportunity to become the fan's season long companion. I'm excited to have the opportunity to partner with SportsHero and a number of cycling celebrities to develop the enormous potential.

Michael Higginson
Chairman

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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

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