



## ASX RELEASE

12 May 2017

### STRATEGIC PARTNERSHIP AGREEMENT SIGNED WITH SPARTAN SPORTS GIVING ACCESS TO IN EXCESS OF 90 MILLION FOLLOWERS

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#### HIGHLIGHTS

- Spartan Sporting Goods (**Spartan** or **Spartan Sports**) to be the official sports equipment partner for SportsHero
  - Spartan's brand ambassadors include world cricketing legends Sachin Tendulkar, MS Dhoni, Michael Clarke and Chris Gayle
  - Spartan's brand ambassadors have in excess of 90 million social media followers
  - 5 year marketing partner agreement
  - Spartan Hero competitions to be run by SportsHero with Spartan Sports supplying a minimum of \$100,000 worth of prizes over a 12 month period
  - Capital investment firm, Aitken Murray Capital Partners appointed as corporate advisors to SportsHero
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Following on from the appointment of Ian Chappell as SportsHero's Cricket Ambassador, SportsHero is very pleased to announce the signing of a five year partnership with one of the world's most successful sporting manufacturers, Spartan Sports. Spartan's brand ambassadors include world cricketing legends Sachin Tendulkar, MS Dhoni, Michael Clarke and Chris Gayle, who have a combined social media reach of in excess of 90 million fans, ensuring the first major play by SportsHero will have massive exposure to fans during the 2017 Indian Premier League (**IPL**) finals.

During the partnership, both parties will work strategically to leverage Spartan's engaging ambassador platforms to drive new user registrations on SportsHero's platform. Spartan's customers, fans, followers and supporters will now have a digital community to engage with their ambassadors, consume premium content, predict on Spartan Sports cricket competitions and win some amazing prizes to a minimum value of \$100,000 over the first 12 months.

SportsHero's newly appointed Director, Mr Tom Lapping, said "We believe the terms and mechanics of this partnership validates the unique SportsHero digital platform and strong monetisation model. This agreement will form the template and basis for further partnerships with large brands with large

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communities who want to engage and promote to the enormous global sports fan base. Currently SportsHero offers soccer and cricket, but plans to roll out basketball, baseball and AFL within the next 12 months.”

Spartan Sport's CEO, Kunal Sharma said “The agreement with SportsHero will create a unique digital offering for Spartan's fans, followers and customers to interact with the brand, the ambassadors and each other, creating engagement and stickiness for the Spartan brand online. We are very excited to be part of this exciting and growing platform and look forward to creating an engaging community of cricket fans around our brand on the SportsHero platform.”

For further details of the terms of the Spartan Sports agreement, please refer to the attached Annexure A.

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In addition to the Spartan Sports announcement, capital investment firm Aitkin Murray Capital Partners have been appointed as SportsHero's corporate advisors. This appointment is testament to SportsHero's unique model which is expected to finally crack the code of connecting fans with engagement, scale, gamification and more importantly a monetisation model that has never been seen before.

John Murray, Partner Aitken Murray, said “Many companies have struggled to monetise their social media assets. SportsHero looks to have come up with an innovative way to capture some of that value. Aitken Murray are delighted to support SportsHero as they develop this opportunity.”

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## **BACKGROUND**

SportsHero is one of the most exciting sports score prediction Apps on the market that has brought together some of the biggest players from the corporate, broking and sporting worlds.

Fronted by former Australian Cricket Test Captain Ian Chappell, SportsHero has created one of the most disruptive products that will not only shake up the sports betting industry but will reward fans with merchandise, tickets and opportunities to rub shoulders with some of their sporting heroes.

Upon signing as SportsHero's first global ambassador, Ian Chappell said, “Anyone who knows me would know that I'm very passionate about cricket. While SportsHero is an extension of my love for the game, it now lets me participate among a community of hundreds of thousands of fans - moving what was previously a handshake to one which is a share, a follow, a view or

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a Tweet. I'm excited to be engaging with these fans who share this mutual love for cricket."

As an alternative to sports betting and gambling; SportsHero rewards fans and connects big time sports with fans like no other. Founded by the inventors of the number one FinTech App in the world, TradeHero, which has over nine million users world wide, SportsHero combines skill of predicting scores, connecting with fans to leverage their own tribe and social media followers to create an online game to predict, engage and win.

Michael Higginson  
Director/Company Secretary



## ANNEXURE A

Pursuant to the 5 year Agreement, Spartan will be the official sports equipment partner for SportsHero.

During Phase 1 of the Agreement, on or before 31 July 2017 SportsHero will run four "Spartan Hero" competitions on its app with each campaign to feature one of the Spartan ambassadors, namely Sachin Tendulkar, MS Dhoni, Michael Clarke and Chris Gayle. Collectively, these four ambassadors have in excess of 90 million social media followers.

Each of the competitions will host 15 matches across international cricket tournaments, with the details of specific matches and tournaments to be discussed and agreed by the parties.

Spartan Sports will sponsor a prize for the winner of each of the competitions. The prize will be a personalised signed cricket bat and cricket set (pads, bag, gloves and other standard equipment) to the value of not less than A\$10,000, signed by the relevant Spartan Sports ambassador. Total prize pool for Phase 1 competitions will be not less than \$40,000.

During Phase 1, both parties will work strategically to leverage Spartan's engaging ambassador platforms to drive new user registrations on SportsHero's platform.

Phase 2 of the Agreement involves Spartan hosting up to (but not limited to) 50 "Premium Sponsored Questions" (PSQs) on the SportsHero app during the period to 30 April 2018. SportsHero and Spartan will share equally the proceeds received by SportsHero for each PSQ. Spartan will provide all prizes for the PSQs and a "super prize" will be offered for a randomly selected PSQ user (from each of the 50 questions).

During Phase 2, Spartan will further sponsor sporting products and apparel (cricket, football and others sports) for e-Store redemption to the value of \$60,000.

Throughout the term, both parties have agreed to perform the following marketing and audience development obligations:

- (a) SportsHero will provide on its app a "newsletter check-box" for all Spartan related promotions for users to subscribe directly to Spartan's newsletters;

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- (b) Spartan will manage and operate (at its cost) the promotion and marketing of competitions, campaigns and proposals between SportsHero and Spartan on the social media platforms of Spartan's brand ambassadors;
- (c) SportsHero will manage and operate (at its cost) the promotion and marketing of competitions, campaigns and proposals between SportsHero and Spartan on SportsHero's app and other social media platforms.
- (d) SportsHero will provide on its App a newsletter and cricket club; and
- (e) Each party will be responsible for its own advertising and marketing expenditure incurred in connection with the agreement.