



ASX RELEASE

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THE AUSTRALIAN NEWSPAPER ARTICLE

Ian Chappell pads up for innovative SportsHero app

SportsHero Limited refers the market to an article from Darren Davidson entitled "Ian Chappell pads up for innovative SportsHero app" appearing on page 23 in today's edition of The Australian newspaper.

On 29 March 2017, Mr Ian Chappell was appointed as SportsHero's Cricket Ambassador and on 12 May 2017 SportsHero formed a strategic partnership with sporting manufacturer Spartan Sports.

Michael Higginson
Director/Company Secretary

BACKGROUND TO SPORTSHERO

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 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.