



ASX RELEASE

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STRATEGIC PARTNERSHIP AGREEMENT SIGNED WITH YUUZOO GIVING ACCESS TO IN EXCESS OF 100 MILLION AFRICAN FOOTBALL FANS

HIGHLIGHTS

- YuuZoo to be the Official African Marketing Partner of SportsHero
 - SportsHero and YuuZoo will run sponsorship promotions in the African continent
 - The Nigerian Television Authority is a collaboration partner of YuuZoo
 - YuuZoo has a community size in Africa of in excess of 100 million football fans
 - 2 year African continent marketing partner agreement
 - Sponsorship and promotions revenues to be shared equally
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The world's leading sports prediction app, SportsHero, is delighted to announce a new partnership agreement with YuuZoo Corporation (**YuuZoo**).

YuuZoo is one of the world's first third-generation social e-Commerce companies and is the brainchild of Thomas Zilliacus. The YuuZoo social platform has a dominant presence in the African continent and has amassed a huge community size of over 100 million football fans.

In Africa, YuuZoo has signed on dominant Nigerian broadcaster, the Nigerian Television Authority (**NTA**), as a collaboration partner. NTA runs the largest television network in Nigeria with stations in several parts of the country. NTA and YuuZoo air a prime time television show every Wednesday and will use this medium to promote African continent competitions on SportsHero's platform. This powerful broadcast platform, combined with the popularity of the show will help drive engagement and new users on the SportsHero platform.

All revenues generate from the YuuZoo partnership will be shared equally between YuuZoo and SportsHero.

YuuZoo COO, **Mohan Das** said: *"We are thrilled to be working with the SportsHero team who we believe have truly cracked the code to monetise large scale communities around sports gamification. We are also very*

SportsHero Limited

ABN 98 123 423 987

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

Tel/Fax: +61 7 3901 0751

SportsHero

excited about hosting our sponsored questions with our broadcast partner NTA, and we have pulled together some great prizes too."

SportsHero's CEO **Tom Lapping** said: "We enthusiastically look forward to working with YuuZoo on our monetisation program around key football matches in the major African competitions. They have a fantastic community size in Africa and we are excited that we can help them create some non-traditional revenue."

"We are building a very large and hyper-engaging community of sports fans around our gamification platform and we are working very hard to achieve our first milestone called Project 1 Billion."

YuuZoo is SportsHero's second affiliate partner and will contribute towards the exciting Project 1 Billion initiative (see below). The YuuZoo partnership will increase SportsHero's global footprint, with Spartan Sports having already signed as the Company's Official Sports Equipment partner.

ABOUT PROJECT 1 BILLION

SportsHero has been working hard to build a robust amalgamated community size of 1 billion people by the end of 2017. This ambitious project is looking to combine the communities from all of SportsHero's affiliates (social platforms, B2B & B2C brands, professional sports teams) to create a large community of sports fans who come together to play sports games, consume content and interact with ambassadors and personalities. The model is designed to grow the SportsHero community exponentially and is only limited by the number of SportsHero affiliates that are partnered.

Michael Higginson
Chairman

SportsHero Limited

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