



**ASX RELEASE**

13 October 2017

## **LAUNCH OF UPGRADED SPORTSHERO GAMIFICATION APP**

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### **HIGHLIGHTS**

- **Global launch, on 20 October 2017, of Version 2.5**
  - **Enhanced brand identity and user experience**
  - **Localised and available in English, Indonesian (Bahasa) and Chinese (Mandarin)**
  - **Rollout of both *Free-to-Play* and *Pay-to-Play* formats**
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The world's leading sports prediction app, SportsHero, is delighted to announce the impending launch of its upgraded Sports Gamification and Community Marketing app.

The upgraded SportsHero Gamification and Community Marketing app delivers an enhanced brand identity and user experience, whilst providing a platform that enables millions of communities worldwide to monetise through sports gamification.

The upgraded app offers a worldwide free to play experience and the new pay to play premium branded rewards system, that includes e-store prize redemption and the issue of SportsHero coins.

In conjunction with YuuZoo (SportsHero's Official African Marketing Partner), the premium branded rewards experience will initially be launched in Africa to support and promote African football (soccer).

Through the premium rewards experience and the SportsHero Affiliate Marketing Program, SportsHero Affiliates will promote their offerings and sponsor online user questions that provide users with the opportunity to purchase tickets to answer the Affiliate's questions and win great prizes and SportsHero coins for use in the SportsHero e-store.

Features of the upgraded SportsHero app include:

- new brand identity and user experience to support global expansion;

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# SportsHero

- native language support, out of the box with auto detection activated for Indonesian (Bahasa) and Chinese (Mandarin);
- improved smart social leaderboard as central experience for each sport, with data driven results based on difficulty of predictions - focus on encouraging users to demonstrate their skills and knowledge of the sports they love and showcase this in front of their friends;
- social chat feature allowing users to talk to build rapport and community within the SportsHero platform;
- grand prize for leaderboard winners - to deliver the promise of turning users into Sports Heroes;
- brand/Affiliate sponsored questions and user posted questions in the premium rewards experience;
- 50/50 revenue share in the premium rewards experience; and
- advertising revenue share in the free to play experience.

The launch date for the upgraded app will be 20 October 2017. The app will be available for download at the app store on and after this date.

SportsHero's CEO **Tom Lapping** said: *"There are now more ways than ever to become a SportsHero and we enthusiastically look forward to the launch of the app and our monetisation program, which will initially focus on key football matches in the major African competitions."*

*"We are building a very large and hyper-engaging community of sports fans and the launch of our upgraded app is expected to result in the achievement of our first milestone, Project 1 Billion."*

## **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

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