



ASX RELEASE

17 October 2017

SPORTSHERO PARTNERS WITH MINUTE MEDIA'S 90MIN, THE WORLD'S LARGEST AND FASTEST GROWING FOOTBALL MEDIA PLATFORM

HIGHLIGHTS

- **90min has a community size of over 500 million, including 60 million unique monthly users**
 - **New partnership takes SportsHero's community size to over 700 million, rapidly approaching our Project 1 Billion target**
 - **SportsHero to be the exclusive gamification App Partner for 90min**
 - **Bespoke and original content to drive stickiness and engagement**
 - **Joint marketing campaigns to drive aggressive user growth**
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The world's leading sports prediction app, SportsHero, is delighted to announce that it has formed a strategic partnership with 90min – a global football (soccer) media and technology company focused on the digital generation. 90min taps into the passion and dedication of the hyper-connected fan by powering the production of authentic, engaging and socially driven content distributed to a rapidly growing audience of over 60 million monthly unique users in eleven languages across web, mobile and social media.

90min is owned by Minute Media, the parent company that also owns other digital brands 12up and DBLTAP.

Under the deal, 90min will supply SportsHero with bespoke and original football content developed by 90min's editorial staff, fan contributors and football influencers. This rich media content can be consumed across any device and will be developed into English, Mandarin and Bahasa Indonesia languages and subsequently into other languages to coincide with SportsHero's global expansion strategy into other markets.

The content coverage, to be provided by 90min, includes coverage of the English Premier League, Spain's La Liga, the UEFA Champions League, the World Cup and FA Cup, in multiple languages that includes 20 articles per day permeated onto the SportsHero platform.

The strategic partnership has been formed to drive long term mutual benefits to create Asia's largest gamification sports experience for football fans in the region.

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The partnership will further provide SportsHero with access to Minute Media's community of approximately 500 million people and forms a key component of SportsHero's Project 1 Billion (see below).

In addition, SportsHero and 90min will work together to secure advertising partnerships that will extend across both of our platforms.

The partnership is for an initial for 3 year term and will be activated for the upcoming launch of SportsHero's much anticipated version 2.5.

SportsHero's CEO **Tom Lapping** said: *"Working with 90min and its global football team provides our users with a comprehensive football coverage and secures access to Minute Media's combined community of over 500 million people. It's fantastic that we are quickly building towards our target of Project 1 Billion and with this partnership we have now reached 700 million."*

Minute Media's APAC GM **Mark McFarlane** said: *"We find SportsHero to be a fantastic platform and are thrilled to be part of their journey in turning into the largest football prediction platform in the world. Our content will be well received and we look forward to driving mutually beneficial commercial programs with them as they grow."*

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.

ABOUT 90MIN

90min is a global football media and technology company focused on the digital generation. 90min taps into the passion and dedication of the hyper-connected fan by powering the production of authentic, engaging and socially driven content distributed to a rapidly growing audience of over 60 million monthly unique users in ten languages across web, mobile and social media.

90min's mission is to champion fan-generated media as a key ingredient of sports journalism.

90min includes multilingual support in English, German, Spanish, Italian, French, Turkish, Portuguese, Vietnamese, Thai, Hindi and Indonesian. With a network of over 200 team communities in Europe, South America and Asia, 90min's content is consumed by a global audience of millions via online media, mobile platforms and

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handheld devices. 90min receives over 250 million page views and over 500 million Facebook and Twitter impressions monthly.

ABOUT MINUTE MEDIA

Minute Media is a leading sports media and technology company, powered by authentic and socially driven content created by the fans, for the fans. Minute Media's products enable fans to create, publish, share and distribute sports content around the world. This unique approach to covering sports fuses topical sports stories with everyday pop culture, creating a fresh new voice in the world of sports media. Minute Media's family of sports destinations includes 90min, 12up and DBLTAP. The Company is backed by leading venture capital firms and strategic investors including Battery Ventures, Dawn Capital, Gemini Ventures, North Base Media, ProSieben and Qumra Capital. For more information, please visit www.minutemedia.com.

Michael Higginson
Chairman

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