



## ASX RELEASE

31 October 2017

### GLOBAL INVESTOR, IPV CAPITAL, SECURES \$1M PLACEMENT

SportsHero Limited (**SportsHero**, or the **Company**), owner of the world's leading sports prediction app, is very pleased to announce that global investor, IPV Capital, has unconditionally agreed to subscribe for 12,500,000 SportsHero shares at an issue price of \$0.08 per share. The raising by the Company of this \$1,000,000 is at a significant premium to the Company's previous closing price and will be completed in accordance with ASX Listing Rule 7.1.

This \$1,000,000 will enable SportsHero to drive its aggressive community based growth strategy for at least the next 18 months.

IPV Capital is the global investment strategy of Infotech Capital Management, with over US\$3 billion in assets under management since its inception in 2001. IPV Capital is a China based venture capital firm dedicated to delivering exceptional investment performance by backing high growth technology firms.

SportsHero's CEO **Tom Lapping** said: *"We are thrilled to have secured IPV as a cornerstone investor in the Company. IPV's extensive experience in successful company building and their record in opening doors and delivering capital and ideas represents a significant accomplishment and opportunity for SportsHero."*

IPV Capital's Managing Partner, Terence Tan said: *"SportsHero and its team have delivered a very innovative sports gamification platform that we believe provides a unique and exciting opportunity for large communities to monetise. They have almost achieved their target of building a combined community size of 1 billion people, and are just getting started. We are very excited about the scalability of what is shaping up to be a very disruptive company in the sports prediction space."*

### ABOUT IPV CAPITAL

IPV Capital is an early growth venture capital fund that invests in high-growth technology sectors including software, clean-tech, technology services and semiconductors. With offices in Beijing, Shanghai and Silicon Valley, IPV Capital brings its wealth of management and technology development experience to mentor a new breed of entrepreneurs with global aspirations. The IPV Capital team has a solid track record in successfully growing technology startups in China and beyond, making it the ideal go-to partner for investment.

Michael Higginson  
Chairman

**SportsHero Limited**  
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## **ABOUT SPORTSHERO**

SportsHero Limited listed on the Australian Securities Exchange (ASX code: SHO) on 15 February 2017 and is the owner of the world's leading sports prediction, gamification and marketing app.

The Company is building a robust amalgamated community size of over 1 billion people by the end of 2017 by combining the communities of its Affiliates (social platforms, B2B and B2C brands, professional sports teams) to create a community of sports fans who come together to play sports games, consume content and interact with ambassadors and personalities.

### ***Affiliates and ambassadors***

Spartan Sporting Goods – whose ambassadors include Sachin Tendulkar, MS Dhoni, Chris Gale and Michael Clarke who collectively have over 90 million social followers

YuuZoo Corporation – community size of over 100 million football fans

Minute Media (90min) – community size of over 500 million with 60 million unique monthly users

Ian Chappell – SportsHero's cricket ambassador

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