



9 May 2018

SPORTSHERO SET TO LAUNCH IN INDONESIA WITH LOCALISED PLATFORM

HIGHLIGHTS

- **SportsHero's Indonesian-localised app to be launched into mainstream Indonesia from 9 May 2018**
- **Walletku engaged to help unlock Indonesia's massive prepaid mobile phone network of Bahasa speakers**
- **Walletku to promote SportsHero ticket sales to enable participation in SportsHero localised competitions through its mobile payment platform and its network of 22,000 outlets**
- **SportsHero tickets to be sold on Walletku's payment platform**
- **SportsHero to monetise Indonesia's passionate and substantial football fan base**

SportsHero (ASX code: SHO), one of the world's first social networks dedicated to sports prediction that transforms the way fans engage with the sport they love, today marks its official launch into Indonesia with a fully localised user experience and user acquisition strategy, working with key local commercial partners.

The Indonesian version of the SportsHero platform is dedicated to football, catering to the millions of fanatical fans who follow the country's most popular sport as measured by attendance, participation and revenue.

Indonesia has a population of 265 million people and according to Statista; in 2018 31.1% of the population will have access to mobile internet on their phones. That's a staggering 82 million people, with a predicted 96.1 million active social media users (combination of mobile & desktop users).

This legion of football fans in Indonesia is expected to boost SportsHero's global community of passionate users that aim to predict outcomes in sports games and top the platform's leader board to win prizes of 'money can't buy' experiences, merchandise and entertainment products via SportsHero's localised e-store.

To activate SportsHero in Indonesia and rapidly engage with a substantial user base, SportsHero has partnered with two strategic partners. Mr Tri Putra Permadi, a leading Indonesian IT, social network and telecommunications entrepreneur will be SportsHero's Official Indonesian Football Partner. Mr Putra will leverage SportsHero's dynamic and evolving platform into his existing networks and strategic corporate relationships.

SportsHero has also partnered with Indonesian based PT Walletku Indompot Indonesia (Walletku), a technology partner that offers a payment platform and a range of digital products that includes prepaid mobile phone credit. Walletku's payment platform has now been successfully integrated with SportsHero's new Indonesian app to facilitate the sale of SportsHero tickets to Walletku's users wanting to participate in SportsHero's localised Indonesian competitions. This partnership provides SportsHero with the ability to monetise Indonesia's passionate and substantial football fan base.

SportsHero Limited

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

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SportsHero



Walletku will also offer everyday commercial transactions for SportsHero users and will provide SportsHero with access to its extensive network of prepaid mobile phone users.

Tom Lapping, Chief Executive Officer of SportsHero, said: "There is a huge opportunity for SportsHero to connect with the millions of passionate football fans in Indonesia. Today's launch brings these fans closer than ever to the on-field action by tapping into their deep football knowledge and rewarding them for their skill in predicting game outcomes like no other app."

"Our sights have been firmly set on Indonesia since we founded SportsHero in 2016. We believe Indonesia will be one of our leading Southeast Asian markets for our users, partners and advertisers and we are thrilled to have on board Mr Putra and one of Indonesia's leading mobile tech businesses as our partners," said Mr Lapping.

Football Hero Minggu Ini

Prediksi pertandingan, tingkatkan peringkat, menangkan hadiah menarik dan fantastis sebagai Football Hero Minggu ini

#1	#2	#3
Roundtrip Ticket (1 Pax)	Xiaomi Redmi 4A	Football Shoes Adidas

Rank 4 to 10		#4 80 #5 70	#6 60 #7 50	#8 40 #9 30	#10 20
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SportsHero

Football Hero Bulan Ini

Prediksi pertandingan, tingkatkan peringkat, menangkan hadiah menarik dan fantastis sebagai Football Hero Bulan ini

#1	#2	#3
Samsung S8	Canon Mirrorless Camera	PS4 Jet Black 1TB

Rank 4 to 10		#4 400 #5 300	#6 200 #7 100	#8 75 #9 50	#10 30
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Mr Tri Putra Permadi said: "SportsHero is a unique sports technology platform that is entering an exciting and critical growth phase. As a market with strong penetration in mobile and social media that is continuing to rapidly grow, there has never been a better time to target Indonesia's fanatical football fans. It is incredibly exciting to be a long-term partner in the next chapter of SportsHero's growth and to cultivate a highly-engaged Indonesian community around content engagement and gamification."

SportsHero is structured around commercial models that allow users to follow expert predictors globally. SportsHero has created a customised app in Bahasa language and focused on the biggest Indonesian football leagues with market-specific prize incentives only available to Indonesian users.

SportsHero's first fully localised app launch in Indonesia follows recent strategic partnership announcements and campaigns in India, Australia and Singapore. The Bahasa language app is available for download in Indonesia only.

Michael Higginson
Company Secretary

ABOUT SPORTSHERO

SportsHero Limited listed on the Australian Securities Exchange (ASX code: SHO) on 15 February 2017 and is the owner of a world leading sports prediction, gamification and marketing app. The Company has the high level strategic aim of capitalising on the potential of a notional amalgamated community of over 1 billion people by combining the communities of its Affiliates (social platforms, B2B and B2C brands and professional sports teams) to create a robust user-base of sports fans who come together to play sports games, consume content and interact with ambassadors and personalities.

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