



## ASX RELEASE

12 July 2018

### **Chris Flintoff confirmed as Chief Digital Officer with imminent launch of brand new Version 3**

Further to our announcement of 12 December 2017, the Company is very pleased to advise that Mr Chris Flintoff has agreed to join SportsHero as the Company's Chief Digital Officer (**CDO**).

As CDO, Chris will lead the design and implementation of the Company's **digital product strategy and growth plans** as it extends into new markets and partnership opportunities.

In the short term, Chris will be working towards the launch of Version 3 of the Company's App so that it is delivered in advance of the 2018/2019 English Premier League and the Spanish LaLiga seasons, which are the two most followed football leagues in the world.

#### **Key highlights of Version 3 are:**

1. A complete redesign of the User Interface with an open breathable modern design that will adapt and scale well when new modules are introduced. This will support the rapid on-boarding of new sports and commercial partner integration.
2. A redesigned competitions User Experience with highly visual In App promo modules placed within the Football Matches Feed to drive competition entry and with a much more visually engaging competitions overview page, which includes large format imagery and partner brand graphics.
3. An upgrade of the core platform to support the:
  - introduction of a new sports, such as cycling, AFL or rugby
  - management of multiple territory versions for local market customisation, which was achieved with our localised Indonesian version
  - integration of commercial partnerships with brands

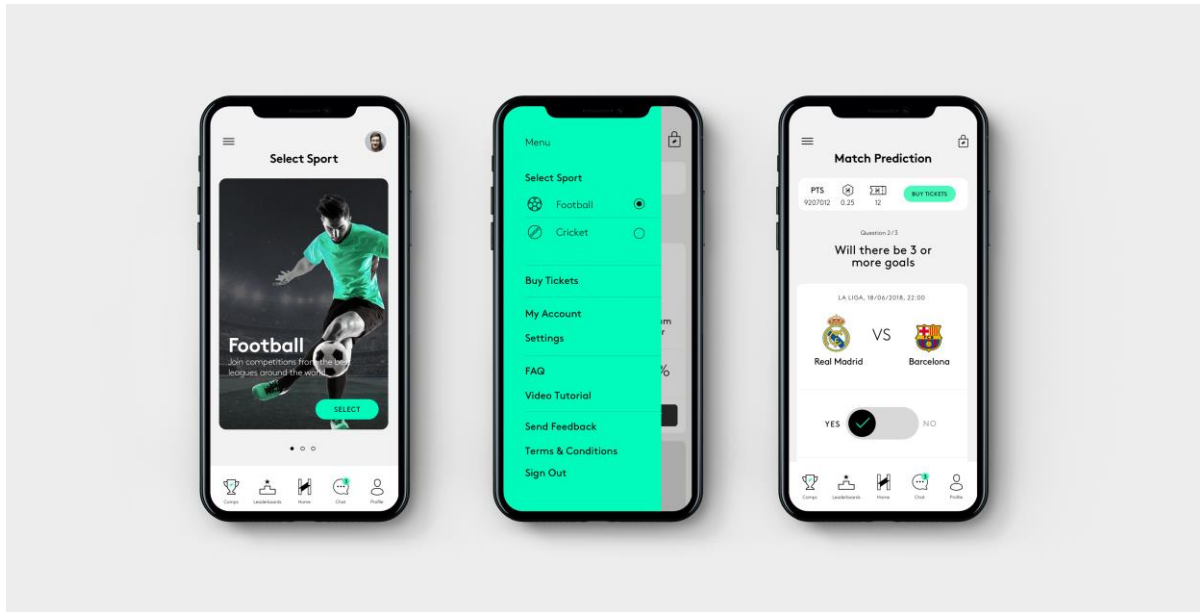
**SportsHero Limited**

ABN 98 123 423 987

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

**Tel/Fax:** +61 7 3901 0751

# SportsHero



## **Chris Flintoff's profile**

Chris is a growth focused business leader and digital expert who has led transformation and revenue generation for major brands and built and sold new entrepreneurial ventures. He has worked in both blue-chip corporate and disruptive start-up environments locally and globally for more than 20 years with deep subject matter expertise on all aspects of digital entertainment and e-commerce.

Chris has extensive experience in the digital sports, games and entertainment industries, including roles such as CEO of Neon Stingray, Head of Digital for Foxtel, Head of Broadband Entertainment for Telstra and MD of the Heavy Australia JV. He has worked with organisations including the AFL, NRL, V8 Supercars, Microsoft XBOX, Sony PlayStation, Comcast, BSKYB and others to design and build successful digital products.

As a proven performer with extensive board experience, his drive, innovation, lateral thinking and experience are expected to deliver significant benefits to the Company.

Mr Flintoff stated: "It's an exciting time for the business as it builds upon and extends its core sports prediction platform and launches new localised products into targeted emerging markets."

"Moving forward, SportsHero has the opportunity to build a vibrant and highly engaged community of sports fans who love to show their knowledge of the games they are passionate about."

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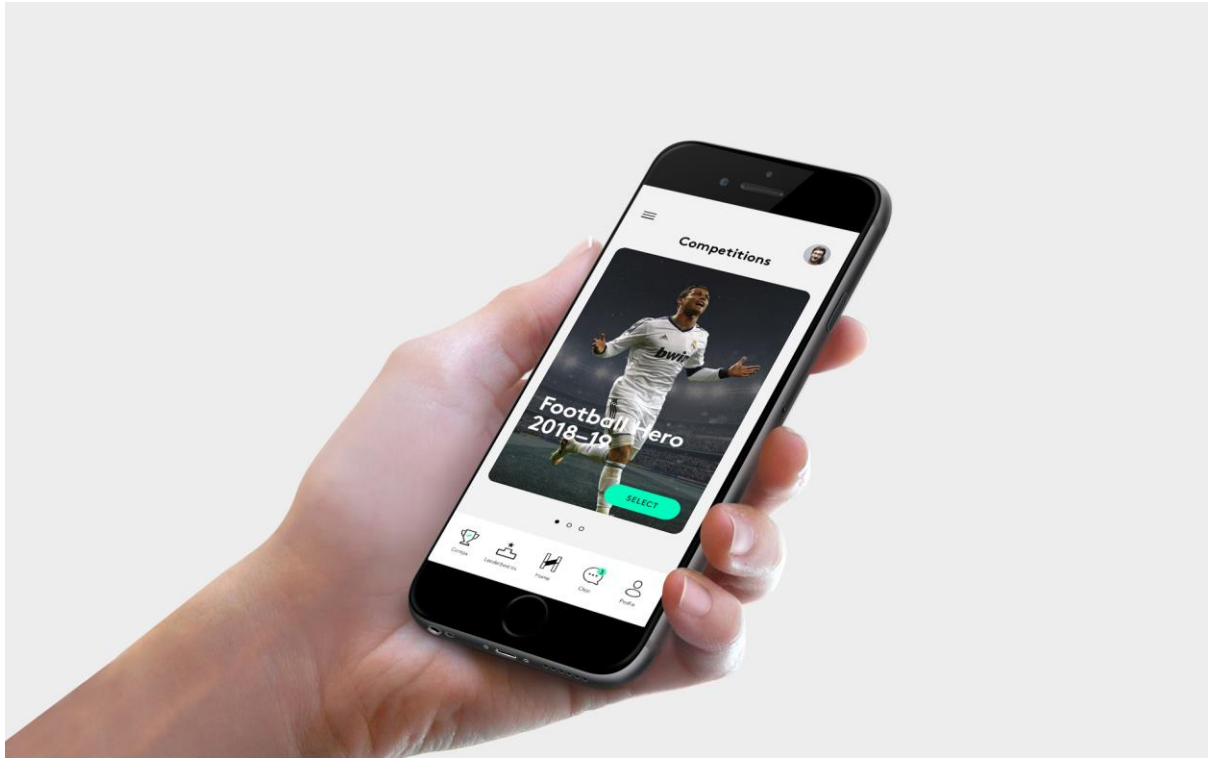
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## Key Objectives

Key objectives for SportsHero include the following:

- **evolution of the SportsHero User Experience** to attract and retain players
- **growth of the SportsHero gameplay formats** to drive engagement and retention of users in consistently interesting ways
- **development of the SportsHero technology platform** to support the business to scale as a global sports data platform which will allow the Company to work with blue chips brands on competitions and prizes
- **updating the strategy for the SportsHero online store** and the supporting **rewards economy**, which is currently built on a system of points, tickets and coins



## Terms of Engagement

Pursuant to a services agreement, Chris has been engaged for an initial two (2) year term.

The Company has agreed to issue an initial 1,000,000 fully paid ordinary shares (**Shares**) to Mr Flintoft (or nominee). These 1,000,000 Shares will be held in voluntary escrow for a period of 12 months from their date of issue.

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In addition, the Company has further agreed to issue 1,500,000 Performance Rights to Mr Flintoff (or nominee). Details are as set out below:

<b>Class</b>	<b>Performance Hurdle</b>	<b>Entitlement</b>
Class A Performance Rights	<p>The delivery of Version 3 of the SportsHero App on or before 30 September 2018.</p> <p>Version 3 shall contain the following deliverables:</p> <ol style="list-style-type: none"><li><b>1. A complete redesign of the UI</b> with an open breathable modern design that will adapt and scale well when new modules introduced. This will support the rapid onboarding on new sports and commercial partner integration.</li><li><b>2. A redesigned Competitions UX</b> with highly visual In App promo modules placed within the Football Matches Feed to drive competition entry and much more visually engaging competitions overview page which includes large format imagery and partner brand graphics</li><li><b>3. An upgrade of the core platform to support</b><ul style="list-style-type: none"><li>• the introduction of a new sports such as cycling, AFL or rugby</li><li>• the management of multiple territory versions for local market customisation.</li><li>• the integration of commercial partnerships with brands</li></ul></li></ol>	1,500,000 Class A Performance Rights converting into 1,500,000 Shares on attainment of the Performance Hurdle.

All Shares issued following the conversion of Performance Rights will be held in voluntary escrow for a period of 12 months from their date of issue.

Michael Higginson  
Company Secretary