

**SportsHero**  
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23<sup>rd</sup> August 2018

## **SPORTSHERO TEAMS UP WITH SPAIN'S TOP FOOTBALL DIVISION, LALIGA, IN A LANDMARK DEAL**

### **Highlights**

- SportsHero lands its biggest partnership yet with one of the world's most popular sporting leagues, Spain's LaLiga
- The partnership sees SportsHero come on board as the exclusive Indonesian partner in the sports prediction app category for the 2018/19 LaLiga season
- First-of-its-kind partnership deal with a major football league that will enable Indonesian's vast number of passionate football fans to connect with LaLiga via expert prediction, unique e-store offerings and money-can't-buy prizes
- The first LaLiga Hero of the month competition commences 1st September 2018

In a world-first with a major football league, SportsHero (ASX code: SHO) and Spain's top professional football division, LaLiga, announce the establishment of a partnership that sees SportsHero assume the title of LaLiga's exclusive Indonesian official partner within the sports prediction app category.

The LaLiga partnership signifies a landmark transaction for SportsHero and follows the Company's very recent and successful Indonesian World Cup campaign.



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SportsHero commences its exclusive LaLiga partnership in the 2018/19 season (which commenced on the 17 August) and has an option to extend the partnership into the 2019/20 season. The partnership is a major coup for SportsHero that is expected to generate rapid user base growth in the Indonesian market where football is the country's most popular sport with millions of passionate fans.

The partnership sees LaLiga, home to some of the most successful football clubs in the world as well as some of sports' most famous faces, give SportsHero users access to money-can't-buy products and experiences. The prizes and experiences will be available at the SportsHero e-store exclusively for the apps' users predicting the outcomes of LaLiga matches.

LaLiga has developed a reputation for innovation and has decided to align with SportsHero, an equally innovative partner in Indonesia which is one of the league's key strategic markets in Asia Pacific.

LaLiga Head of Global Partnerships & Marketing, Gregory Bolle said, "Indonesia is a major focus for LaLiga as we continue to disrupt the way our fans connect with the game they love by using technology to drive engagement. The agreement with SportsHero is a huge win for Indonesian soccer fans who are some of the most passionate and loyal we've seen globally. It is also an important achievement for LaLiga as we continue to focus on building our fan base and reach in this market."

SportsHero CEO Tom Lapping said, "LaLiga is one of the most-followed football leagues in the world and the global reach the league has makes this partnership the most significant for SportsHero since our launch."

"The deal is a major win for the millions of passionate football fans in Indonesia who can now get closer than ever to the on-field action and will enable the SportsHero business to quickly ramp up momentum just two months after we launched into the Indonesian market."

The partnership provides a host of money-can't-buy prizes being made available for SportsHero users, including VIP tickets to watch LaLiga games in Spain with a private stadium tour, access to team training sessions, as well as a host of other branded and signed LaLiga merchandise. SportsHero will also run monthly LaLiga competitions for users to win the coveted LaLiga Hero of the Month and Golden Boot awards.

LaLiga has also agreed to promote SportsHero on its official Facebook page geo-targeted to its 3.19 million active followers in Indonesia across an agreed number of posts per season and via editorial on the LaLiga website. Additionally, SportsHero has secured full partnership support and rights to LaLiga's intellectual property.

Targeting passionate sports fans with a deep knowledge for the sport they love, SportsHero features a robust prediction platform. SportsHero taps into the knowledge of sports fans by recognising and celebrating their expert skills to predict the right outcomes in sports games. Users with exceptional prediction skills can go on to become sports heroes

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and feature on the leader board function to generate fame and followers on the app. Users who predict the right outcomes in sports games can win coins to load-up their wallet and redeem at SportsHero's e-store on merchandise, entertainment products and money-can't-buy experiences.

### **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.