



26 October 2018

**PARTNERSHIP WITH MAJOR MALAYSIAN PAYMENT ENABLER 'E-PAY'
AND
LAUNCH OF LOCALISED SPORTSHERO PLATFORM IN MALAYSIA**

HIGHLIGHTS

- **SportsHero signs an agreement to partner with Malaysia's largest retail payment network 'e-pay' to launch SportsHero into Malaysia's massive community of passionate sports fans**
- **e-pay processes over 20 million payment transactions in Malaysia per month, with a monthly value of in excess of MYR 300 million¹ (approx. A\$100 million)**
- **e-pay is a market leader in electronic payment services**
- **SportsHero's Malaysian localised app will be launched into mainstream Malaysia in January 2019**
- **SportsHero will generate revenue through ticket sales nationwide via e-pay's digital mobile payment platform and via 36,000+ points of sale (not including ATM/CDM)**
- **Sportshero has entered into favorable contract terms and will receive 80% of all gross revenue generated from ticket sales, the initial contract agreement is for 2 years.**

Technology company SportsHero (ASX code: SHO), which has built a social sports prediction platform that transforms the way fans engage with the sport they love, has today signed an agreement to launch its localised app dedicated to football into Malaysia in partnership with a key strategic partner **e-pay**, Malaysia's market leader in electronic payment services.

e-pay was founded in 1999 and has accumulated 19 years experience in providing mobile prepaid top up and bill payment services and now operates Malaysia's largest retail network.¹

The e-pay brand is Malaysia's market leader in electronic payment services with over 36,000 e-pay merchants as well as a digital mobile payment platform, accounting for 20 million payment transactions nationwide per month with a monthly value of in excess of MYR 300 million¹ (approx. A\$100 million).

e-pay will integrate with SportsHero's Malaysian app to facilitate the sale of SportsHero tickets to e-pay's users wanting to participate in the app's localised competitions. The partnership will enable SportsHero to immediately reach and access millions of consumers in Malaysia who are expected to substantially bolster SportsHero's growing community of fanatical users in a country where 65% of the population is interested in football.² Malaysia being recently ranked 12th (65%) in a global Neilson Sports DNA 2018 report, ranking above countries such as Brazil, Germany, France and the UK.

The transaction with e-pay will enable Sportshero to replicate the successful revenue generating model that was launched in Indonesia earlier this year but to a wealthy and higher spend market. This will supplement the already fast growing revenues out of Indonesia (122k AUD generated in September). Malaysia has similar demographics to Indonesia in terms of its cash economy, whereby the majority of the population does not have access to credit cards. SportsHero's commercial distribution model through significant payment partners in both Indonesia and Malaysia allows the Company to commercialise these substantive cash based markets that encompass in excess of 280 million people.

Tom Lapping, Chief Executive Officer of SportsHero, said: "With its massive community of football fans, we have had our sights firmly set on Malaysia for some time. Finding the right partner has been the key to our entry into this diverse market. e-pay has a huge profile in the ASEAN region and will enable us to quickly grow our user base via the e-pay brand, which is used by millions of customers each day."

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SportsHero

“Our entry into Malaysia is significant for Sportshero and its legion of football fanatics who seek to connect to a global community of sports fans and showcase their skills in predicting the outcome of the game they love” said Mr Lapping.

SportsHero is structured around commercial models that allow users to not only pay to play, but to follow expert predictors globally. The customised SportsHero app will be in the Malay language and will focus on the biggest global and regional football leagues, with market-specific prize incentives for Malaysian users.

SportsHero’s fully localised Malaysian app launch follows the platform’s entry into the Indonesian market, as well as the major partnership announcement with Spain’s top football division, LaLiga, in Indonesia. The SportsHero Malay language app will be available for download in Malaysia only.

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 outcomes in sports games. Users with exceptional prediction skills can go on to become sports heroes 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.

SportsHero is committed to transforming the way sports fans engage with their teams, with each other and with sponsors looking to enhance sports fan engagement. SportsHero looks forward to continuing to position itself as the leading community sports prediction and socialisation app in Asia – the fastest growing sports community in the world. **Game On!**

¹ www.e-pay.com.my

² *Nielsen Sports 2017/18 LaLiga fans*

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