

# SportsHero

## ASX RELEASE

23 January 2019

### SportsHero Limited completes \$2.2m raising

#### Highlights

- Oversubscribed Private Placement of \$1.65m welcomes new and current institutional investors across Asia, as well as a significant investment from Australian sophisticated and professional investors.
- Global Investor IPV Capital (head quartered in Shanghai), who have over US\$3 Billion under management, was again a cornerstone investor in the Placement with a \$415,000 investment.
- Institutions based locally, as well as Hong Kong, China and Singapore accounted for the vast majority of the Placement, which was completed at an issue price of \$0.10 per share.
- Commitments received for the exercise of 31 August 2019 options, raising not less than an additional \$0.55m.
- The funds raised will enable the funding of the intended Australian launch of SportsHero's pay-to-play sports prediction platform, which includes the securing of a Northern Territory Racing Commission Sports Bookmaker Licence.
- SportsHero's Directors are very pleased to have completed the Placement, especially during a period of volatile global equity markets.

SportsHero Limited (**SportsHero**, or the **Company**) is delighted to announce that it has finalised the raising of \$1.65m pursuant to the Placement of fully paid ordinary shares at an issue price of \$0.10 per share.

The Placement welcomed new and current institutional investors across Asia, as well as significant investment from local sophisticated and professional investors.

IPV Capital, along with global investment giants Samsung Ventures and Kleiner Perkins Caulfield & Byers are the Company's largest shareholder through their ownership of MyHero Limited. IPV Capital is a Shanghai based venture capital firm with over US \$3 Billion under management, the firm is dedicated to delivering exceptional investment performance by backing high growth technology companies.

**SportsHero Limited**

ABN 98 123 423 987

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

Tel/Fax: +61 7 3901 0751

# SportsHero

**SportsHero's CEO, Tom Lapping commented:** *"In this very difficult post-Christmas market for small cap companies, we are extremely pleased to be able to complete this oversubscribed Private Placement."*

*"We have an exciting year ahead of us and this capital injection positions us well to be able deliver on our international and domestic growth strategies."*

**IPV Capital's Managing Partner Terence Tan commented:** *"With the recent formation of the LaLiga partnerships in both Indonesia and Malaysia, the launch of the much-anticipated Version 3, as well as the launch of a localised app for the Malaysian market in partnership with e-pay, we are certainly impressed with SportsHero's strategy and vision. The recently announced transaction to secure a Sports Bookmaker Licence to enable operations in the lucrative Australian and New Zealand markets has the potential to substantially increase SportsHero's Australian profile and opportunities."*

*"We see enormous potential and scalability for a company that is proving itself to be a very disruptive global business in the sports prediction space."*

The Placement was made in accordance with ASX Listing Rule 7.1 and no related party participated in the Placement.

The funds raised from the Placement will be applied towards the Australian launch of the Company's pay-to-play platform, expansion of the Company's existing activities throughout the ASEAN region, the development of a Cycling and International Rugby app, achieving significant market growth via new partnerships and for working capital purposes.

In addition to the Placement, the Company has received a number of commitments from existing option holders to exercise their 31 August 2019 options. It is expected that over the next 2-3 weeks not less than an additional \$0.5m will be raised as a consequence of the exercise of options at an exercise price of \$0.05 per share.

Michael Higginson  
Company Secretary

## About SportsHero

SportsHero Limited listed (ASX code: SHO) is the owner of a world leading sports prediction, gamification and marketing app. The Company is aiming to capitalise on the potential generated by combining the online 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.