



14 February 2019

SPORTSHERO LAUNCHES RUGBY UNION AND SECURES TWO EX WALLABIES

Highlights

- **SportsHero is set to capitalise on rugby union's growing global fan base with its new rugby union prediction platform**
- **The first phase of SportsHero's rugby prediction platform will target fans of the Super Rugby competition held across Australia, New Zealand, South Africa, Argentina and Japan**
- **The second phase will target the high profile Hong Kong Rugby 7's, followed by the 2019 Rugby World Cup being hosted in Japan in October 2019**
- **Enhancing user experience, two former high profile Wallabies, Drew Mitchell (Australia's highest try scorer in World Cup history) and 100 tests Caps winner Matt Giteau, have been appointed as SportsHero Ambassadors**
- **SportsHero's app (which includes rugby) is available in Australia for free for download at Apple and Google Play Stores**
- **Watch the SportsHero web site at www.sportshero.live/ for more rugby news and updates**

Ahead of what will be a significant year in world rugby union, SportsHero is very excited to announce the launch of its new rugby union prediction platform.

The first phase of SportsHero's rugby prediction platform will target fans of the Super Rugby competition, held across Australia, New Zealand, South Africa, Argentina and Japan. The second phase plans to target the high profile Rugby 7's, followed by the 2019 Rugby World Cup, which is held every 4 years and will be hosted in Japan in October 2019.

From 15 February 2019, SportsHero users will have the chance to compete with each other throughout the season for the right to become a Rugby Hero by expertly utilising their skill and knowledge of the game they love.

The launch of SportsHero's free to play App in Australia is expected to aggressively onboard rugby fans with users participating in free weekly and season long tipping competitions.

Following the execution of a heads of agreement in January 2019, SportsHero intends to complete the establishment of a joint venture company with Cross Bet Holdings Pty Ltd and through the joint venture company securing access to a Sports Bookmaker Licence (as announced to ASX on 10 January 2019). SportsHero intends to enter the pay-to-play prediction market in Australia via the joint venture company, with existing SportsHero users being encouraged to use the new platform. The pay-to-play platform will provide users with the vehicle to participate in pay-to-play competitions, where more substantial prizes and rewards are intended to be offered.

The rugby launch comes off the back of a recent World Rugby and Nielsen Sports survey which demonstrated the significant growth potential in both traditional and non-traditional rugby markets. The survey concluding that rugby union has over 800 million worldwide followers, with in excess of 338 million people identifying themselves as genuine fans of the sport.¹

SportsHero

Two of the game's big name players are excited about backing SportsHero's innovative way of connecting fans with their sport. Former Australian fullback Drew Mitchell (who is Australia's highest try scorer in World Cup history and a current Fox Sports commentator) and Australian halfback Matt Giteau (who won 100 test caps for Australia and is playing professionally in Japan) have been appointed as SportsHero Ambassadors. Both Drew and Matt will participate in SportsHero's rugby competitions, giving users worldwide a chance to follow their predictions and to play and win rugby memorabilia and other money-can't buy prizes.

Drew and Matt will add to the money-can't-buy prize draws by including, among other things, autographed rugby merchandise as well as opportunities to meet and engage with our rugby Ambassadors throughout the year.



SportsHero's app is available for download at Apple and Google Play Stores.

¹ <https://www.radionz.co.nz/news/sport/363521/global-fan-base-for-rugby-continues-to-grow>

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.