



## ASX RELEASE

4 June 2019

# PSSI Mobile Application ready for submission to App Store and Google Play following final beta testing

### Highlights:

- **SportsHero's white label digital platform, recently developed for the Football Association of Indonesia (PSSI), is ready for submission to the Apple App Store and Google Play following final beta testing.**
- **It is expected that the mobile application will be available for download from both Apple's App Store and Google Play within 7 days of submission.**
- **The collaboration between SportsHero and PSSI could potentially transform the 80 million Indonesian football fans into engaged consumers of digital content.**
- **SportsHero aims to build its user base over a two week period following the launch date, after which the Company will implement paid digital advertising with the aim of monetising the platform.**

SportsHero Limited (**SportsHero** or the **Company**) (**ASX:SHO**) is pleased to announce that the white label digital platform recently developed for the Football Association of Indonesia (**PSSI**), is ready for submission to the Apple App Store and Google Play following final beta testing.

As announced on 25 March 2019, the Company entered into an exclusive agreement (the **Agreement**) with PSSI, one of the world's largest sports federations, boasting an engaged fan base of 80 million fans, over 4 leagues and 128 teams. PSSI is 100% owned and controlled by the Indonesian Government, and under the Agreement, SportsHero is the exclusive provider and partner to build PSSI's first official platform, including social media, merchandise/e-commerce, game highlights and player access.

Subject to receiving approval from the Apple App Store and Google Play, it is expected that the PSSI mobile application will be available for download within 7 days of submission.

Indonesia represents the largest 'digital' community in the Association of South East Asian Nations, with 130 million social media users, 177 million mobile users and 120 million mobile social users<sup>1</sup>. The collaboration between SportsHero and PSSI will potentially transform the 80 million Indonesian football fans into engaged consumers of digital content.

<sup>1</sup> Hootsuite's Digital 2018 Report (<https://wearesocial.com/blog2018/01/global-digital-report-2018>)

# SportsHero

Following the launch of the PSSI platform, SportsHero's strategy is to build its user base over a two week period, before offering paid digital advertising through the app, as the first step in its monetisation strategy. As detailed in the PSSI Advertising Gross Revenue Model on Slide 12 of the Company's Investor Presentation released on 14 May 2019, the partnership with PSSI has the potential to deliver significant revenues to SportsHero.

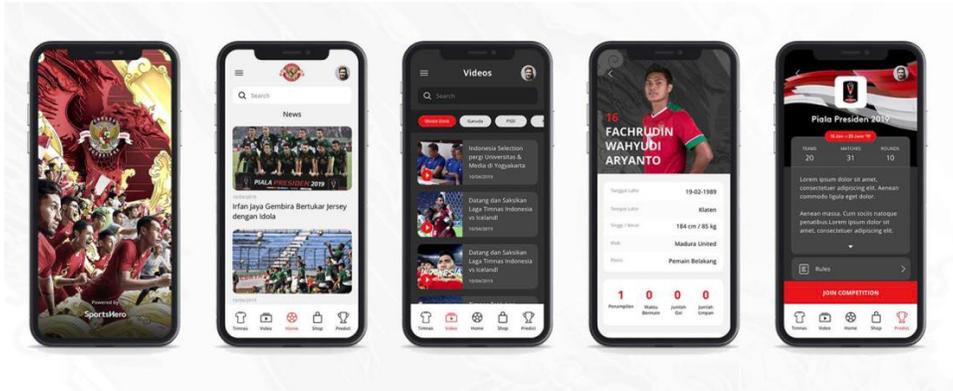


Image 1 – Screenshots from the PSSI mobile application

This bespoke PSSI branded platform is SportsHero's first 'white-label' collaboration, but importantly, is an expansion of scope and range of services able to be developed on SportsHero's community based gamification platform.

**SportsHero's CEO, Mr Tom Lapping, commented:** "We have worked hard to establish a solid partnership with PSSI and are extremely pleased that the digital platform developed through this white label collaboration is now ready for submission to the Apple and Google Play app stores. With over 80 million engaged football fans in Indonesia, there is a huge opportunity to monetise these users through digital marketing, but importantly, it demonstrates the flexibility of the SportsHero platform in its ability to be applied to customised solutions. Based on the success of the PSSI platform, we aim to form further collaborations with leading football and sports leagues globally."

**For further information, please contact:**

**Tom Lapping**

CEO

SportsHero Limited

+65 9184-9135

tom@sportshero.live

**Jane Morgan**

Investor Relations Advisor

Jane Morgan Management

+61405 555 618

jm@janemorganmanagement.com.au

**SportsHero Limited** ABN 98 123 423 987

29 Brookside Place, Lota, Queensland 4179

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



## **About SportsHero**

SportsHero Limited (ASX: SHO) has developed an Australian intelligent, engaging sports prediction platform, designed to provide a dynamic immersive social experience, coupled with both monetary and other prizes. SportsHero has executed an exclusive multi-revenue stream digital partnership agreement with the Football Association of Indonesia ("PSSI"), with over 80 Million PSSI fans targeted for connection on a newly developed digital platform offering a broad range of revenue streams and powered by SportsHero. The Company also has a partnership with one of the world's most popular sporting leagues, Spain's LaLiga, as the exclusive Indonesian partner in the sports prediction category.

## **About the Football Association of Indonesia (PSSI)**

The Football Association of Indonesia is one of the world's largest sports federations, boasting an engaged fan base of 80 million fans, over 4 leagues and 128 teams. PSSI is 100% owned and controlled by the Indonesian Government and committed to elevating and improving the football experience in Indonesia by offering a state-of-the-art digital platform to unite the loyal and passionate fans in one community, with the aim of consuming the sport in a respectful and aspirational spirit.

## **Piala Indonesia Cup**

The current Piala Indonesian Cup culminates in June 2019 with the Big 8 Piala Cup playoffs, which is Indonesia's most watched football competition. In that regard, in May 2019, PSSI commenced an aggressive marketing campaign to engage its members with both the Big 8 Piala Cup and the launch of PSSI's platform and apps, which are powered by SportsHero.

## **Football in Indonesia**

There are more than 700 languages spoken in Indonesia, however, the country is unified by the common language of football. Football is undoubtedly the most popular sport in Indonesia in terms of annual attendance, participation and revenue. It is played at all levels, with Piala Indonesia and Liga 1 being the most popular domestic leagues. PSSI is also developing both youth and women's football programs and is targeting participation in the 2024 Olympics and co-hosting the 2034 football World Cup.

Throughout the 2019/20 Piala Cup season, PSSI will host up to 1,200 matches, with an estimated average game attendance of between 20,000 to 30,000 fans from an estimated total supporter base of over 120 million Indonesians.<sup>2</sup>

What makes football fans in Indonesia unique, in comparison to their neighbouring countries, is their high level of loyal support for both their National Team and their domestic football leagues. Unlike their regional neighbours, the level of local support exceeds the level of support for the world's two most followed leagues, being the English Premier league and Spain's LaLiga. Indonesia also boasts an impressive supporter base demographic, which is represented by 85% males between 17-34 years of age.

## **Mobile, Social & Internet Penetration in Indonesia**

Indonesia has a population of 265 million people. According to Hootsuite's Digital in a 2018 report, 45% of the population are active mobile social users. That's a staggering 120 million individual users.

<sup>2</sup> Mr Marsal Masita, PSSI Deputy General Secretary and PSSI Information Memorandum (March 2019)