



ASX RELEASE

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SportsHero Signs Licensing Agreement with Linus Technologies Limited

Highlights:

- **SportsHero has entered into a binding Agreement with hyper-personalised video content provider, Linus Technologies Limited.**
- **Under the Agreement, SportsHero will have the rights to use the Linus technology in the SportsHero app and the recently launched ‘white label’ mobile application, ‘Kita Garuda’, developed for the Football Association of Indonesia (“PSSI”).**
- **The Linus technology has the potential to significantly increase user engagement and viewer numbers for PSSI’s ‘Kita Garuda’ mobile app, which in turn is expected to result in the generation of more substantive advertising revenue for both PSSI and SportsHero.**

SportsHero Limited (“**SportsHero**” or the “**Company**”) (**ASX: SHO**) is pleased to announce that it has entered into a binding agreement (“**Agreement**”) with leading hyper-personalised video content provider Linus Technologies Limited (“**Linus**”) (**ASX: LNU**), via their respective wholly-owned subsidiaries. Pursuant to the Agreement, SportsHero has secured the rights to use the Linus technology in the SportsHero app and other ‘white label’ solutions, including the mobile application ‘Kita Garuda’, developed for the Football Association of Indonesia (“**PSSI**”).

The Linus technology allows a user to customise a video to show only content that is relevant to the individual requirements and viewing preferences of the user. For example, a user of the PSSI app will be able to search for and watch highlights of their favourite players, the best goals scored, or customise their viewing content based on virtually any criteria, such as shots on target, goalkeeper saves, injuries, substitutions, penalties, red cards and many more.

For more information on Linus Technologies Limited and their Video Virtualisation Engine™, please visit: linius.com/hyper-personalized-video-for-sports/

The integration of the Linus technology into the PSSI mobile app has the potential to significantly increase user engagement and viewer numbers for the ‘Kita Garuda’ mobile app, which in turn is expected to result in the generation of more substantive advertising revenue for both PSSI and SportsHero.

SportsHero Limited
ABN 98 123 423 987
29 Brookside Place, Lota, Queensland 4179
Tel/Fax: +61 7 3901 0751



Personalisation Facts and Statistics

The Linius technology enables the delivery of content marketing, a practice which is both remarkably widespread and effective. The following personalisation facts and statistics highlight some of the benefits of content marketing:

- Personalised adds are worth 2.7 times non targeted ads¹
- 78% of Chief Marketing Officers believe that custom content is the future of marketing²
- 81% of marketers perceive increases in customer engagement as the main benefit of real-time marketing²
- 46% of marketers cited lack of time as the biggest hurdle to content marketing personalization³
- More than 78% of customers will only pursue offers if they are customised to previous engagements with the brand⁴
- 93% of companies see greater conversion rates with website personalisation⁵

SportsHero's CEO, Tom Lapping, commented: "The securing of the Linius technology is a significant development for SportsHero and has the potential to significantly boost engagement within the 'Kita Garuda' mobile app. Personalisation has become a significant trend in video content and we are very excited to be able to offer this to our customers as part of our 'white label' solution. The technology offered through the 'Kita Garuda' mobile app is cutting edge, both in Indonesia and globally, and the integration of the Linius technology will take it to another level."

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

¹ asx.com.au/asxpdf/20190404/pdf/4441q962y5k2dw.pdf

² demandmetric.com/content/content-marketing-infographic

³ therealtimeport.com/2014/03/24/88-of-digital-marketers-consider-realtime-marketing-critical-to-their-efforts/

⁴ vidyard.com/blog/video-sales-tool-infographic/

⁵ vidyard.com/blog/50-video-marketing-stats-prove-youre-doing-it-right/

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SportsHero

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 Linius Technologies Limited

Linius Technologies Limited (ASX: LNU) has cracked the code that makes hyper-personalised video possible. Linius transform cumbersome, static video files into dynamic virtual files that can be easily manipulated on-the-fly, delivering an enhanced, custom experience for content creators, distributors and consumers.

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.

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.